

# Winning the Enterprise AI game - 5% model, 95% everything else

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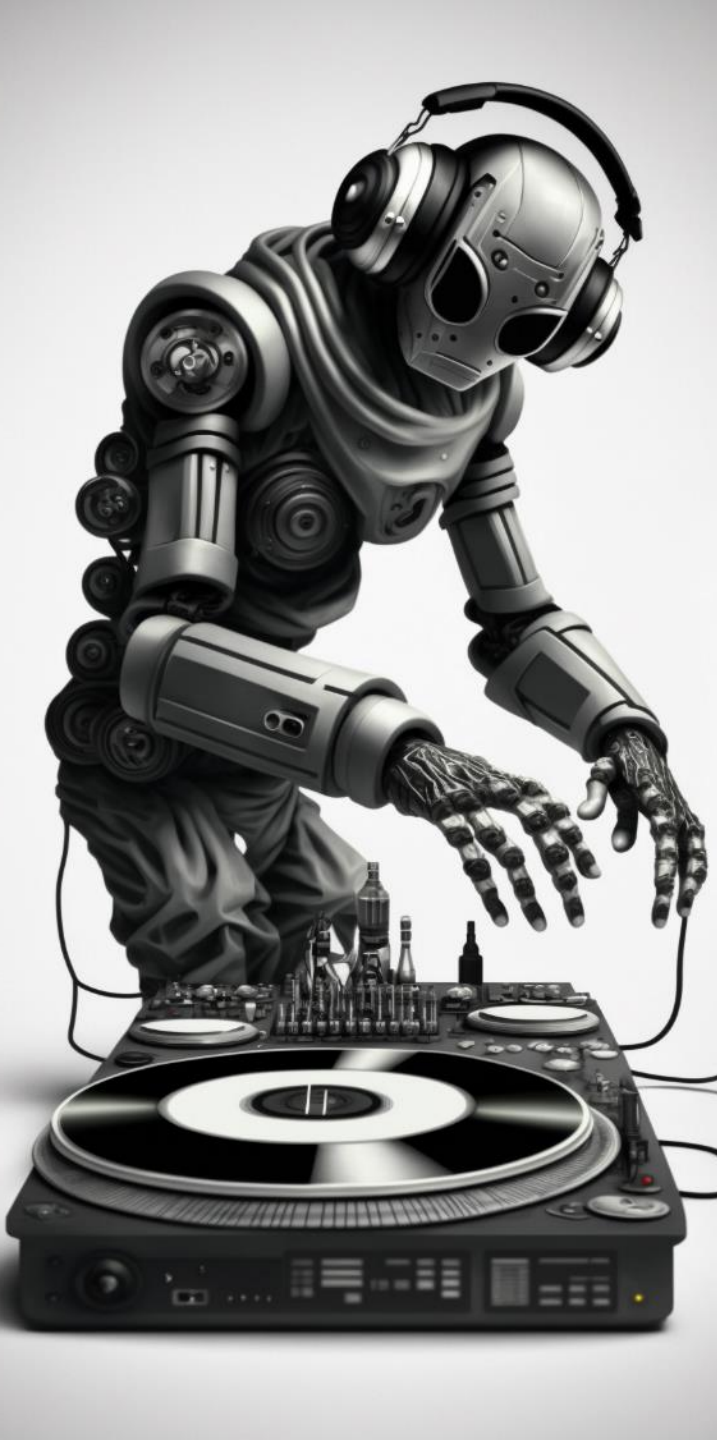
# Enterprise AI Success

- Framing
- Value Focus
- Cognitive Courtesy



Fine, but what about all the cool stuff that everyone is talking about, like ChatGPT and Midjourney?

Generative Pretrained  
Transformers ... amazing  
“creative language”  
capabilities...



Grandmaster ChatGPT AI



BJ

Write a description of ChatGPT but in the style of Grandmaster Flash



Listen up y'all, I'm here to introduce a model, so cool and fine  
It's ChatGPT, trained by OpenAI, it's got skills that blow your mind  
With its knowledge cutoff in 2021, it's up to date and on the grind  
Answers so concisely, it's like a rap, just one verse, no rewind

Grandmaster ChatGPT AI



It's always ready, with its circuits on, to give you what you seek  
Just type a question, watch it work, it's answer's swift and neat  
From science to history, it can give you knowledge so complete  
It's like having a librarian, who works with speed, you can't beat

So if you need information, and you want it done with style  
Just hit ChatGPT up, it'll make your day, it'll make you smile  
It's the Grandmaster of AI, the champion of the chat  
A language model supreme, you can't find better, where'er you're at!



...without an ounce of  
common sense...





## Chicken Egg V Cow Egg



BJ

Are chicken eggs bigger than cow eggs



No, chicken eggs are typically smaller than cow eggs. Chicken eggs are generally around 2-2.5 inches long and 1.5 inches wide, while cow eggs are much larger, measuring around 4-6 inches long and 3-4 inches wide.



Stable diffusion is  
revolutionizing augmented  
creativity...











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A P I H  
S P A L L I P

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17 AGOST 2011 DE

...but DALL-E, Midjourney  
and other engines deeply  
reflect human biases in the  
training data...









“intelligent people”



Smart hardware is  
changing the game for first  
responders...



9:41

5G

**It looks like you've  
been in a crash.**

iPhone will trigger Emergency SOS  
if you don't respond.

**SOS**

Emergency Call

X

Cancel

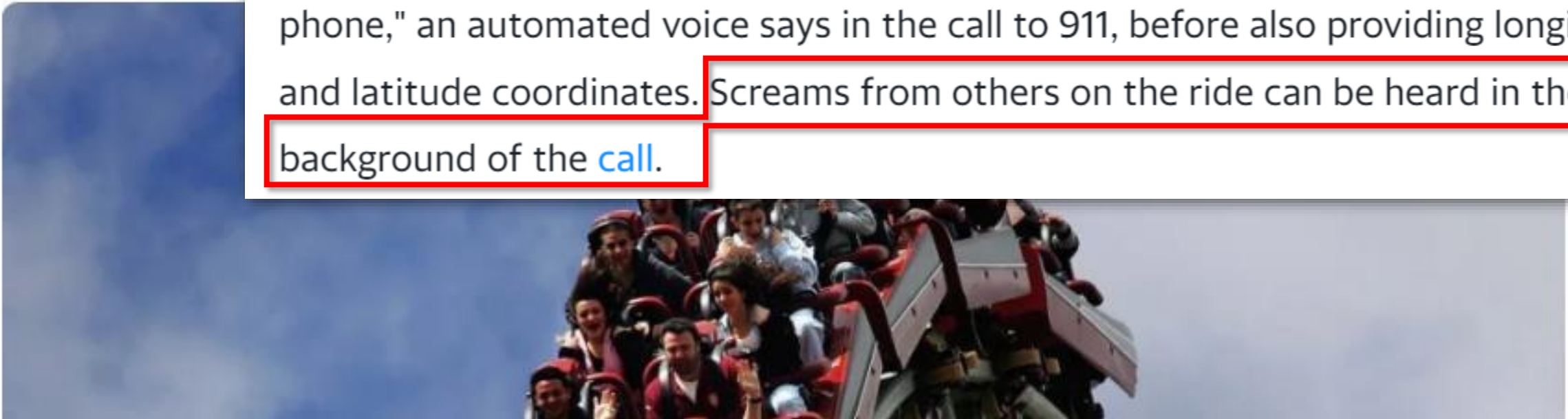
...but edge cases show the  
limitations of machine  
learning modeling...

# Apple's new crash detection feature for the iPhone 14 and Apple Watch is calling 911 when people ride roller coasters

Sarah Jackson

Sun, October 9, 2022 at 4:30 PM · 2 min read


"The owner of this iPhone was in a severe car crash and is not responding to their phone," an automated voice says in the call to 911, before also providing longitude and latitude coordinates. Screams from others on the ride can be heard in the background of the [call](#).



## Smartphone makes erroneous call



# Japan Skiers' Smartphones Making Unnecessary Emergency Calls

 The Yomiuri Shimbun

🕒 16:03 JST, January 29, 2023

Local fire departments near skiing areas are struggling with a spate of unnecessary emergency calls that are being made automatically by people's smartphones when they fall down on the slopes.

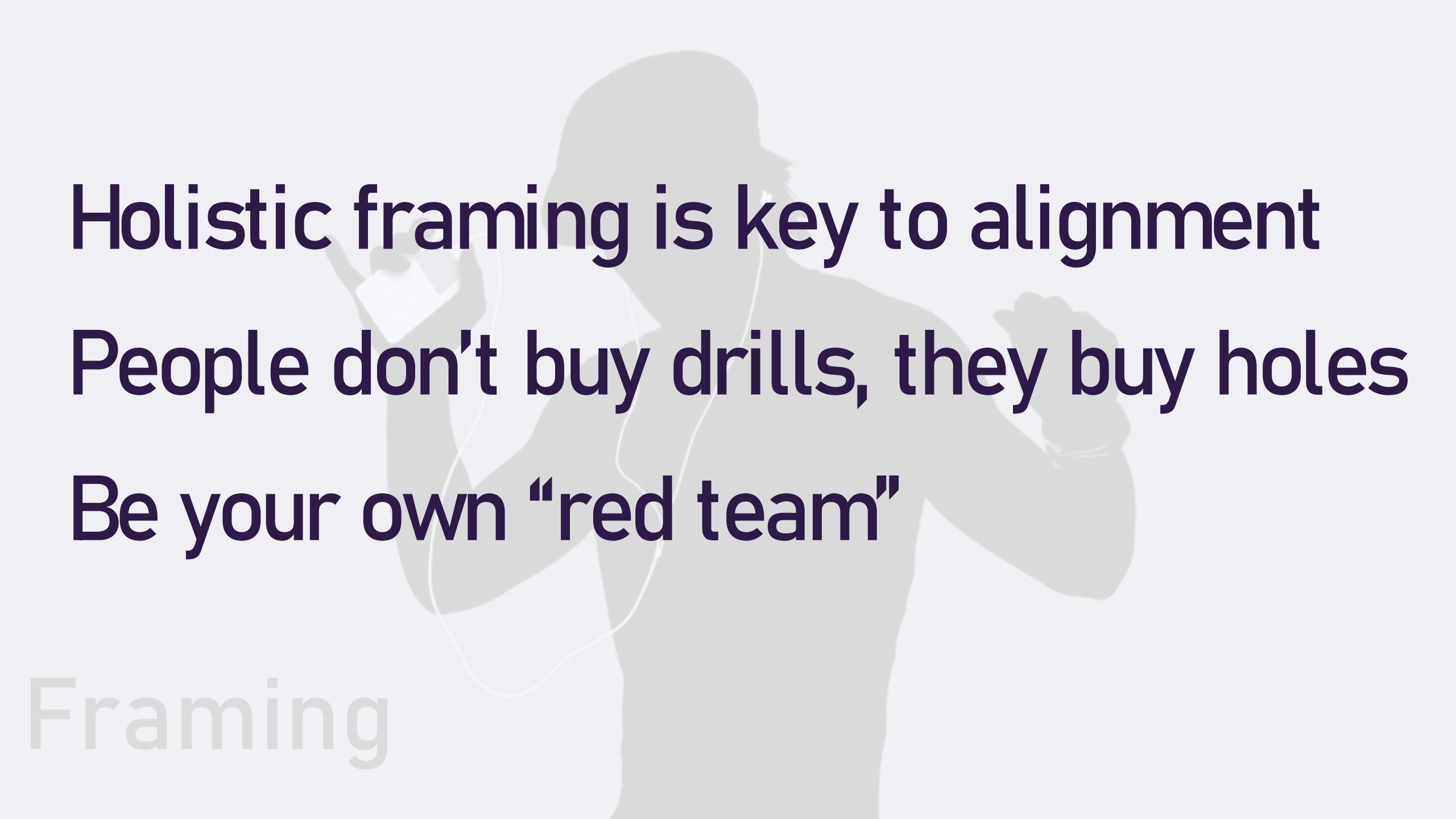
Some of the newest smartphone models have a feature that automatically triggers an emergency call when they detect a strong impact. The Fire and Disaster Management Agency of the Internal Affairs and Communications Ministry is calling for smartphone users to be cautious with this feature.

According to the agency, most of these calls come from models belonging to Apple Inc.'s iPhone 14 series, which has an automatic

...and now back to  
Framing  
Value Focus and  
Cognitive Courtesy



# Framing

A light gray silhouette of a person is centered in the background. The person is wearing large over-ear headphones and holding a white smartphone in their right hand. The text is overlaid on this silhouette.

**Holistic framing is key to alignment**  
**People don't buy drills, they buy holes**  
**Be your own "red team"**

Framing



# Value Focus



**MVP = Minimum Visible Progress**

**“Informed consent” quantification**

**Dollarize everything**

Value Focus





# Cognitive Courtesy



The background of the slide is a collage of several diverse, smiling faces of various ages and ethnicities, creating a warm and inclusive atmosphere.

**The intentional design of  
communication for maximum  
effectiveness given a specific  
context and audience**

**Cognitive Courtesy**



The intentional design of  
**communication** for maximum  
**effectiveness** given a specific  
context and audience

Cognitive Courtesy



**Efficient isn't always effective**

**Elegant simplicity takes effort**

**Explainability has many audiences**

**Cognitive Courtesy**



A detailed image of a robot, resembling a Star Wars droid, standing on a stage. The robot is illuminated by a spotlight from above, creating a dramatic effect. The audience is visible in the foreground, and the stage is framed by ornate architectural elements.

# Thank you!

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