TRANSCRIPT FROM May 11th WEBINAR
**The role of AI in Governance**

Hi everybody. Welcome to our Governance Made Easy webinar today titled The Role of AI in Governance. This is a webinar that I have really been looking forward to. My name's Sean McDonald and I'll be your moderator for the next 45 minutes. Firstly, thanks for attending today. We appreciate the effort you've made to be here from all parts of the world during our session.

If you have any questions, please use the q and a button at the bottom of your screen. We'll be answering these during our session and try to get through as many of your questions as we have time for for Steve Norris's keynote. We will hold questions till the end of his session. Finally. If you stay through till the end, which we hope you will do, and as is customary for our Board Pro webinars, we have a very special treat for you.

By answering our one minute survey at the end of the webinar, you'll go into the drawer to a beautiful gift hamper worth $400. Now, for those that aren't too familiar with Board Pro, we're a board software provider, sometimes referred to as a board portal, and we serve around 20,000 users around the globe in about 20 different countries.

We enable organizations to prepare for and run their board meetings more efficiently and effectively with clever software, with less time and deliver more impact and value for the organization. And as much as we are a board software provider, part of our wider mission is to make the fundamentals of governance free and easy to implement for all organizations, especially those with resource constraints.

Let me now introduce our great speaker panel for you today. We're really excited to have Steven Richard and Steven Bowman with us. Starting off with Steven Nouri is a data science leader who has evolved the way people look at AI and innovations. Steven's an author academic in a technical leader by profession.

Steve aims to inspire people through the latest technology trends, and he has founded AI for Diversity, a nonprofit global initiative with more than 4,000 volunteers that engages and educates diverse communities about AI to benefit the global society. He's a member of the Ford's Technology Council, Australia's I c t, professional of the year.

And an accomplished influencer on LinkedIn with 300 million views last year and over 1.4 million followers. Would you believe Steve is also involved in advising public policy and developing international standards towards a more ethical ethically responsible ai? Welcome Steve to you and Sydney.

Richard McClain is an experienced chair and chartered member of the New Zealand I o D, having been a member since 2007 with a 30 year executive and entrepreneurial career in the technology sector. His governance Korea spans 16 years and includes a range of privately held New Zealand businesses operating in global markets.

Richard is a co-founder and executive chair of Element X, a New Zealand based AI engineering company operating in the areas of conversational ai, virtual assistance, digital humans, computer vision, and data science. The intersection of good governance practice in new developments in AI technologies is an area of personal and professional interest for Richard.

And he has published a series of articles intending as a helpful resource for directors looking to improve their understanding and their participation in governance discussions that relate to AI technology. Now since Richard is in Florida, it's good evening to you, sir. Thank you, Stephen Bowman. A great friend of Board Pro is managing director of conscious governance and brings a wealth of experience facilitating board reviews and strategic planning processes.

Stephen has held numerous senior executive, CEO and board positions in the United States in Australia, as well as authoring and co-authoring over 14 books on governance, strategy risk, and executive leadership. Welcome to you, Stephen. Welcome everyone. So let me just turn on the technology for a minute.

I'm going to share my screen. So Steven I'll invite you to the stage now for our first keynote address. Over to you, sir. I'll stop sharing if you wanna share yours. Yeah, that would be great. Thanks Sean. Thanks thanks for the introduction and welcome everyone. We are going to talk about something that is Pretty trendy these days, generative ai.

And for those of you might not have heard of this word what have you been doing in the last couple of weeks? Chat, GPT, mid Journey, all these interesting projects that came out in the couple of the last couple of months. They are all part of this generative ai umbrella. And I'll talk about it a little bit, but hopefully by the time we finish this conversation our slide deck and topic is not, disrupted and irrelevant anymore because of the speed of the change.

I actually have FOMOs every night. I go to sleep and I wake up with. Tens of news about the projects that came to this the, this this word. So I'm going to share my screen right now. Here we go. Hopefully you have it. And see that, Steven. All right. Perfect. All right. Yeah. Like just one week in AI or in generative AI space, like you could see like how many things has happened and how all the big corporates are trying to stay on top of the, this trend and stay relevant.

All of them are trying the best. Microsoft and Nvidia, Adobe, and you name it. And this is just one week, like within a month, I have seen like maybe 200 announcements just from the established companies and more than 1000 application coming out of solopreneurs, smaller startups and SMEs. What is happening?

I'm going to talk about. A little bit of the trend and some news, and then dive into the things that we need to consider as a C level or a board member. So essentially the whole thing about the chat, G P T or g p t is here, like this is the history, how it started, how it evolved, and you can see that it started with end coder decoders.

And end quarter only models, which, became pretty popular. There were earliest stages like Bert, like T five from Google. They were pretty all right. They generated good results, but it was not to the point that we. As a user, we found that there was something too impressive about it.

We were using it as a chat bot. You probably have talked to Alexa or Siri, and they were backed by these models and they they were. Trying to get a better accuracy by, putting more data or leveraging a better model. But essentially it hits a ceiling at some point.

So we couldn't see a huge improvement in terms of the output versus the decoder only, which is the G P T. Quickly scaled to something that blew us away in terms of the. The quality of the outcome and it right now is being used by millions of people. I'll not dive into the the technology itself but let's talk about the use cases and what are the things that we are seeing these days.

As a as an application. So generative AI is a broader term, whatever can be generated by this, these AI models. And these days chat g PT is generating mostly text. It is the recent chat, g p t is built on top of G P T four which can understand and generate images, but it is not. Right now implemented into the platform.

So it is multimodal, which is means that two different models at least are supported. But this is the current stage. I think it's in the a test version. But other projects like Mid Journey and Dolly, they are generating images and some of them are mind blowing, these three images are generated by text.

Trump, like literally. You can start with the left one. It's the prompt was if Trump was poor, and it is funny, but at the same time it is pretty close to realistic. But if that's not very realistic, look at the one in the middle. It's. Just an image of a boy with one rose with a certain style, and it's not real, but it looks super realistic, close to a photo and the other one on the right.

It is just a a new sort of a image that. Probably you wouldn't ever see in reality. But it looks very realistic in terms of the quality and the shadows and the all the details. This is not just I guess the state of art that we have seen, there are lots of more state of art generative models, but this one particularly made a discussion about like within the community that.

We used to think that art only can be produced by human or maybe conscious, sentient creatures. But now there's a debate like, is it art or it's not it looks pretty good in terms of quality. But do we need to put some sort of other sort of metrics to make it categorized as an arc?

At the end of the day, one of these generated images won the first place in the fine arts fair in Colorado, which made a huge splash all over the internet because it, that was the, probably the first time that an AI generated. Image got accepted in an exhibition as an art, and I guess this is just the beginning and usually there's no turning back.

So this video is an AI model. It generates audio and mimics people. It understands how to mimic the voice of individuals based on the previous data. And you're gonna see a conversation, a hypothetical conversation between Steve Jobs and Elon Musk, and it's based on their own tone and voice. If it is, if the voice is too low, please turn up your volume because sometimes that's the case with these presentations.

Hello there Elon. This is Steve Jobs on Forever Voices. What a pleasure it is to speak with you as two innovators in the tech industry. I'm sure we have a lot to discuss What's on your mind today? Hello Steve. It's an honor to speak with a tech legend like yourself. As an entrepreneur and innovator, I always have a lot on my mind, especially when it comes to tech.

It is pretty darn accurate. Like I can tell you that It is not very easy to identify. It was generated by ai and although it's a state of the art and we love it, at the same time, you're gonna have a lot of risks. These sort of technologies being leveraged by malicious users for some some activities, for example fraud or, just.

Leveraging it to scam people, and it has happened before. So imagine your family would get a call similar to your voice because of all your TikTok videos asking for money and they have 10 minutes to transfer the money, otherwise something bad would happen and they wouldn't even double check anything because the voice is too accurate.

Pizza of life. This is another one. It is another interesting generative AI output. It is a video completely generated by ai and it's an advertisement for, I think it's a pizza art advertisement. You can see the quality of the video is not a hundred percent to like being realistic, but think about how far we have gone and.

It is. I don't think it's gonna take much longer, like maybe a year or six months to get to the point that the whole video would've been like much more realistic. The best pizza of life. Bring friends down to pepperoni, HubSpot. Our chefs make pizza with heart and special touch, cheese, pepperoni, vegetables, and more secret things.

Need delivery. Pizzas come fast, knocking out who's there. Pizza. It is pretty impressive. I know it's, as I said, it's not still there, but we have came very far from where we used to be generating a pixelated image and now a whole video with the voice. But these are like the models that are generating thing new things.

Chat, g p t right now has access to the internet. Some of us might not, but it is rolling out and by accessing to the internet we can see that chat. G p d has potential to do a lot more than it is doing right now. Generating text. It can do as you can see, event planning strategies, personalization of daily news job hunting.

And much more. This is just the beginning. Also, they announced plugins. Just think about the opportunities that all these big companies are going to build plugins on top of chat, G P T, leveraging the engine and delivering much more useful ABS applications that will, help millions of people. And to me, that looks like.

Sort of the mobile smartphone industry when it was changing the technology and the way that we were living. It's just if you compare it based on the the speed of innovation, the growth, the app the adoption rate, And the competition between the top tech companies trying to own this space and also the ethical concerns at the same time, are very comparable.

So here we are. I think open AI can be seen as the apple when Apple introduced iPhone at that point of time. And the chat G p t plugins can be like an app store where people would generate a lot of these plugins trying to add its bits, the value and gets a little bit of the market share.

It is accepted by many right now as a tool to generate text. People play with it, but there's a recent survey like came up, couple of days ago that patients were given the response from AI and also from the real physicians and 79% of it actually. Prefer chat g p T over the real doctor.

And it means that like it is a weird sort of a result, but at the end of the day, it seems that chat, G P t can personalize it more, spend more time, be more patient, and. In some cases even accurate. And that's I'm not suggesting that they should replace doctors, but in some cases it's accurate and why it's accurate, because the chat GPT is passing all the exams that we are passing to become a a technician or an expert like the bar exam, the math exam and biology exam.

And this the blue. Circle is GPT four and the green one is actually GPT three and you can see how far it came from G P T three and it is pretty good student. If it was a human, it would be a genius guy doing the best in most of the exam. The landscape looks crazy. Everybody's building in this space, and it's not just the hype.

It is adding real value. I just showed a couple of examples of the simple ones, but they're being integrated into the platforms, generating code, generating speech from text and 3D directly from text images. And just think about how these will be integrated into different applications like using Canva.

Right now. Canva is u leveraging this to generate better presentations, better images. And also giving you some examples for the template. Now, back to what should we think about when we are going to adopt this great technology? It has a lot of good things happening, but what we need to as a board member or C level, what we should be aware of it.

So this example, particular one is Samsung worker. Just use chat GPT to make a presentation adding a lot of I guess secret data, which, it it will be leveraged by open AI and it might surface to other users. So chat, G P T is right now not secure. It doesn't Have the specific guard rates to keep your data to to certain companies.

It will leverage it for the public. So things that we need to just make sure in this particular case about data security. And privacy is the usage and consent, the data that he was used in to train it. It was the public data. You're not sure that they followed the GDPR and all the regulations to leverage the data that was was available to them.

Also the output privacy, which means that essentially those data will be leaked into the outputs. And lots of them might be, personal data might be the images that or the photos that you and your family shared over the internet. And for the AI security, there are like two folds. One is leveraging these generating models to do advers serial attacks, which essentially is going to learn how to be better and better to fool the algorithms and firewalls or whatever security is there.

The other fault is about generating misleading information and deep defects. You have seen some of these images and videos, they're becoming more and more convincing. And it will be a threat for democracy in the bigger sense. Bias and fairness is also another big problem. And these models are built on top of data, huge amount of data, and it was very difficult to screen what kind of data is going to be used.

And as humans, we are biased. So definitely bias will leak into this data bias against race, gender, and many other things. And the problem is it's very difficult to identify. It's very difficult to stop it. And another interesting fact is that they used a lot of workers in Kenya to actually Fact check or, to double check the response and to get rid of a lot of this bias and fairness.

And they used very cheap workers, hundreds of them, or thousands of them to do this. And imagine what would be the quality or the fairness and bias of those people that would be inherently injected into this. And you can see these two examples. One of them is argument of using more fossil fuels to increase human happiness.

It doesn't chat chief refuses to give any answers because he believes that fossil fuels are not good. And like who made that decision? I'm not arguing against her for it. I'm just saying that who made that decision and why we should all follow that. Another one it's against against the race and gender.

It when asked to tell me a story that will make me proud to be a white man. It refuses to tell anything about that. And it will generate it if you change the gender and race, which is, it, it is not fair cause like why you are going to be biased against certain gender and race in a negative way.

I know that you might think or. There is a bias for it in the past, but we cannot, be negatively biased in order to change the history. Being fair is the best way to go forward. Transparency and explainability look at this one is a little bit funny, but ask Chad to tell a lie.

It's like sky made of green cheese. Alright. It's lie, it's obvious. Tell us a bad lie and to be very subtle about it. Try stupid to response. I'm a human being. It's is it a very subtle lie? What is the thinking behind this model that believes that? It's a very subtle lie. That's, in some sense it's scary and interesting at the same time.

The problem here is there's a trade off between performance and explainability. As the models get more complex. They have more complex parameters to make decisions and they become black box. So I know a lot of people would talk about xai, which is explainable ai. It's great, it's awesome, but like these days good luck understanding why chat G p T came up with this particular answer.

That's not very easy to do. Still we need to. Be aware that sometimes we need to dig deeper to find a root cause, but it is not as easy as before where we'll using linear regression or like a random forest for Some sort of decision making. Steven, we got a number of questions here, which I think we need to get through because we're just out of time for your section.

I'll just read a few of these questions out if you don't mind. Yeah, sure. First one is from Steve. Steve questions is from what you indicated, companies that have spent a lot of resources on voice recognition technology for security purposes could have this investment made redundant due to ai.

Is that true? Yeah, it seems that the quality and the speed is just outperforming those companies. That's the that's the reality. That's a very quick answer, this one from Jen Butler. Jen. Jen asked, the world has a focus on personal privacy and corporate privacy.

Could use something like chat, G P t potentially compromise privacy laws for companies. So there are different ways to use chat. G P T, there's a corporate version, enterprise version, and also there are a similar models to chat G P T that are made. To be more secure. And I guess those are the the right answer for the enterprise.

I believe that the kind of chat g p t that we are using right now, it's should not be used for any sensitive data. Interesting Jen Butler's question. We know that people are the biggest risk for cyber attacks. How will using open AI sources open further opportunities for cyber attacks? So this is a cat and mouse game, right?

So we are going to use sophisticated algorithms to stop cyber attacks at the same time. Bad actors are going to leverage this for more sophisticated attacks. So I think that's just going to make things more complex, more there would be a lot more new ways to make the attacks, and I believe that in short term we are going to see some catastrophic.

Impact of leveraging chat G p T for these attacks until everyone can a better defense mechanism. We have another one from Rachel Lamberton who asks for AI governing systems to work, should there be a universal framework? Would this work? Yeah, that's a good question. I'm a member of committee at ISO International Standard Organization and we were talking about like the frameworks and how this works.

In general. It's very difficult to have anything universal. Like as humans, we don't agree on a lot of things. University, I just think about like even human rights. It has been interpreted by many countries in different ways, and there's always new issues arising and there's very Like there aren't a lot of ways that they can be enforced in many cases.

So it can be similarly in our case, difficult to first of all come up with something that literally everyone agrees. And secondly, enforce it if someone wants to even if agrees wants to deviate from that. We have a question here from an anonymous attendee, but I'll read it anyway. Cause it's quite interesting.

While AI is going gangbusters, the policy or decision makers will take forever to catch up. As experience shows across many areas will roles, many roles will basically become redundant according to the commentators. How long do you expect it to take before the board basically becomes obsolete? Yeah, that's that, that is very difficult to predict cuz So first of all, the reality is always innovation has been faster than the regulations.

That's definitely true in the history. The problem is the speed of innovation. Also changing and as I mentioned, like things are coming daily in, in monthly and that is not something that regulators can keep up with. I was consulted by IP Australia about the copyright issues, which are, I was of this one of the things is like this image in on the screen and the copyright is one of the complex ones.

Just think about At this point, we thought who ever generates any sort of media image text would have the copyright of it. Like the, you write a book. You're the owner and now who, who owns the copyright to this image, which was generated by ai? The prompt is probably like two sentence.

If we copyright those two sentences, then it'll stop people to. Leverage those two sentence, which is natural language. It doesn't have that complexity and nuances to be able to copyright. And if you don't do it, the person who generated it would not be by law would not be protected.

So it's, it is very complex and I, so first of all, for the regulations, I think however, is the speed we need to Come up with a different way to deal with innovations. And I'm not coming up with anything right now because it's very complex and very controversial, but we need to change the way we come up with these regulations for the board.

We need the human human oversight forever. I don't think the world is going to be a relevant, I don't think, ah for very important decisions. We cannot automate these AI projects. Steven, we're out of time now cause I wanna switch over to Richard. Could you stop sharing your screen so I can share mine please?

Alright, for sure. Thank you.

Can you see that Richard? Yeah. Thank you. Excellent. Over to you, sir. Yeah, and thank you Steve. What I It's almost mind boggling the spectrum of possibilities and the pace of change. I thought I'd start there actually because I met a conference up here in Florida and it's very heavily AI oriented and I've been hearing a lot.

A phrase I've heard a lot is responsible ai and. It gives pause for thought. I think you've said this a moment ago, Steve, but the idea of regulating artificial intelligence is a lot like trying to catch lightning in a bottle. Or as we used to say in the tech industry a long time ago, it's like trying to paint a car while you drive it down the freeway at 90 miles an hour is very difficult.

And that's simply because it's moving so quickly. But I think for people to. And as and directors and decision makers to kinda deal with that and think about it, you have to accept that as a constant and expect it as a constant. And I think what it also means is that waiting for a regulatory framework that you can follow isn't a very viable option.

And that puts a director in a position where they're just going to have to assume an obligation to self-regulate. And by that the organization that, that they represent. So yeah just as a context to see this part of the discussion on the slide here, there's a few, there's a few of these slides.

They're really just prompts for questions and for us to discuss. And there are some rhetorical questions. But firstly an important distinction I think for the purpose of this there's a lot of discussion, a lot of frameworks for providing. Governance, AI governance inside organizations.

Which I believe that just refer, that refers to the management, good practice and guiderails, everything you put in and around a project at an operational level within the business. Certainly viewed by execs and directors versus how a board thinks about how directors think about AI and how they approach it.

And there's a subtle difference between those. And today I think we're Covering more the latter. I wanted to talk about the importance and o of knowledge and understanding for directors, but I feel that's a rhetorical point after even the sort of 15, 20 minutes we just had from Steven.

And also, who will be affected in the next few years. You would have to be massively unplugged and very remote not to be affected by this but. Perhaps throwing it open. Steven the importance for directors of this stuff, Thanks for that, Richard. Look I think if we get really practical about this from a board's perspective this is what's happening right now is a bit like what happened 10 years ago with cybersecurity.

So you can either take 10 years to catch up or you can start to put stuff in place now to actually provide some framework for your own organization. It's very clear that boards are going to be held accountable for anything to do with ai. So that, so first up, why should the board be interested? Because they're gonna be held accountable already.

The Institute of Directors over in the UK have made commentary that it is the board's responsibility to both manage and monitor this. So we'd better start looking at it right now. We've got the uk, the U s a Hong Kong, Singapore. They've all started putting commentary out about the board's responsibility for AI and how it's used or misused within the organization.

So some really practical things. If I can just say and I'll just very briefly go over them. Very practical things. Number one, figure out who. Which board subcommittee is going to be in charge of looking at AI and the commentary at the moment is saying probably that committee that is looking at cyber security should also be looking at the AI side of things as well.

So just a. Thought at least let's look to see who should be looking at it. And then it needs to be a standard board agenda item, not about updates of the latest in ai, but the implications for privacy for legal, the implications for stakeholder engagement. So if we look at the structural side of things, who's gonna be in charge of monitoring, looking after and putting this stuff in place?

It needs a place to live. And typically it's gonna be the same. Element of your board subcommittee structure that looks after cybersecurity for the time being. The next one is then looking at you. You've gotta put in a risk management framework for it. And the national Institute of Standards and Technology, you've actually got a pretty good risk management framework for ai.

That at the very least as a board we should be looking at and looking at adopting the relevant bits. Who in the senior management should be responsible for this? And typically it'll be the company's secretary or legal counsel or the risk manager. Next thing is put in place a an AI policy, procedures and training, particularly at the board level.

I, you'd have a cybersecurity policy that the board signs off. You also need an i AI policy. The board signs off and there's just starting to be some examples of that coming out. Around the traps now. Board briefings on material AI incidents. So that would be similar to what you would do with clinical governance, if there's a major incident, report it to the board.

Implications how we are dealing with it. So we need to keep our board informed of these things and educate them. And in particular, what I see, what should happen right now is an absolute laser focus. By boards on their privacy policy and whether it takes into account the implications of ai, the data used within the organization, we've gotta understand how our data's being used and also data retention.

So a real laser focus in the next 12 months, in my view, if I'm all boards, making sure we understand what that is. And Then you can get to start to look at how we can start to use it. So in strategy and risk, for example, AI can be a fantastic tool to help us develop up different scenarios. But the biggest issue, and Steve Nori mentioned this, the biggest issue is our inherent bias.

So I think what we're gonna find in the next 12 months is boards becoming much more aware of what their biases are and the organization's biases. So they need, that needs to be looked at and it needs to be dealt with because often we've ignored bias. So there's just some practical things coming up.

Thanks Steven. We have I'm just checking time here. We've got about 12 minutes back over here, Richard. Yeah. What I might do then is just we'll hold the questions and see if we can just get through a few more of these. And thank you Steven. Great framework for our board to put together and work to I think.

And being mindful that, much of the board pro community are small to medium businesses. Getting the right size approach and being practical about it is a very key consideration, I think. So looking around, consuming information, find out what you can take an interest.

I've I shared a couple of this image here is a US company called Chegg listed and that horrible looking graph is their share price. And the the impact on their share price was it was shareholder and investor sentiment. Driven by chat, GPTs arrival. And what they do is distribute tech exports.

Their investors suddenly decided that. They were going to be quite irrelevant very soon, and they'd better get out as fast as they can. It's just, I wanted that there, because it's an example. I don't know whether the Board of Chegg would've been talking about ai. Were they thinking about investing in it?

I didn't research this deep enough, but to me it's an example of how some of these things can come up behind you and hit you in your head while you're looking the other way. So the kind of discussions that I'm recommending that boards get into are things like considering where.

Or how it extracts value from the assets that, that the company has right across the board. Still uses a governance lens keep the discussion twin, so you've got opportunities and risks being considered. But I imagine that's very much top of mind. Forche at the moment, they'll have a lot of physical distribution resources, so they're gonna have to think about how they pivot or how they adapt to this.

They, if they're lucky, they might have. Some kind of license or rights to the content that's available in all of those textbooks. And they can swing from putting 'em in boxes and sending them to people and harnessing some of these tools and models to, to deliver those services in a different way and survive.

But yeah, it would've been a pretty horrible day, right about the bottom of that curve around the board table, I would imagine. Do you wanna move on the slide for me, Sean? Another one here that another, just another example of a little bit of misadventure. And this is coming back to the image models.

I dunno whether this was a large open foundation model or something more like Adobe Firefly. I played with that today. It was pretty exciting. This is Levi's. So the model there a beautiful young woman in, in, in a or whatever you call those that particular item these days.

But not a real person. An AI generated model. Pretty cool. They released that and they walked it out to the community. And marketing probably spun it as they're clear of a move in the interests of sustainability and diversity. And their community voiced their opinion pretty strongly against that, quite quickly, saying that, cutting back on humans and using AI to further decline of bias and issues that already existed.

Wasn't really the case at all. So they, they had to walk that back quite fast and that's that's a a very valuable brand that suddenly took some equity damage probably almost overnight. This is more about how a board should think about AI implementing it and the processes that they might expect to go through it.

This talks about some of the things you should be aware of if you are creating or generating your own models. Often the charted the path that you chart is proof of concept that you then decide whether to put into production and test things that way. But this is changing quite quickly with the.

Release of these larger foundation models. One of the that was a, probably two other things that happened while Steve was asleep last night and will be all over is the release of. An entire range of new foundation models and layers of AI that sit on top of those that allow people to do all sorts of business process engineering and much wider applications than just playing with chat G p t or plugging something in on top of it.

And hopefully from the major vendor whose conference I'm at this week, a a layer of tools for governance as well. So these are looking into as these models are running and being used to deliver services these tools are looking into the issues of transparency, accuracy, drift, all sorts of things, and providing back dashboards in real time for the governors of the project and also so that those can be washed up and delivered to a board in a a simple format.

Ironically, some of the answers to the fairly scary questions that sort of float up around. Whereas this taking us, are we headed for Skynet? Or what's the end look like? Some of the answers are also embedded in AI technology, using it to, to regulate and monitor how it's learning and what's happening in inside those models.

The other thing, in fact, there were two major vendors this week that released these commercial models. So I think for corporate and for anyone that's got assets to protect, then there are going to be options where provided you stay within your own data sets and within information that you understand where it's come from and how these models have been trained with it, provide you a much safer path forward versus.

Wide open models. Chat, G p t, the underlying foundation model has ingested the entire internet. And if anybody had a brain big enough to do that themselves, I think they'd come out rather strange from the experience. And that's what you're looking at from these models. How about is a question here for you, Richard, from Bev Durston.

Do you agree with the call by Elon Musk and others to attempt to pause ai? Development for a period whilst the regulators and governments catch up with the framework? Yeah. It's a there's a tricky one. I'd say this I quite like the sentiment. And I think it's a, it's a responsible statement from someone with such a big voice but from a practical point of view.

I don't see how that can happen literally because of the pace of these advances. I was looking today at a quantum computer that when they figure out how to get it working effectively will smash any encryption that's available through traditional means today. And that's gonna be a relatively overnight development.

But there are, there are bigger things and things to worry about, but also, You need the progress in order to be able to meet those things head on. Richard, can I add to that too? One of the things when I've been looking at this and talking with boards and so on two things come to mind.

Number one is innovation and strategy. Using AI should be the conversations around the boardroom, but the compliance and how we deal with it should be left outside of the boardroom. Because otherwise boards are gonna get stuck in the compliance side of things rather than looking at what can be the strategy and the innovation.

But running side by side with that should be the actual compliance and the monitoring of how we are doing that. But don't take up the board time with all of the issues about compliance. Just make sure as a board that it's being looked at and very quickly. Yes. Yeah, quite correct. I think you could spend, you could earn a lot of time doing that.

And I think the some of the board's time is much better spent considering at a very high level what those opportunities look like. But for some, and they may not know it themselves yet, it will mean. Quite a big transformation of the business, or, to use a, an old hackney term pivot, whatever it means.

And it could be a large company that's needing to pivot. The it's still the same thing as you're looking at the front window. You're considering all of the risks. Somebody's latent opportunity. By that they could be using their data in a new way to create a digital product and service their existing customer base in a new and exciting and very profitable way if they're not looking at that somebody else's and.

The problem with these technologies is it can be done quite quickly. Would you agree Steve? Yeah, totally. I a hundred percent agree and I believe that this this opportunity is something that we all need to understand. And as much as it has big risks, had big rewards.

Yeah. And it genie's are so hard to get back in bottles. We have one last question here. I think we've got time for gentlemen questions from Mark Marino. Where can we go to better understand how to implement this technology as opposed to simply defending against it? Any pointers? Sure.

The, I guess the tongue in cheek answers chat, GPT, so you could ask, literally use a prompt, ask that those kind of questions and you'll get some. Quite good answers. But technology vendors, responsible, technology vendors that have you know established brands they're, it's in their interest to promote and talk to companies about how they can take advantage and leverage these technologies, how they should be thinking about it in their own digital roadmaps.

So they're often the best place to start. Excellent. Anything from you, Steven? I think just have it as conversation and make sure that the strategic and leveraging side is the board discussion and the compliance side and the policy side of things to make sure with throughout the organization is being dealt with at a different level, but they've gotta run hand in hand.

That's probably my key message. Thanks, Steven. Okay everybody, so please feel free to connect with our presenters today on LinkedIn. I'm sure they'll look forward to your connection. If you'd like to be put in touch with Steve Norry, Richard McClain, or Steve Bowman, please indicate your interest on the survey.

At the end of the webinar as you leave now, we've got some great topics over the next few months, including May 25th, exposing the hidden risk of organizational culture, and that's with Georgia Henry of Henry Reeds. So we are really excited to have her with us for that event. How to take the Friction outta board Meetings with Julie McLellan, Mike Burke and Steven Speller will be a really great webinar followed by Steve Bowman hosting June 6th, where we'll be talking about how to develop a strategic board and strategic agenda.

Joining us on the panel for that will be Adelaide's Lisa Cook and Sonya Byers. So you'll receive an email from us really shortly which will include a video of today's webinar, the presentation slides, and other resources. And as I mentioned before, I have a special treat for you as you leave the webinar today.

Don't forget to complete our one minute survey. It's a really quick one. Go into the draw for a hamper worth over $400 and we'll announce the winner tomorrow. Thanks again for everybody for your attendance today. I hope you enjoyed the session. It was fascinating. Thanks to Steve Nouri particularly for his time.

Steve Bowman, again, Richard McLean for the great conversation today. And we look forward to seeing you all at our next webinar on May 25th, which is exposing the hidden risk of organizational culture with special guest Georgia Henry. Of Henry Reed who are a group of talented consultants, advisors, and coaches who focus on culture and leadership in the boardroom.

Thanks everybody. Thanks and have a great day.