



# AI - With Purpose, For Purpose

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# What's new? What's not?

- AI has been around for many decades, for most, your whole life
- Machine learning more recent, but not new
- The game changer: compute; GenAI
- Governments increasingly acknowledging
  - Canada: announced \$2.4B AI investment this week; compute a cornerstone
  - Do you do it inhouse, or procure it? (SMEs)
  - US and EU regulatory frameworks taking shape
  - +++++ standards (including ethical AI, ISO 42001)

*Every project is a data project (Usama Fayyad)*

- ISO/IEC 42001 is an international standard – just released
- Outlines requirements for implementing and improving an Artificial Intelligence Management System (AIMS) in organizations involved in AI products or services.
- Focus on ethical considerations, transparency, and continuous learning, providing a structured approach for organizations to manage risks and opportunities associated with AI
  - *Selecting, reviewing, implementing – taking an applied approach*

# The Journey

## **DATA STRATEGY**

**Data Holdings**

**Privacy**

**Cybersecurity**

**AI Governance**

**Use Cases**

# Artificial intelligence: Are you bracing or embracing?



# Your AI posture

“dipping your toes in”



“Diving right in”



“For the win”



*“Scared to do anything, scared to do nothing”*

- Global CIO

# One toe, two toes



- Ready to attempt a few new AI initiatives in a structured manner
- AI governance basics (risks and opportunities)
- Knowledge dissemination across stakeholders – early stage
- Focused on risk mitigation
- AI governance strategy to support a few projects, guide policy development



# Diving right in



- Take off the water wings
- “Diving right in” to change culture of organization to embrace AI
- Comprehensive review of organization to identify risks and opportunities
- Development of Enterprise AI Strategy

# For the win



- In it to win – what does it take?
- John Chan’s visual on reducing friction on the path to adoption: Data, People, Tech Talents, Execution
- Anticipate objections, meet head on (Brennan Lodge, the ‘Ugly’)
- Know what Finance (Usama Fayyad), Privacy, Legal care about – hold them ‘applied’ thinking: solutions, not answers
- Life vest available? ‘guardrails’, ‘sandbox (resist saying ‘fingers crossed’)
- AI data governance model & strategy

# Data & AI - A Metaphor



Data points & metrics



GPS for your AI

## As a starting point

- We need to be telling a better (true) story about data: diligence, trust, opportunity, backed by UX
- UX: From alienation to engagement
  - At one end of the spectrum, disengaged – may or may not complain, just wants it to work, general distrust can be overcome with transparency and ease of use (not that some will ever be pleased)
  - What can be modern, but still familiar? (e.g. bank card)
  - Existential question: how do you keep the customer engaged even as UX is increasingly low or no touch

# Questions

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