



PLANNING ON AI

HOW TO INTEGRATE GENERATIVE ARTIFICIAL
INTELLIGENCE INTO YOUR PRACTICE

ROSS BRUCH
BROWN BROTHERS HARRIMAN

Audience Questions

Question 1: How much have you used ChatGPT or other generative AI platforms in your professional work?

- a) A lot – I regularly integrate it into my practice
- b) A bit – I've dabbled and use it on a limited basis
- c) Rarely – I've tried it but haven't found it useful
- d) None – I know what it is, but I've never used it

Audience Questions

Question 2: How much have you used ChatGPT or other generative AI platforms outside of work?

- a) A lot – I regularly integrate it into my daily life
- b) A bit – I've dabbled and use it on a limited basis
- c) Rarely – I've tried it but haven't found it useful
- d) None – I know what it is, but I've never used it

Audience Questions

Question 3: At my office/firm:

- a) ChatGPT and all generative AI platforms are banned, and my employer is NOT actively studying its uses
- b) ChatGPT and all generative AI platforms are banned, but my employer is actively studying its uses (e.g., through an AI task force)
- c) ChatGPT is not banned by my employer, but I'm not encouraged to use it in my daily tasks
- d) Exploring or using ChatGPT is encouraged by my employer

Audience Questions

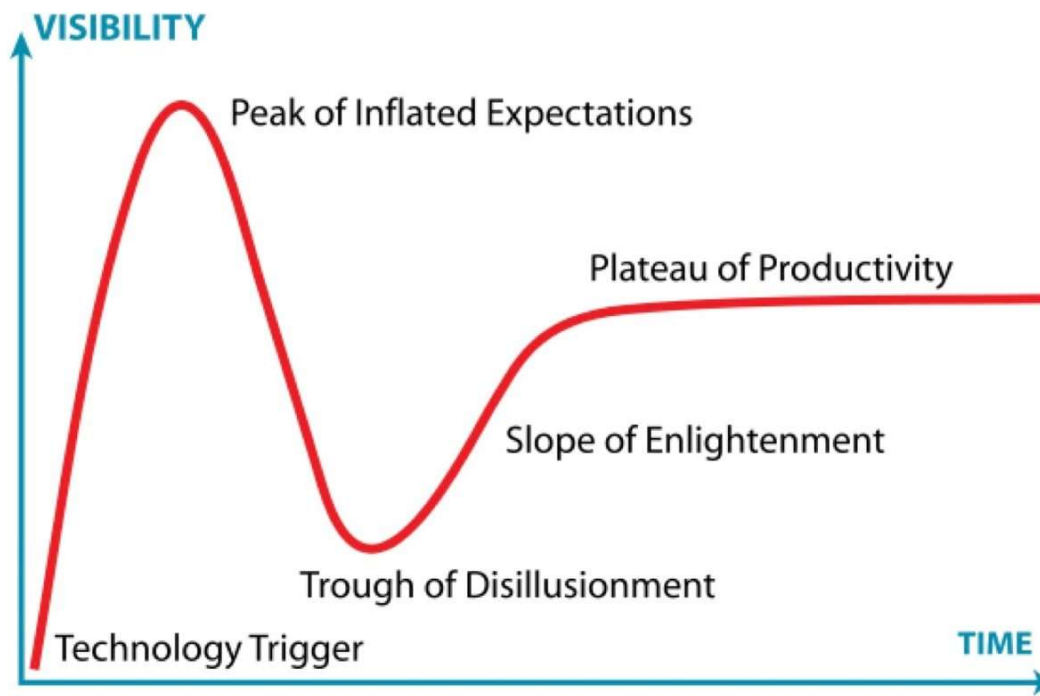
Question 4: The word that best describes my thoughts on generative AI is:

- a) Curious
- b) Excited
- c) Intimidated
- d) Confused
- e) I really don't care, and I question why this is on today's program

Over the Next Decade Generative
Artificial Intelligence Will Become as
Fundamental to Our Professional
Lives as Email and the Internet Have
Been Over the Last Twenty-Five Years

And yet . . .

Gartner Hype Cycle



Trough of Disillusionment

- ⦿ Overpromising AI solutions?
- ⦿ Enterprise adoption is faltering
- ⦿ Leading AI models still don't work reliably
- ⦿ July 2024 Sequoia Capital Report: AI will need to generate \$600B/yr in revenue to outpace its cost
- ⦿ Apple, Alphabet, Meta, and Microsoft currently generate about \$40B/yr from AI
- ⦿ Mainly impacts developers and investors – but slower development will affect how we all use it

What is ChatGPT?

- ◉ Created by OpenAI but has many competitors
- ◉ The fastest-growing app of all time, reaching 100 million users in only two months
- ◉ An AI chatbot built on a family of large language models (LLMs) - a computer algorithm that processes natural language inputs and predicts the next word based on what it's already seen; then it predicts the next word, and the next word, and so on until its answer is complete
- ◉ Competitors include Gemini (Google), Copilot (Windows), Claude (Anthropic), Grok (X)

What is ChatGPT?

- ⦿ GPT stands for Generative Pre-trained Transformer
- ⦿ Generative: Creates language
- ⦿ Pre-trained: Has been trained on huge amounts of text data to predict the next word in a given sequence
- ⦿ Transformer: A neural network architecture that learns context and understanding through sequential data analysis; originally designed by Google in 2017 for language translation
- ⦿ Older LLMs could not interpret large amounts of data at once, but with the right prompt ChatGPT can ...





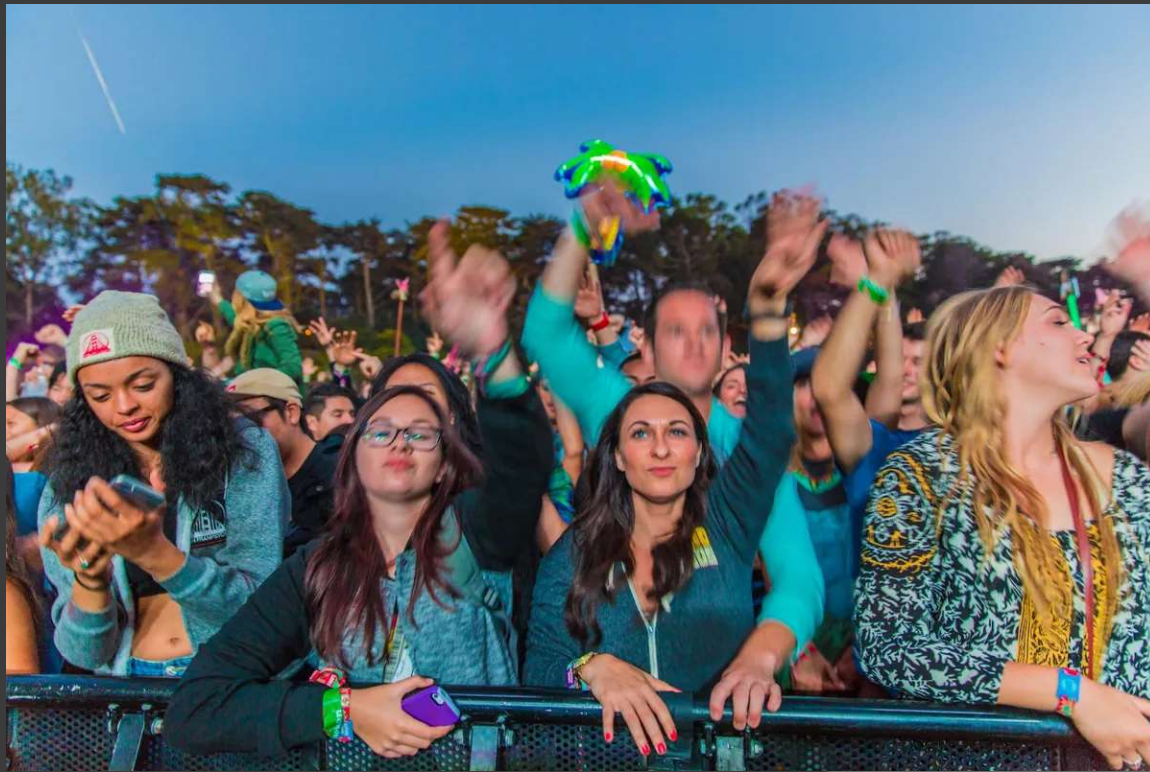
Food - Option 1



Food - Option 2



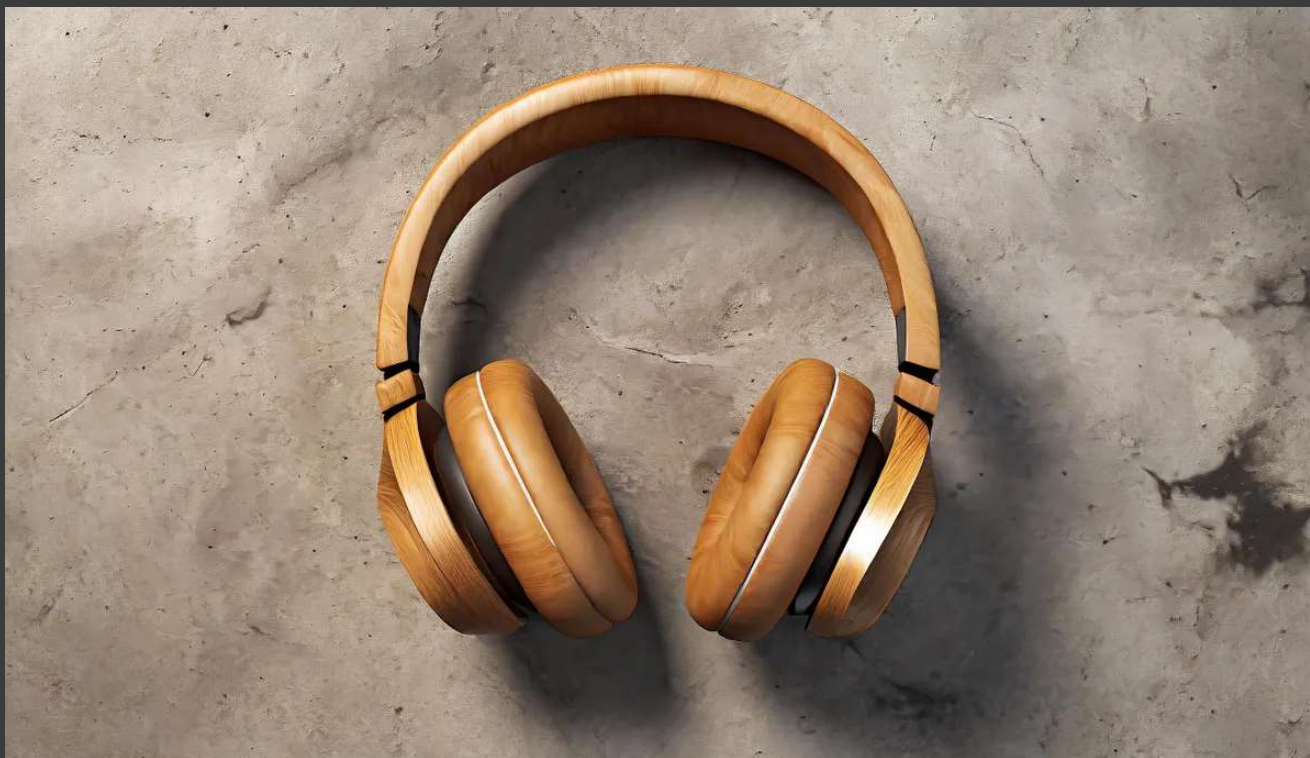
People - Option 1



People - Option 2



Object - Option 1



Object - Option 2



AI Timeline

- ◉ Wright brothers (1903) powered, controlled, and sustained flight to Apollo 11 (1969) landing on the Moon
- ◉ 1950 – Alan Turing writes “Computing Machinery and Intelligence” proposing a test for machine intelligence
- ◉ 1956 – term artificial intelligence is coined
- ◉ 1959 – Arthur Samuel develops a self-learning program to play checkers
- ◉ 1970s & 1980s – AI winters due to limitations in computing power
- ◉ 1997 – IBM’s Deep Blue defeats Garry Kasparov
- ◉ 2011 – IBM’s Watson wins Jeopardy! Demonstrating advanced natural language processing and knowledge retrieval
- ◉ 2014 – Google DeepMind’s AlphaGo defeats professional Go player Lee Sedol, showcasing the potential of AI in complex strategic games

OpenAI Timeline

- 2015 – OpenAI founded with the mission to ensure that Artificial General Intelligence benefits all of humanity
- 2018 – OpenAI releases GPT-1 with 117 million parameters
- 2019 – GPT-2 with 1.5 billion parameters
- 2020 – GPT 3 with 175 billion parameters – largest LLM ever created
- November 2022 – ChatGPT (GPT-3.5) designed to interact conversationally and performing tasks in a dialogue format
- March 2023 – GPT-4 with 1.76 trillion parameters

GPT-4o

- ⦿ First previewed by OpenAI on 5/13/2024
- ⦿ Estimated up to 175 trillion parameters
- ⦿ “o” stands for Omni because it is natively multimodal – it can “see” and “hear” and “speak” in an integrated way with almost no delays
- ⦿ A chatbot that can interact naturally with the world around it
- ⦿ “... you can see how big a change is coming, and why people building close relationships with AIs seem inevitable.” – Ethan Mollick

ChatGPT Pricing

- GPT - 4 – free
- GPT – 4 Plus - \$20/month
- ChatGPT Team - \$25/month
- GPT Enterprise

AI in 2024

- ⦿ Like having ~~100 mediocre interns working for you~~ a personal assistant AND advisor in your pocket - but it can learn, never forgets, and never sleeps, eats, or quits
- ⦿ Fewer accuracy problems, and continuously improving; answers *usually* make sense
- ⦿ 100m monthly active users, but few are power users
- ⦿ People mistake GPT for “better Google”
- ⦿ Still a very “jagged frontier”

About the privacy issues...

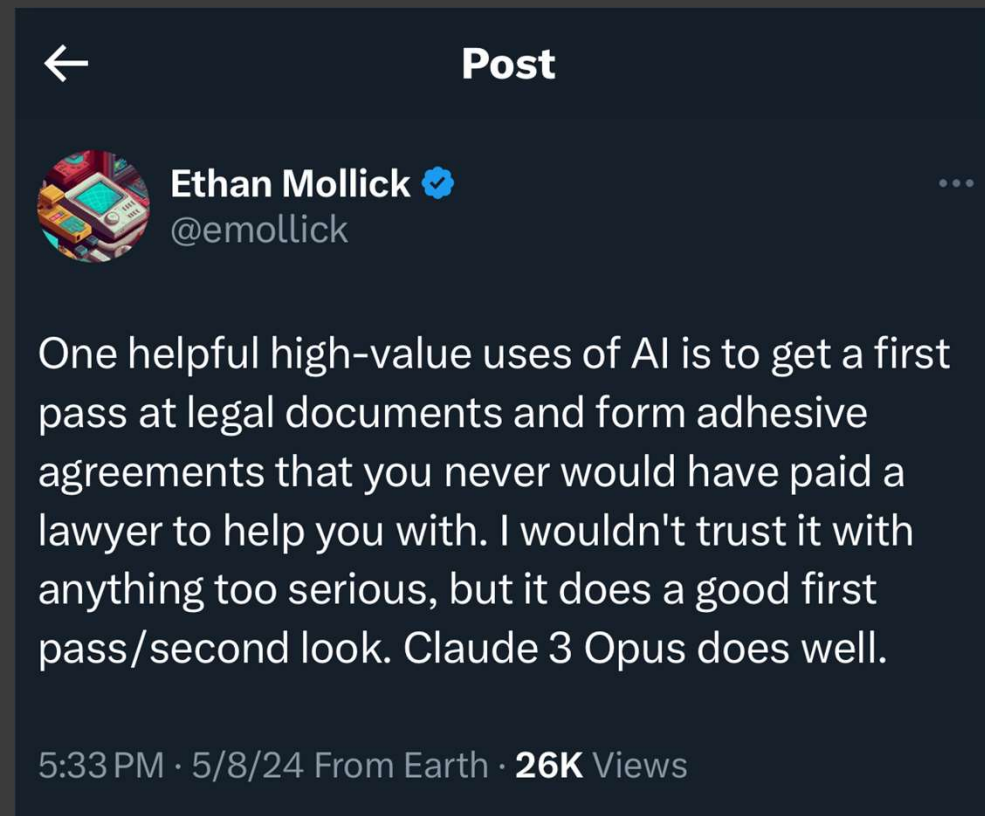
To turn off data sharing in ChatGPT:

1. Log into your ChatGPT account
2. Click your profile picture
3. Select Settings
4. Select Data Controls
5. Turn “Improve the model for everyone” option off

Colorado Senate Bill 24-205

- First legislative attempt to regulate AI
- Signed 5/17/2024 – Effective 2/1/2026
- Aims to prevent algorithmic discrimination affecting “consequential decisions”
- Regulates developers and deployers of AI doing business in Colorado
- Significant affirmative reporting requirements between developer and deployer, to the attorney general and consumers
- Needs fine tuning

Your Clients Are Already Using AI For “Free” Legal Work



Your Associates Are Already Using AI To Draft



We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.

- Bill Gates

7 More Predictions for How AI *MAY* Change The Practice of Law Over the Next 10 Years

- C+** ● AI will inspire the creation of many more document drafting programs – and consumers will (mostly) benefit
- B+** ● Chatbots will become a common feature for many areas of the law
- A** ● AI will offer a faster and cheaper method of reading and analyzing documents, taking notes, and recording conversations
- B+** ● Relying upon AI-integrated legal research platforms will become the industry standard
- D** ● AI will become an ideal education platform for associate training
- B** ● Start-ups will aim to disrupt the practice of law and the law firm model. Many will be successful in this endeavor
- A** ● Personal relationships between attorneys and clients remain irreplaceable – but the commoditization of the practice will threaten the industry as we know it

How Should We Use AI?

- BCG/HBS/Wharton Study - *Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality* (Sept., 2023)
- Consultants completed 12% more tasks 25% faster using AI
- Work product was judged to be 40% better using AI
- But errors also were also 19% higher
- Consider the "jagged technological frontier"

How Should We Use AI?

- ◎ Many use AI as an assistant to summarize documents or contracts, transcribe conversations, write first drafts, etc.
- ◎ But few have discovered AI's best use: as a **thought partner**
- ◎ Use it to think *with* you – as a trusted advisor to:
 - Gut check decisions
 - Preempt feedback and questions
 - Outline options
 - Generate ideas
 - Check for blind spots in your thinking

Building Better Prompts

- ⦿ Tell GPT: “I’m [this], you’re [this] and here’s what you need to know
- ⦿ Providing more context and data is always better
- ⦿ Ask for ideas not answers
- ⦿ Try to maintain an open-ended conversation and take it in different directions; do not rush to a final result
- ⦿ Ask for pros and cons of a situation or a summary of options
- ⦿ Make AI explain and defend its answers

Rethinking AI...

- ⦿ Your clients crave access to experts – i.e., YOU
- ⦿ And many experts think they're smarter and better than AI
- ⦿ Crystallized vs Fluid Intelligence: AI will surpass your crystallized knowledge, but enhance your fluid intelligence
- ⦿ Reserve your time for the most interesting and complex scenarios & let AI help you
- ⦿ Get past your defense mechanism in which you say “AI can't do what I can do” – and turn that into “AI can help me do what I do, better”



QUESTIONS?

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