

Exploring AI for Business

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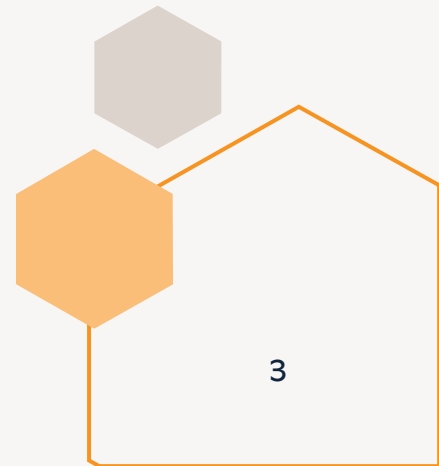
Learning Goals



Disclosure

This presentation is for informational purposes and reflects the presenter's views, not necessarily those of *SpiritBank*. The content is based on current AI understandings and is not financial, legal, or investment advice.

AI technology is evolving; therefore, the information presented might become outdated. Forward-looking statements involve risks and uncertainties. We make no warranties about the accuracy or completeness of this presentation and advise consulting professional advisors for specific business needs.



The graphic consists of four hexagons of varying sizes and colors. A large orange hexagon is the central element. To its upper right is a medium-sized blue hexagon. To its lower left is a small, light orange hexagon. To its lower right is a small, light orange hexagon. A thin, dark blue outline of a hexagon is positioned to the left of the large orange hexagon, partially overlapping it.

AI Foundations

AI – According to The Experts...

“AI will impact every industry on Earth, including manufacturing, agriculture, health care, and more.”

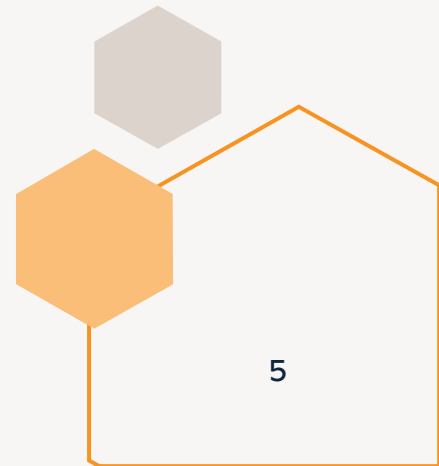
-Fei-Fei Lee, AI Researcher & Innovator

“It will be the most significant technological transformation in human history. It will eclipse the agricultural revolution, the industrial revolution, the internet revolution, all put together.”

-Sam Altman, CEO OpenAI

“I believe AI is going to change the world more than anything in the history of humanity. More than electricity.”

-Kai-Fu Lee, CEO Sinnovation Ventures

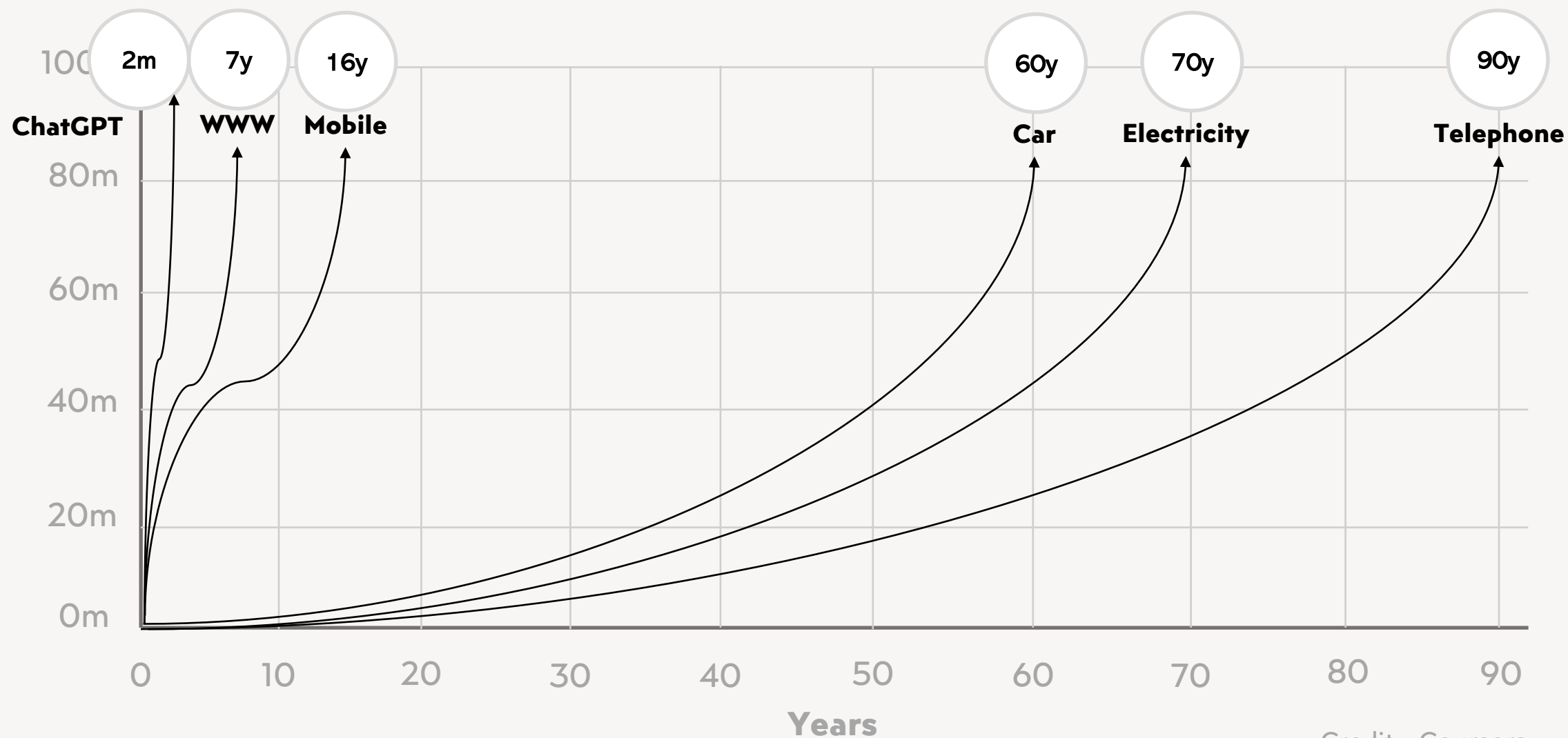


T-800 | The Terminator



Technology Adoption Curve

Time to Reach 100 Million Global Users



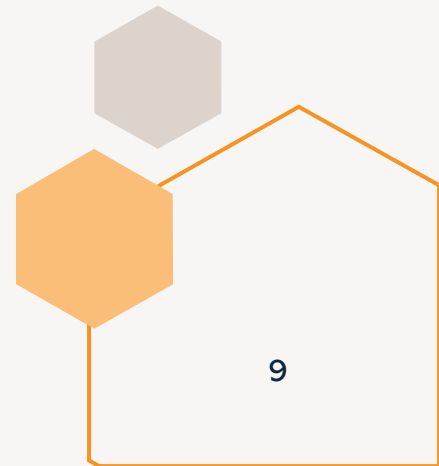
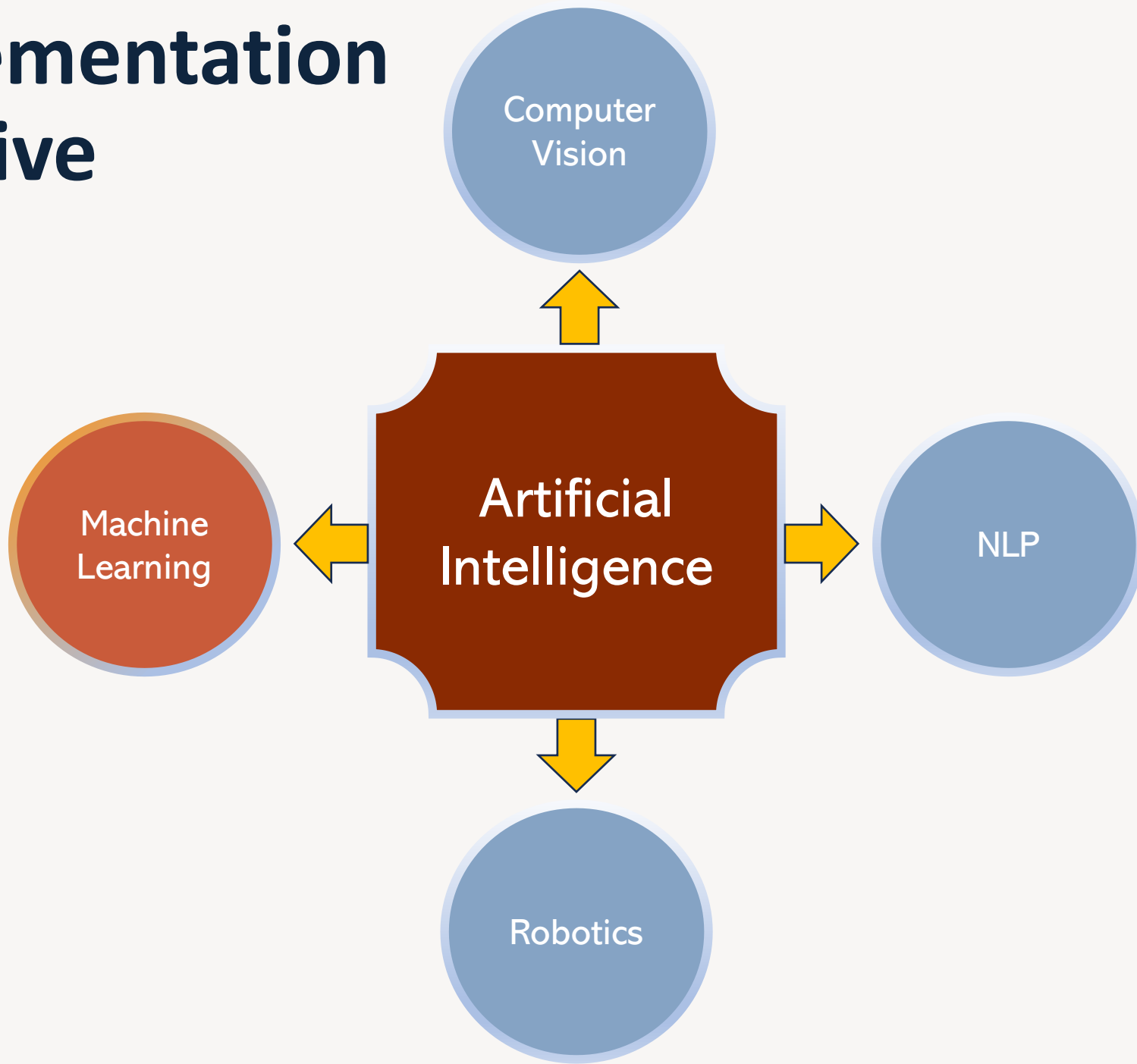
Artificial General Intelligence

VS

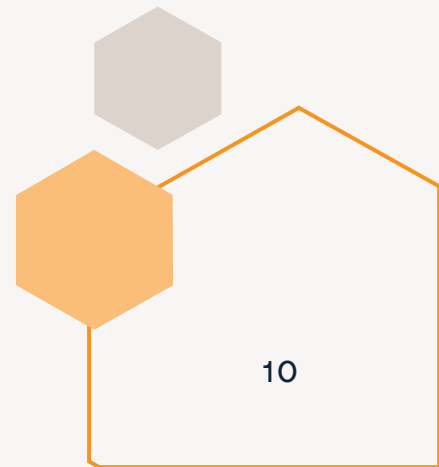
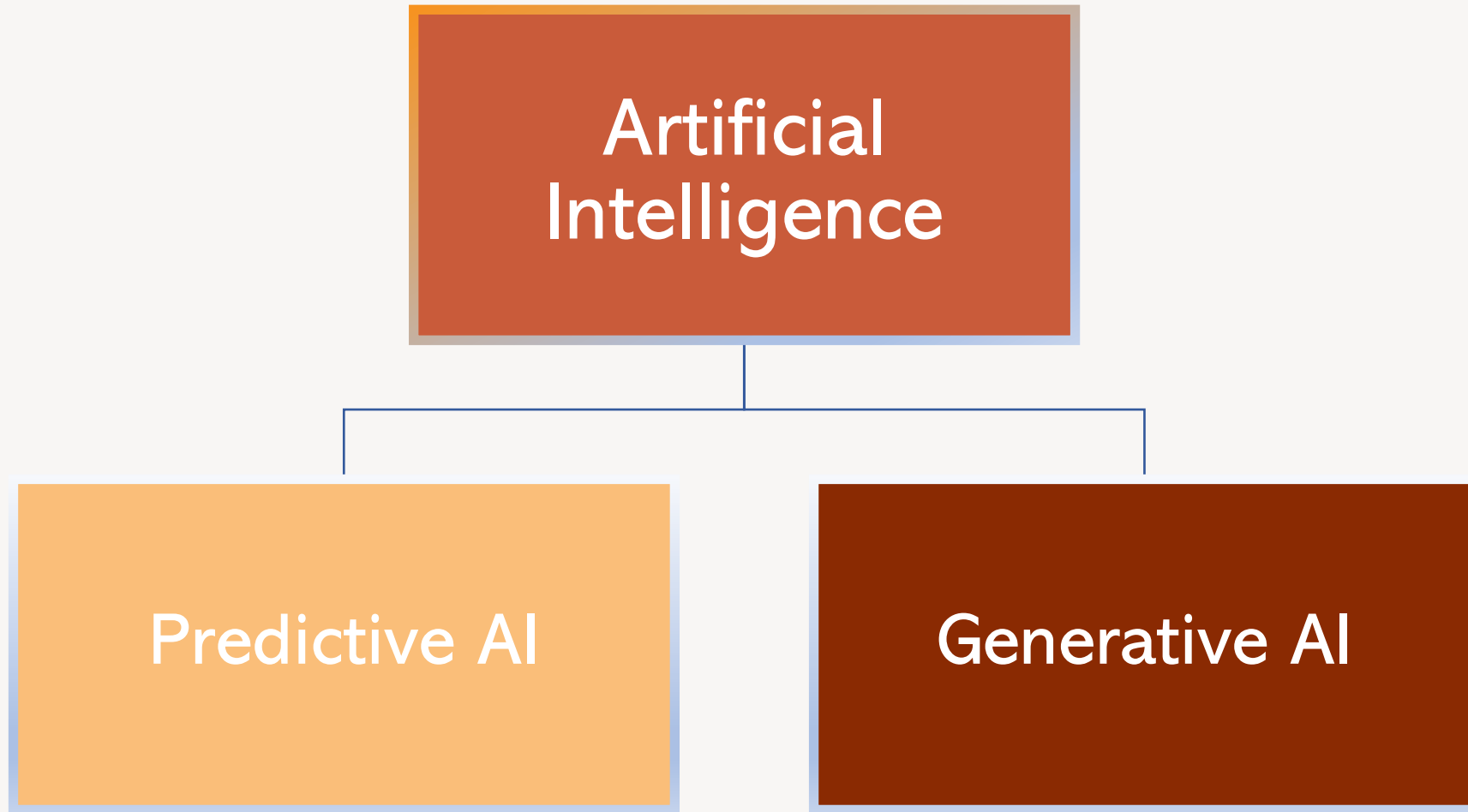
Narrow (Modern) AI



An Implementation Perspective

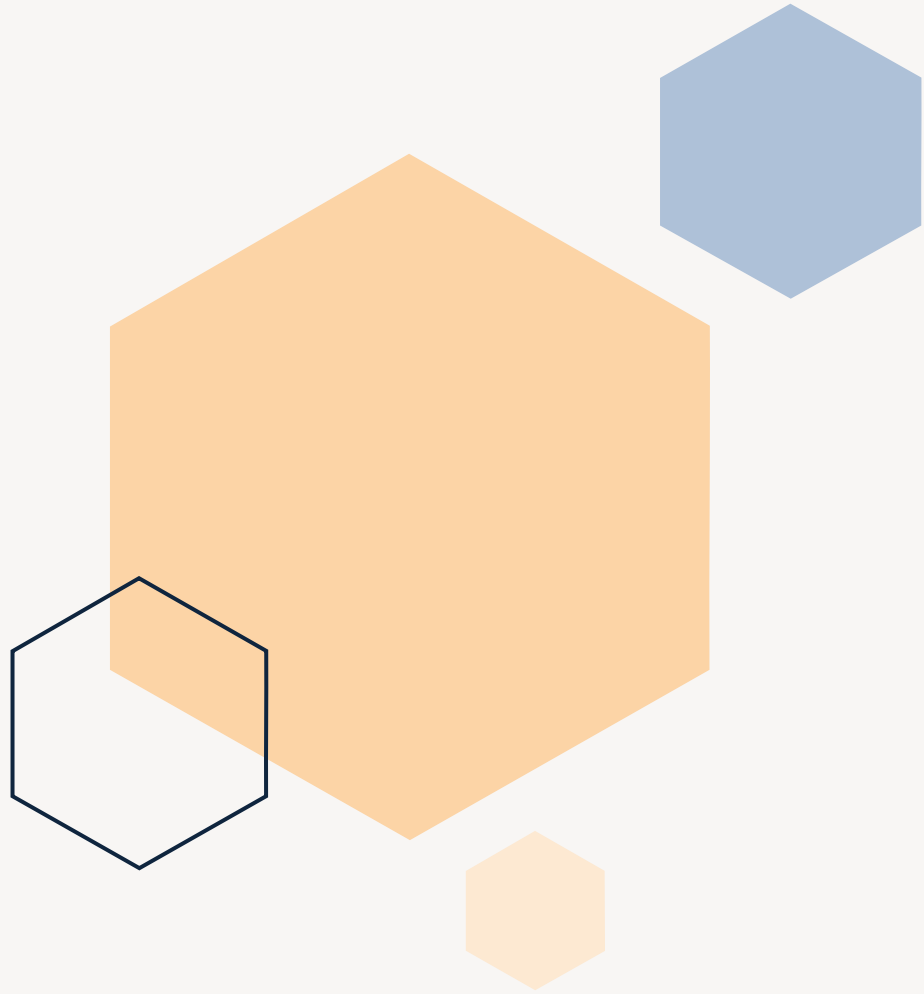


A Functional Perspective



So far, so good?





Should We Embrace or Fear AI?

AI – Rose





AI Risks



Cybersecurity Attack Enhancements

Social Engineering, Malware, Recon



Bias / Discrimination

Unfair Lending, Discriminatory Hiring,



Privacy

Sensitive Data Leakage, Privacy Law Violations



Misinformation

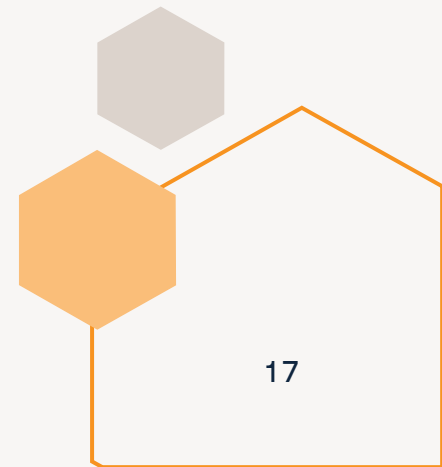
Fake Videos, Deceptive SM Posts



Practical Applications

Enterprise AI Use Cases

AI Technology	Examples
• Recommender Systems	• Netflix, Amazon
• Fraud Detection	• Credit Card Payments
• Customer Experience	• Home Depot, Lowes
• Medical Transcription	• Physicals, Nurses, PAs, etc.
• Generative AI	• Microsoft Bing Copilot



GenAI – According to the Experts...

“Upskilling in generative AI increases productivity by over 150%.”

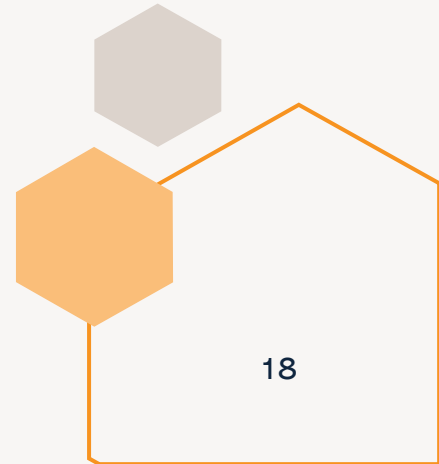
-Workera

“Business professionals who used AI could write 59% more business documents per hour.”

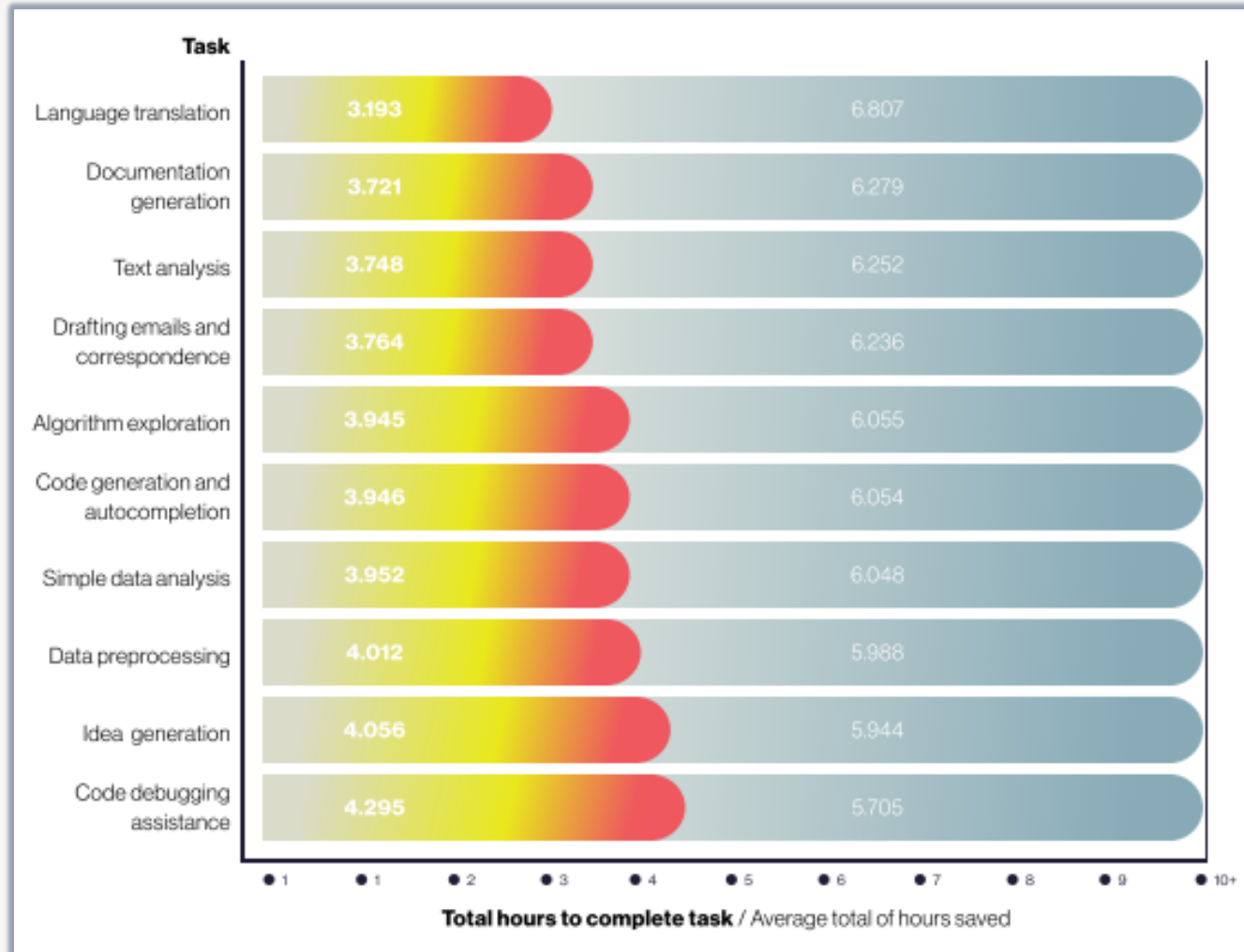
-Nielson Norman Group

“Generative AI can improve a worker's performance by up to 40% compared to workers who don't use it.”

-MIT Sloan



GenAI – Productivity Snapshot (Workera)



GenAI – Practical Applications

Language
Translation

Negotiations,
Sales Pitches...

Content
Improvement

Outline Creation

Communication

Video Analysis

Competitor
Analysis (SWOT)

Sentiment
Analysis

Summarization

Research &
Analysis

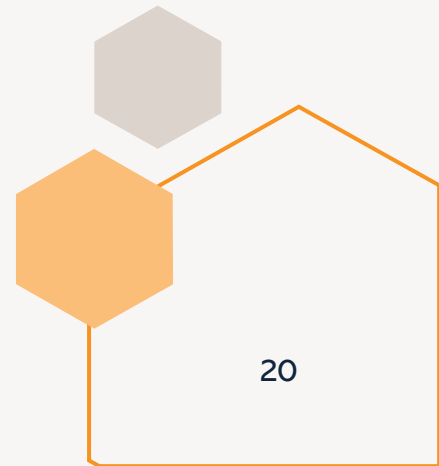
Improvement
Suggestions

Write code

Background
tunes, songs

Newsletter
Images, etc.

Creative
Expression



How are we doing?





How Should Humans Use AI?

AI – Joe

How Should Humans Use AI?



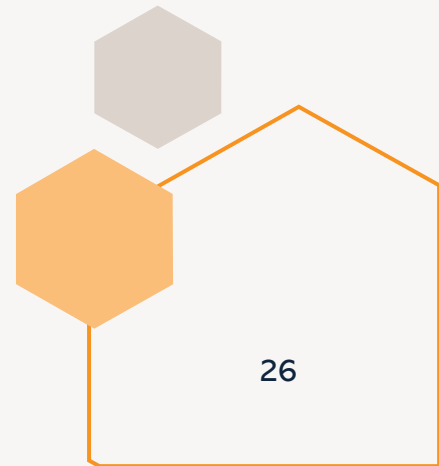
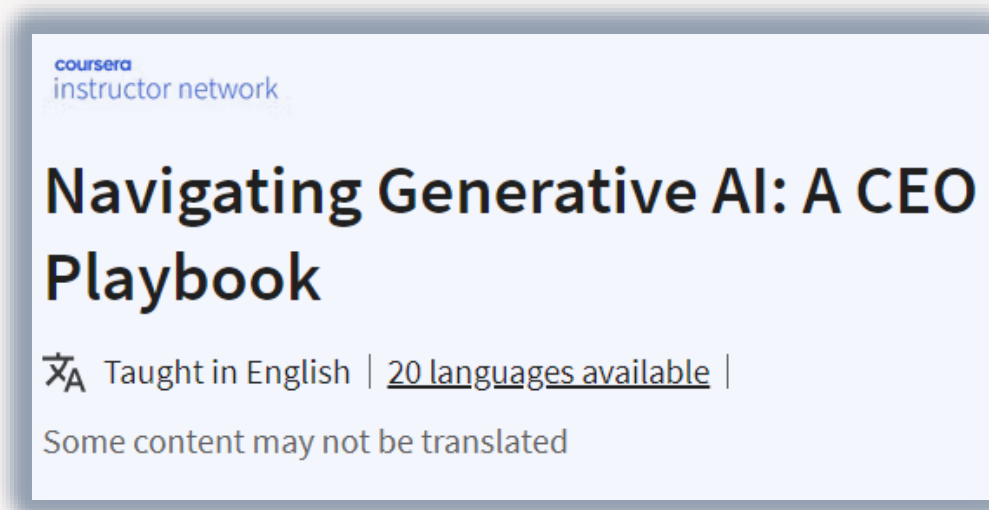
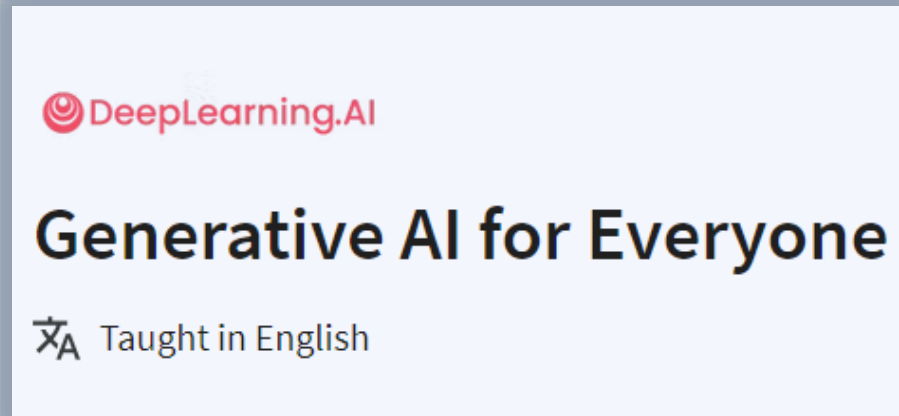
A decorative graphic consisting of four hexagons. A large orange hexagon is the central element. To its top-right is a smaller blue hexagon. To its bottom-left is a white hexagon with a dark blue outline. Below the large orange hexagon is a small orange hexagon.

AI Upskilling

AI Learning Resources

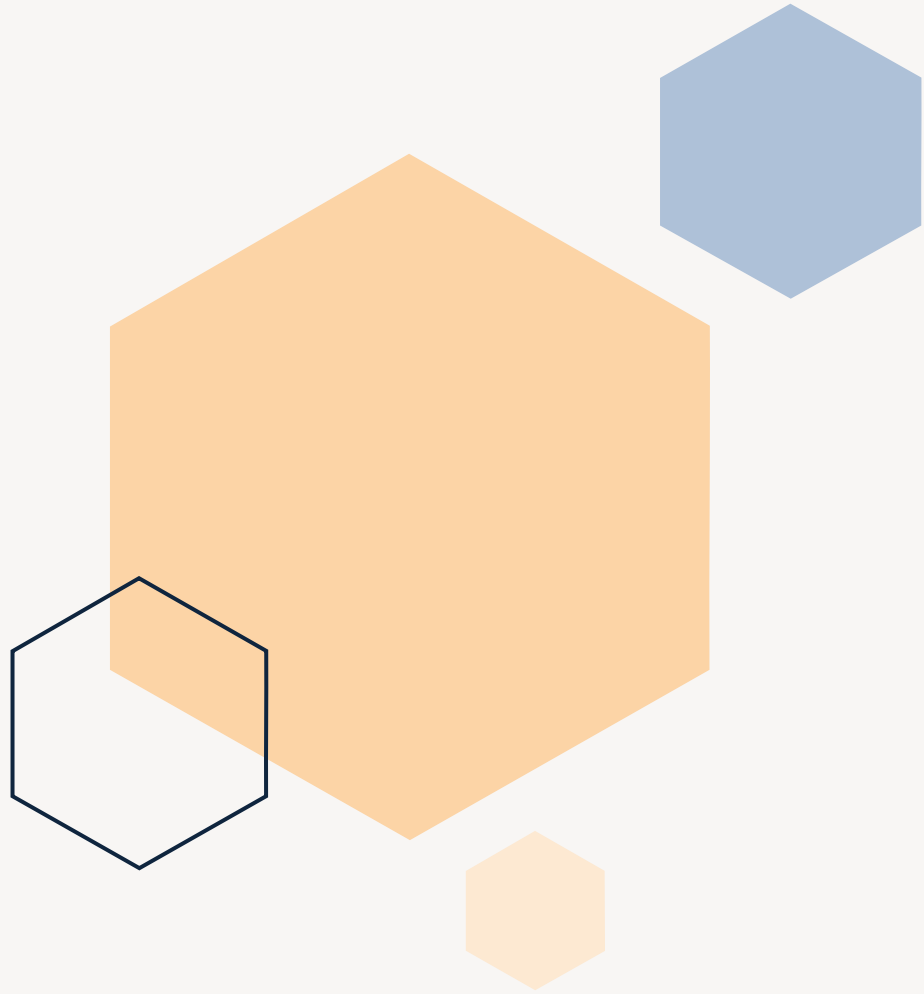
News Orgs	Books / Websites	College / University	MOOCs	Podcasts
<ul style="list-style-type: none">- Business news- Technology news- Industry news	<ul style="list-style-type: none">- AI Fundamentals, ChatGPT, etc.- w3schools- freecodecamp	<ul style="list-style-type: none">- Degrees- Certificates- Bootcamps	<ul style="list-style-type: none">- Coursera- LinkedIn Learning- edX	<ul style="list-style-type: none">- AI in Business- Eye on AI- Practical AI

Sample Resources



We hanging in there?





Will Humans Ever Catch Up to AI?

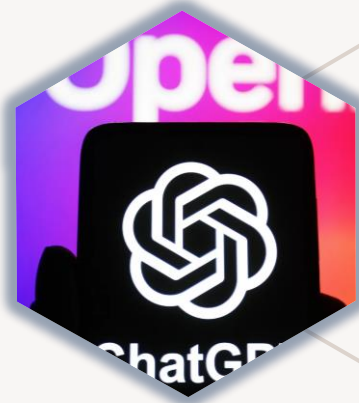
AI – Maria



The slide features a decorative arrangement of five hexagons on the left side. A large orange hexagon is the central element. To its upper right is a medium-sized blue hexagon. To its lower right is a small light orange hexagon. To its lower left is a small white hexagon with a dark blue outline. To its left is a medium-sized white hexagon with a dark blue outline.

AI Tools

AI “Chatbots”



ChatGPT

The Leader



Gemini

The Runner Up



Pi

Coaching



Perplexity AI

AI Web Search



Claude

Up and Coming

Prompt Engineering

“The Art of LLM Manipulation”

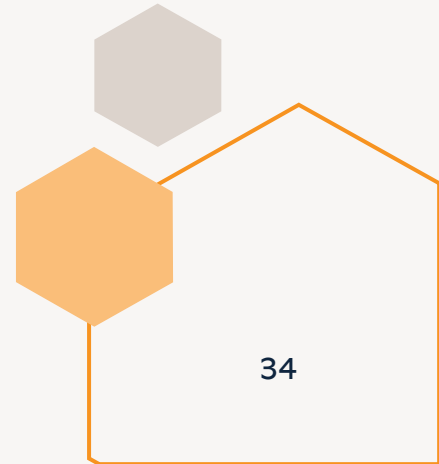
Persona Pattern		Audience Persona		Chain of Thought		Few Shot		Flipped Interaction
<ul style="list-style-type: none">- “You are a 20 year marketing and sales expert specializing in....”- “Act like Sherlock Holmes. Investigate...”		<ul style="list-style-type: none">- “Explain the plot of Avengers Endgame. Assume I”- “Describe GAAP as if I am a 5-year old child.”		<ul style="list-style-type: none">- Encourage the LLM to explain its reasoning- Use with few shot or other patters for better output		<ul style="list-style-type: none">- Provide a few examples to guide the LLMs to generate desired output		<ul style="list-style-type: none">- Flip the perspective of the conversation- “I would like you to ask me questions to do X....”

Hallucinations

Model	Accuracy	Hallucination Rate
GPT 4	97.0 %	3.0 %
GPT 3.5	96.5 %	3.5 %
Llama 2 70B	94.9 %	5.1 %
Llama 2 7B	94.4 %	5.6 %
Llama 2 13B	94.1 %	5.9 %
Cohere-Chat	92.5 %	7.5 %
Cohere	91.5 %	8.5 %
Anthropic Claude 2	91.5 %	8.5 %
Mistral 7B	90.6 %	9.4 %
Google Palm	87.9 %	12.1 %
Google Palm-Chat	72.8 %	27.2 %

Technology Resources

- AI Video Generator | Synthesia
<https://www.synthesia.io/>
- Text, Image & Audio Generator | ChatGPT (OpenAI)
<https://openai.com/>
- Text Generator | Claude (Anthropic)
<https://claude.ai>
- Text & Image Generator | Gemini (Google)
<https://gemini.google.com/>
- Text Generator | Pi (Inflection)
<https://inflection.ai/>
- Text & Image Generator | Copilot (Microsoft)
<https://www.bing.com/>
- AI Search Engine | Perplexity AI
<https://www.perplexity.ai/>
- Image Generator | Midjourney
<https://www.midjourney.com/>



Other Resources

- Prompt Engineering Guide (Open AI)

<https://platform.openai.com/docs/guides/prompt-engineering>

- The CEO's Guide to the Generative AI Revolution (BCG)

<https://www.bcg.com/publications/2023/ceo-guide-to-ai-revolution>

- What every CEO should know about generative AI (McKinsey)

<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/what-every-ceo-should-know-about-generative-ai#/>

- A selection of high-impact use cases across six major industries (Deloitte)

<https://www2.deloitte.com/us/en/pages/consulting/articles/gen-ai-use-cases.html#>

- What Boardroom leaders think about GenAI (Alteryx)

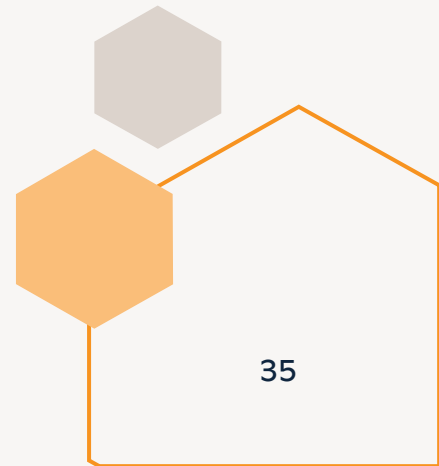
<https://www.alteryx.com/blog/what-boardroom-leaders-think-about-generative-ai>

- The legal issues presented by generative AI (MIT)

<https://mitsloan.mit.edu/ideas-made-to-matter/legal-issues-presented-generative-ai>

- Generative AI and the future of work in America (McKinsey)

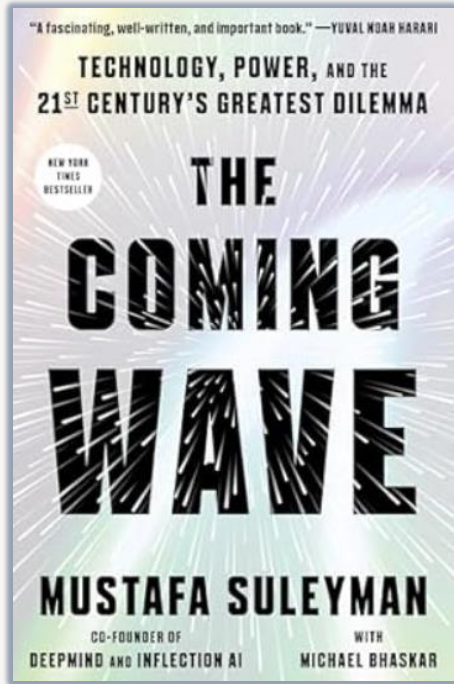
<https://www.mckinsey.com/~media/mckinsey/mckinsey%20global%20institute/our%20research/generative%20ai%20and%20the%20future%20of%20work%20in%20america/generative-ai-and-the-future-of-work-in-america-vf1.pdfv>



Generative AI Demo



Raffle Time!





Thank you

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