Getting Ready to Get Ready for AI

It's about strategy and process, not the prompt.

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YOUR HOSTS
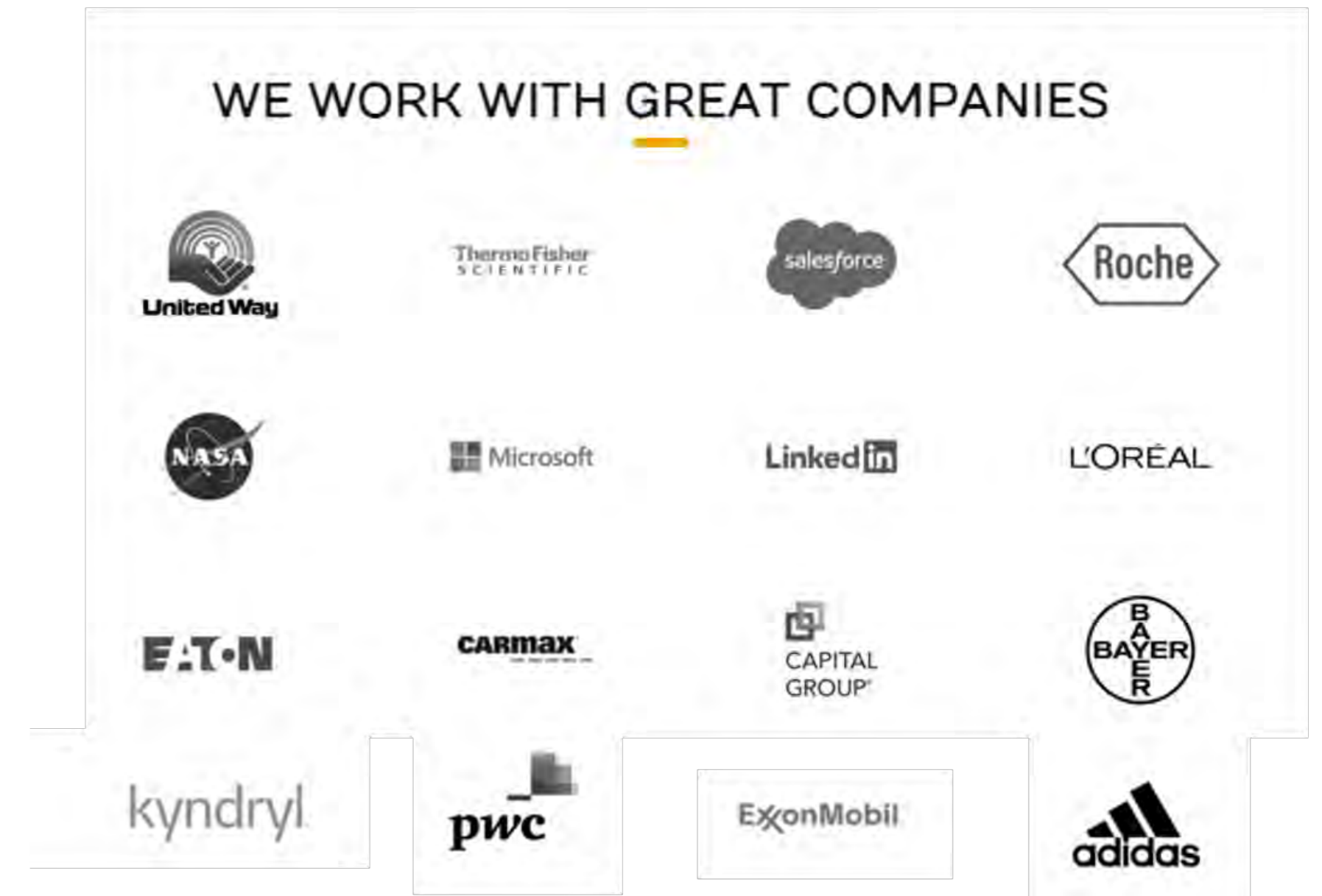
Robert Rose
Chief Strategy Officer
Author, Speaker, Troublemaker

Cathy McKnight
Chief Problem Solver
Advisor, Speaker, Explorer

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tca THE CONTENT ADVISORY

A QUICK JOURNEY IN OUR TIME MACHINE

The new disruptive technology was a thing called
Web Content Management

The Promises:

✓ Manage large amounts of unstructured material in multiple media
   (aka Digital Assets)

✓ Consistent content structure, user interface, and navigation

✓ Support well-defined roles, responsibilities, and access controls

✓ Workflow: authors, content administrators, editors, etc.

✓ Enable composing and publishing of different information for
   different audiences (e.g., personalization)

✓ Isolate editing and have version control
   (e.g. prevent people from clobbering each other's work)

✓ Enable search and retrieval of content for future use

CREATE IS NOT A WORKFLOW STATE

It is a process

CREATE — **MANAGE**

IDEATE/
PLAN

RESEARCH/
FORMULATING

INTAKE/
CAPTURE

MANAGE/
ITERATE

MEASURE/
OPTIMIZE

PRIORITIZE/
DECISIONING

WRITING/
ASSEMBLY

ORGANIZE/
SCHEDULE

ACTIVATE/
PUBLISH

ARCHIVE/
RETIRE

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4

GENERATIVE AI IS HERE

Now what do I do?

New tools that will help tools make teams "more creative, and productive". But, what does that mean? Exactly.

What does "getting good" at Generative AI even mean?

Better prompting? But do we really believe that will be the differentiator? I mean if you need an "AI Whisperer" is it really empowering business users?

Realizing individual use cases? But which ones are the most important?
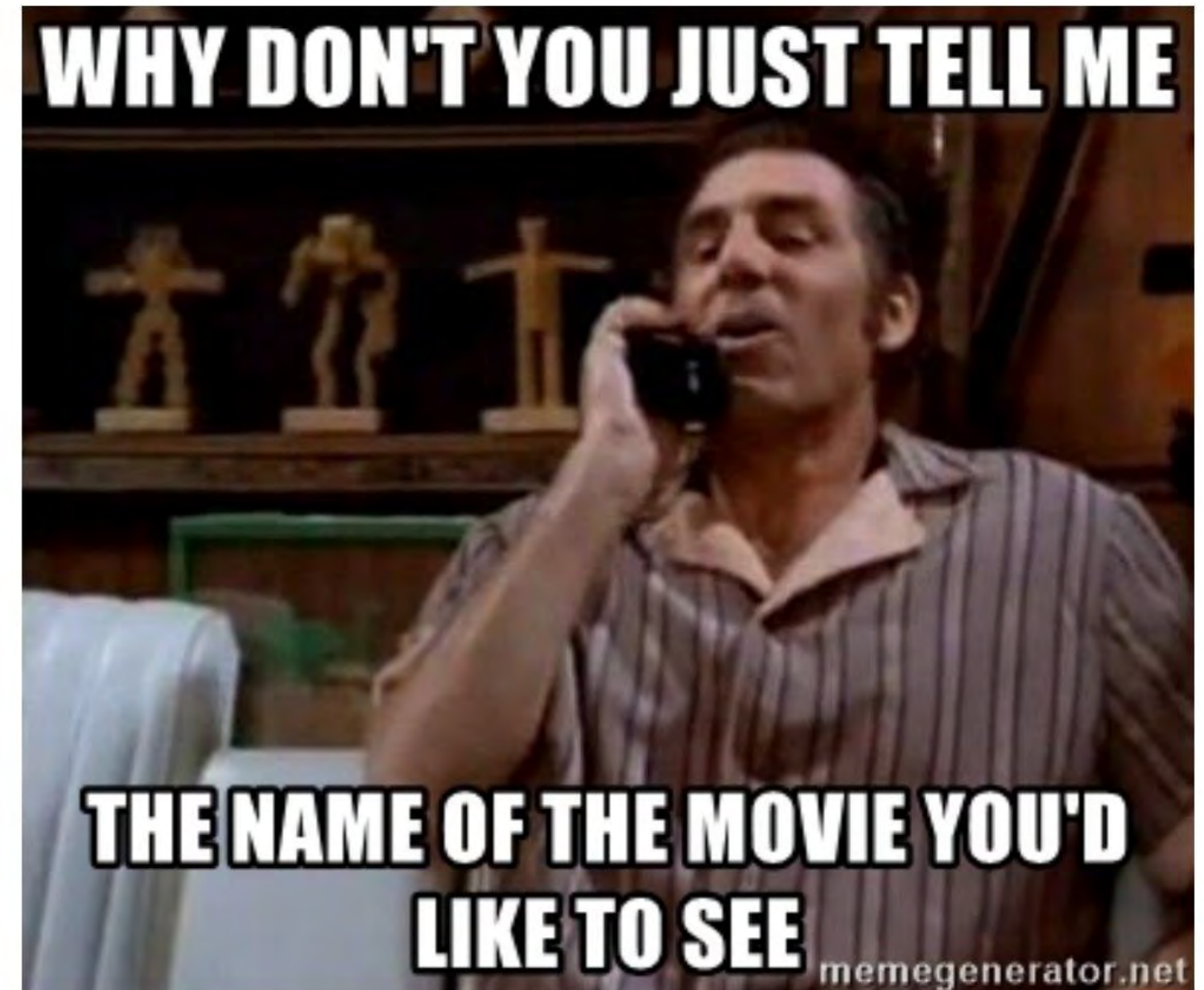
HOW DO WE "GET GOOD" AT AI?

## It requires integrating it into our workflows

Integration into the Content CREATION process is the key - so that it helps create scale and efficiency in the MANAGEMENT process.

But there's a challenge with that. We run into the Dunning-Kruger Effect.... If we delegate things we're NOT good at - we better understand that we're NOT good at it...

If we delegate what we DO know... Then doesn't that steal a bit of our motivation?

Why does it FEEL so rushed and experimental?

The Dunning–Kruger effect is a cognitive **bias in which people with limited competence in a particular domain overestimate** their abilities.

80%
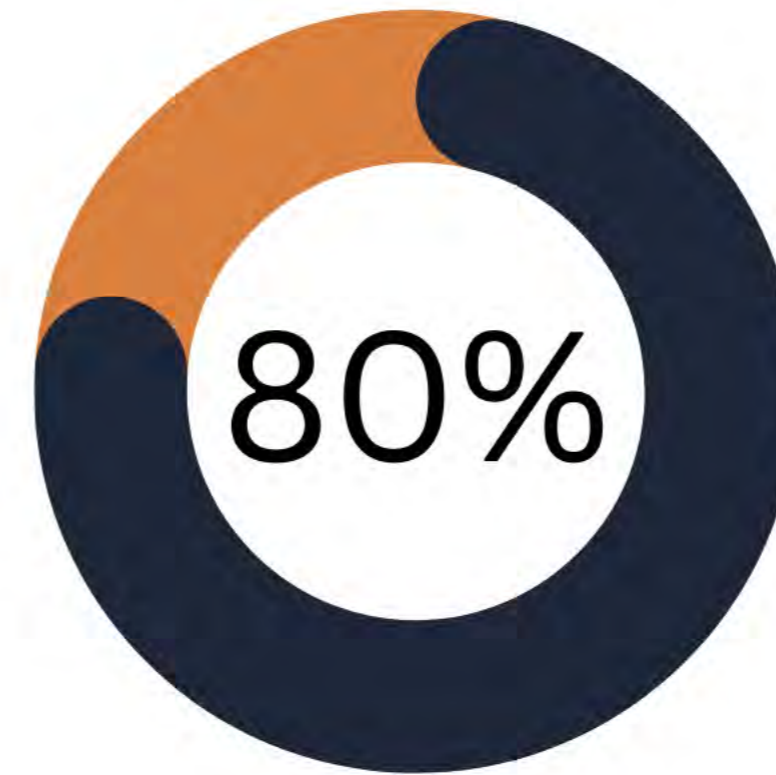
Have not integrated Generative AI into their workflow.

Individuals, not teams, are experimenting with AI.

Yes, individually	
Yes, with a team tool	
Maybe, I certainly am	
Maybe, I hear others are	
No, we're not allowed	
No, still contemplating it	

0   10   20   30   40
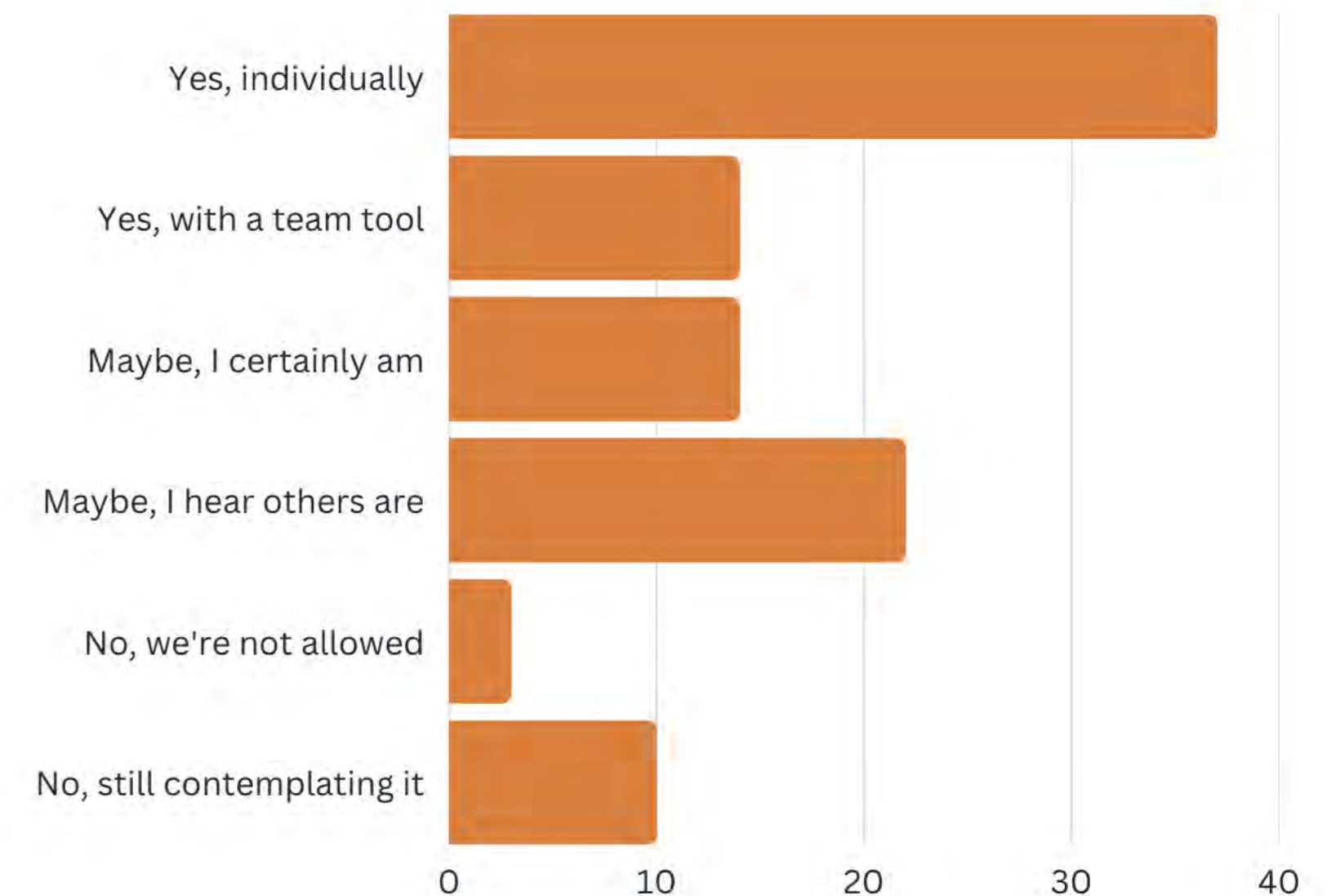
FEAR, UNCERTAINTY, AND DOUBT

The FUD factor is real.

Many "readiness programs" are treated like those early days of content management.

What standards of content creation are we measuring against? What priorities? What processes?

The only insight that emerges from these "readiness programs" is to have people start to rationalize all the things that the TECH CAN'T DO.

Hard to get an accurate sense of readiness in that kind of environment…

Prompt: Create a detailed colored pencil drawing of a robot in a cast in a hospital
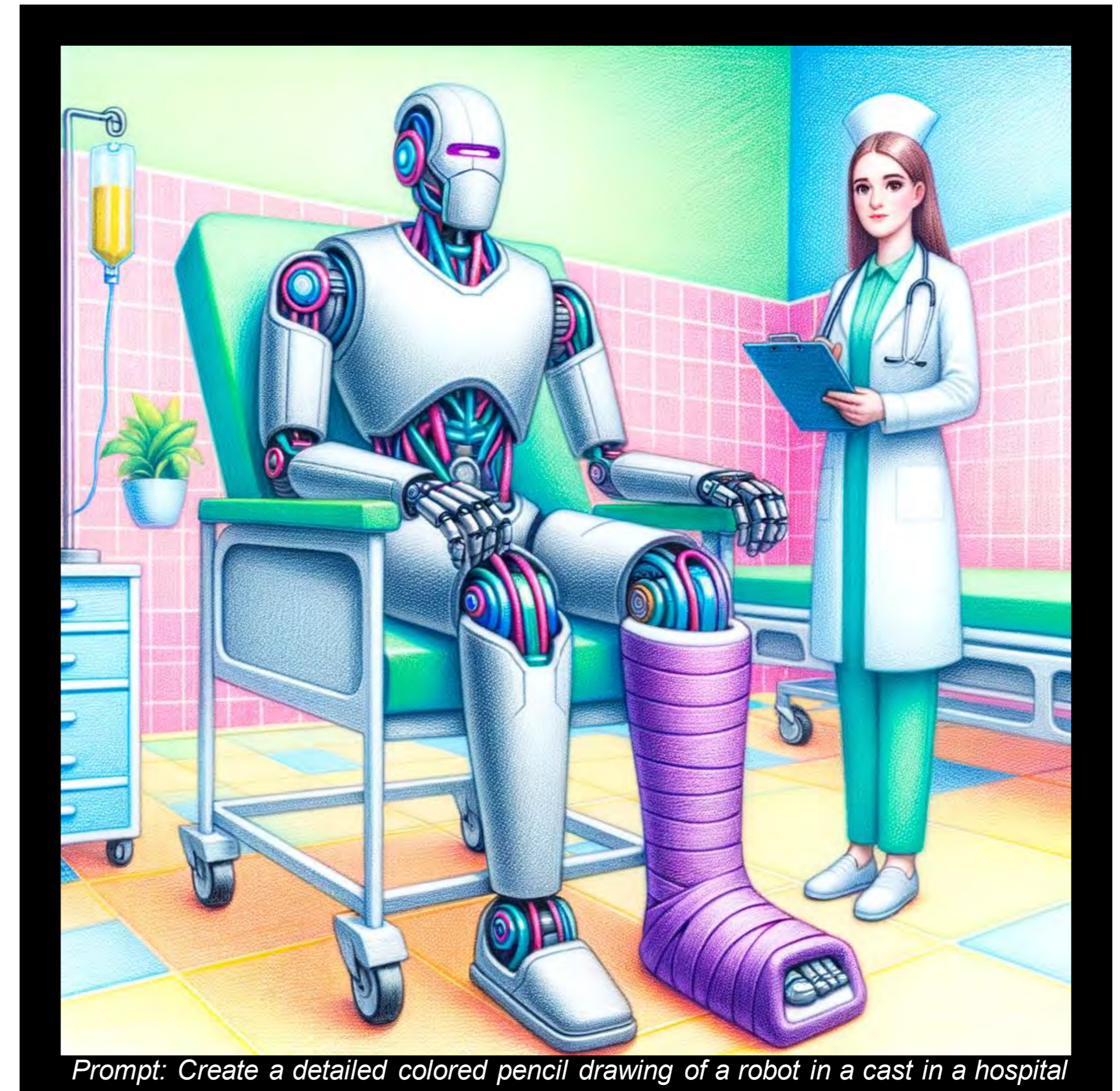
UNDERSTANDING THE AI OPPORTUNITY

New disruptive technology is a thing called Generative AI

The Promises:

✓ **Competitive research at your fingertips -** *You know, what most content and marketing teams aren't doing now?*

✓ **Automated SEO or other content opportunity research -** *Aren't there already tools that we're not using for this?*

✓ **Maintaining consistent tone of voice across sources -** *We find these are suggestions at best*

✓ **Scalability - multiple versions of headlines, or other content -** *Testing is the sexiest thing that our clients are not doing*

✓ **Original content creation at scale -** *This is the magic that everybody hopes for or is deathly afraid to*

✓ **Consistent content structure, user interface, and navigation -** *sounds familiar*

✓ **Increased efficiency by automatically creating derivative content -** *this might be the one, earliest productivity gains…*

2023

GETTING READY TO BE READY FOR AI

AI Readiness = Content Strategy

Today's Generative AI tools can't proactively suggest how businesses should express themselves or what content priorities should be.

So - we have a three-step process that we utilize when working with clients who are looking to become AI Ready Ready… In other words - a process to help clients be ready to be ready for Generative AI

1 MAP THE OCCURRENT PROCESSES

2 DESIGN OPTIMAL PROCESSES & USE CASES

3 MAP USE CASES TO TECHNOLOGY
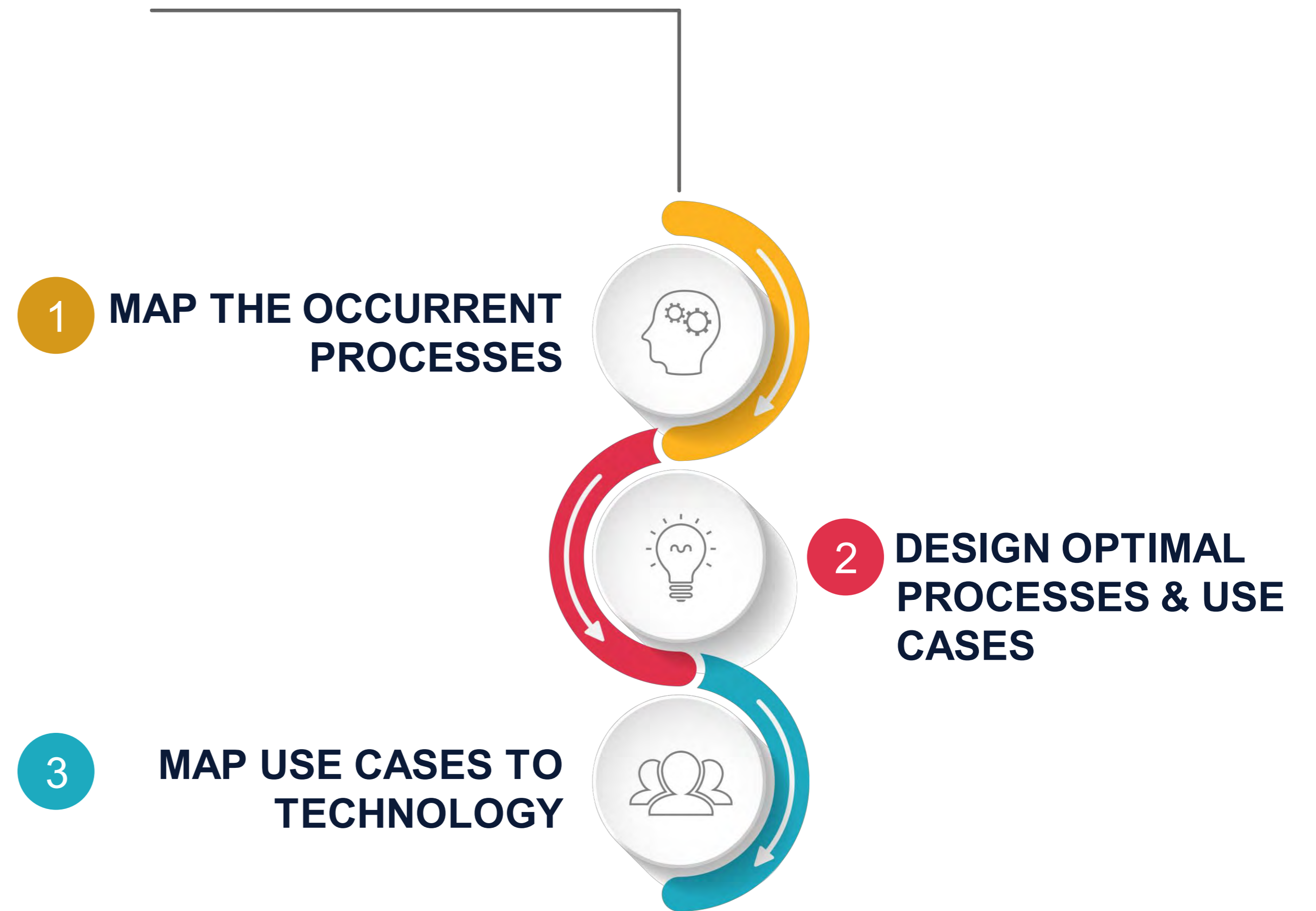
STEP 1: MAP THE OCCURRENT PROCESSES

Back Story
A Technology Company looking to establish its approach to thought leadership and generative AI…

TCA Recommended Action
Conduct an audit on what we call the Occurrent processes" What are those? How stuff REALLY gets done.

For example: Thought Leadership - Requests come in for ebooks, Papers, Blog Posts… Ideas are "on-demand".

Targeted Output
- A set of recommendations where the business might apply standardized approaches to content creation so that it's made effective, efficient, or just better.

- Prioritized Use Cases

- Prioritized list of use cases where we MIGHT look if these processes are implemented…
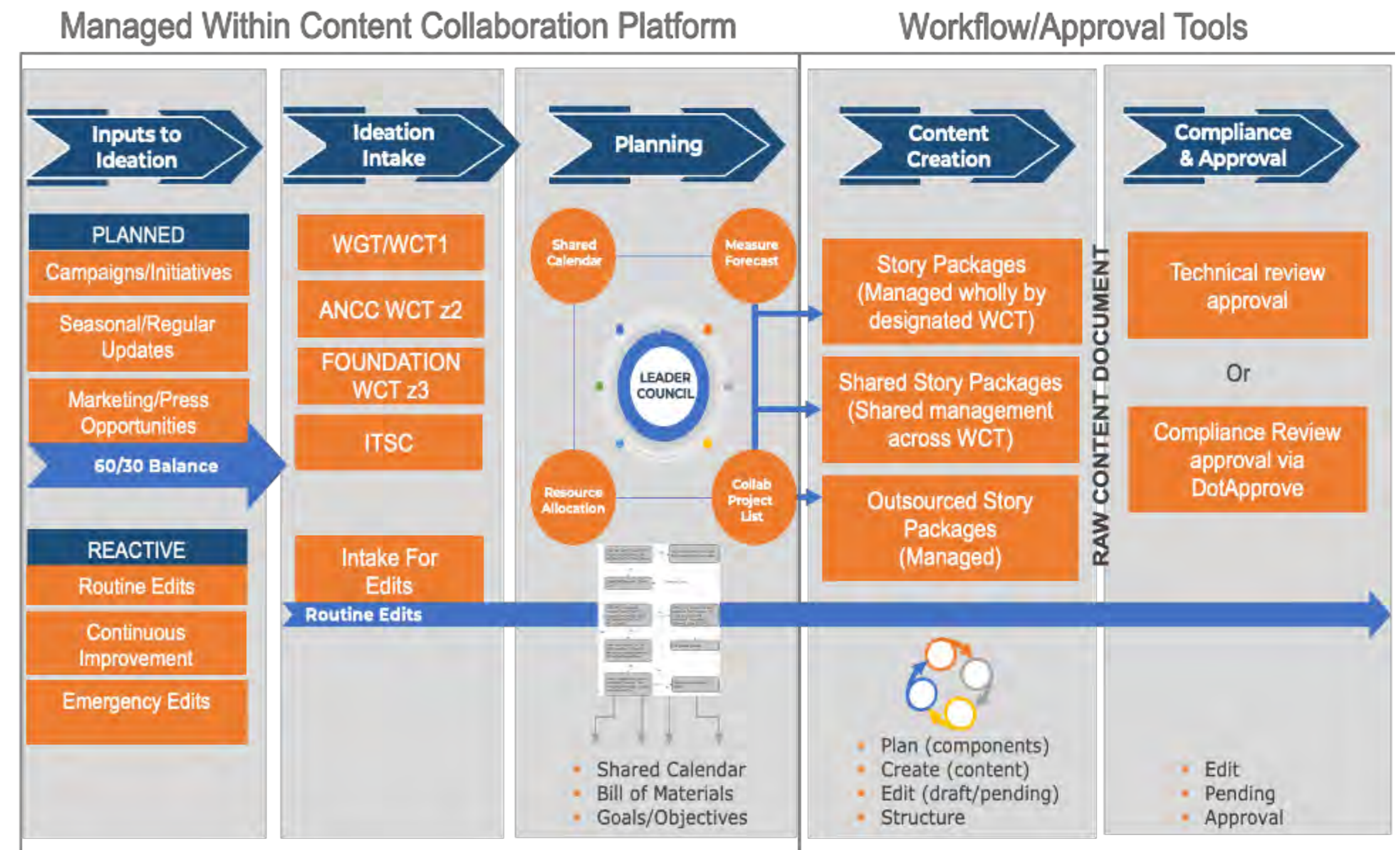
STEP 2: DESIGN / PRIORITIZE THE USE CASES

Use Cases
Identify and prioritize the right set of Use Cases based on current maturity/comfort/knowledge of Gen AI and its capabilities.

Workshop
Get stakeholders together to:
- Do a gap analysis on the use cases against the new processes and standards for each phase
- Determine the current maturity level of team and tech, and target maturity
- Articulate what profitable (aka worthwhile) looks like:
  - New tasks with new resources
  - New tasks with existing resources
  - More efficient tasks with existing resources

Output:
- Use Cases
- Execution plan for use cases
- Placement on Maturity Model
- Aspirational roadmapping

Managed Within Content Collaboration Platform   **Workflow/Approval Tools**

Use Cases	**Use Cases**		**Use Cases**	**Use Cases**
Use Case #1	*Use Case #6*		*Use Case #11*	*Use Case #16*
Use Case #2	*Use Case #7*		*Use Case #12*	*Use Case #17*
Use Case #3	*Use Case #8*		*Use Case #13*	*Use Case #18*
Use Case #4	*Use Case #9*		*Use Case #14*	*Use Case #19*
Use case #5	*Use case #10*		*Use case #15*	*Use case #20*

STEP 2: THE MATURITY MODEL

Designed to provide insight into helping isolate the right kind of tools, and the activities that will need to take place to evolve the integration from the individual level to the enterprise level.

	01 Experimentation	02 Application	03 Fluency	04 Proficiency
Perception	» General awareness » Curiosity led testing » No strategy » No ownership » Discussion on whether to implement » Limited to no funding for training	» Specific planning and evaluative discussions » Limited sanctioned use » Formal evaluation of technology » Select use cases » Cross-functional team inclusion » Included in some team strategies	» Organized rollout planned » Cross-functional groups aligning strategy, data, etc.… » Formal, cross-functional training » Organizational standards, protocols, and governance	» Standard tools and documented ownership » Top level organizational strategy » Specific AI owner » All employees trained on core tools

Actual Usage	» Use of generative AI Apps (ChatGPT, Bard, Dall-E etc..)
	» Select teams may be testing on their own but no sanctioned use
	» Free tools or users are self-funding
	» Self-teaching
		» Select teams using same apps for specific purposes – sharing results.
		» Departments documenting rules of use and output of use cases
		» Teams testing with customer-centric content
		» Strategy owners measuring against simple KPIs and OKRs for use cases
			» Specific apps selected and implemented for various functions
			» Team/individual expertise – SMEs evolving
			» Broader and new use cases continuously identified and documented
			» Organic training and best practices
			» Results monitored and measured
			» Building lexicon, specific knowledge and capabilities
				» Specific apps and tools acquired for cross-organizational usage
				» Departments/teams across organization are
				  » Following Gen AI guidelines and standards
				  » Leveraging best practices
				  » Aligning use cases
				  » Sharing data
				» Data structured/supporting custom LLMs and feeding Gen AI Practices
				» Gen AI is being used across organization to expedite administrative, operational, technical and creative execution

Next Steps	» Process Audit / Mapping » Gap Analysis for Use Cases	» Pilot project/tech implemented » Cross-functional integration	» X-functional measurement » Organizational Model Development	» Operational Efficiency » Evolve and expand as business dictates
SCOPE	Individuals	Team(s)	Line of Business	Enterprise

STEP 3: MAP THE USES AND THE TECHNOLOGY

Now we're ready with the use cases that will:

1. Validate the needs
2. Provide some base-level requirements
3. Help us determine the focal needs
4. Create a shortlist of vendors

And ultimately help select the right technology to pilot the existing maturity level - and perhaps evolve to where the client wants to be.

Use this QR code to learn more about TCA's technology selection methodology.

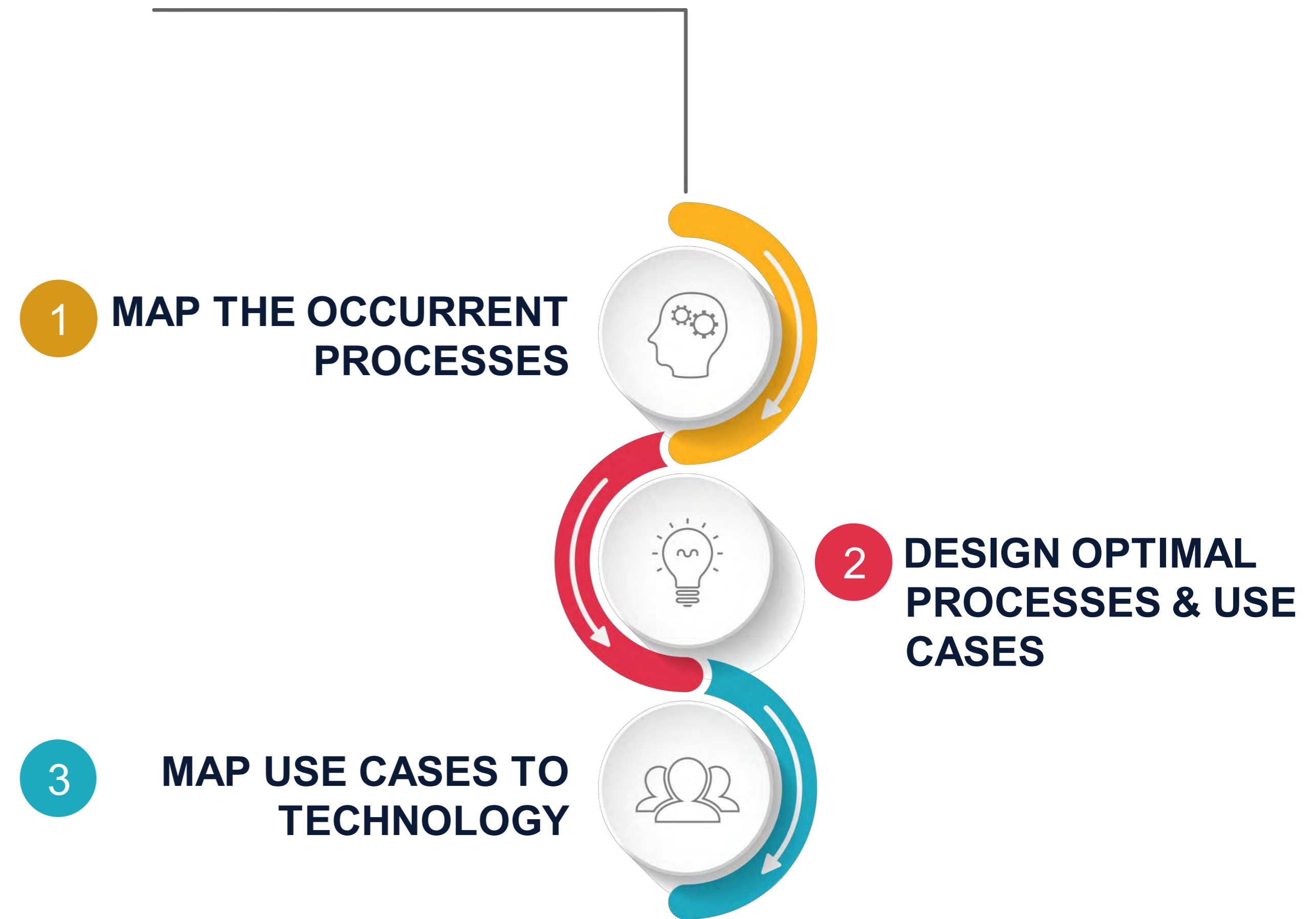| 1 Getting ready	2 Validate the Need	3 Compile Requirements
4 Determine focal Needs	5 Create Tech Shortlist	6 Create Partner Shortlist
7 Conduct Info Exchanges	8 Conduct RFP Process	9 Hold Proof of Concept

AI READINESS = GREAT CONTENT STRATEGY

Now there's a standard, a process on which we can measure improvement. We CAN actually measure if we're MORE creative, more productive.

We can actually help clients make better business decisions about whether they want to ADD capabilities, or create efficiencies, or both. What's a PROFITABLE way to approach Generative AI.

We START not with a vision of how to we replace our human intuition and wisdom with artificial intelligence. We START from a position of how does Generative AI add to the human intuition and wisdom that we already have.

1 **MAP THE OCCURRENT PROCESSES**

2 **DESIGN OPTIMAL PROCESSES & USE CASES**

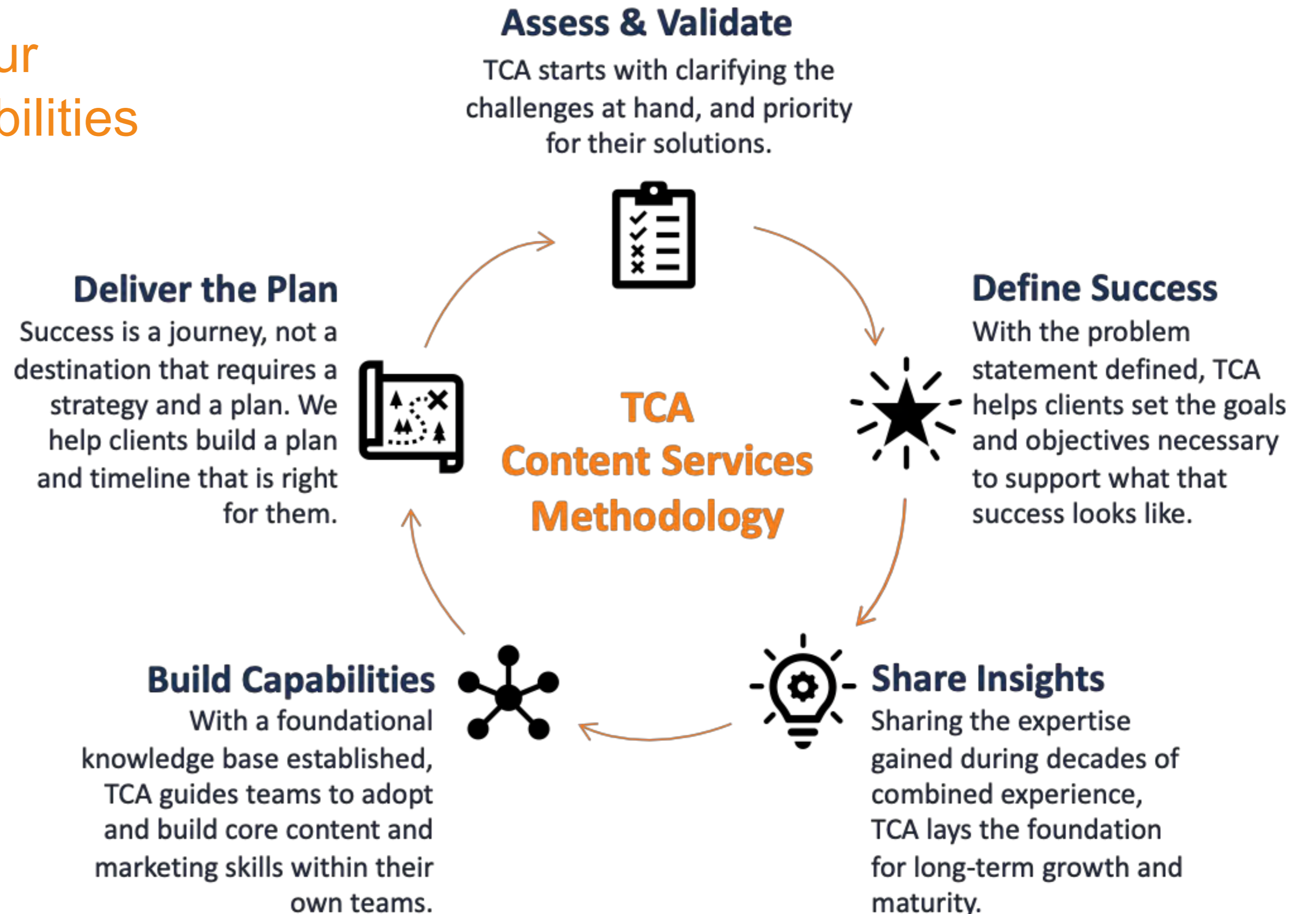**3** **MAP USE CASES TO TECHNOLOGY**

HOW TCA CAN HELP

We enable success by sharing our expertise and building core capabilities within the teams we work with.

Have questions? TCA has answers.

Feel free to write them in the webinar's chat window.

Or connect with us by scanning the QR code below and sending us a note.

SCAN ME

Assess & Validate
TCA starts with clarifying the challenges at hand, and priority for their solutions.

Define Success
With the problem statement defined, TCA helps clients set the goals and objectives necessary to support what that success looks like.

TCA Content Services Methodology

Deliver the Plan
Success is a journey, not a destination that requires a strategy and a plan. We help clients build a plan and timeline that is right for them.

Build Capabilities
With a foundational knowledge base established, TCA guides teams to adopt and build core content and marketing skills within their own teams.

Share Insights
Sharing the expertise gained during decades of combined experience, TCA lays the foundation for long-term growth and maturity.

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TCA's next February Webinar:

CONTROLLING THE CHAOS WITH CONTENT ORCHESTRATION

February 29, 2024

Content orchestration optimizes content creation and delivery by minimizing bottlenecks and friction in the content supply chain. By connecting teams and sources, orchestration allows for greater efficiency, consistency, and speed.

Join us to explore how organizations can regain control and create a seamless content supply chain. During the webinar will talk about how content orchestration can;

- Optimize content creation and delivery.
- Minimize bottlenecks and friction
- Decrease time and cost associated with content lifecycle through technology.
- Enable teams to work autonomously yet collaboratively for improved efficiency and consistency in content management and delivery.

We'll be joined by Liana Cave, Hilton's Director of Content Orchestration to hear about how Hilton's pivot from operations to orchestration has enabled content success.

THANK YOU!!

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