Unforced Errors

Four Costly AI Mistakes

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AI for Business

A multipart webinar series focused on AI from a business, not technical, perspective

Session	Description
1	Demystifying AI – Critical Questions for Business Leaders
2	Deconstructing AI – A Deeper Dive Into Common AI Solutions
3	*Unforced Errors – Four Common AI Mistakes*
4	Navigating Change on Your AI Journey
5	A Brave New World – A Different Kind Of Governance
6	Transformational AI – Think Program, Not Project

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Glen Hilford, VP Corporate Development
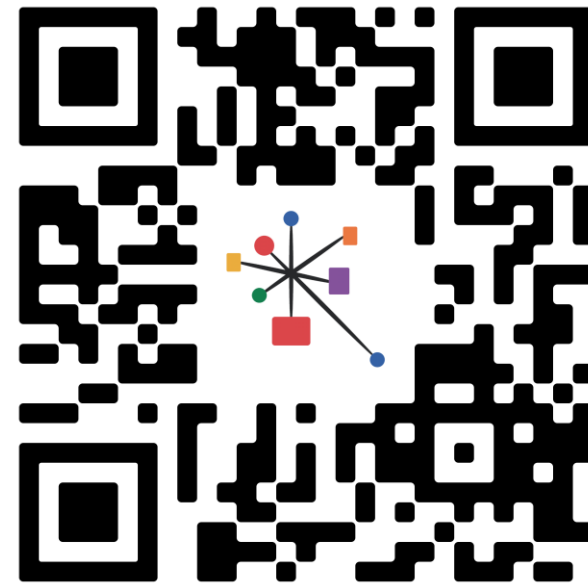
Risk vs. Due Diligence

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Unforced Errors

– **Viability**

– **Value**

– **Organizational Impact**

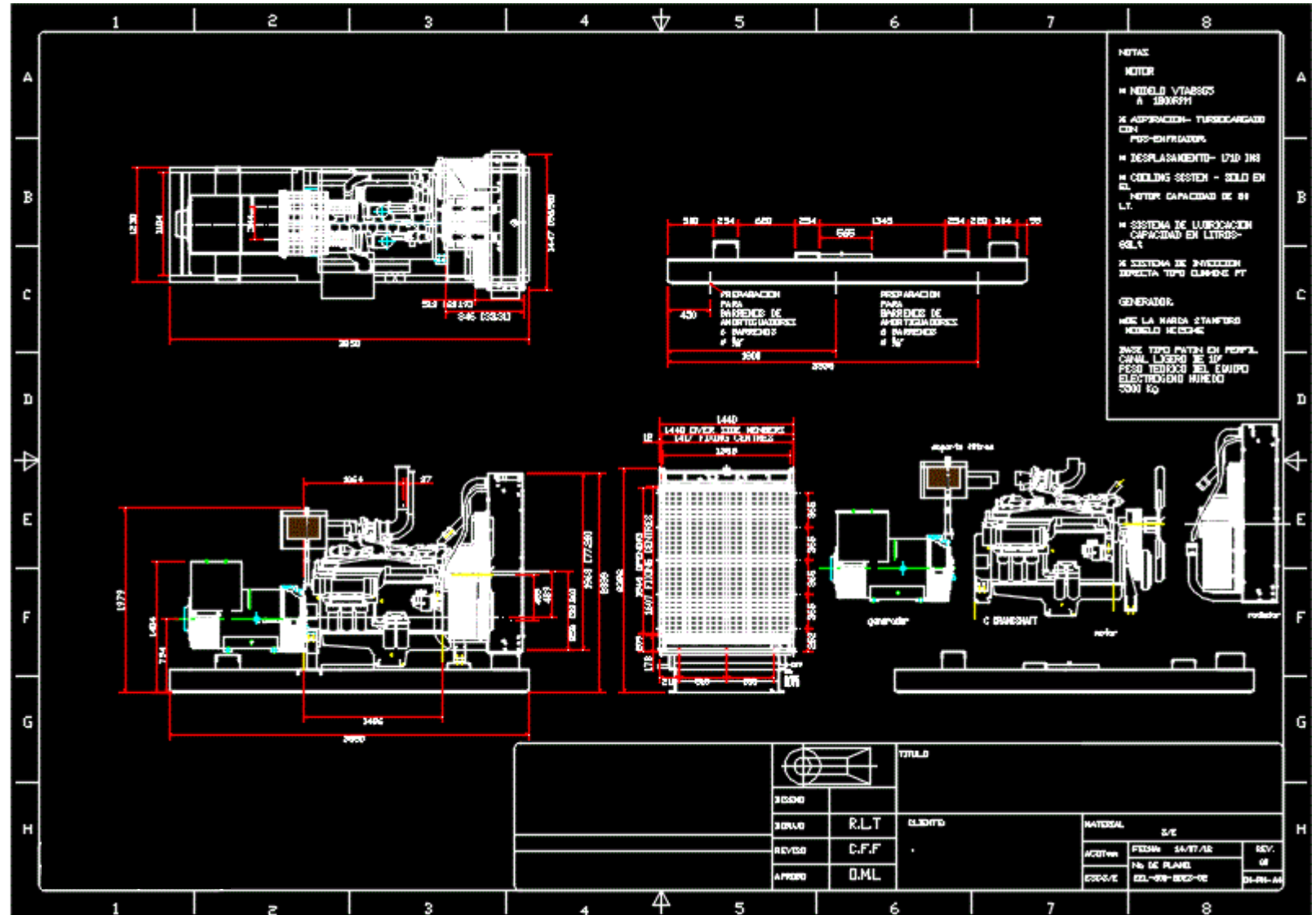– **Overlooked Opportunities**

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Is This Viable?

Detect this object
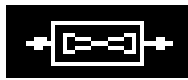
on this CAD drawing

Viability and the Sunk Cost Fallacy

Viability – We Should Ask Ourselves
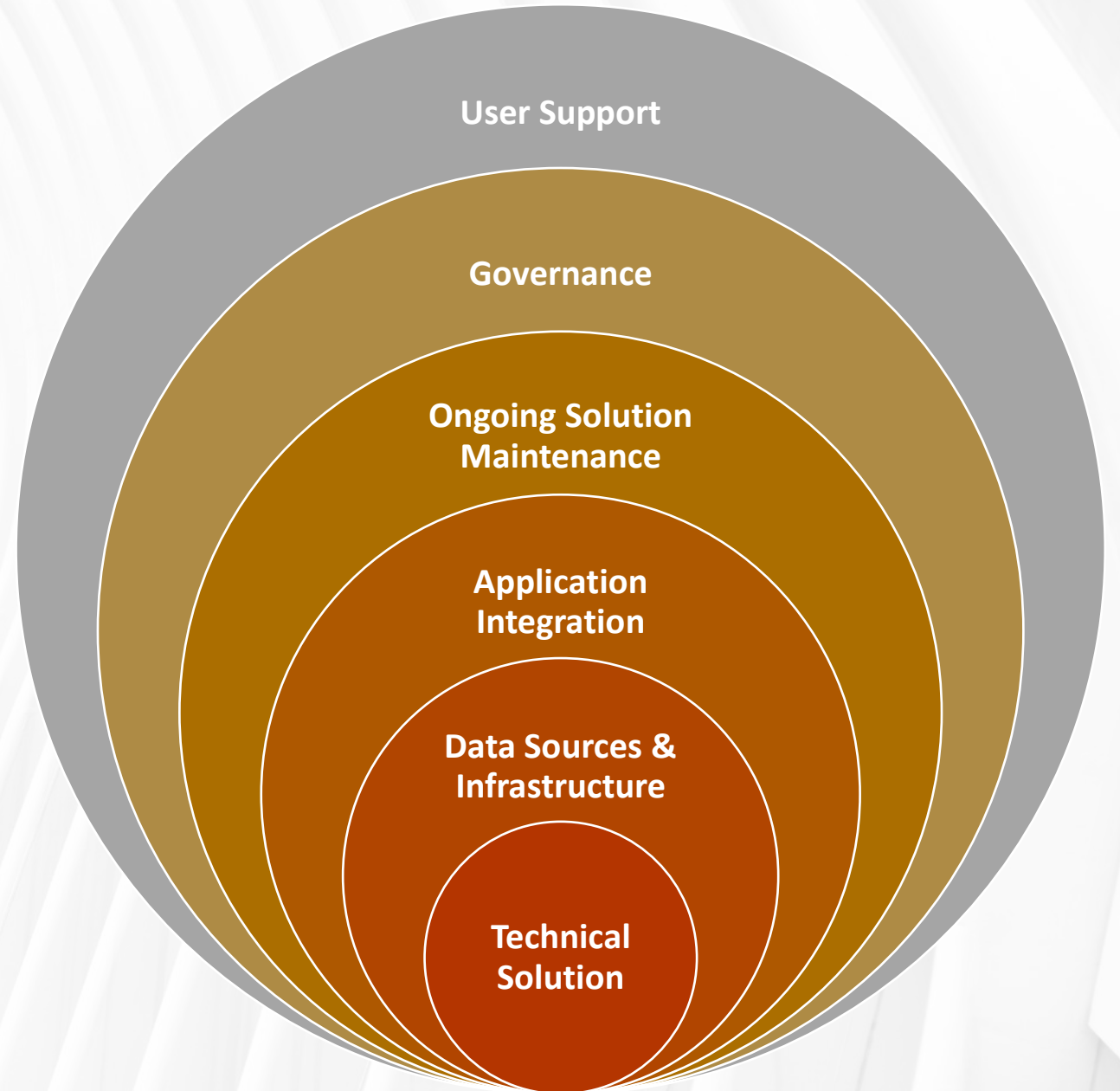
– Which AI solution approach?

– Will this produce the needed results?

– Can we answer these questions before over investing?

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Value and ROI

The Real Cost

User Support

Governance

Ongoing Solution Maintenance

Application Integration

Data Sources & Infrastructure

Technical Solution

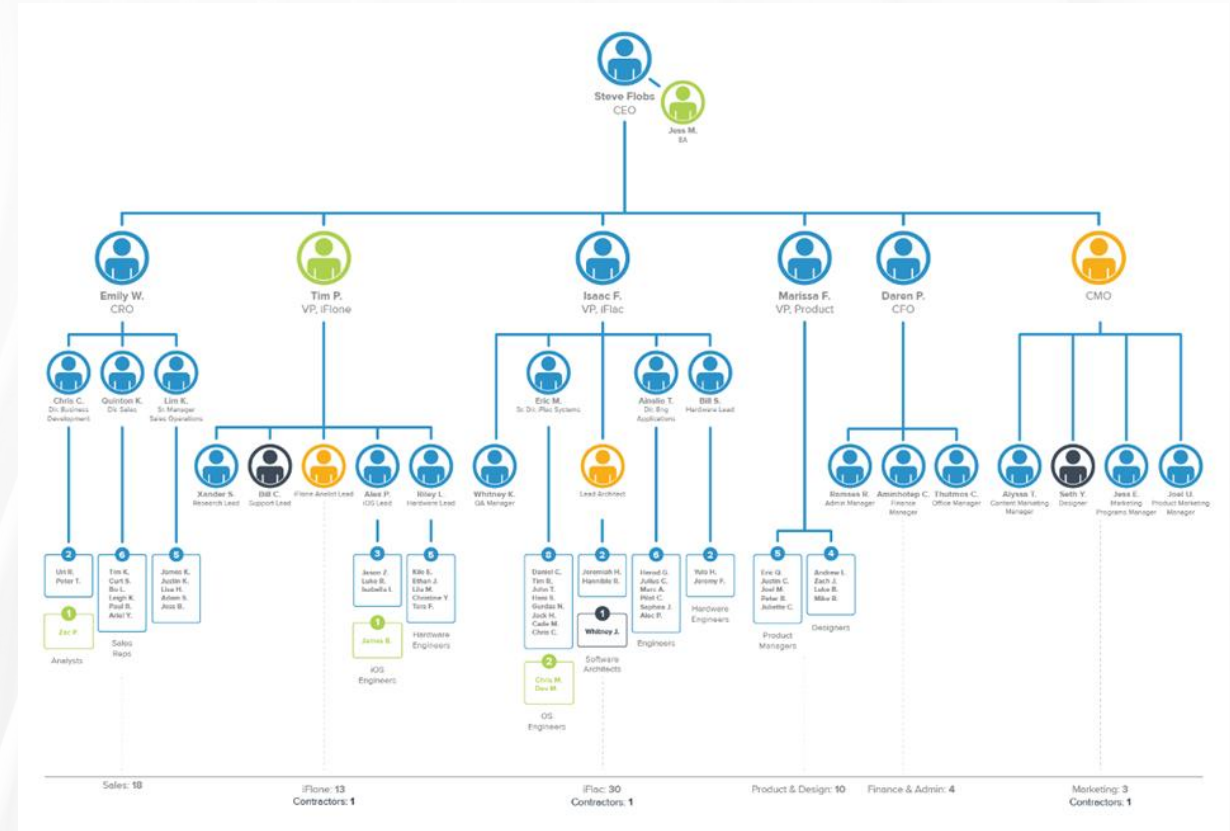Access Sciences

Intangible costs

- High-value resource time

- Opportunity cost

- Organizational turmoil

- Reputation

Change

Don't forget organizational change

– Change affects workers and organizations alike

– ADKAR

That Aha Moment

How can we recognize opportunities that

– Predict the future

– Classify information

– Discover hidden patterns

– Recognize objects

– (Intelligently) Automate processes

– Convert text into meaningful information

– Drive connectivity through semantic relationships

A Real Aha Moment

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Systematic Ideation

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Group Dynamics

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Ignoring Stakeholders

A Skilled System Facilitation

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What we have learned

- Due diligence can mitigate AI risk

- Four common unforced errors (risks)

  - **Viability** – Avoiding the sunk cost fallacy

  - **Value** – Understanding true costs and realistic returns

  - **Organizational Impact** – Being prepared for inevitable change

  - **Overlooked Opportunities** – Otherwise unseen AI opportunities

- **Systematic Facilitation** can drive effective ideation

Which of these risks is most prevalent in your organization?

1) Viability

2) Value

3) Organizational Impact

4) Overlooked Opportunities

5) Something Else (please note in chat)

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More on AI for Business...

NAVIGATING CHANGE ON YOUR AI JOURNEY

WEBINAR ON WEDNESDAY, JULY 20 | 12:00 – 1:00 PM CST

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Questions?

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