A TOOL FOR

Finding Your Use-Case for Generative AI

A guide for teams to identify applications for generative AI

DIGITAL | normative

Funded in part by the Government of Canada's Sectoral Workforce Solutions Program | Canada

DIGITAL

who we are

DIGITAL, Canada's Global Innovation Cluster for digital technologies, grows Canadian businesses through the development, adoption and deployment of Canadian-made technologies and by working with industry to develop a digitally skilled workforce to positively impact lives across our country.

what we do

We bring together businesses, academia, community and government agencies to solve some of industry and society's biggest challenges – better and faster than any single organization can do on its own. Through a powerful model that combines cross-sector collaboration, Canadian IP creation and results-based co-investment, we unlock the potential of Canadian industry to lead and succeed in the digital world.

normative

who we are

Normative is a Canadian innovation firm with a unique body of expertise that allows us to solve complex problems with a deep integration of design and development. Our Evidence Driven Innovation methodology has been honed by hundreds of client engagements around the world. We know that if you want to win at strategy, you need to take care of the details. That's where we play.

what we do

Over the past 15 years, we've helped leaders in great organizations succeed by taking the guesswork out of innovation. Exploring new technologies such as generative AI requires evidence and validation to de-risk business opportunities for great products, services, and strategies. Whether you're building an adoption roadmap or developing use cases for generative AI, Normative understands the full journey of an idea from inception to commercialization.

How are you currently evaluating opportunities and risks for generative AI with your business? If you have questions or want to discuss ideas for generative AI, send us a message at **Ai@normative.com**.

Table of Contents

Table of Contents

01

Adopting Generative AI with Intentions

The Purpose of the Generative AI Use-Case Tool

GENERATIVE AI IS ONLY VALUABLE IF USED INTENTIONALLY

"How does this [Gen AI] benefit me? To demonstrate that, the only way is to understand what problems you are trying to solve."

Manager

Generative AI ("Gen AI") is evolving how we do tasks with new solutions and tools constantly being introduced. Organizations across various industries are re-designing business processes and customer experiences to become AI-enabled enterprises that drive competitive advantages.

However, when exploring the use of new technologies, it will only drive value and get adopted if you use it for something important.

WHAT IS A USE-CASE TOOL?

A use-case tool helps managers and their teams find value in applying a new technology, product, or service. They help us bridge gaps between business needs and technical capabilities.

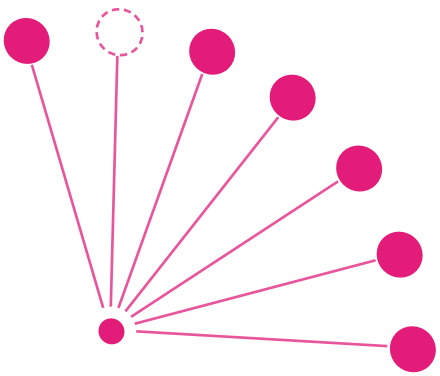
A TOOL DESIGNED TO IDENTIFY VALUABLE USE OF GEN AI

"Organizations need to know how employees can use this to make their jobs better, rather than how's it going to replace us."

Manager

This tool was co-designed in collaboration with various managers who are currently in the stage of defining how Gen AI could solve challenges for their team.

The purpose of this tool is to help managers and their teams find valuable uses of Gen AI. This tool helps identify opportunities for how Gen AI could improve the efficiency of specific tasks in the workplace and enhance customer experience with products and services.



The User of This Tool

SUPPORTING MANAGERS IN STAGE 2 FOR GEN AI ADOPTION

Adoption and utilization of Gen AI iterates through five stages of maturity, fostering a continuous cycle of learning and adaptation.

This tool specifically was made to support managers who are in Stage 2 across the stages of adopting and utilizing Gen AI.

Stage 1 Discover

You've heard about Gen AI through articles, and you are excited about what it means for you and your organization.

Stage 2 Define

You've taken some courses on Gen AI and explored some of its tools, and now you want to intentionally identify use-cases that might improve tasks at work.

Stage 3 Experiment

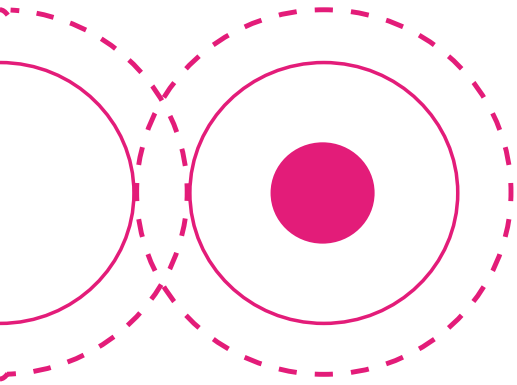
You've identified and prioritized the appropriate use-cases for your team, and now you want to test Gen AI solutions to see if they produce value and improve business outcomes.

Stage 4 Adopt

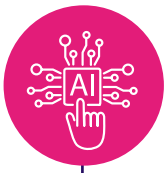
You've validated a use-case for Gen AI that produces value and improves business outcomes, and now you want to ensure employees positively accept the solution and use it effectively.

Stage 5 Evaluate

You've received the budget to implement the Gen AI solution for at least a year, and now you want to set up the proper reporting and oversight mechanisms to measure success.



Stages of Maturity for Adopting Gen AI



STAGE 1

Discover

I want to learn more about what Gen AI is and its opportunities and risks

Barriers at this Stage

1. Don't know what Gen AI is
2. No Gen AI ownership
3. Lack of guidance
4. Lack of strategy
5. Fear / risk-adversity
6. No resource allocation

STAGE 2

Define

I want to identify potential use cases for Gen AI with my team

Barriers at this Stage

1. Unsure of benefits and business impacts
2. Divergent approaches across teams
3. No standardization
4. Lack of policy and regulation

STAGE 3

Experiment

I want to test if Gen AI drives value and improves business outcomes

Barriers at this Stage

1. Indecisive in choosing tools
2. Undefined success metrics
3. No validation of use-cases
4. Lack of alignment on scope and timelines

STAGE 4

Adopt

I want positive change management for Gen AI adoption within my team

Barriers at this Stage

1. Unsure of what competencies to train employees on
2. No communication and change management plan

STAGE 5

Evaluate

I want to measure success and scale Gen AI across teams

Barriers at this Stage

1. Lack of reporting & oversight mechanisms to capture and translate data
2. Unsustainable business impact and slow team adoption with Gen AI solution

Scale Idea

Decision made to provide sustained investments into the Gen AI use-case. Sharing with other managers learnings and best practices from stages 1-5.

Managers at Stage 2 of the Gen AI Adoption Journey

EXPECTATIONS FOR MANAGERS BEFORE USING THIS TOOL

This tool was designed for managers in Stage 2: Define, who have some knowledge of Gen AI capabilities and are looking to implement it in their workplace.

It is expected that users of this tool have already completed most of the prerequisites in Stage 1: Discover. These prerequisites include developing general knowledge about Gen AI, building organizational ownership for Gen AI initiatives, and aligning Gen AI to business goals and strategies.

See the 'Generate AI Adoption Framework' developed by DIGITAL to review the prerequisites.

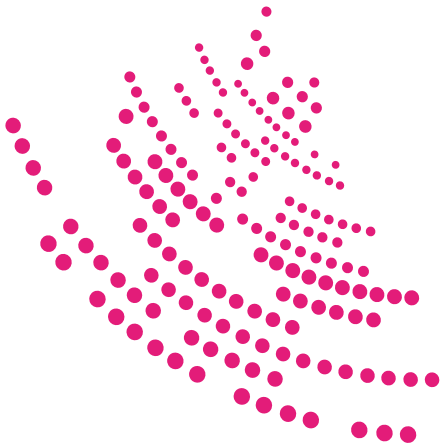
HOW THIS TOOL HELPS MANAGERS IN STAGE 2

This tool will help managers who have a good understanding of Gen AI and its capabilities to start defining how it might be used by their organization and employees.

Through the identification of specific tasks for a business function such as HR, IT, or marketing departments, this tool can help find applications of Gen AI that can enhance and improve those specific tasks.

Managers can leverage this tool to showcase a clear story around their ideas for Gen AI to drive support towards validating the use-case.

Overall, this tool ensures that organizations do not waste time, effort, and money in the wrong places.



02

Overview & Instructions for the Tool

This section provides an overview of how to use this tool.

Use-Case Tool Overview

WHAT TO EXPECT

This document provides four key steps to developing a use-case for Gen AI:

Step 1
Understand Gen AI Capabilities

Understand what Gen AI is, what it's good at and what it's not good at

Step 2
Match Tasks with Gen AI Capabilities

Identify specific tasks at your job and match them with appropriate Gen AI capabilities

Step 3
Build Your Gen AI Use-Case

Fill in a worksheet to put your use-case together, including who it's for and its purpose

Step 4
Evaluate Your Gen AI Use-Case

Fill in a worksheet to evaluate your Gen AI use-case based on impact and effort

Use-Case Tool Guidance

THIS TOOL IS A STARTING POINT

This tool is intended to be a starting point for Gen AI users at the 'Define' stage of their journey. This tool can help inspire what the adoption and utilization of Gen AI in the workplace can look like, the benefits it can bring, and how to get started. However it is not meant to be an exhaustive list of instructions or examples of the capabilities of Gen AI.

DATA MINDSET

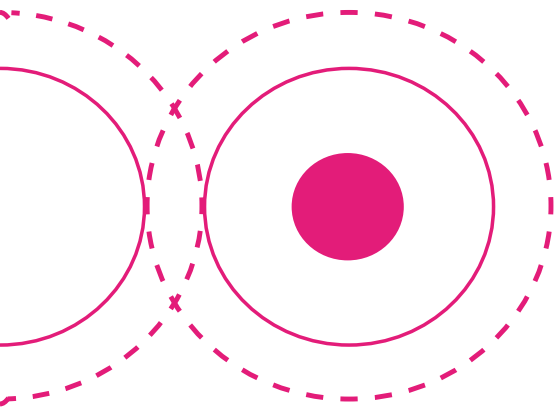
When using this tool, ensure to think about the type of data that your team and organization generates and collects. A Gen AI use-case can only drive value if the appropriate data is inputted into models for improving the quality of outputs and results.

AT ANY TIME, YOU CAN SKIP AHEAD

Some content may cover things you already know or provide examples less relevant to you, so skipping pages will save you time.

ADDITIONAL READING

In the appendix, there will be pages that will include case study examples and additional helpful resources.



Questions to Ask Before You Start

What problems or bottlenecks am I trying to solve?

What tasks are the most time consuming and repetitive in the workplace?

If Gen AI can save employees time, what else can they better be focusing their time on?

Why are these problems important to solve?

Will implementing a new Gen AI tool have a positive impact on customers?

Is now the right time for the company to implement Gen AI?

03

Step 1
Understand Gen AI's Capabilities

This step helps you understand what Gen AI is, what it's good at, and what it's not good at. The purpose of this step is for you to build an understanding of what types of capabilities are possible and not possible with Gen AI.

Instructions:

1. Read the page 'What is Gen AI' to learn what it is and isn't.
2. Read the page 'What Gen AI is Good at' to learn about Gen AI's capabilities in supporting tasks.
3. Read the page 'What Gen AI is Not Good at' to learn about Gen AI's limitations in supporting tasks.

What is Gen AI?

WHAT IS GENERATIVE AI?

Gen AI is a deep-learning artificial intelligence that can generate text, images, audio, or video and more based on data it was trained on. For example, ChatGPT is a Gen AI tool that generates text content based on prompts.

WHAT ISN'T GENERATIVE AI?

The key aspect of Gen AI is that it produces new content.

In this sense, it is distinctly different from algorithms which make predictions based on a set of rules. For example, a social media algorithm such as Facebook's News Feed will push posts to the top based on your past likes and engagements.

It is also different from running a program or software that might automate tasks. For example, data extraction software that might scrape data from a list of websites.

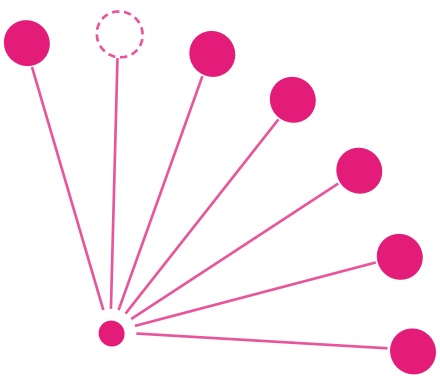
Gen AI is also different from Analytical AI or Predictive AI. Analytical AI will take a set of data and analyze or summarize it, Predictive AI will make predictions based on a data set, while Gen AI is focused on generating content, code, or text.

WILL GENERATIVE AI MAKE SENSE FOR YOUR USE-CASE?

Gen AI is in the early stages of development and may not always be the best option for how a use-case should be implemented.

Non-Gen AI solutions such as machine learning and automation could be more suitable for some use-cases.

Another option that might make the most sense for your use-case is combining Gen AI tools such as conversational AI with Non-Gen AI techniques such as classification algorithms.



What Gen AI is Good at

WRITING & TEXT SUMMARIZING

Gen AI is capable of summarizing large amounts of copy and generating text, as well as writing copy based on prompt inputs.

GENERATING & EDITING CODE

Gen AI is capable of writing lines of code in multiple languages, as well as identifying bugs in code, or editing code to be more efficient.

TRANSLATING MORE THAN JUST LANGUAGES

Tools like Chat GPT are able to do more than just translate text between written languages. They are also able to translate natural language into programming languages such as SQL query, which may be useful to business analysts looking to boost their technical skills.

HELPING GENERATE IDEAS

Gen AI augments creative processes in arts and writing by generating ideas and inspiring new styles, overcoming traditional creative blocks.

SCALING CONTENT CREATION

Gen AI is capable of producing diverse content rapidly. Gen AI supports marketers and content creators in efficiently scaling their production efforts.

AUTOMATED MESSAGING & 24 HOUR CUSTOMER SERVICE

Gen AI-driven chatbots can help solve or answer common customer questions based on key words, update customer records, redirect customers to appropriate departments, and send follow-ups to complete the customer service experience.

SCIENTIFIC PROCESSING & DISCOVERIES

Gen AI has been useful in evaluating large amounts data and processing new recommendations based on that data to help generate new discoveries or ideas.

What Gen AI is Not Good at

CAN NOT MAKE DECISIONS

Although great for analyzing large data sets and recognizing trends or patterns from that data, Gen AI is not quite capable of understanding any context surrounding that data. As a result, Gen AI is not good at making decisions for you.

NOT UP-TO-DATE INFO

Gen AI is only trained on information up to a certain cut-off date. This means Gen AI may not always have the most up-to-date information or data on current events.

DOESN'T UNDERSTAND HUMOUR

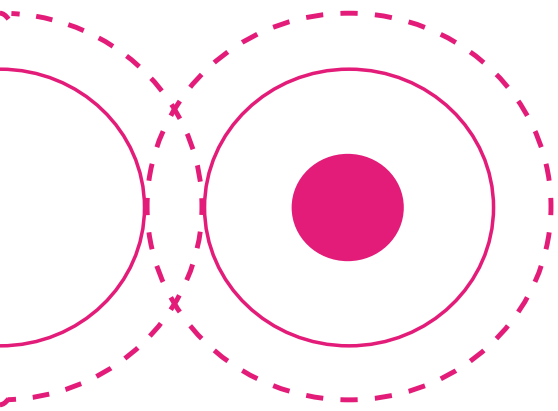
Gen AI does not understand nuanced and abstract concepts such as humour or irony. This is especially evident when using Gen AI for creative work like copywriting - Gen AI is not going to be able to come up with puns like you.

SOMETIMES PRESENTS FICTION AS FACT

Large language models have a tendency to sometimes make up information, and present it as factual research. It is important to always fact-check.

CAN BE BIASED

Gen AI is trained on limited data sets and reproduces biases. This is especially evident in visual outputs which have been found to lack diversity or produce lower quality images of People of Colour.



04

Step 2
Match Specific Tasks with AI Capabilities

This step guides you to identify specific tasks at your job and match them with appropriate Gen AI capabilities. The lists of tasks and Gen AI capabilities are not exhaustive but are great for inspiration.

Instructions:

1. Click the links below to see examples of job tasks/AI capabilities on the next pages for departments including **Human Resources**, **Information Technology**, **Finance**, **Research & Development**, and **Marketing**.
2. Match tasks from the left column and Gen AI capabilities from the right column to start creating ideas for use-cases.
3. If your department is not listed, you can still review other department examples for inspiration.

Tasks & AI Capabilities for **Human Resources**

TASKS

RECRUITMENT

- Write job postings
- Review CV's
- Find best matched candidate
- Respond to applications/candidates

PAYROLL

- Watch trends in salary/compensation
- Manage benefits
- Manage pay-outs

PERFORMANCE

- Manage training and training schedules
- Evaluate employee performance
- Develop staff
- Retention strategy
- Make records of reported workplace incidents

AI CAPABILITIES

TEXT-BASED WORK

- Generate content
- Analyze multiple documents
- Summarize multiple documents
- Compare and match text
- Write automatic responses

DATA AND INSIGHTS

- Identify trends in large unstructured data sets

MANAGEMENT

- Develop training plans using content gathered from the web
- Generate people management policies from existing examples using context-driven prompts
- Transcribe and summarize from audio or text

Tasks & AI Capabilities for **Information Technology**

TASKS

INFRASTRUCTURE

- License, install, and update software and hardware, and digital applications
- Configure routers, switches, and firewall
- Manage network connectivity, system performance, and technical issues

SOFTWARE DEVELOPMENT

- Design, code, test, deploy, and maintain software and databases
- Integrate systems, softwares, and services

DATA MANAGEMENT

- Manage and optimize data storage, reliability, and preparation
- Establish policy and procedures for data access, compliance, privacy and security

AI CAPABILITIES

PRODUCTIVITY

- Generate, test, and review code
- Clean, organize and format data
- Monitor network for anomalies, and potential threats

OPTIMIZATION

- Analyze data usage and system configurations for recommendations
- Predict system changes and failures

REPORTING

- Generate technical reports and documents, and user manuals
- Assist in drafting technical policies

Tasks & AI Capabilities for **Finance**

TASKS

FINANCIAL PLANNING

- Forecast revenue and costs
- Conduct scenario analysis
- Manage budget and resource allocation
- Monitor debt structure and obligations

ACCOUNTING

- Record financial transactions in a ledger
- Reconcile financial records
- Manage invoices and expenses
- Develop financial statements and reports

INVESTMENT

- Research micro/macro market dynamics
- Scout and evaluate projects/investments
- Build financial and valuation models
- Assess and manage investment portfolio

AI CAPABILITIES

DATA & INSIGHTS

- Data entry, organization, reconciliation, and analysis
- Build and optimize models
- Predict and forecast financial data

REPORTING

- Generate financial reports and statements
- Visualize data in charts
- Build narratives on financial data

SYNTHESIS

- Assess market and industry trends, and competitive landscape
- Extract data from transcripts and documents

Tasks & AI Capabilities for **Research & Development**

TASKS

RESEARCH

- Design research plans
- Market research
- Qualitative research like surveys
- Testing products
- Ideation

BUILDING

- Prototype, create wire frames
- Make recommendations on product improvements and adjustments
- Test and iterate products

LAUNCHING

- Patent searches and filings
- Regulatory compliance checks
- Manage certification standards

AI CAPABILITIES

DATA & INSIGHTS

- Data collection and analysis
- Recognize pattterns, generate predictions, and make estimates
- Create insights or calculations from large data sets
- Research market trends
- Identify market gaps

MATERIALIZE IDEAS

- Idea generation
- Design suggestions & optimizations
- Concept visualization
- Rapid prototyping

PERFORMANCE TRACKING

- Monitor outcomes/feedback

Tasks & AI Capabilities for **Marketing**

TASKS

RESEARCH

- Market research
- Media planning/buying
- Strategy development

CONTENT

- Conceptualize scheduled content
- Write copy
- Provide imagery
- Graphic design
- Publish on social media

PERFORMANCE

- Measure and track traffic
- SEO optimization
- Generate performance reports

AI CAPABILITIES

DATA & INSIGHTS

- Social media monitoring
- Source ad placements
- Generate strategy ideas and plans to execute them

IMAGE & TEXT GENERATION

- Copywriting
- Image/video generation
- Campaign ideation

RECOMMENDATIONS

- Insights based on account monitoring
- Recommendations based on multiple data sets
- Report generation based on data
- Transcribe and summarize from audio or text

05

Step 3
Build Your Gen AI Use-Case

This step provides a worksheet to put your use-case together, including who it's for and its purpose. The purpose of this step is for you to record each of the use-cases that you have identified while structuring a clear description for each use-case.

Instructions:

1. Fill in your name and your use-case's name.
2. Write out answers for the four questions that help describe your use-case (user, purpose, challenge, business goal alignment).
3. Write out answers for what business function and what specific task your use-case supports.
4. Explain what type of Gen AI capability supports your specific task.
5. Explain what data is required for your use-case.

Gen AI Use-Case Development

OWNER NAME: **USE-CASE NAME:**

USE-CASE DESCRIPTION

1. The user of the use-case is...

2. The purpose of the use-case is...

3. The challenge the use-case solves is...

4. The business goal the use-case aligns to is...

BUSINESS FUNCTION AND SPECIFIC TASK

What business function does your use-case support (e.g. HR, Finance, IT)?

What specific task does your use-case support (e.g. writing job descriptions, updating existing code)?

GENERATIVE AI CAPABILITY

How does generative AI's capability support the specific task (e.g. generates content, sources information)?

REQUIRED DATA

What specific data is necessary for training generative AI models or for providing prompts to enhance the accuracy of outputs for this use-case? (ex. for the task of HR candidate screening, essential data points include job roles and responsibilities, and relevant resumes).

06

Step 4
Evaluate Impact and Effort for Your Use-Case

This step provides worksheets to evaluate and prioritize your Gen AI use-case based on impact and effort. The purpose of this evaluation is to help you make informed decisions that align with your strategic vision, maximize resource utilization, manage risks, and ensure long-term sustainability.

Consider completing or reviewing this worksheet with members of your leadership team, and IT department to validate your thinking.

Instructions:

1. Fill in your name and your use-case's name in the worksheet called 'Gen AI Use-case Evaluation'
2. To evaluate your use-case, read the description explaining what impact and effort refers to, and then put a check mark appropriately beside the level of impact and the level of effort.
3. Under the 'Notes' section, jot down reasons that explain why you scored the use-case at that level.
4. For all of the evaluated use-cases, go to the next worksheet called 'Gen AI Use-case Prioritization' and write down the names of the use-cases in the boxes of the 2x2 matrix based on their score.

Gen AI Use-Case Development

OWNER NAME: **USE-CASE NAME:**

EVALUATION OF BUSINESS IMPACT

Impact refers to the potential benefits and value a use-case brings to an organization, user, or system. This can include revenue growth, cost reduction, customer satisfaction improvement, brand enhancement, process efficiency, competitive advantage, or compliance with regulations.

What is the expected business impact of the use-case?

Level of Impact	Check	Notes
Low Impact		
Medium Impact		
High Impact		

EVALUATION OF EFFORT

Effort refers to the resources, time, and work required to implement the use-case. This encompasses development time, financial cost, human resources, and technical complexity.

What is the expected effort of the use-case?

Level of Effort	Check	Notes
Low Effort		
Medium Effort		
High Effort		

Gen AI Use-Case Prioritization

2x2 IMPACT AND EFFORT MATRIX TO PRIORITIZE USE-CASES

High Impact, Low Effort:

Quick wins that should be prioritized.

Low Impact, Low Effort:

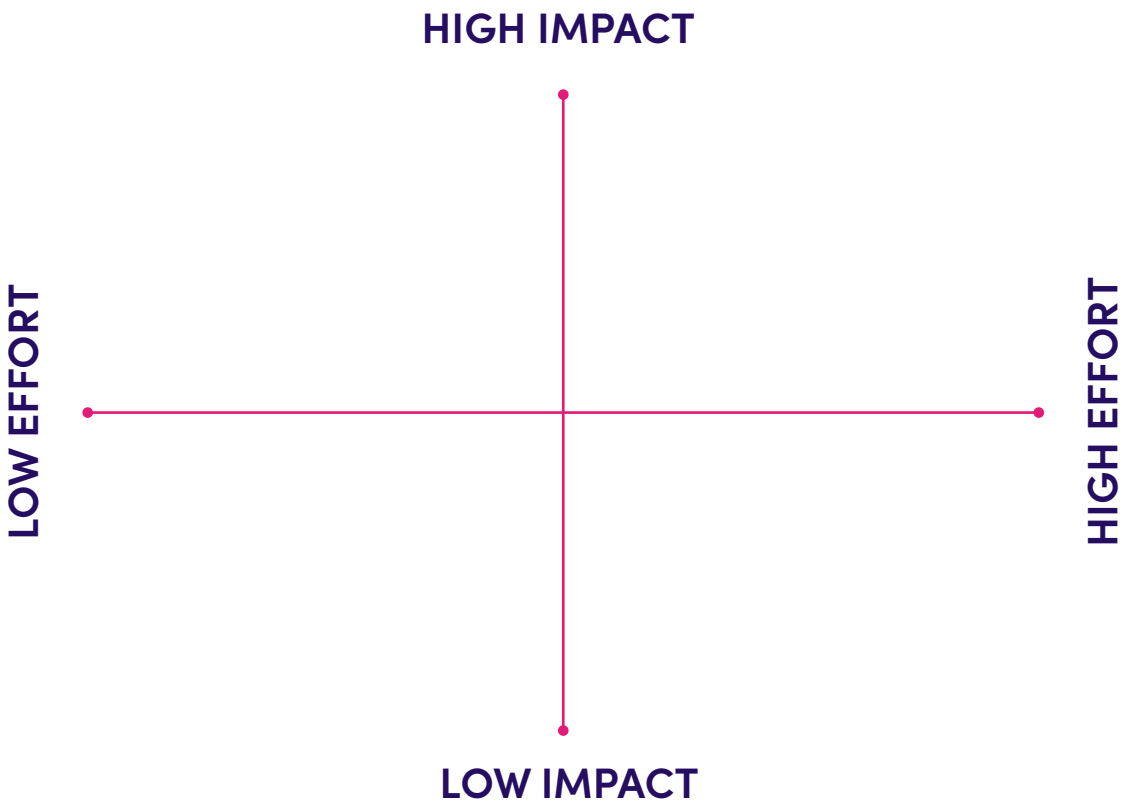
Consider if these offer strategic value or can be done alongside other projects.

High Impact, High Effort:

Major projects that need careful planning and might be done in phases.

Low Impact, High Effort:

Typically, these are least prioritized or dropped unless there are compelling strategic reasons to pursue them.



07

Case Study Examples

This section provides inspirational examples of various organizations who have identified uses-cases for leveraging Gen AI for specific tasks.

Case Study #1

Gen AI for **Coding**

Ness and Zinnov collaborated to assess the impact of Generative AI tools, such as Copilot and CodeWhisperer, on the productivity of software development activities. This evaluation involved more than 100 software engineers across 14 development sprints.

THEIR CHALLENGE

The objective was to determine if Gen AI could improve efficiency and performance in development tasks, including bug fixes, code refactoring, and both legacy and new code development, with varying code complexity.

THE SOLUTION

Engineers engaged in development activities over 14 sprints – half with the assistance of Gen AI and half without – to gauge the effectiveness of Gen AI tools in real-world development environments.

RESULTS

The use of Gen AI led to a:

70% Reduction in task completion time for updates to existing code

10% Reduction in time for tasks involving high code complexity

Case Study #2

Gen AI for **Finding Documents**

Researchers published in the Microsoft Journal of Applied Research designed a real-time question-answering system, integrated into Microsoft's MSX Sales Copilot platform, aimed at aiding sales professionals.

THEIR CHALLENGE

The challenge was to enhance the productivity of sales professionals by providing a system capable of recommending relevant documents based on contextual understanding, moving beyond traditional keyword matching.

THE SOLUTION

The system recommended top-5 results for 31 different queries, which were evaluated with users who rated the quality of the top-5 recommendations on a scale of 0 to 5.

RESULTS

The majority of queries had a high quality score:

15/31	Queries had a score of 3.5 to 5 (high)
9/31	Queries had a score of 2 to 3.5 (medium)
7/31	Queries had a score of 0 to 2 (low)

Case Study #3

Gen AI for **Analyzing Resumes**

Rikkeisoft, an IT outsourcing firm, faced challenges in managing a high volume of technical position applications efficiently.

THEIR CHALLENGE

The HR department needed a solution to quickly and accurately screen, analyze, and match a large number of resumes to available positions.

THE SOLUTION

A Gen AI model was deployed to automate the extraction, categorization, and matching of resume data to job requirements.

RESULTS

The use of Gen AI led to over 6,000 resumes processed with a:

60% Reduction in time required for analysis and matching

99% Accuracy in parsing

Case Study #4

Gen AI for **Writing Content**

Massachusetts Institute of Technology

A study by MIT researchers involving 444 experienced business professionals assessed ChatGPT's impact on documentation quality and creation speed. The participants were from various roles including marketing, data analysis, and HR.

THEIR CHALLENGE

The study aimed to understand how ChatGPT could assist in producing various professional documents more efficiently and with higher quality.

THE SOLUTION

Participants were divided into two groups, with one using ChatGPT for document creation and the other working without AI assistance. They were then asked to write documents relevant to their roles such as press releases, research reports, and analysis plans.

RESULTS

The use of Gen AI led to a:

59% Increase in speed of producing documents

4.5 Quality score vs. non-ChatGPT users' 3.8 score (assessed by independent graders)

Case Study #5

Gen AI for **Training Courses**

BCG U sought to leverage Gen AI for the rapid and cost-effective development of a training course.

THEIR CHALLENGE

The goal was to create a training course within 6 weeks on half the usual budget, challenging conventional development timelines and costs.

THE SOLUTION

By employing Gen AI to create training content, BCG U developed the course in just 9 days, achieving considerable savings in both time and budget.

RESULTS

The use of Gen AI led to a:

60% Reduction in development costs

5 Person team creating the content, as opposed to a standard 10-person team

Case Study #6

Gen AI for **Chat Bots**

Klarna.

Chat Bots now conduct 2/3 of the customer service communication at Klarna.

THEIR CHALLENGE

To offer automated customer service at the same satisfaction rating as human customer service agents.

THE SOLUTION

Klarna was one of the first companies that partnered with OpenAI in 2023 to integrate a ChatGPT function into their online shopping.

RESULTS

The use of Gen AI led to:

23 Markets supported by Klarna's customer service assistants

35 Languages supported

24 Hours a day support

08

What Comes Next?

This section provides additional tips, considerations, and resources as you start building out your use-cases.

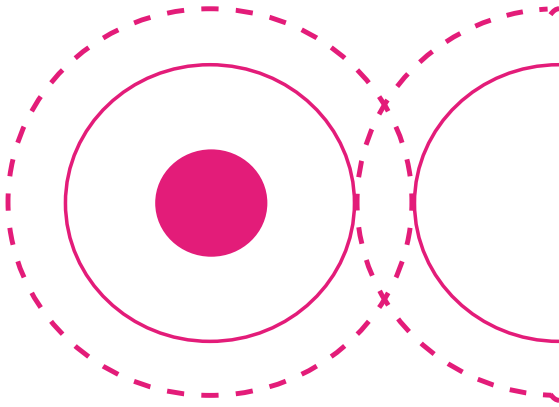
What is Gen AI?

DO

- Check with your company policy before trying it at work.
- Fact check research. Large language models have a tendency to sometimes hallucinate, creating fiction presented as fact.
- Check biases of any Generative AI output, especially through the lens of Diversity, Equity and Inclusion. For example, is the AI tool only outputting images that lack diversity?
- Consider ethical implications.
- Attribute AI-generated content when publishing content.
- Respect copyrights and intellectual property.
- Test out Gen AI in no-risk environments.

DON'T

- Input yours or others personal data, identifiable data, or proprietary data to public instances of Gen AI vendors.
- Rely solely on AI for decision making.
- Ignore contextual and cultural sensitivities.
- Use generative AI tools without educating yourself on how it works.



Helpful Resources

Harvard Business Review, Picking the Right Gen AI Project

A framework to help guide businesses in navigating risk and reward when adopting Generative AI technologies, as well as how to choose a use-case.

Link to Resource

SFU's Digital Transformation Management Course

Custom-designed for early- to mid-career individuals, develop essential skills to generate and implement digital innovation ideas and utilize Gen AI to streamline HR operations, revamp marketing strategies, optimize sales processes, enhance IT infrastructure, or fine-tune financial workflows.

Link to Resource

SFU's Digital Transformation Leadership Course

Tailored for senior leaders and mid-level managers, guiding them through a comprehensive audit of their organization's digital readiness and creating a visionary roadmap for successful digital transformation

Link to Resource

Microsoft's Fundamentals of Generative AI Course

In this module you'll explore the way in which large language models (LLMs) enable AI applications and services to generate original content based on natural language input. You'll also learn how generative AI enables the creation of AI-powered copilots that can assist humans in creative tasks.

Link to Resource

Gartner Experts Answer Top Gen AI Questions

This is an introductory guide to Generative AI, its benefits and risks, its uses, impacted industries, business values, policies needed to get started, and more.

Link to Resource

Moving On to Stage 3

HOW TO MOVE ON TO STAGE 3

Now that you've identified and prioritized the appropriate use-cases for you and your team, you have to test the use-cases to see if they drive value and improve business outcomes.

In the next stage, you will make decisions on whether you should leverage third-party solutions or develop internal models for your use-case.

Here are some prerequisites for the next stage of maturity for Gen AI adoption:

Organizational success criteria

Budget approval

Buy or build assessment

Model development and training

Use-case assessment

User acceptance testing

Reference DIGITAL's document for the 'Generative AI Adoption Framework' for more guidance on how to action on each of these prerequisites for Stage 3: Experiment.