



SAPinsider
SUMMITSERIES

Technology & Innovation

October 24-25, 2024 | Dallas

AI Ethics: Hype or Hope? Balancing Business Benefits and Human Values

Paige Lord
Just AI, Founder

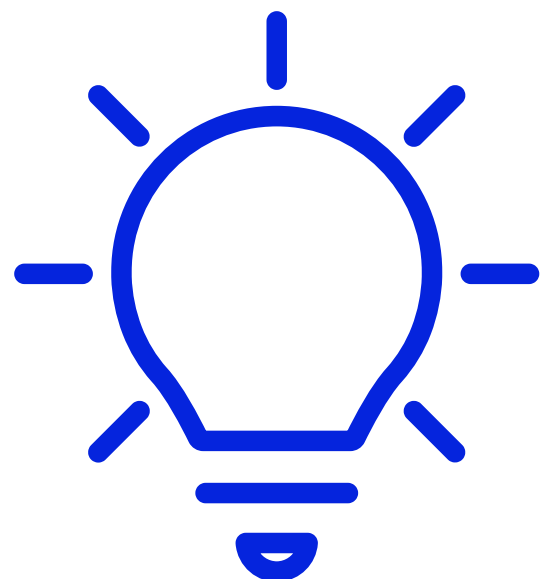
What We'll Cover

- Is Responsible AI Reasonable?
- Is Responsible AI Strategic?
- Is Responsible AI Practical?
- Wrap-up

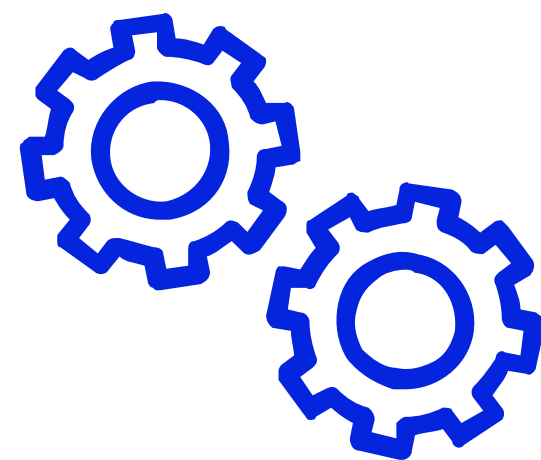
Hype or Hope Context

Business

AI Ideators



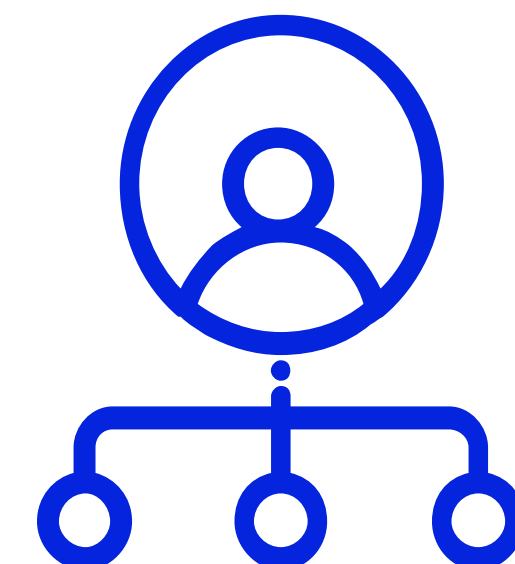
AI Builders



AI Deployers
& Sellers



AI Customers
& Users



Is Responsible AI Reasonable?



Source: AP



Source: AP



Source: New York Times

The Power of AI to...

Solve problems <----->

Generate revenue <----->

Expedite revenue generation <----->

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Generative AI to Become a \$1.3 Trillion Market by 2032, Research Finds

June 01, 2023

July 7, 2023

The Power of AI to...

Determine a home loan application outcome <----->

Identify potential candidates for jobs <----->

Generate non-consensual abusive content <----->

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BUSINESS

Deepfake explicit images of Taylor Swift spread
on social media. Her fans are fighting back

Is the implementation of responsible AI teams, practices and processes a reasonable expectation for builders, deployers and users of AI?

Is Responsible AI Strategic?



Source: Dall-E via ChatGPT



Source: Dall-E via ChatGPT



Source: Jason Allen via New York Times

Responsible AI enables...

Deeper understanding of company culture & challenges <----->

BUILDING TRUST

TRANSPARENCY

IDENTIFYING CULTURE GAPS

UNDERSTANDING PROCESSES

Deeper understanding of engineering <----->

GROWING & RETAINING TALENT

**IDENTIFYING CULTURE &
PROCESS GAPS**

Protection of investment <----->

RISK PREPAREDNESS

LEGAL PREPAREDNESS

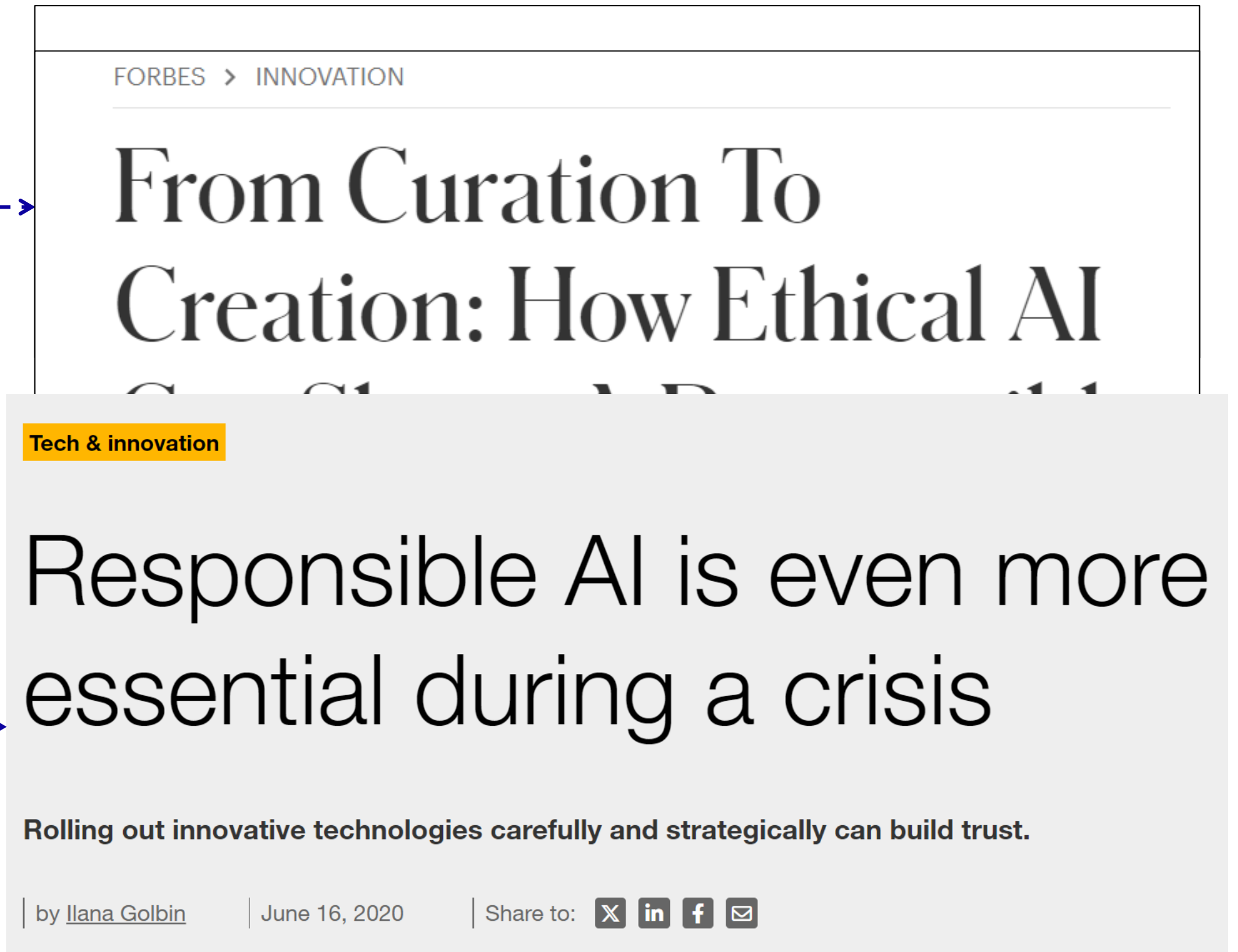
BUILDING CONSUMER TRUST

Responsible AI enables...

Understanding of policy updates and changes ← - - - - - →

Views into the future of AI ← - - - - - →

Governance and AI crisis preparedness ← - - - - - →



Given the velocity and scale of AI tools, is it strategic for companies to invest in responsible AI teams, practices and processes?

Is Responsible AI Practical?



Source: *aiethicswithpaige* TikTok



Source: aiethicswithpaige TikTok

Industries | The Big Take

AI-Made Bioweapons Are Washington's Latest Security Obsession

A stunt got White House officials to take technological advances in weaponizing disease seriously.

By [Riley Griffin](#)

August 2, 2024 at 12:00 PM EDT

Source: Bloomberg

For AI Builders & Deployers, Responsible AI implementation looks like...

Building a responsible AI team...full time, with funding

Prioritizing responsible AI similarly to privacy and security

Establishing a responsible AI board to review any AI products and features before launch

Employing the methods of adoption and change management to ensure engineering and product are aligned

Implementing responsible AI governance processes and standards

Implementing AI measurement and monitoring for deployed systems

Ongoing governance and maintenance of RAI processes

Creating AI red teaming standards for each AI product and feature

For AI Customers & Users, Responsible AI implementation looks like...

Building a responsible AI team...full time, with funding

Prioritizing responsible AI similarly to privacy and security

Establishing a responsible AI board to review any adopted AI products

Employing the methods of adoption and change management to ensure users within the company are aligned

Implementing responsible AI governance processes and standards

Implementing AI measurement and monitoring for deployed systems

Ongoing governance and maintenance of RAI processes

Is the implementation of responsible AI teams, practices and processes a practical approach to this new era of AI?

Wrap-up

Where to Find More Information

- MIT Article on Google Deepmind: <https://www.technologyreview.com/2024/07/25/1095315/google-deepminds-ai-systems-can-now-solve-complex-math-problems/>
- Bloomberg Article on Generative AI \$1.3T Market: <https://www.bloomberg.com/company/press/generative-ai-to-become-a-1-3-trillion-market-by-2032-research-finds/>
- McKinsey Article on AI Increasing Corporate Profits: <https://www.mckinsey.com/mgi/overview/in-the-news/ai-could-increase-corporate-profits-by-4-trillion-a-year-according-to-new-research>
- Home Loan Racial Bias: <https://phys.org/news/2024-08-ai-racial-bias-mortgage-underwriting.html>
- AWS Job Applications Bias: <https://www.reuters.com/article/world/insight-amazon-scraps-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK0AG/>
- Taylor Swift AI Content: <https://apnews.com/article/taylor-swift-ai-images-protecttaylorswift-nonconsensual-d5eb3f98084bcbb670a185f7aeec78b1>

Key Points to Take Home

- Implementing responsible AI is reasonable, strategic and practical, providing numerous benefits for companies.
- Responsible AI can provide critical insights into company and engineering team processes, allowing for powerful adjustments that can benefit the business
- Responsible AI can provide a deeper understanding of company culture, allowing for a more strategic plan for adjustments
- Responsible AI can increase consumer trust
- Responsible AI can prepare your company for, and protect your company from, legal risk
- Companies are not compelled to choose to build, deploy and use AI responsibly, but choosing to do so can have outsized benefits for the company and customers

Thank you! Any questions?

Paige Lord

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[Tiktok.com/@aiethicswithpaige](https://www.tiktok.com/@aiethicswithpaige)

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