

Beginning Your GenAI Journey: 0 – 25mph

GenAI Benefits and Use Cases

GenAI has rapidly become a focal point in the tech arena with its myriad applications rooted in its core competency of natural language processing (NLP).

NLP allows GenAI to effectively interpret written prompts, automate unique and tailored content creation, and boost productivity; thus, enabling better human resource allocation and improving operational efficiency.

GenAI's versatility shines in its ability to automate routine tasks. The following table lists just a few use cases of its application.

You

Refine and formalize the following note:
 "Deliverable draft done, demoing to Medicaid Director in couple weeks. Get feedback and refine. Could lead to more work if director likes"

GenAI Response

Here's a more formal and refined version of your note:

Completed Draft of Deliverable Ready for Presentation

The draft for the deliverable is complete and is scheduled for a demonstration to the Medicaid Director within the coming weeks. We will obtain their feedback and further refine our work. This opportunity could potentially lead to additional assignments if the director approves of the deliverable.

USE CASES	EXAMPLE TASK
Document Summarization	<i>Extract and condense vital points from lengthy documents (see example in Tutorial section below summarizing the Declaration of Independence).</i>
Writing Refinement	<i>Generate a coherent writeup from unrefined notes or text, such as transforming stream-of-consciousness meeting notes into a coherent writeup.</i>
Email Formulation	<i>Distill key information into concise business emails.</i>
Concept Simplification	<i>Reduce definitions of technical or complex concepts into easily understandable terms.</i>
Advanced Search	<i>Search for publicly available information in cases where search engines are ineffective.</i>
Agenda Creation	<i>Craft formal meeting agendas from unordered topics and durations.</i>
Meeting Scheduling	<i>Analyze participant availability to suggest optimal meeting slots.</i>

Leading Practices For Effective User Prompting/Prompt Engineering

Implementing effective user prompting and prompt engineering practices are crucial for optimizing GenAI performance. Gradually refining prompts, providing specific examples, and tailoring prompt length are key strategies to achieve accurate and tailored results:

1. GRADUALLY DEVELOP AND PERFECT PROMPTS

Begin with straightforward prompts to get a feel for the model's responses. Gradually refine and iterate your prompts with additional elements and context based on the generated output as you aim for your desired result. For example:

Simple prompt:	<i>"Summarize the key points of the quarterly report."</i>
Refined prompt:	<i>"Provide a concise summary of the financial performance in the quarterly report, highlighting major trends and metrics."</i>

2. BE SPECIFIC AND PROVIDE EXAMPLES

Clearly articulate what you're seeking from the model. Provide specific examples or scenarios to guide its response. For example:

Specific prompt:	<i>"Generate a sample press release announcing our new product launch."</i>
Accompanied by examples:	<i>"Imagine we're unveiling a revolutionary health and wellness app. Draft a press release emphasizing its user-friendly interface, personalized fitness plans, and advanced tracking capabilities. Showcase how this app will empower individuals to take control of their well-being."</i>

3. TAILOR PROMPT LENGTH AND SUITABILITY

Tailor the length of your prompt to match the complexity of the task. For intricate tasks, a more detailed prompt might be necessary; but too many details may be excessive, depending on the task. Ensuring the context is relevant helps the model understand the scope and deliver a more accurate response.


Tutorial: Getting Started With GenAI

GenAI language models are advanced AI systems developed to process and generate human-like text based on user inputs. They have gained popularity due to their ability to produce coherent and contextually relevant responses, making them valuable tools for a wide range of applications. In this tutorial, we'll explore how to get started with GenAI using a generic approach.

To begin using a GenAI language model, follow these steps:


1. **CREATE AN ACCOUNT:** Visit the platform where your desired GenAI language model is hosted and look for the "Sign up" option. Follow the prompts to create your account to get started.
2. **INITIATE A SESSION:** Once you've logged into the platform, you'll typically encounter a dialogue box or an input field. This is where you'll input your prompts or questions to interact with the GenAI model.

CRAFTING PROMPTS: Type a prompt into the input line, following the prompting practices listed above.

 **You**

Input


Summarize the Declaration of Independence in 4 bullets or fewer.

 **GenAI Response**

1. The Declaration of Independence, adopted on July 4, 1776, was a document written by Thomas Jefferson that declared the American colonies' independence from British rule.
2. It asserted that all individuals are endowed with certain unalienable rights, including life, liberty, and the pursuit of happiness.
3. The document accused King George III of violating these rights and listed a series of grievances against the British government.
4. The Declaration of Independence marked the beginning of the American Revolutionary War and laid the foundation for the United States' emergence as an independent nation.


Output

3. **REVIEW AND REFINE:** After you submit your prompt, the GenAI model will provide a response. If the answer isn't quite what you were hoping for, tweak your prompt's phrasing or provide additional context.

 **You**

Input

Make the bullets more concise.

 **GenAI Response**

Output

1. Written in 1776, the Declaration of Independence declared the American colonies' independence from Britain.
2. It stated that people have inherent rights like life, liberty, and the pursuit of happiness.
3. Accused King George III of violating these rights and listed grievances.
4. Marked the start of the American Revolutionary War, leading to the birth of the United States.

Some Current GenAI Risks And Limitations

The adoption of GenAI has transformed various sectors, but it comes with both benefits and risks.

1. **“IS IT STILL MINE?”** – GenAI engines learn from user inputs and incorporate that knowledge into their database. Caution is needed when *sharing intellectual property*, as IP protection in this evolving field is uncertain.
2. **“WAIT A MINUTE I DID NOT SAY THAT!”** – GenAI complexity can lead to *AI hallucinations* when trained on extensive personal data. Mitigating this risk requires data diversity, minimization, transparency, and continuous monitoring of GenAI.
3. **“IS THIS AN ECHO CHAMBER?”** – The effectiveness of GenAI-powered tools depends on the quality of instructions and the inclusivity of training data. *Training data bias* can lead to misrepresentation or underrepresentation of certain aspects of content, impacting the generated output.
4. **“WHAT ABOUT ME?”** – GenAI tools, trained on skewed data, may produce responses aligned with dominant opinions, leading to *Group Think*-like outcomes, contrasting with the goal of unbiased, comprehensive content generation.

Embracing GenAI presents significant risks and potential benefits for many organizations in various industries.

Trustworthy AI™ Framework Bridging The Ethics Gap Surrounding AI

Deloitte is helping clients address challenges related to responsible usage of AI, including defining AI strategy and governance, by assisting with deployment and monitoring to enable trustworthy AI. Deloitte's Trustworthy AI framework can help clients reduce AI risks through control assessments and design/implementation of AI controls and assessing AI applications and models for potential adverse outcomes.

Furthering Your GenAI Immersion: 25 – 65mph

To deepen your immersion in GenAI, consider reaching out to discuss Deloitte's top-tier GenAI solutions tailored for businesses. Exploring additional use cases (see appendix for examples) can expand your understanding of the technology's potential while refining your skills in crafting effective user prompts can enhance your GenAI proficiency and comfort level. Additionally, addressing specific pain points or larger scale GenAI training of staff can unveil potential GenAI applications that may provide innovative solutions to problem areas within your organization.

More Complex Use Cases

- While web searches can point to individual sources, GenAI can consolidate information from multiple sources and extract the material that is most likely useful
- Generating project-specific analytics
- Parsing through and summarizing policy or regulatory documents (federal/state statutes and budgets, etc.)
- Assisting Medicaid beneficiaries (via chatbot) with the application process, eligibility criteria, healthcare provider matching, and appointment scheduling
- Forecasting future health needs and resource allocation for a federal/state agency's Medicaid spending
- Enhancing health provider networks by analyzing provider locations, specialties, and patient populations
- Analyzing patterns in claims data to detect potentially fraudulent activity

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Appendix: Additional Use Case Examples

USE CASE	EXAMPLE USER PROMPT	EXAMPLE GenAI OUTPUT
<p>WORD-SMITHING TEXT</p>	<p>I need help with the following sentence: "The project was completed by the team last week and we are scheduling a meeting in a couple of weeks with the client to debrief."</p>	<p><i>Certainly! Here's an improved version of your sentence:</i></p> <p><i>"The team successfully wrapped up the project last week, and we're in the process of scheduling a debriefing meeting with the client in a couple of weeks."</i></p> <p><i>This version provides a more concise and polished expression of the same information. If you have any further questions or need additional help, feel free to ask!</i></p>
<p>GENERATE IMAGES FOR PRESENTATIONS, CORPORATE LOGOS, OR PROMOTIONAL MATERIALS</p>	<p>Simple, single color icon symbolizing stability.</p>	
<p>CREATE WORK SCHEDULES OR PLAN MEETINGS AROUND PARTICIPANTS' CALENDARS</p>	<p>I need help scheduling a meeting with three participants, Christos, Tyra, and Hillel. Could you assist me in finding a suitable time slot? Christos is available Monday from 3pm to 5pm and Tuesday from 10am to 12pm; Tyra is available Monday from 2pm to 4pm and Wednesday from 11am to 1pm; and Hillel is available on Monday from 1pm to 3pm and Tuesday from 2pm to 4pm.</p>	<p><i>I've reviewed their schedules, and it looks like Tuesday from 2:00 PM to 3:00 PM is a time slot that works for all three participants, Christos, Tyra, and Hillel. Would that time work for you as well?</i></p>

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