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- William Goldman's maxim "Nobody knows anything" is useful in relation to AI platform shifts because it underscores the unpredictability and rapid evolution of AI technology.
- As Sundar Pichai of Google states, AI represents a profound platform shift touching every sector and aspect of our lives, much like previous shifts such as personal computing, the internet, and mobile technology**4**.
- Yet, the exact trajectory and impact of AI are difficult to predict.
- Thus, Goldman's maxim serves as a reminder to stay adaptable and open-minded in the face of such uncertainty**1**.
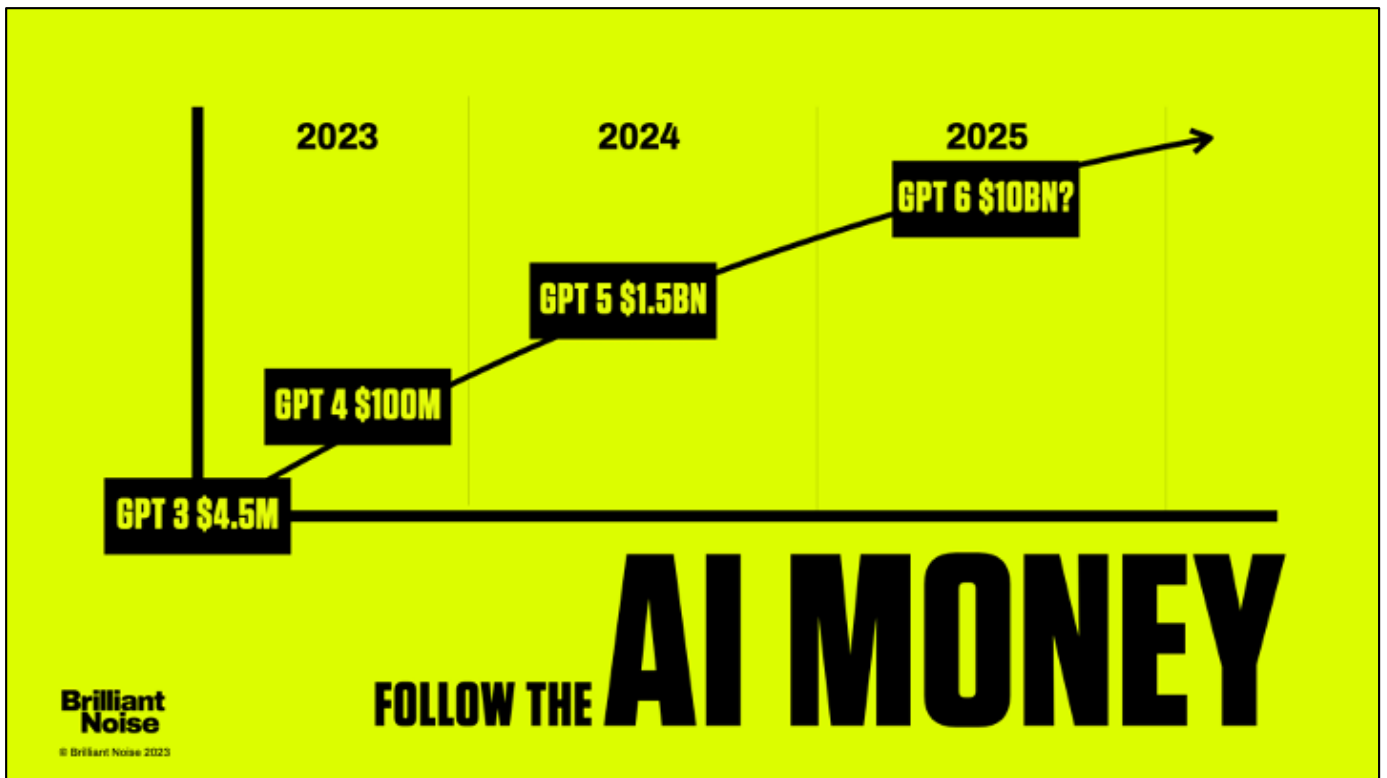
- These investments, while not precisely quantified, provide an indication of the scale of each generation of AI systems, such as Large Language Models like GPT-4.

- The scale inferred from these investments helps give a sense of the rapidly expanding capabilities, complexity, and potential impacts of these AI systems.

- Increased investment in AI also suggests growing confidence in its potential and the anticipation of significant returns, which can provide an insight into the expected advancement and influence of AI in the future[1].

ZERO-SUM REPLACEMENT
- The term "zero-sum replacement" in relation to people and AI means the act of completely substituting human roles with AI, which is considered a bad tactic.
- This perspective views AI solely as a means to cut costs by reducing the workforce, but this viewpoint dismisses the potential synergies that can be gained from human-AI collaboration.
- It's more beneficial to think of AI as a partner, augmenting human capabilities, rather than a rival.
- Fully replacing humans with AI can also risk losing valuable human qualities such as creativity, intuition, and strategic thinking, which AI cannot fully replicate.

RED QUEEN
- The "Red Queen effect" in the context of AI and marketing implies a competitive scenario where companies must constantly adapt and evolve their AI strategies just to maintain their market position.
- It alludes to the Red Queen's race in "Alice in Wonderland" where you have to run as fast as you can just to stay in the same place.
- With the rapid advancements in AI, companies that stand still may find themselves falling behind. As such, it pushes organizations towards continual learning, controlled experimentation, and openness to reimagining processes.

AI-B-C: Build capability
- AI-B-C: Build capability is about creating a learning experience that gives users a

basic understanding of AI, especially Generative AI, and its importance to organizations.

- This approach encourages experimentation and practical use of AI in everyday tasks, leading to a deeper understanding of the tool and how to leverage it effectively.

- It's designed to help individuals, organizations, and governments make informed decisions about interacting with AI.

- The focus is on using AI for creative breakthroughs, improving productivity, and navigating AI strategy, with the ultimate goal of enhancing human performance, solving high-value problems, and making better decisions.

- The program is designed to evolve, adapting to new developments in AI technology and keeping participants at the forefront of this rapidly developing field.

TWO EFFECTS OF GEN AI

MARGINAL COST OF CONTENT PRODUCTION MOVES TO ZERO.

LOWERING COST OF COGNITION.

a) "The marginal cost of content moves to zero" refers to the drastic reduction in the costs of creating and distributing content, largely due to advancements in AI.
  a) With AI tools, creating, repurposing, and distributing content becomes faster, easier, and more cost-effective.
  b) The implications for marketing are significant as this shift enables marketers to focus more on strategy and maximizing the return on assets, rather than just creating more content.
  c) However, it's important to understand this doesn't imply job cuts or replacement of human roles. Instead, it's about using AI to enhance human potential and value.
b) "Lowering the cost of cognition" in relation to generative AI refers to the reduction in the time, effort, and resources required to generate content or perform tasks that would traditionally require human thinking and creativity.
  a) Generative AI models are capable of processing vast and varied sets of unstructured data, enabling tasks such as content generation to be done more efficiently and at a significantly reduced cost compared to traditional methods

LIGHT BULB MOMENTS

- These moments represent a deep understanding or sudden realization of the profound impact and potential of a new technology, in this case, AI.
- It helps individuals grasp the scale of change that AI could bring about, not only in their work or industry but in all aspects of life.
- Such moments can spark inspiration and drive innovation, encouraging individuals and companies to explore and adopt new technologies.
- They can also help in overcoming hesitation or resistance to change, by demonstrating the potential benefits and opportunities that new technologies can offer.
- Lastly, these moments can help people understand the need for adaptability and continuous learning in a rapidly evolving technological landscape.

- There are two revolutions happening simultaneously. We need to pay attention to both: the neuroscience revolution and the generative AI revolution.
- Treat people less like machines, treat machines less like people.
- Danger of anthropomorphising. Danger of algorithms and systems we create pushing people beyond their limits and causing harm.

- - **The neuroscience and generative AI revolutions** are both significant shifts in our understanding and capabilities. The neuroscience revolution is transforming our comprehension of the human brain and cognition, and these insights can inform and enhance AI development. The generative AI revolution, on the other hand, is manifesting in systems like GPT-4 and DALL-E, demonstrating rapid progress and potential in tasks previously thought exclusive to humans**78**.
- - **The phrase "treat people less like machines, treat machines less like people"** emphasizes the need to retain human uniqueness and avoid overly mechanistic views of human nature. It also warns against anthropomorphizing machines, or attributing human qualities to AI, which can lead to unrealistic expectations and misinterpretations of AI capabilities**9**.
- - **Anthropomorphising AI,** or attributing human emotions and intentions to it, can lead to misconceptions about how AI works and its limitations. This could result in inappropriate trust in AI decisions. On the other hand, the algorithms we create can push people beyond their limits and cause harm, for example by overloading them with information or encouraging unhealthy behaviors. It's

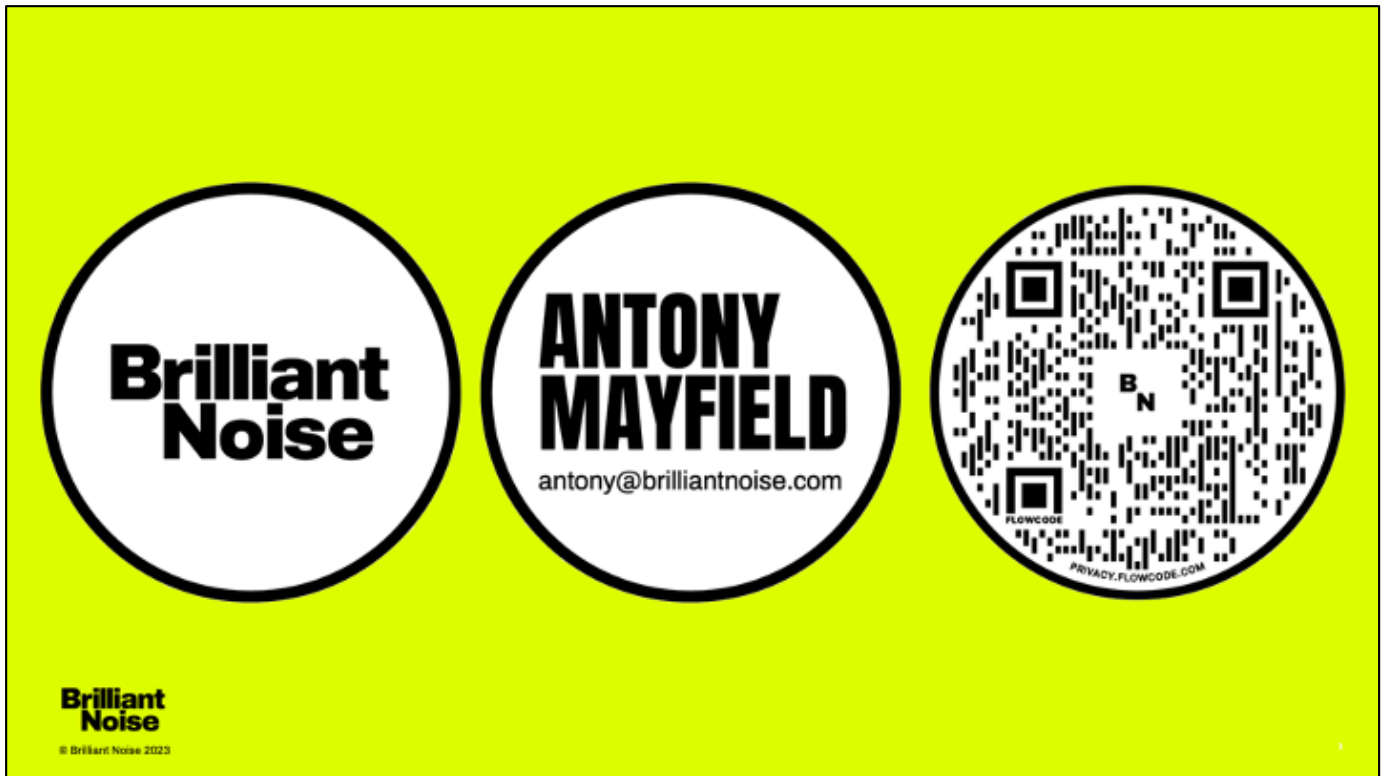critical to design and use AI systems in a way that respects human limits and promotes well-being[10].

- The Business case for AI Innovation
- - Macro: It's projected to be a $13 TN contribution to global economy. That's like 3 -4 extra UK economies.
  - - Micro: Studies are showing 40% performance gains among knowledge workers, the equivalent of two extra days a week.
- In the middle of that equation is the value that can be created for your team, your organisation by building the right skills to understand and develop the opportunities as they emerge.

- That prize is billions in revenue, performance gains, efficiency.

- PWC: According to PwC's Global Artificial Intelligence Study, AI could contribute up to $15.7 trillion to the global by 2030. This impact is expected to come from increased productivity and consumption-side effects. The study also highlights the potential for emerging markets to leapfrog more developed counterparts and the importance of AI as a source of transformation and competitive advantage. The report explores the AI impact by sector, including healthcare, automotive, financial services, retail and consumer, technology, manufacturing, energy, and transport and logistics, identifying high potential use cases and barriers to overcome.
- The Harvard study finding a 40% performance gain (19% productivity) is mentioned in an article titled "How generative AI can boost highly skilled workers' productivity" on the MIT Sloan website. The study, conducted in

collaboration with Boston Consulting Group and involving more than 700 consultants, found that when artificial intelligence is used within its capabilities, worker performance can improve by as much as 40% compared to workers who don't use it.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4573321
  ○ **Note:** One of the paper's author's Ethan Mollick points out:

● The 70:20:10 marketing innovation investment ratio is a rule of thumb used by many organizations to guide their innovation efforts. The model suggests that a company should invest 70% of its resources in core initiatives, 20% in adjacent projects, and 10% in transformational projects[1][2][3].

● The origins of the 70:20:10 model are not entirely clear. Some sources point to a book called "The Alchemy of Growth" as its origin, while others suggest it dates back as far as the 1950s[5]. However, it's important to note that the model's roots lie not in innovation research but in learning theory[3].

● In the context of innovation, the model has been adopted by various organizations, including Google and Coca-Cola, to manage their innovation portfolios[1][3]. Google's former CEO, Eric Schmidt, has stated that the company has effectively employed the 70:20:10 rule for innovation, claiming it to be the most effective approach for stimulating staff creativity[2][6].

● Interestingly, research has shown that the return on investment (ROI) is typically inverse to the resource allocation in the 70:20:10 rule. This means that while 70% of resources are invested in core innovations, they typically yield 10% of the return. Conversely, the 10% of resources invested in transformational innovation often yield the highest return of 70%[1][2].

● It's important to note that the 70:20:10 model is a guideline rather than a strict rule. Companies should adjust the ratios according to their specific needs, as success in innovation can look different for each organization[1][6]. Factors such as a company's profile, internal structures, and external influences can all impact the balance of resource allocation[1][6].

● Citations:
● [1] https://www.viima.com/blog/70-20-10-rule-of-innovation
● [2] https://www.easygenerator.com/en/blog/e-learning/70-20-10-business-innovation/
● [3] https://www.itonics-innovation.com/blog/702010-rule-of-innovation
● [4] https://www.inc.com/soren-kaplan/use-70-20-10-rule-to-innovate.html
● [5] https://www.disruptorleague.com/blog/2018/09/20/the-70-20-10-rule-for-innovation/
● [6] https://www.acceptmission.com/blog/70-20-10-rule/
● [7] https://www.learningeverest.com/go-beyond-theory-with-the-70-20-10-

model/

- This happened to us: when GPTs came out next week we were pushing them to their limits.

- Imagine AI capability as an accelerating train. Right now, it's at the station, its doors open, inviting you on board for a journey of innovation and growth. As the train begins to move, it's easy to step aboard – a simple decision can put you at the forefront of technological advancement. But don't wait too long. Soon, this train will gain speed, representing the rapidly evolving landscape of AI. If you delay, catching up will require more effort, more resources. Eventually, it'll race ahead, and seizing this opportunity will demand not just effort but possibly a complete overhaul of your approach. The question is: Do you want to lead the charge with AI, effortlessly riding at the forefront, or will you be left chasing the train, risking being left behind in a world where AI is not just an advantage, but a necessity?