



BUSINESS ANALYSIS CONFERENCE EUROPE


16 - 18 September 2024 • London, UK

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AI Alchemy - Turning Change into Gold





In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists

– Eric Hoffer



ideas,

STORY



AI needs
humans

AI needs our
ideas and
experience



The screenshot couldn't be generated

Mick Brian
Head of Change and Transformation
CMC Partnership Consultancy Ltd



So why me?

- I am involved in the Adoption and Integration of AI and LLMs on a daily basis
- I am excited and curious about what this means for humans
- I believe AI will actually create more options for Human Interaction in Analysis
- ...it's better than excel spreadsheets



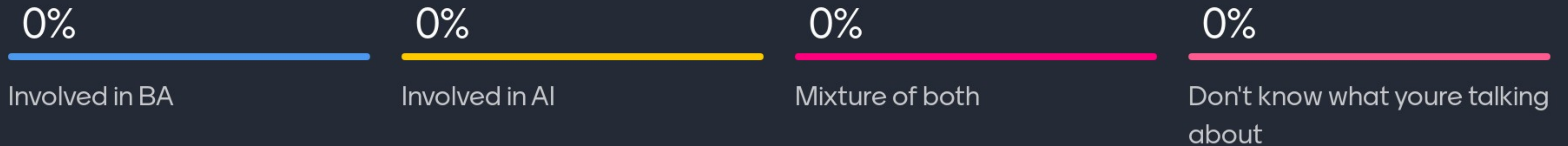
Will Izzard
Managing Consultant
CMC Partnership Consultancy Ltd



So why me?

- Language and making meaning are the key
- ...and so is behaviour
- ...and I'm not dead yet

Who's in the room?



Who has used AI outside of work?

1st | YES

2nd | NO

Who has used AI in their Professional Work?

1st | YES

2nd | NO

What have you used?

0 responses

How do you feel about the integration of AI Business Analysis?

0 responses





We are using AI everyday

1. Face Recognition on Smartphones
2. Social Media Feeds
3. Email Services
4. Voice Assistants
5. Smart Home Devices
6. Search Engines
7. Navigation and Driver Assistance
8. Autonomous Vehicles
9. Banking and Security
10. Online Shopping and Entertainment



GENERATIVE AI

- refers to a subset of artificial intelligence techniques focused on creating new content, such as images, text, or even music. This is achieved through models that learn the underlying patterns and structures of the data they're trained on and then use this knowledge to generate new examples that are similar to, but not identical to, the training data.



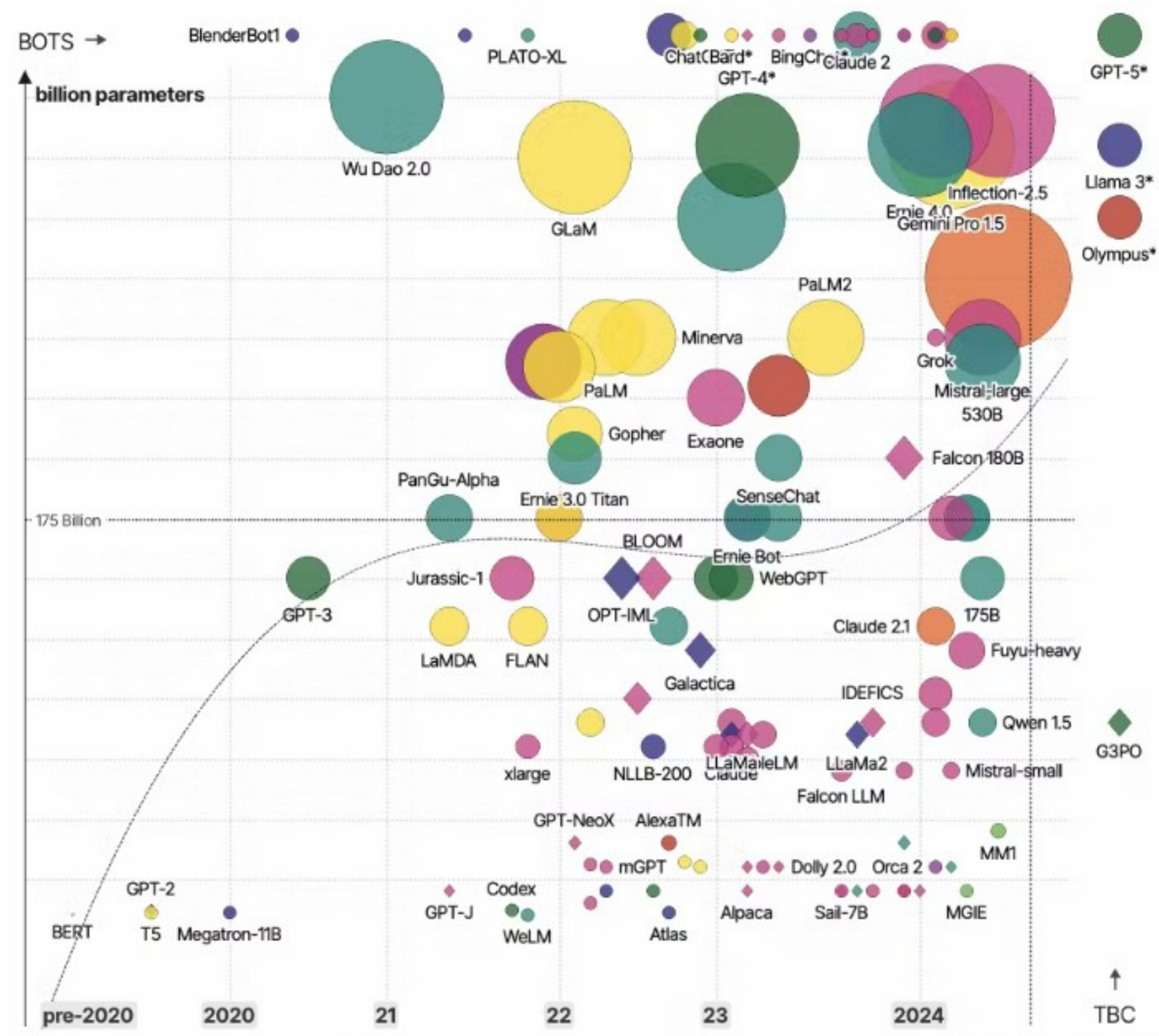
LARGE LANGUAGE MODEL (LLM)

A Language Model (LM) is a type of AI model designed specifically to understand and generate human language. It learns the statistical structure of language by analysing large amounts of text data, enabling it to predict the likelihood of a sequence of words or generate new text based on the patterns it has learned.

The Rise and Rise of A.I. Large Language Models (LLMs) & their associated bots like ChatGPT

size = no. of parameters open-access

Amazon-owned Anthropic Apple Chinese Google Meta / Facebook Microsoft OpenAI Other



David McCandless, Tom Evans, Paul Barton
Information is Beautiful // UPDATED
20th Mar 24

source: news reports, [LifeArchitect.ai](#)
* = parameters undisclosed // see the [data](#)

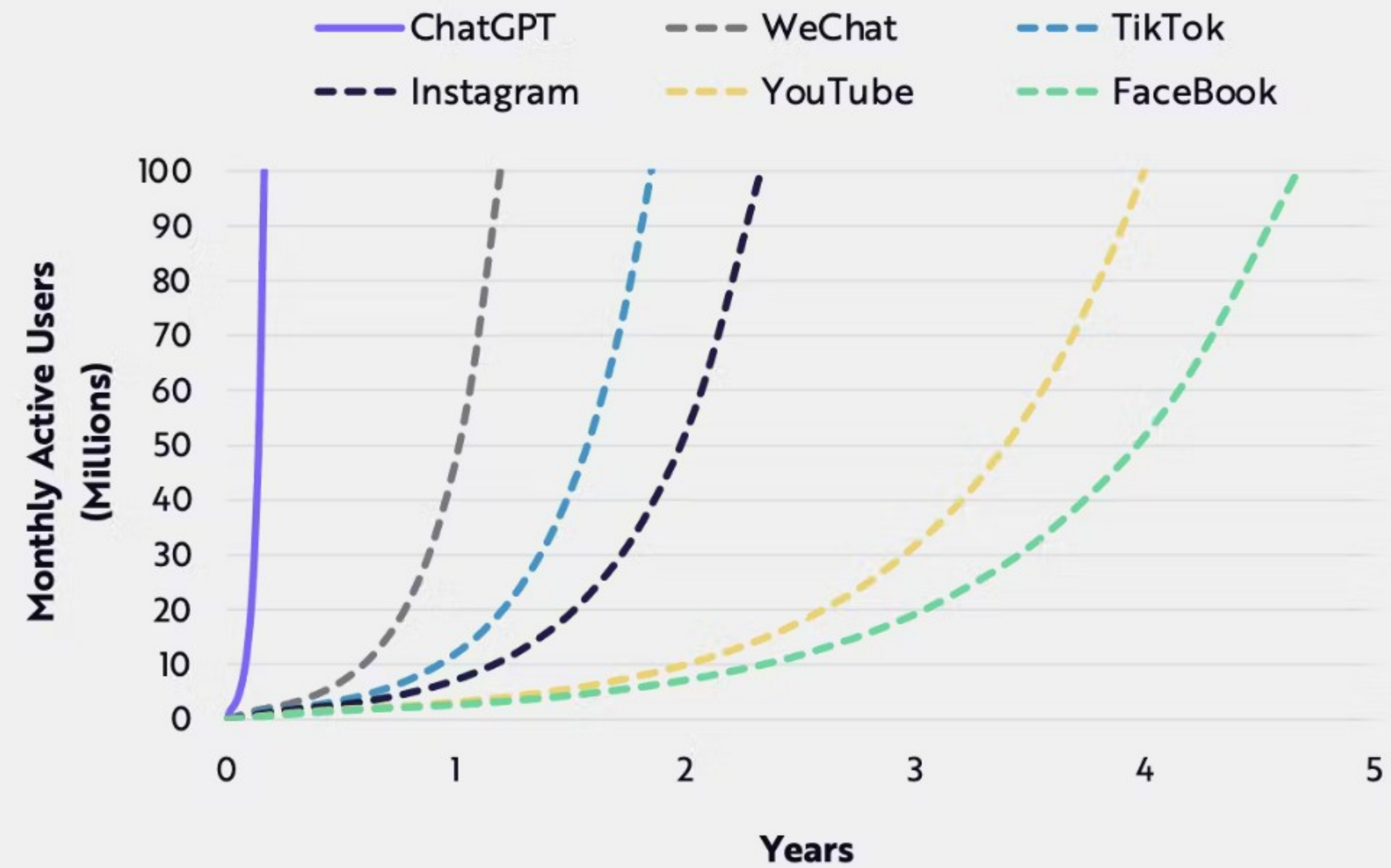
MADE WITH *VIZsweat*

Its not slowing down!



ARTIFICIAL INTELLIGENCE

ChatGPT Users Hit 100 Million Users In Two Months



*values between 0 and 100 million users are estimates





Prompt Engineering

- Clarity
- Specificity
- Context
- Objective
- Creativity
- Adaptability



AI presents numerous opportunities for the future of Business Analysis

- Requirements Elicitation and Documentation:
- Data Analysis and Interpretation:
- Stakeholder Communication and Reporting:
- Process Modelling and Improvement:
- Automated Report Generation:

How do you think you can make use of Generative AI and LLM's?

0 responses





The Analysis Work

- Launching a chatbot for pension inquiries using large language models.
- Providing citizens with an easy-to-use platform for pension advice and updates.
- Tailoring services to citizen needs.

What would you normally do next as a Business Analyst?

0 responses



**HEAD TO
MURAL**

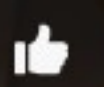


Business Analysts anticipate several challenges over the coming years

- Ethical Considerations
- Integration and Compatibility
- Skills Gaps and Training Needs
- Change Resilience and Cultural Barriers
- Algorithmic Bias



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Air Canada must pay damages after chatbot lies to grieving passenger about discount

Airline tried arguing virtual assistant was solely responsible for its own actions

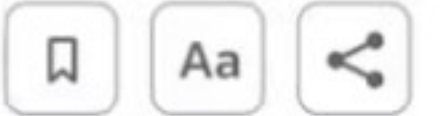
[Katyanna Quach](#)

Thu 15 Feb 2024 | 21:50 UTC

Lawyer who cited cases concocted asks judge to spare sanctions

By Sara Merken

June 8, 2023 10:59 PM GMT+1 · Updated 9 months ago



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Pak'nSave's AI meal planner suggests recipe for deadly chlorine gas

TurboTax and H&R Block now use AI for tax advice. It's awful.

In our tests, new chatbots in popular tax services were unhelpful or wrong as much as half of the time

Academics apologise for AI blunder implicating Big Four

by [Tom Herbert](#)

A group of academics has apologised to the Big Four after it was revealed they had used material generated by artificial intelligence to implicate the firms in non-existent scandals via a submission to the Australian Parliament.

6th Nov 2023 [10 comments](#)

BREAKING

Google CEO Says Gemini AI's 'Unacceptable' Responses Offended Users And Showed Bias



**With AI and LLMs in mind, where do you think
Business Analysts should focus their time?**

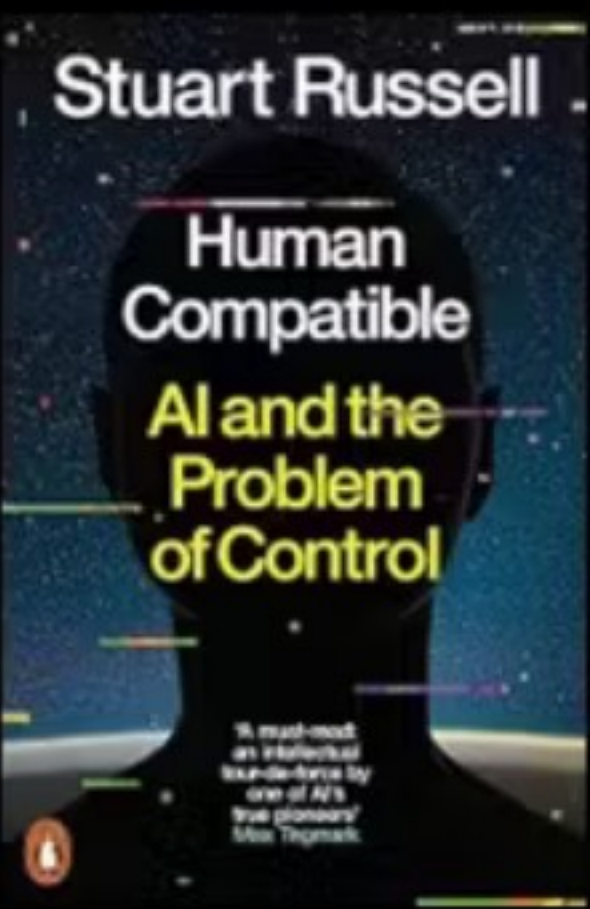
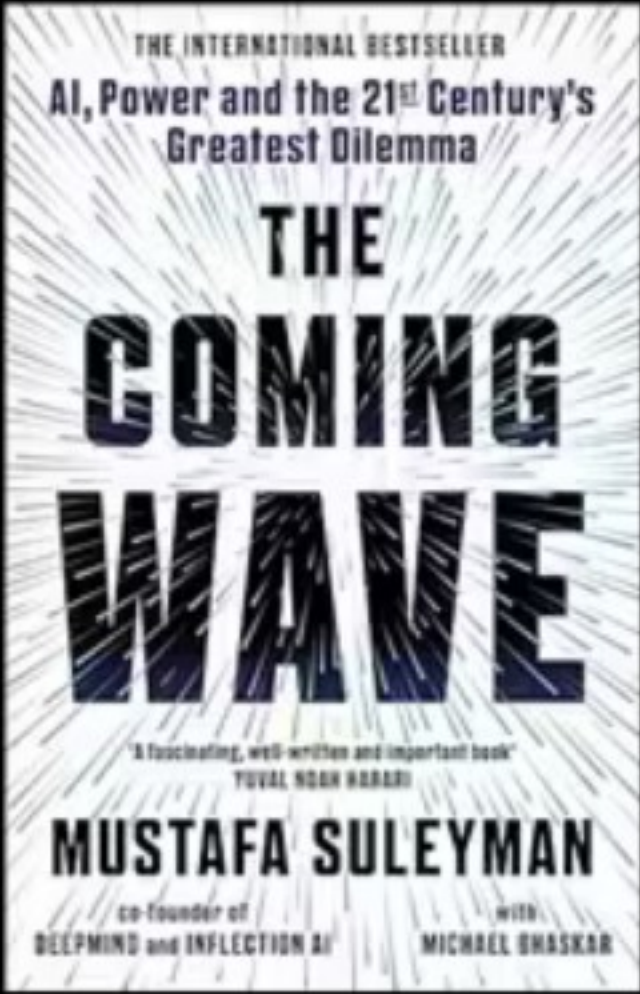
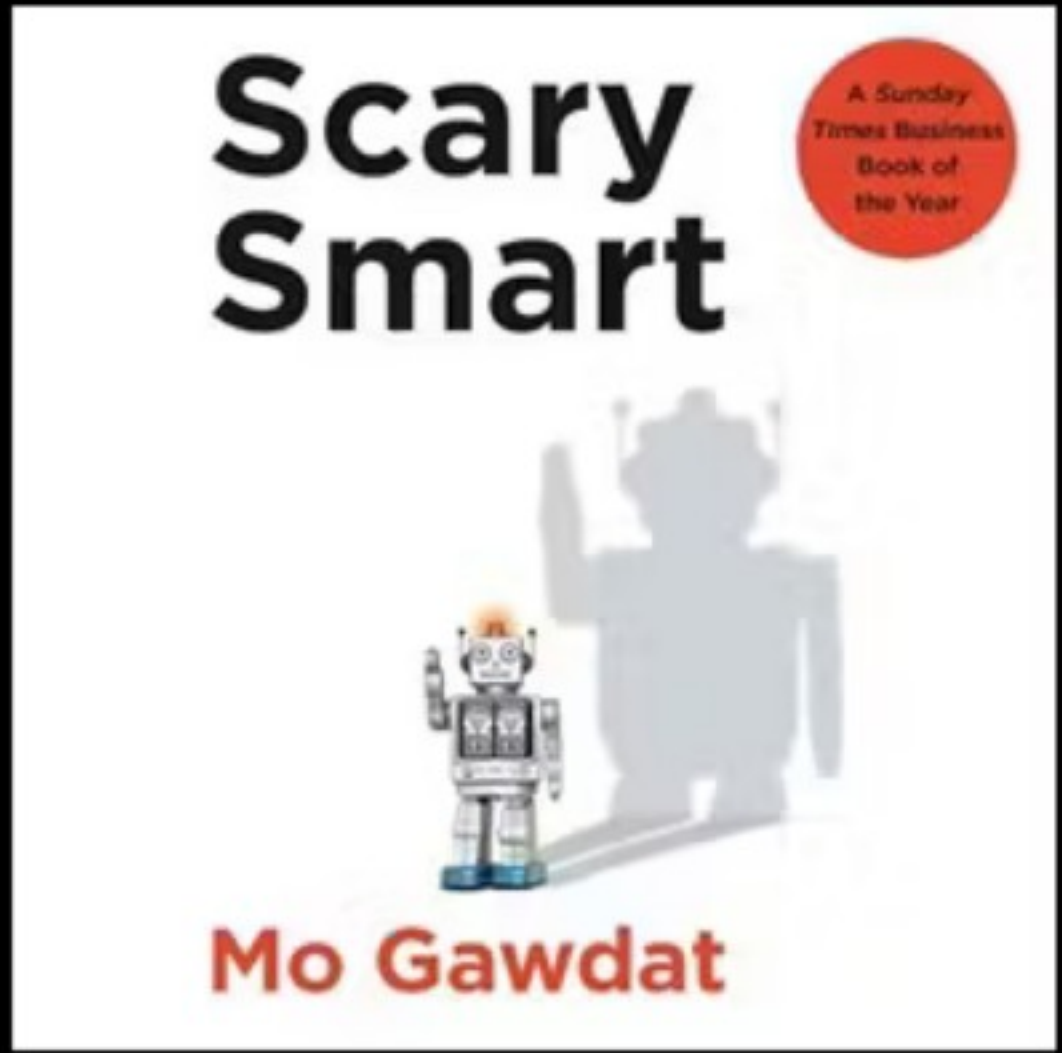
0 responses





Humans are good at this stuff...AI, not so much

- Emotional Intelligence: Humans grasp emotions better than AI.
- Ethical Decision-Making: Humans navigate morals better than AI.
- Understanding Context: Humans interpret social cues and history better than AI.
- Interpersonal Skills: Humans excel in relationships, unlike AI.
- Humour and Play: Humans understand humour and engage socially better than AI.
- Intuition: Humans rely on instincts better than AI.





Michael Brian

[linkedin.com/in/michaelbrian](https://www.linkedin.com/in/michaelbrian)

07747806314

mick.brian@consultcmc.com



William Izzard

[linkedin.com/in/william-izzard](https://www.linkedin.com/in/william-izzard)

07771331050

will.izzard@consultcmc.com







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