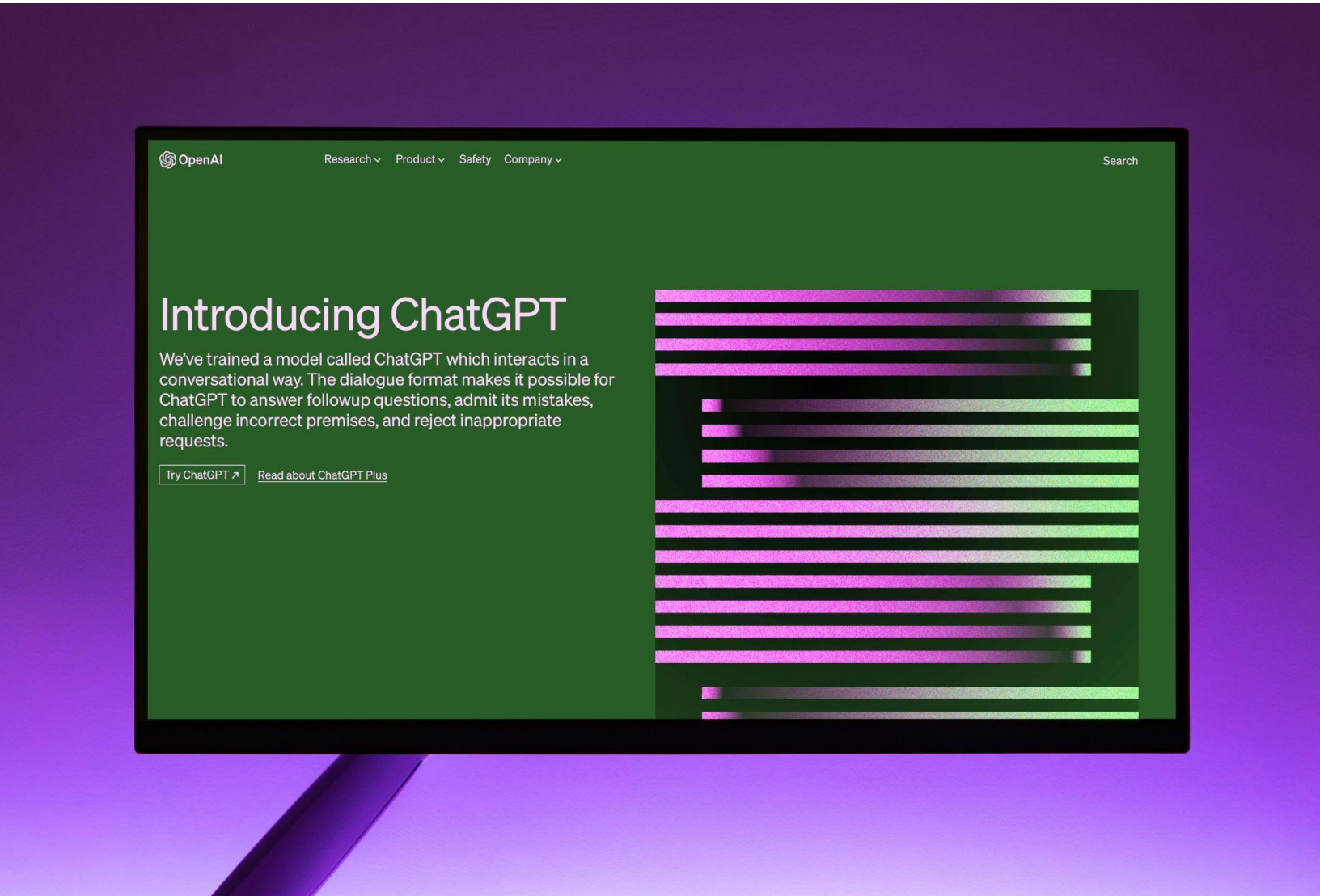
OUTSIGHT

OUTSIGHT INTERNATIONAL:

ChatGPT: THE RISKS AND OPPORTUNITIES FOR YOUR ORGANISATION

This service offering was co-created with ChatGPT for ideation, writing and formatting.



Opportunities, Risks and Enablers for ChatGPT adoption

Outsight International supports organisations with a practical program to map the opportunities for time and cost savings made possible by the latest advances in ChatGPT and large language models (LLMs).

ChatGPT has emerged in the last month as a viable AI for dramatically improving the speed and cost of information-related work. Bill Gates calls it the most important advance in technology in the last 40 years. Tech companies large and small have effectively 'stopped what they are doing' and are focusing on integrating ChatGPT into their processes, in what is labelled "the AI pivot". White collar workers are reporting that ChatGPT can make them 10X more efficient in tasks across writing code, documentation, communication, and translation.

This technology is being rapidly adopted both top-down at the organisational level, and bottom-up at the individual level. Organisations can automate more services, products and processes by leveraging the ChatGPT API, or even fine-tuning the model on their own organisational data — dramatically reducing costs by performing human-level information querying and synthesis instantaneously. Individuals are using ChatGPT:

- like an intern to fetch information and share notes;
- as a co-pilot to go back and forth on writing code and content; as an intermediary to use specialist tools they don't know for them (SQL, Excel, coding, design), and;
- in many cases becoming editors of documentation that ChatGPT produces for them.

The tremendous opportunity of ChatGPT is also fraught with risks for international development organisations. The potential for organisational misinformation, inherent bias, privacy, legal and reputational risks are clear, but new developments bring new risks and raise new questions. At the individual level, the 'wow' effect produced by what *looks like* a good answer, rather than what necessarily *is* a good answer, affects workers' judgement on the limitations of what they can responsibly use the technology for.

To ensure safe and effective adoption, we must map the optimal use cases for the organisational level, and empower bottom-up understanding and best practices at the individual level. **Outsight can support and accompany organisations on their journey to leverage this game-changing technology, and has developed a stepwise program**, including:

1. **Mapping use cases** relevant to the organisation's operations.
2. **Evaluating the limitations and risks** associated with the identified use cases, along with a generalised framework.
3. **Prioritising innovation opportunities** based on short, medium, and long-term impact.

4. **Developing education and capacity building** content, workshops and trainings to have a repeatable and scalable impact on the safe adoption of ChatGPT from an end-user perspective..
5. **Supporting the implementation** of capacity building programs to take advantage of cost and time savings effectively.

The ultimate goal is to support organisations to take up the dramatic time and cost-saving opportunities made possible by this technology, while protecting against the risks and limitations amidst the hype.

Where are the opportunities?

When we refer to "ChatGPT", we are referencing more than the chat interface you may be familiar with. Powering this interface is OpenAI's GPT-4, which has APIs, integrations, and a burgeoning ecosystem of tools like LangChain and AutoGPT that extend the opportunities dramatically. These technologies are useful anywhere that information needs to be created, consulted or summarised. It dramatically increases the speed and lowers the costs of:

Opportunity	**Examples**
1. **Crisis management and communication**: ChatGPT can be used to monitor and respond to global emergencies in real-time, providing a centralised communication channel for updates, guidelines, and strategies, while also addressing queries from both internal and external stakeholders.	AI assistants like Jarvis inside Whatsapp and Telegram make it possible to consult quickly on the go. It's possible to generate content, such as videos, faster than ever, just with text inputs.
2. **Training and capacity building**: ChatGPT can serve as an interactive learning platform, providing tailored training materials, simulations, and assessments to help build capacity within the organisation and improve the knowledge and skills of professionals.	Education platforms like Duolingo and Khan Academy now have AI-powered tutors for learners, and assistants for teachers.
3. **Internal knowledge management**: ChatGPT can be used to query an organisation's knowledge resources, allowing staff to quickly access information and expertise, and facilitating knowledge sharing across departments and regions.	Organisations train GPT-4 on their knowledge base, to have their own AI-powered workplace search (with AskNotion, Glean, or UseFini). Your knowledge base can become an asset, like Bloomberg are doing by training their own GPT on their financial data. Documentation is being automatically created (e.g. for a codebase), and data entry and data cleaning can be increasingly automated with workflow tools like Bardeen.

4. **Emergency surveillance**: ChatGPT can monitor global crises as an early warning system, combining information from various sources (social media, news, and health reports) to provide a comprehensive and real-time picture of global threats, enabling swift response and containment.	It's becoming easier and more effective than ever to scan large data streams, using models like HuggingGPT to create your own pipeline for data analytics.
5. **Public health campaigns**: ChatGPT can assist in designing and implementing highly personalised effective public health campaigns by analysing target audience demographics, behaviour, and preferences, and creating customised content to maximise engagement and impact.	The founder of the world's leading marketing platform, Hubspot, has pivoted to focusing on Chatspot, where AI helps create personalised content and marketing campaigns at scale.
6. **Policy research**: ChatGPT can aid in policy research by synthesising relevant papers, data, and best practices, allowing organisations to make informed decisions and create evidence-based health policies and guidelines.	ChatGPT is excelling at summarising academic articles, blogs and podcasts. Further still, it can elevate the capabilities of staff - no barrier to knowing data visualization languages or SQL queries by just using text commands.
7. **Grant management**: ChatGPT can streamline the grant application, review, and reporting processes, ensuring that funding is allocated efficiently and transparently, and reducing the administrative burden on staff. It could also be used to raise the quality and level the playing field for applicants. Inevitably, it will be used by applicants and funded projects for reporting.	AI-powered writing tools are speeding up the process, increasing formal writing quality and helping generate ideas (Lex, WriteSonic).
8. **Stakeholder engagement**: ChatGPT can facilitate engagement with key stakeholders, such as governments, NGOs, and the private sector, by providing timely and accurate information, and enabling efficient collaboration and coordination.	Effort is saved on internal communications by automatic meeting summaries, which could extend further into any type of updates. AI assistants are emerging as a way to make advice more engaging and accessible for external service users, such as this AI-powered agriculture advice for farmers.
9. **Multilingual communication**: ChatGPT can be used to automatically translate communications, guidelines, and documents into multiple languages at zero cost and time, ensuring that vital information is accessible to a global audience and enhancing the organisation's ability to collaborate effectively across diverse regions.	Whisper AI has dramatically increased the quality of speech recognition of audio-to-text. Tech giants Meta, Amazon and Mozilla have all made translation advances, including under-represented languages, which are becoming productized.
10. **Virtual Assistants**: ChatGPT can reduce staff workload, by summarising meeting notes, triaging emails, and creating intelligent alerts that connect new information with the current priorities of staff.	Enabling tools like LangChain are making it possible to string multiple actions together, and AutoGPT is making it possible for Chatgpt to prompt itself to come up with and execute a plan of action. These are resulting in first assistants like Milo, an assistant for busy parents.

This list was created entirely by ChatGPT, in 30 seconds, and edited down to the best 10. This shows how ChatGPT is already part of modern work. Even in the straightforward cases of adopting ChatGPT in everyday work, there are many ways to optimise and train users (i.e. “prompt engineering”) so that we can get the most from the technology.

What are the enablers?

There is no shortage of use cases and we can expect ChatGPT to be used in some form throughout all organisations — authorised or not. As such, organisations will need to develop enablers and safeguards to optimise for positive impacts. These will need to include:

1. **AI Integration and Training Program**: familiarise teams with ChatGPT's capabilities, inspiration examples, tools, limitations and risks. This program should include workshops, hands-on training, and ongoing support to ensure that your team can effectively use ChatGPT.
2. **AI Ethics, Data Security and Compliance**: work with compliance teams to map how existing policies and techniques may need to be adapted to cover the new use cases emerging around ChatGPT.
3. **Custom Model Development**: develop custom ChatGPT models tailored for your organisation's specific needs. This would involve fine-tuning the models with domain-specific knowledge, using datasets relevant to your organisation, and addressing any potential biases.
4. **Community of Practice**: As ChatGPT capabilities are expected to continue evolving rapidly, establish a community of practice to share knowledge, experiences, and best practices, fostering a culture of continuous learning and improvement.
5. **Monitoring and Evaluation Frameworks**: implement a robust monitoring and evaluation system to assess the effectiveness of ChatGPT in your organisation. Regularly review the tool's performance in various use cases, track the achievement of specific goals, and identify areas for improvement.

Specific services

A high-level view of the highest impact bets and enablers is established through:
- ***Opportunity Mapping*** - identify relevant stakeholders and highest ROI processes and programs across the organisation
- ***Feasibility Studies*** - evaluate the limitations, risks, capacity suitability of the opportunities
- ***Landscape Analyses*** - best practices, lighthouse examples, local partner organisations
- ***Stakeholder Workshops and Webinars*** - Informational and facilitative workshops help align stakeholders on common goals.

The next step is a guided co-creation process to lay the groundwork for funding and executing impactful initiatives, which can include:
- **Needs assessments** - understanding the detailed needs of organisations, programs and end-users.
- **Develop capacity building programs and resources** - work with existing L&D initiatives to support further upskilling of staff.
- **Developing business models and business cases** - for integrating new AI-supported systems.
- **Developing programs and roadmaps** - for improved uptake and efficiency gains.
- **Developing toolkits** - to clearly address specific work areas.

Given the rapid speed that this technology is developing and new use cases are emerging, Outsight International positions as an ongoing partner for supporting as this technology develops. In addition, we can:
- **Monitor the effectiveness of new initiatives** - to understand the impact the technology is having.
- **Audit different components of the initiatives** - to identify further improvement areas.
- **Provide hands-on implementation support** - through technical assistance.

Flexible teams built on diverse expertise

Outsight International builds teams based around the specific needs of an innovation initiative. Much like a Hollywood movie builds its production teams to match the right talent with a particular movie, Outsight compiles the right expertise to tackle the unique challenges of a particular initiative. Potential team members in the field of new technology adoption include technology researchers, data scientists specialised in language models, and systems innovation advisors.

Harry Wilson: New Product Discovery, AI and data: Harry is an expert in connecting impact organisations with new technology adoption. Specifically his experience is with AI and natural language processing, which he has worked on with the World Health Organization, United Nations, World Bank Group, Inter-American Development Bank, Innovation for Poverty Action, and UNESCO. He knows the practicalities of moving from concept to implementation - his work as Chief Product Officer at Citibeats was the basis for the WHO 'EARS' (Early AI-supported Response with Social Listening) initiative.

Devangana Khokhar — Technology and Data Strategy, Urban Mobility Ecosystems, Open Data: Devangana is a data scientist and strategist with years of experience building intelligent systems and data platforms across domains. She has a research background in theoretical computer science, information retrieval, and social network analysis. Her expertise includes urban mobility, machine learning, open data, data in the humanitarian sector, and data ethics and responsibilities. Devangana has been the Marketplace Data Lead for Europe's leading mobility provider FREE NOW. Her previous stint was as the North America Offshore Lead for Data Science and Engineering at ThoughtWorks. In the past, she has also served Women Who Code's India Chapter as its City Director and DataKind as its India Chapter Lead.

Dan McClure — Organization Design, Systems Thinking, Service Architect: Dan has 30+ years of experience as a hands-on leader of systems innovation for complex challenges. He supports ambitious efforts to architect systems-level innovations, scale sustainable ideas in low-resource environments, design collaborative networks, and build adaptive organisations. His work has helped shape numerous aid sector innovation initiatives that focus on delivering sustainable impact at scale.

Gunes Kocabag — Service designer: Gunes has over a decade of experience applying human-centred design and co-creation with beneficiaries and stakeholders in complex environments. Her work covers digital product and service development as well as training, framework, and toolkit design. She has worked with public and private sector entities and local and regional governments, including the Bill and Melinda Gates Foundation, the WHO, Humanitarian Innovation Fund, MSF, ICRC, the World Wide Web Foundation, SEAT, HeyCar and many others.

Joachim Mangilima: — Data Strategy Joachim is passionate about harnessing the power of data and technology for social good. His vast experience covers areas such as the Digital Transformation of health systems through the building of clinical decision support tools; founding the Google Developer Group (Dar es Salaam); digital inclusion; and building of open and trustworthy data ecosystems (World Bank, Open Knowledge Foundation and Tanzania Open Data Initiative). Joachim is a registered Open Data Trainer with an M.Sc. in Business Analytics from the University of Surrey and a B.Sc. in Computer Science from the University of Dar es Salaam.

Extended team capabilities

Because Outsight International draws on a broad pool of expertise, additional specialists can be added to the team to address unique project challenges. This flexibility also makes it possible to scale up efforts in response to periods of peak need during the initiative.

For more information on Outsight, please contact hq@outsight.international