

Effective AI Innovation

Week 3 – SEMINAR. INNOVATION IN AI





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REMINDER

The purpose of seminars

- To apply the concepts from the lecture to real organisations, rather than just discussing them in the abstract.
- To practise working as a team, in the same way you will need to for your Evidence Deck.
- To get hands-on feedback and support from your trainers while you work, not just at the end.
- To build up material, week by week, that directly supports your assessed Evidence Deck, worth 40% of your overall grade.

A note on language:

- If you are in a group with multiple nationalities, use English
- All written work must be in English
- All responses to questions, presentations etc must be given in English



Making the most of seminars:

- Interact and engage - with each other, with your teams, and with your tutors!
- Speak up - you consolidate your knowledge when you use your voice
- Ask for help - the instructors are all experts - use them!
- 'Sandbox' environment - failure is expected, risk taking is rewarded - judgement is suspended!

Timings

0–10m

Introduction

10–30m

Stage 1: Defining key industry problems and challenges

30–60m

Stage 2: Defining case study specific problems and challenges

60–70m

Break

70–90m

Stage 3: Defining case study specific problems and challenges (cont'd)

90–110m

Stage 4: Evaluating problems

110–120m

Wrap up and setting homework

What you should have by the end of this session

Everything you produce today feeds into your Evidence Deck. Save it as you go.

1

Generic industry problems

A detailed list of generic, sub-sector specific problems and challenges, ranked by severity and likelihood of a suitable AI solution.

BUILT IN STAGES 1 AND 4

2

Case study problems

A detailed list of case study specific problems and challenges, ranked by severity and likelihood of a suitable AI solution.

BUILT IN STAGES 2, 3 AND 4

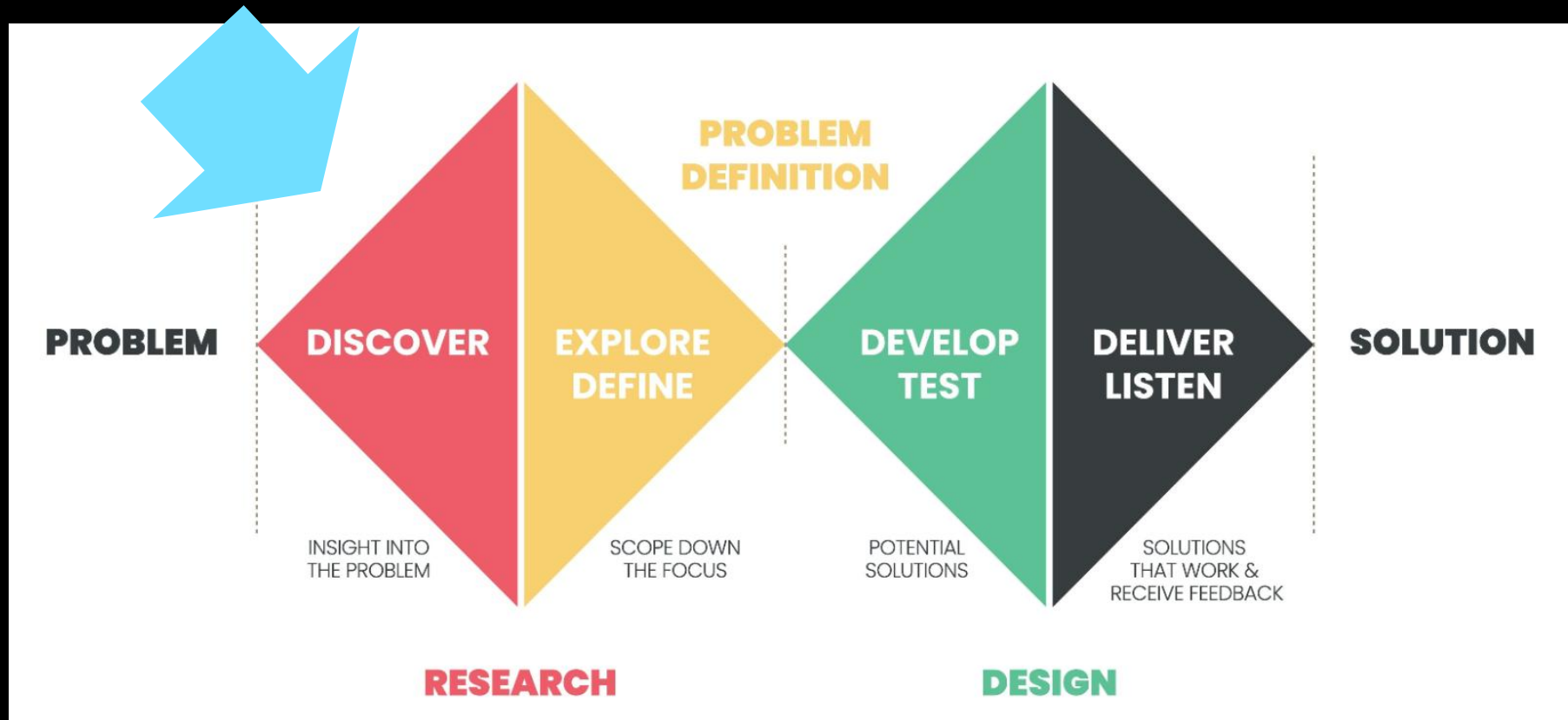
3

AI readiness assessment

A detailed, organisation specific AI readiness assessment covering data, technical talent, culture, management and regulation.

**HOMEWORK, COMPLETED
READY FOR NEXT WEEK**

The Double Diamond



Where we are this week

This seminar sits in the first diamond.

Discover: explore the problems and challenges facing your sector and your organisation.

STAGE 1

Defining key industry challenges

Stage 1: Defining key industry challenges

Stage 1. Using the **P**ersona, **I**ntention, **C**riteria for success and **S**tructure elements of the PICKSE framework, write a prompt that gives you an overview of the most pressing generic challenges in your sub-industry (see next slide).

Stage 2. Put your table on your shared whiteboard. The next slide shows the structure to use (just focus on the first column for now)

Stage 3: Your desired output is a table of **no more than five** generic problems, showing:

- the problem or challenge identified
- the stakeholder(s) who face this problem (see next slide)
- how big you perceive the problem to be for the success of your organisation (1 to 5)

Prompt Engineering 101

The 'PICKSE' framework

Persona: [The role, expertise or specific job title the AI must adopt]

Intention: [PROVIDE BACKGROUND TO YOUR GOALS]

Criteria: [DEFINE SUCCESS AND IDEAL OUTPUTS]

Knowledge: [SPECIFY WHICH SOURCES IT SHOULD USE]

Structure: [EXPLAIN THE FORMAT YOU REQUIRE]

Examples: [INCLUDE EXAMPLES OF SIMILAR OUTPUT]

Stage 1 output: generic industry problems

Copy this structure onto your shared whiteboard. Maximum of five problems.

Case study	Your sub-industry
C the Signs	B2B digital health and medical technology
GCS	Civil Service communications
VEED	B2B and B2C video and image editing

STAKEHOLDERS:

Employees, suppliers, owners (shareholders), management, customers, the environment, the local community and government.

Problem or challenge	Stakeholder(s)	Problem size (1 to 5)
Problem 1		
Problem 2		
Problem 3		
Problem 4		
Problem 5		

STAGE 2

Defining case study specific problems and challenges

Stage 2: Case study problems and challenges

1. On Blackboard, find and download the full case study brief.
2. Read the brief in detail, then build a table on your whiteboard that records the problem, the stakeholder(s) who face it, and how big you perceive it to be for the success of the organisation (1 to 5).
3. Aim for a **minimum of five** core problems.

Problem or challenge	Stakeholder(s)	Size (1 to 5)
<i>Problem 1</i>		
<i>Problem 2</i>		
<i>Problem 3</i>		
<i>Problem 4</i>		
<i>Problem 5</i>		

NO AI FOR THIS EXERCISE!!

Apart from translating the case study document, do not use AI for this exercise. Stakeholders are defined as on the Stage 1 template.

https://www.ole.bris.ac.uk/ultra/courses/_270028_1/document/_10740496_1?view=content&state=view

Break

10 MINUTES

STAGE 3

Defining case study specific problems and challenges (cont'd)

Stage 3: Adding depth with an LLM

1. Take the full case study brief you downloaded in Stage 2.

2. Using the **P**ersona, **I**ntention, **C**riteria for success and **S**tructure elements of the PICKSE framework, write a prompt and put the full case study into your preferred LLM to get a more comprehensive list of organisational problems.

3. Add these problems to your Stage 2 table. You should now have **around 10** organisation specific problems.

Tip: check each new problem against the brief. If the case study does not support it, leave it out.



Prompt Engineering 101

The 'PICKSE' framework

Persona: [The role, expertise or specific job title the AI must adopt]

Intention: [PROVIDE BACKGROUND TO YOUR GOALS]

Criteria: [DEFINE SUCCESS AND IDEAL OUTPUTS]

Knowledge: [SPECIFY WHICH SOURCES IT SHOULD USE]

Structure: [EXPLAIN THE FORMAT YOU REQUIRE]

Examples: [INCLUDE EXAMPLES OF SIMILAR OUTPUT]

STAGE 4

Evaluating problems

Stage 4: Evaluating problems

How suitable is each problem for an AI solution?

1. You should now have two tables: generic industry problems (maximum 5) and case study specific problems (around 10).
2. Add a column to each table titled '**Suitability for AI solution**'.
3. Rate each problem High, Medium or Low, depending on how likely it is that AI could be a suitable solution.

EXAMPLES:

HIGH: unstructured, messy data that makes analytics and management information difficult.

MEDIUM / LOW: employees taking too many sick days.

Problem or challenge	Stakeholder(s)	Size (1 to 5)	Suitability for AI solution
Messy, unstructured data limits analytics and MI	Management	4	HIGH
Employees taking too many sick days	Employees, management	3	MEDIUM / LOW
Problem 3			
Problem 4			

Example rows and scores shown for illustration only.

WRAP UP

Wrap up and homework

AI readiness assessment

Over the next week, complete an AI readiness assessment that shows how ready your organisation is for AI adoption and integration.

ROWS: FIVE READINESS AREAS

Data: Is the data in a condition for AI to use and interpret?

Technical talent: Does the organisation have the people to adopt and integrate AI?

Culture: Is the culture open or resistant to AI adoption?

Management: Are management and governance ready for the challenges of AI integration?

Regulation: What sector specific regulation applies to AI integration?

COLUMNS

Strengths: where the organisation is ready.

Weaknesses: where it is unprepared.

Overall ranking: High, Medium or Low.

Save your output on your shared workspace or whiteboard. We will go through them next week.

AI readiness assessment

Readiness area	Strengths	Weaknesses	Overall AI readiness
Data Is the data in a condition for AI to use and interpret?			High / Medium / Low
Technical talent Does the organisation have the people to adopt and integrate AI?			High / Medium / Low
Culture Is the culture open or resistant to AI adoption?			High / Medium / Low
Management Are management and governance ready for the challenges of AI integration?			High / Medium / Low
Regulation What sector specific regulation applies to AI integration?			High / Medium / Low
HIGH: very ready for AI integration and adoption	MEDIUM: somewhat ready for AI integration and adoption	LOW: not at all ready for AI integration and adoption	

What you should now have

Check the first two are saved to your shared workspace. The third is due next week.

1

Generic industry problems

A detailed list of generic, sub-sector specific problems and challenges, ranked by severity and likelihood of a suitable AI solution.

FROM STAGES 1 AND 4

2

Case study problems

A detailed list of case study specific problems and challenges, ranked by severity and likelihood of a suitable AI solution.

FROM STAGES 2, 3 AND 4

3

AI readiness assessment

A detailed, organisation specific AI readiness assessment covering data, technical talent, culture, management and regulation.

HOMEWORK, DUE NEXT WEEK

Before next week

- Remember to book office hours and take advantage of them. We are always happy to chat about the module, the assessment, the Evidence Deck, or careers in general.
- Between now and next week, take a look at the required reading, which you can find on Blackboard.
- Make sure you find time to meet and work as a team on your Evidence Deck.
- Finally, get outside and explore Bristol!

