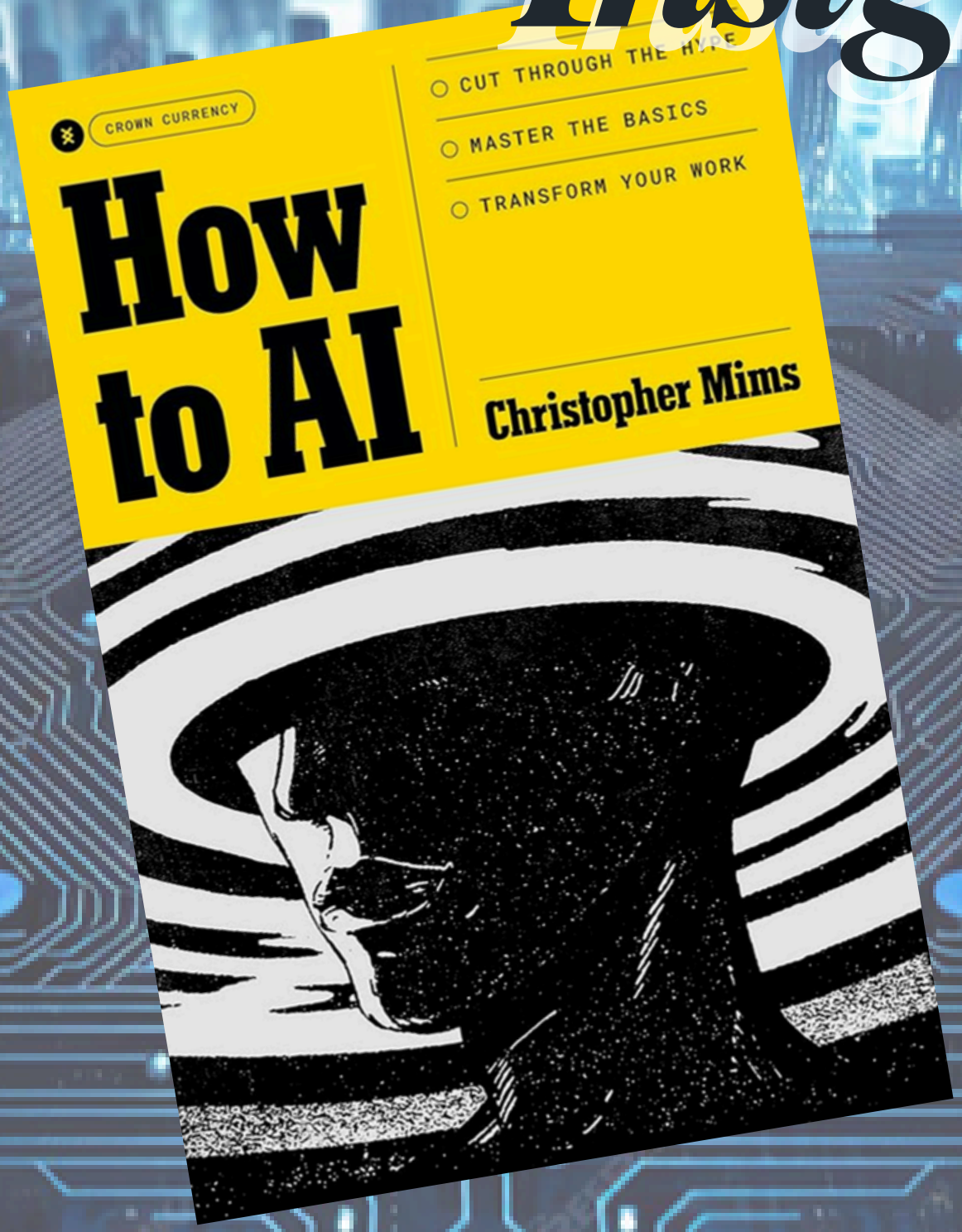
RSOG Insight



HOW TO AI – THE BIG PICTURE

It is a mistake to think of AI as a simple plug-in product, like a television or toaster. AI is a capability - a powerful, general-purpose technology designed to make work faster, smarter and more effective.

Once confined to research labs, AI is now woven into everyday life. AI appears to think like a brain but is essentially a high-speed pattern matcher. AI has evolved from text recognition to handling images, voices and other complex forms of information. AI's strength lies not only in its breadth but also in its depth and multidimensionality. The more context it receives, the better it performs.

Advanced AI systems, equipped with planning abilities and tools, can even act on our behalf - often referred to as Agentic AI. Given the vast scope of AI, this book introduces 24 foundational laws of AI to guide beginners in understanding and harnessing its potential.

HOW TO AI – THE LAWS

The 24 laws of AI advocated by the book emphasises 4 key aspects. The first is the role of AI, which is more about assisting rather than replacing. People need to understand their context, be creative, know their facts, and make the most of AI. It should be tasked with work that require less human insight, and its output must always be verified.

The second aspect highlights the speed and robustness of AI, which make it a strong partner in prototyping. A prototype is essentially work in progress, where mistakes are tolerable, and AI's efficiency helps accelerate this process.

The third principle focuses on data. Much like rare earths, data becomes more valuable once it has been gathered and refined. Control over these precious resources often lies with only a handful of entities, making data management and access a critical issue.

Lastly, AI can help advance the frontiers of human knowledge, but it cannot replace real-world experimentation. The sensorimotor connection that people have with the physical world is something that seems impossible to embed into AI. While AI can simulate and analyse, direct human interaction with reality remains irreplaceable.

HOW TO AI – THE EXAMPLES

The book shares practical examples on how AI is being embraced in the workplace. One case involves a personal-injury lawyer who used AI to transcribe her conversations with clients in real time. This allowed her to expedite case preparations, while focusing more on refining her follow-up questions and ensuring she obtained the necessary information from each interview.

Another example highlights a freelancer who relied on AI to pitch for work. However, he lacked the techniques to make his prompts stand out from others. To overcome this, he turned to another AI tool thar helped him improve his prompting skills - showing how a combination of AI systems can sometimes be required to achieve the desired output.

At the corporate level, Clorox, a leading manufacturer of cleaning, disinfecting, and household products, used AI to create digital prototypes and shared them on social media. This approach enabled the company to receive wider and faster customer feedback. As a result, the discovery process was accelerated, and new products reached the market more quickly.

WHICH PART OF YOUR WORK REQUIRES AI SUPPORT?