



# BUSINESS ANALYSIS CONFERENCE EUROPE


16 - 18 September 2024 • London, UK

**\*Please score and comment on this session and speaker in the event mobile app\***



# 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

Humans drive  
analysis and  
change

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



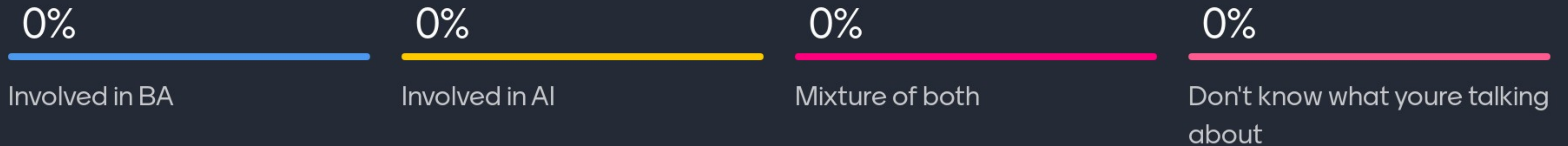
Will Izzard  
Managing Consultant  
CMC Partnership Consultancy Ltd



# 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?



# 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.



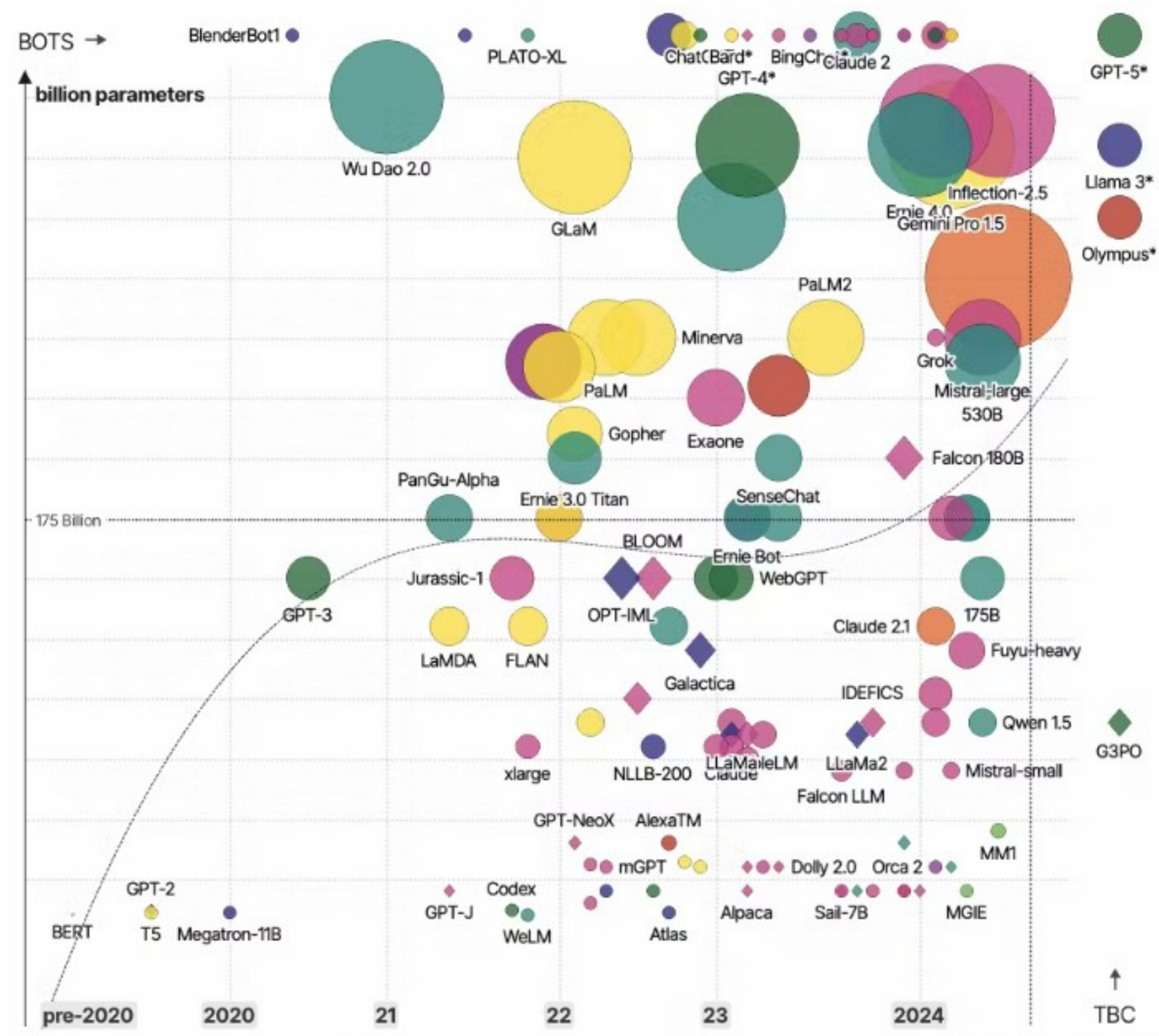
# LARGE LANGUAGE MODEL (LLM)

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](#)

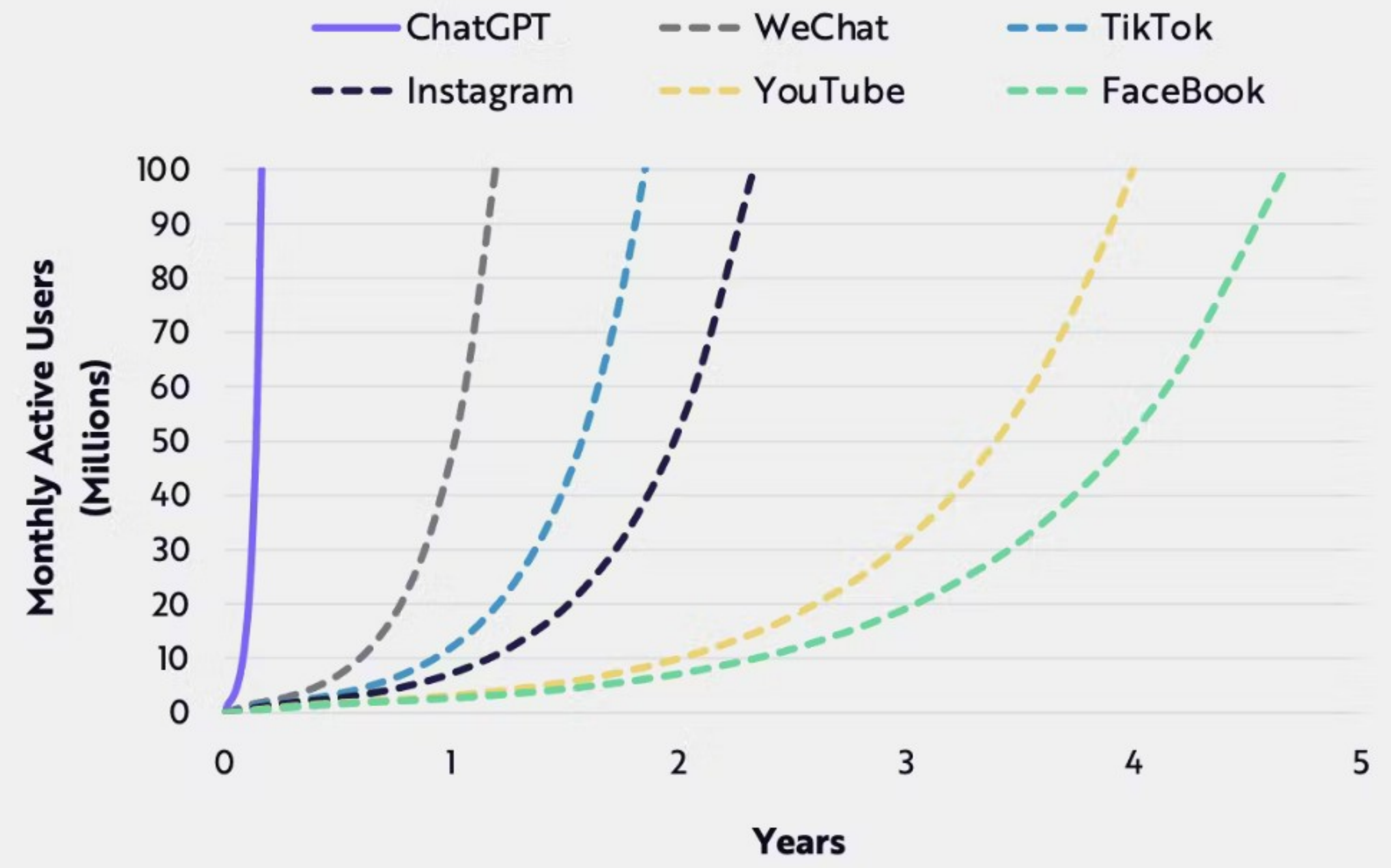
MADE WITH VIZsweat

# 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
- Creativity
- Adaptability
- Objective

The problem with problems...



### Developing Questions

#### Attributes

And... is there anything else about [ ]?  
And... what kind of [ ]?

#### Relationship

And... is there a relationship between [ ] and [ ]?  
And ... when [ ], what happens to [ ]?

#### Location

And... where/whereabouts is [ ]?

#### Metaphor

And... that's [ ] like what?

### Sequence and Source Questions

#### Before

And... what happens just before [ ]?

#### After

And... then what happens/ what happens next?

#### Source

And... where does/could [ ] come from?

### Intention Questions

#### Desired Outcome

And... what would [ ] like to have happen?

#### Necessary Conditions

And... what needs to happen for [ ]?  
And... can [ ]?

### SYNTAX – HOW TO ASK THE QUESTIONS

“And [ ]

And when/ as [ ]  
clean question?”

e.g. “And a strong heart in a weak body,  
And when a strong heart,  
what kind of strong is that strong?”

### Basic Clean Questions



## The Problem-Remedy-Outcome Process





## 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



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

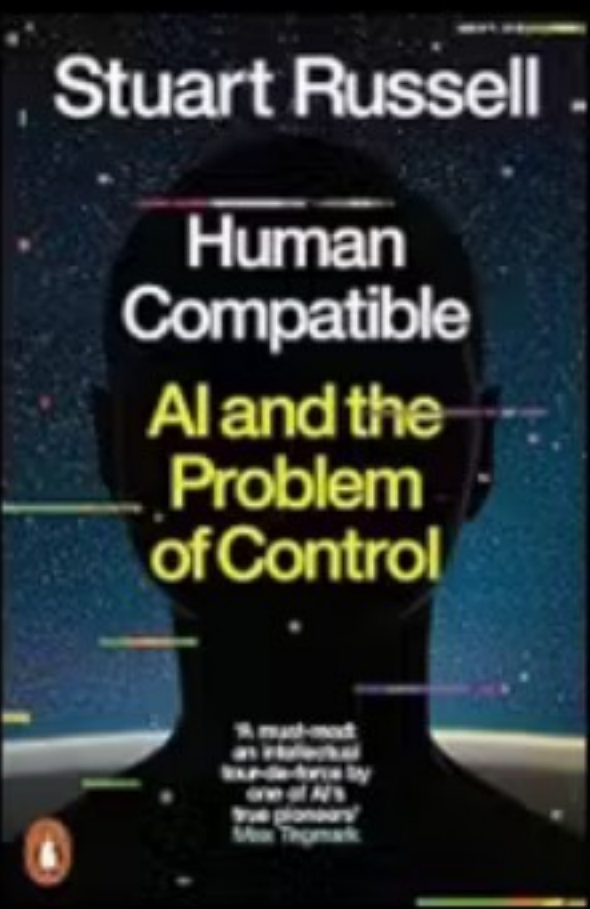
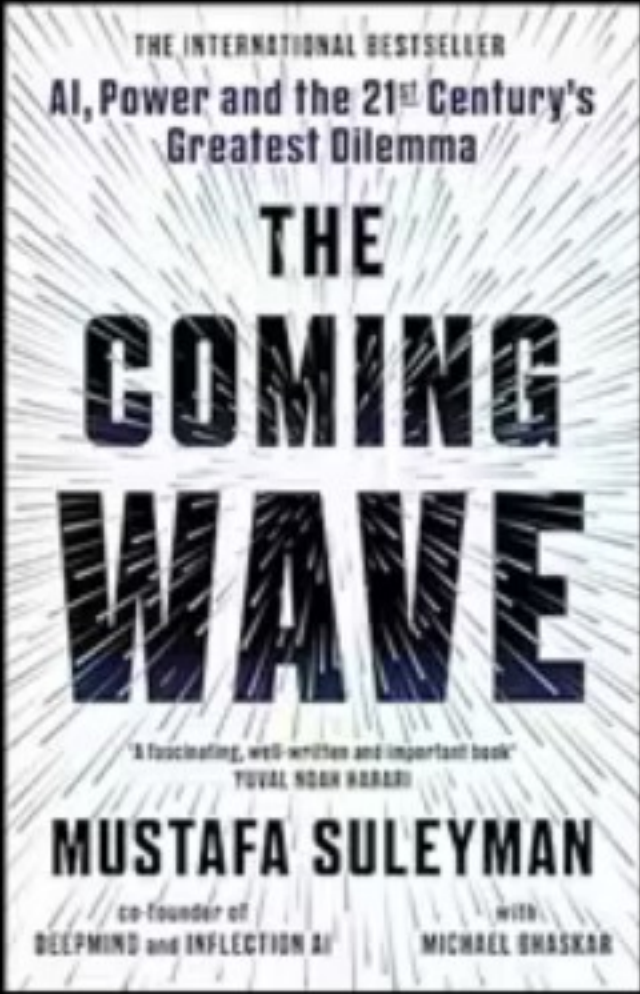
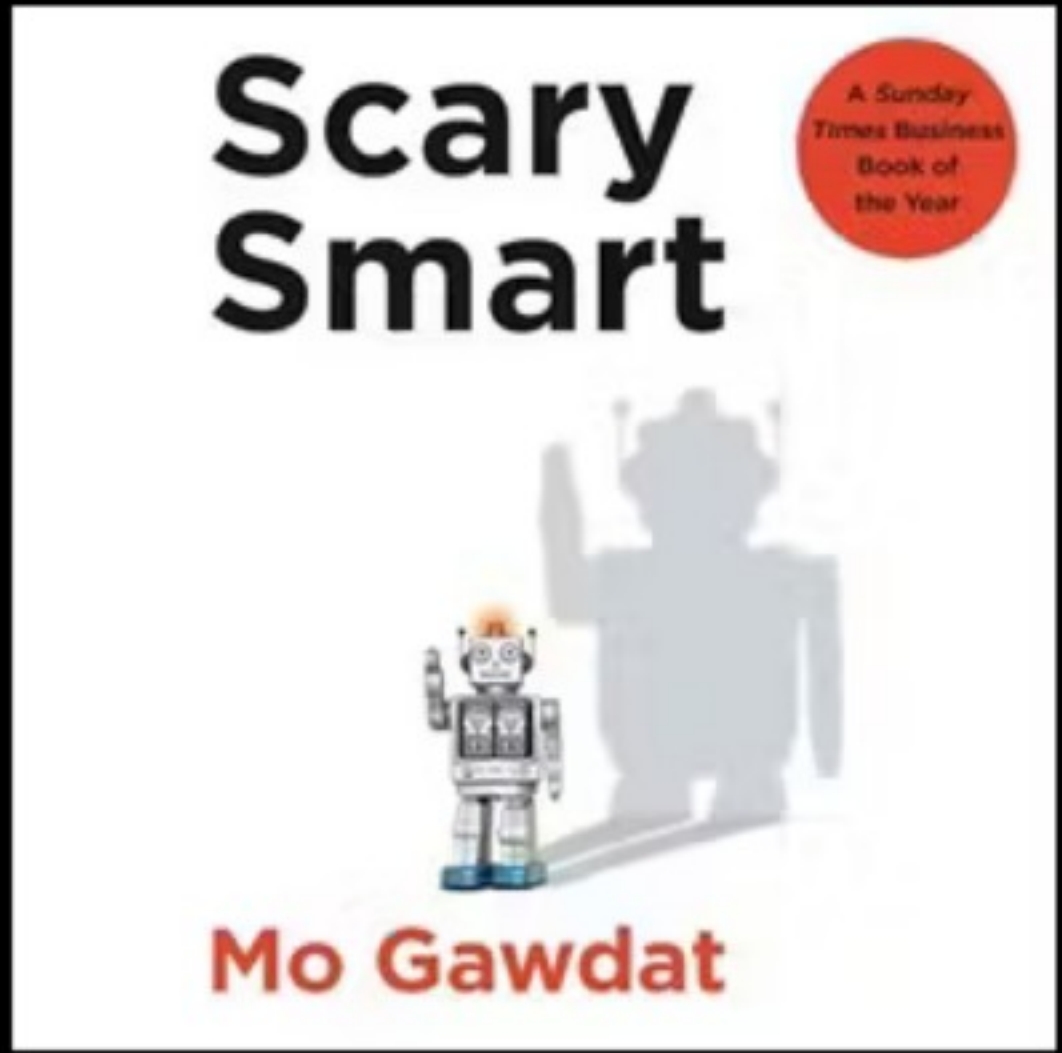
0 responses





## 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](mailto:mick.brian@consultcmc.com)



**William Izzard**

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

**07771331050**

[will.izzard@consultcmc.com](mailto:will.izzard@consultcmc.com)







# BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

**\*Please score and comment on this session and speaker in the event mobile app\***

