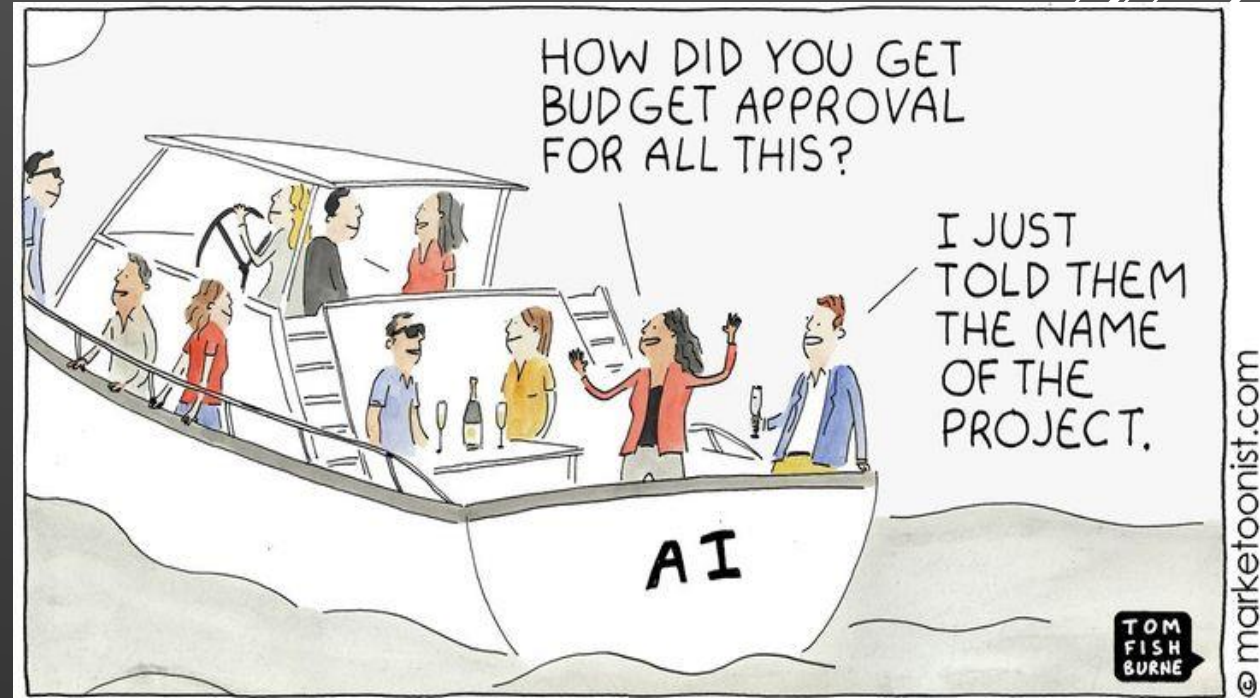
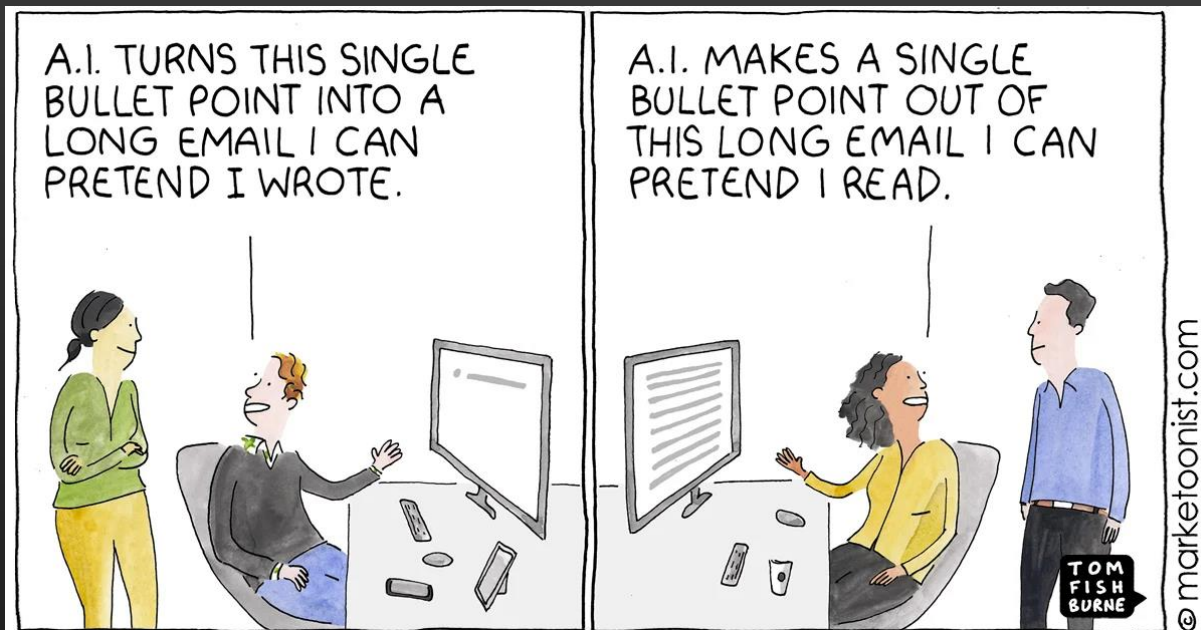


AI AND PROJECT MANAGEMENT: LEADING THE CHANGE



What you need to know to lead the AI process at your company

ABOUT ME



- ▶ Director of Operations Systems
- ▶ 18 years in Transportation & Logistics, 14 in IT
- ▶ Mustang Fanatic
- ▶ Plays keyboards in a band
- ▶ COPE Certified Health Coach

AGENDA FOR TODAY



Definitions of AI

Examples of AI Models

Examples of AI in Industries

PM Prompts

Ethics and AI

CURRENT STATUS



**WHERE ARE YOU
WITH
AI?**

DEFINITIONS OF AI



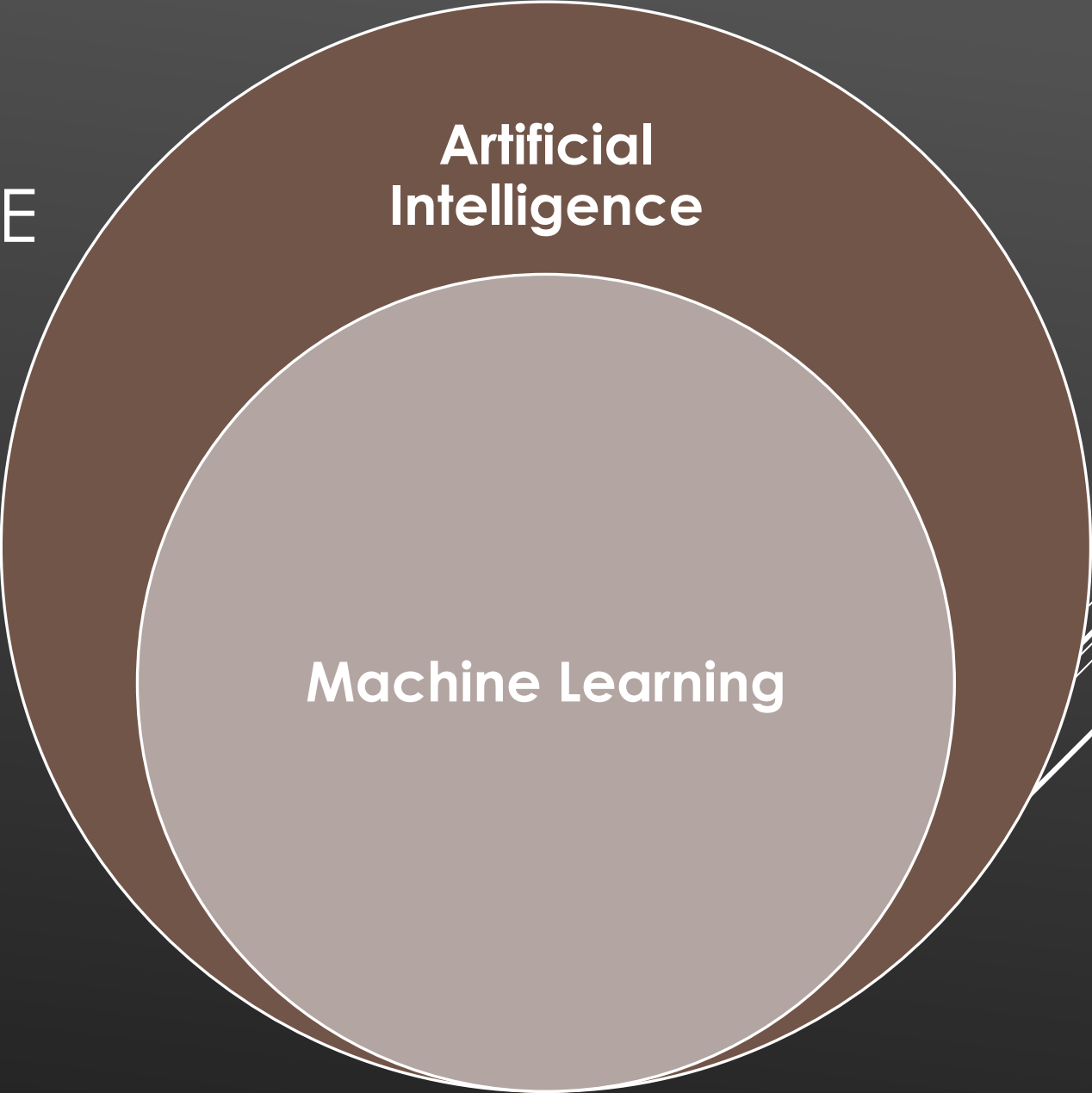
LAYERS OF ARTIFICIAL INTELLIGENCE



**Artificial
Intelligence**

Big Bang Theory: Text-based computer games
https://youtu.be/YCpr_QHAqks?si=RM-5EWD4KWFeEln2

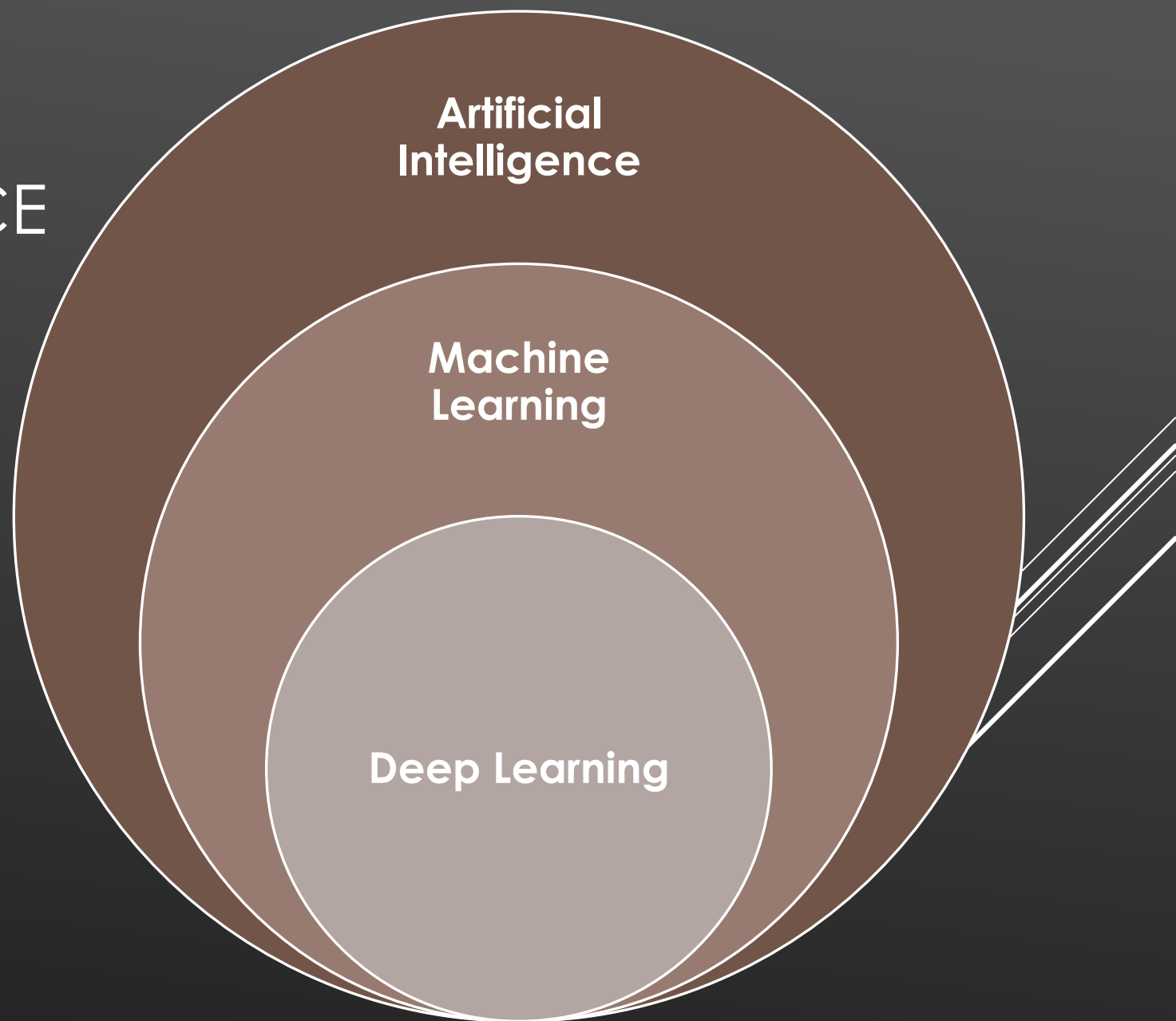
LAYERS OF
ARTIFICIAL INTELLIGENCE



**Artificial
Intelligence**

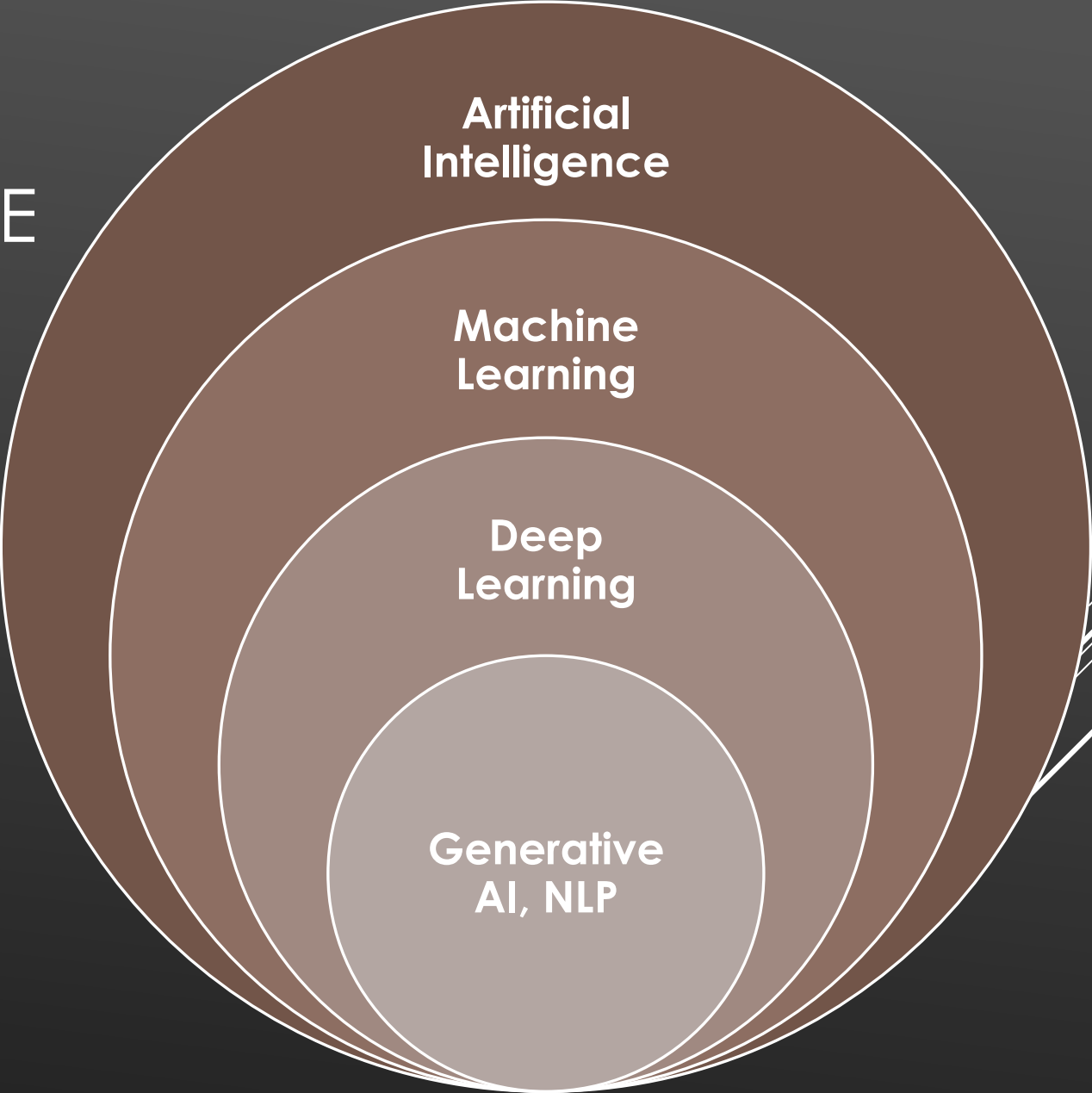
Machine Learning

LAYERS OF ARTIFICIAL INTELLIGENCE

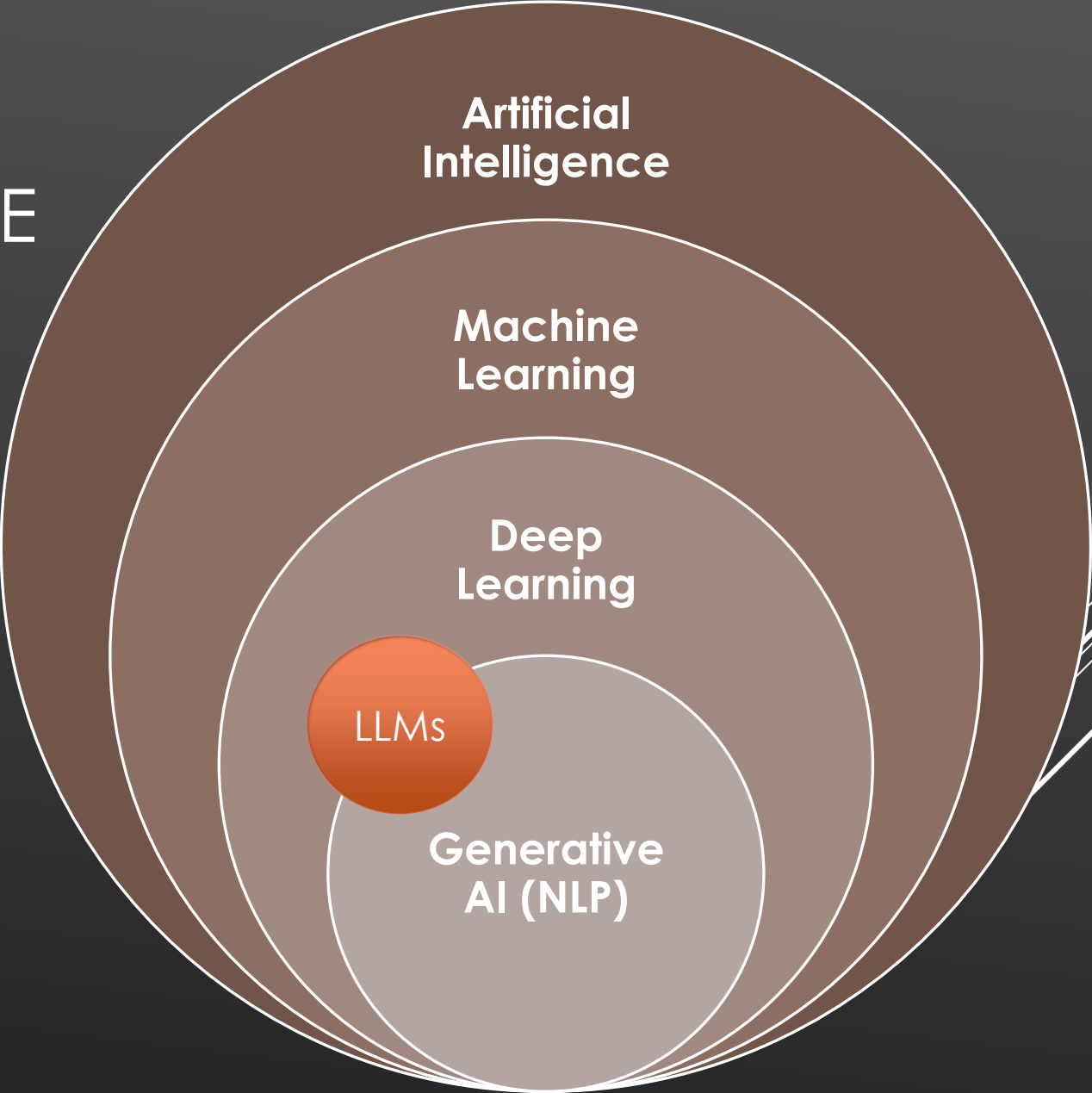


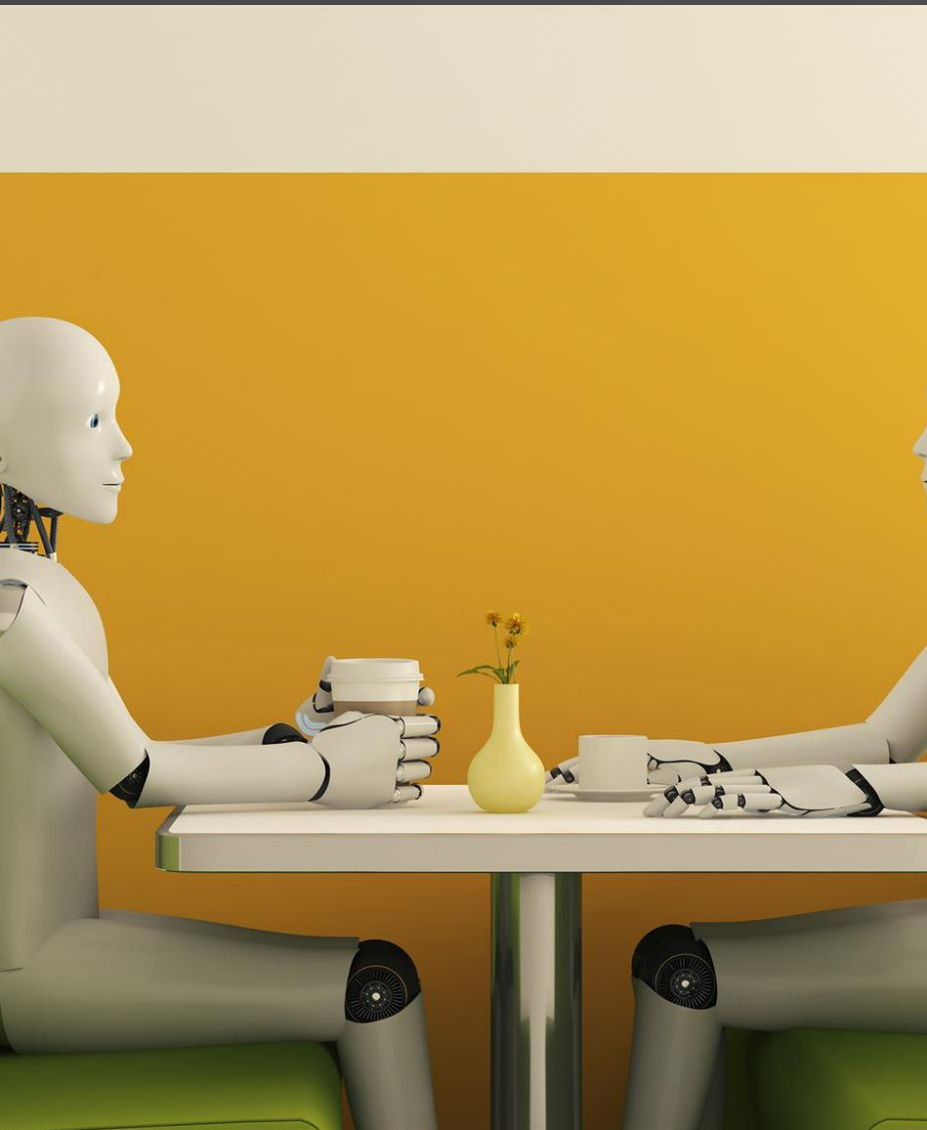
<https://youtu.be/gn4nRCC9TwQ?si=sXqaXWfw1fQrZ-Fh>

LAYERS OF ARTIFICIAL INTELLIGENCE



LAYERS OF ARTIFICIAL INTELLIGENCE





AI IS AN ASSISTANT!

EXAMPLES OF AI MODELS



TYPES OF AI: RECOMMENDATION SYSTEM

Approach 1:

You watched:



So I'll recommend:



Approach 2:

You are between age 20 to 30, prefer fantasy, action, & science fiction.

So I'll recommend:



Movies -> Items

	item1	item2	item3	item4	item5
user1	5	2	1	4	1
user2	4	?	1	3	3
user3	3	3	2	?	4
user4	2	1	2	2	5
user5	5	3	?	4	3

Reference: https://en.wikipedia.org/wiki/Netflix_Prize

TYPES OF AI: PROBABILITY

“What is the likelihood of an outcome given historical data and samples”

Delete forever | Not spam | [Icons]

Last reminder: John Colascione , please respond immediately Spam x

FedEx <Fedex@address.your-server.de> to me

Who really sent the email, address.your-server.de

Why is this message in spam? It is similar to messages that were identified as spam in the past.

Report not spam

This message is from a trusted sender.

Message hard-coded into the email design. Not sure who this is supposed to fool.

FedEx

Dear John Colascione ,

We would like to inform you that your package could not be delivered due to incomplete information of your physical address.

Please use the button below to update your personal address .

Update my address

Clicking this button or replying sends an email to the list above.

- FedEx <support@infographicsloverz.com>
- FedEx <contact@yorktraihioncoaching.com>
- FedEx <helpdesk@travelltradersroom.net>
- FedEx <tax@iberrh.com>
- FedEx <support@enginelets.co.uk>
- FedEx <contact@submarineshoping.org>
- FedEx <support@used-motorcycle-salvage-parts.com>
- FedEx <info@help-portalchildren.org>
- FedEx <en-support@temporomadillon.com>
- FedEx <eng-support@foodrepublic.com>
- FedEx <helpdesk@yablast.com>
- FedEx <enquiries@indeed.com>
- FedEx <bookings@spaco.net>
- FedEx <margincall@archdaily.com>
- FedEx <service@probonelawcalifornia.com>
- FedEx <enquiries@realstatecourse-mobile.com>
- FedEx <support@webglowrout.org>
- FedEx <enquiry@msolitions.com>
- FedEx <a95ec1@your-server.de>
- FedEx <a95ec1@kexpress.com>
- FedEx <a95ec1@hallareaworkshop.com>
- FedEx <a95ec1@msweb.ru>
- FedEx <a95ec1@blogast.org>

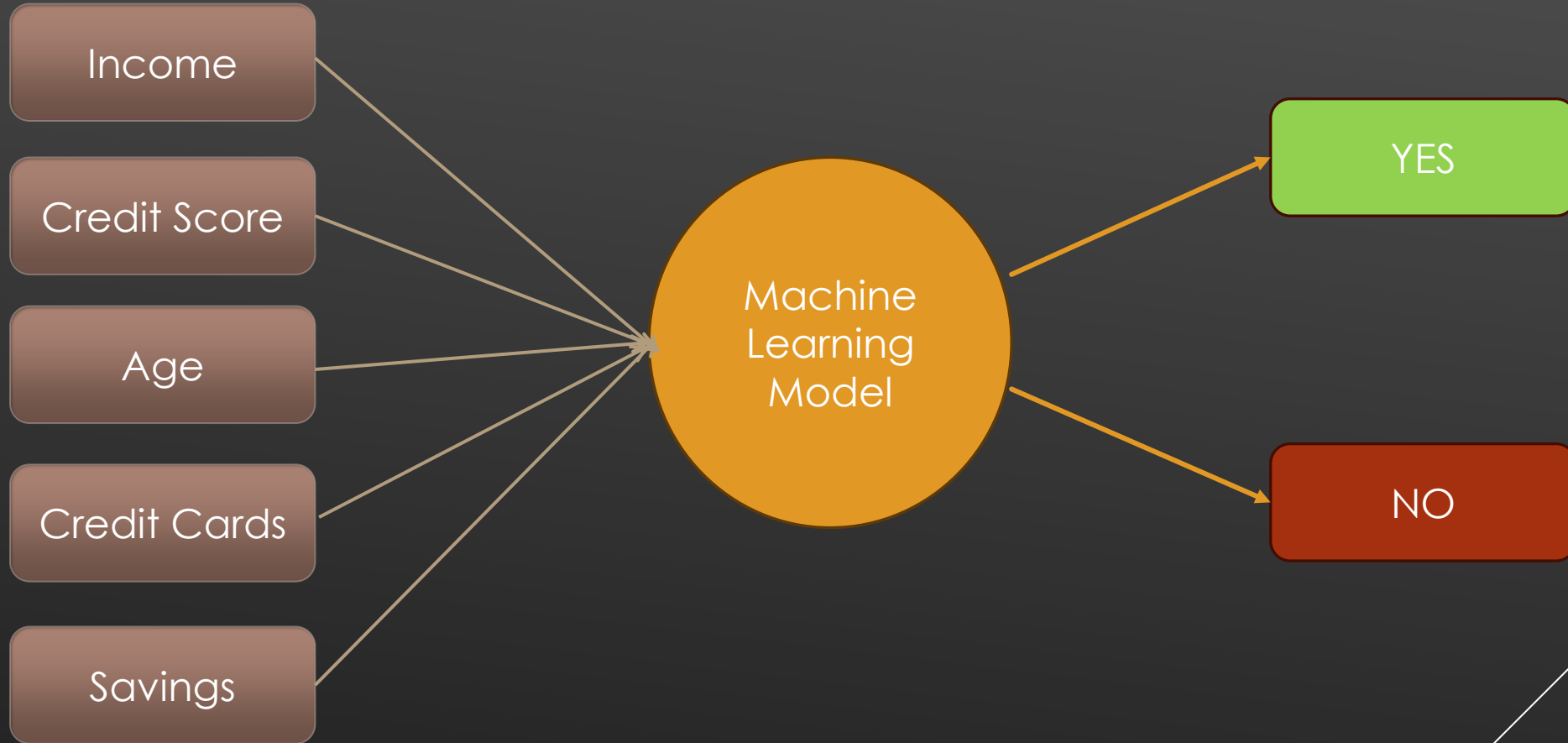
This email has been sent to colascione

©2010 FedEx. The content of this message is protected by copyright and trademark laws under U.S. and international law. Review our privacy policy. All rights reserved.

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TYPES OF AI: DECISION SYSTEMS

“Provide a binary output using input data by working it’s way down a decision tree”



TYPES OF AI: CATEGORIZATION

“Can I target a specific subset of customers by understanding their characteristics”

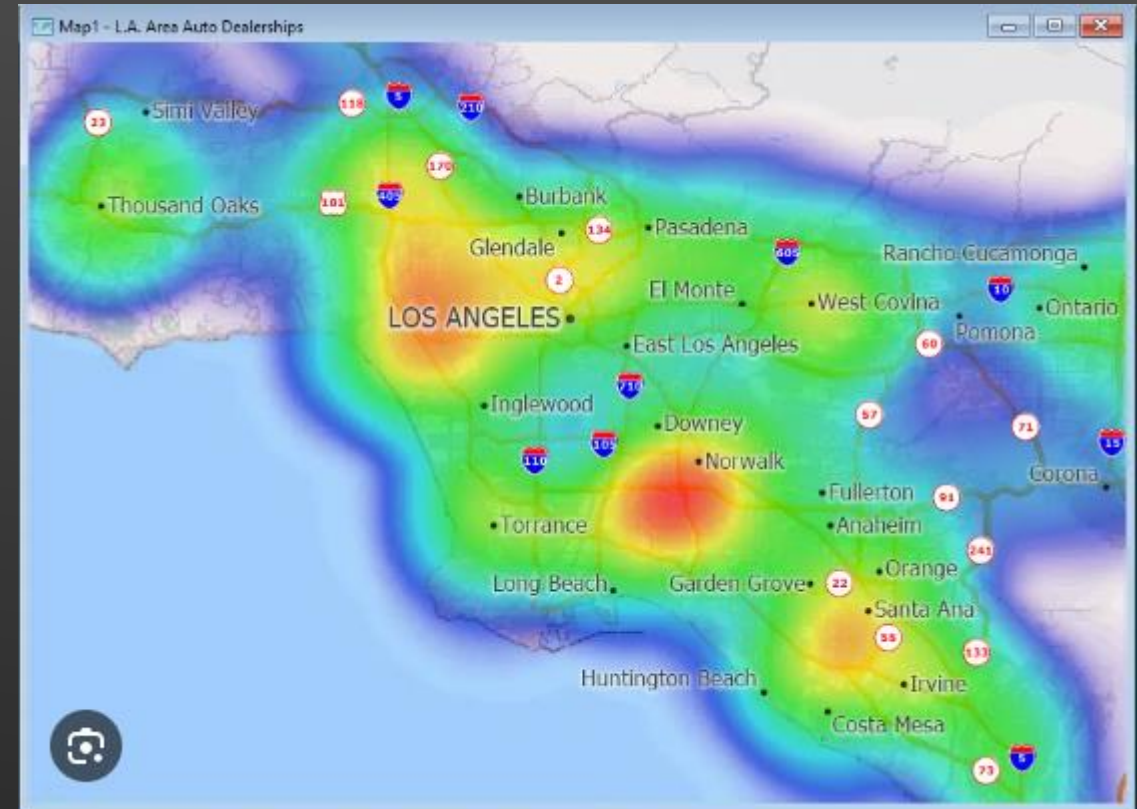
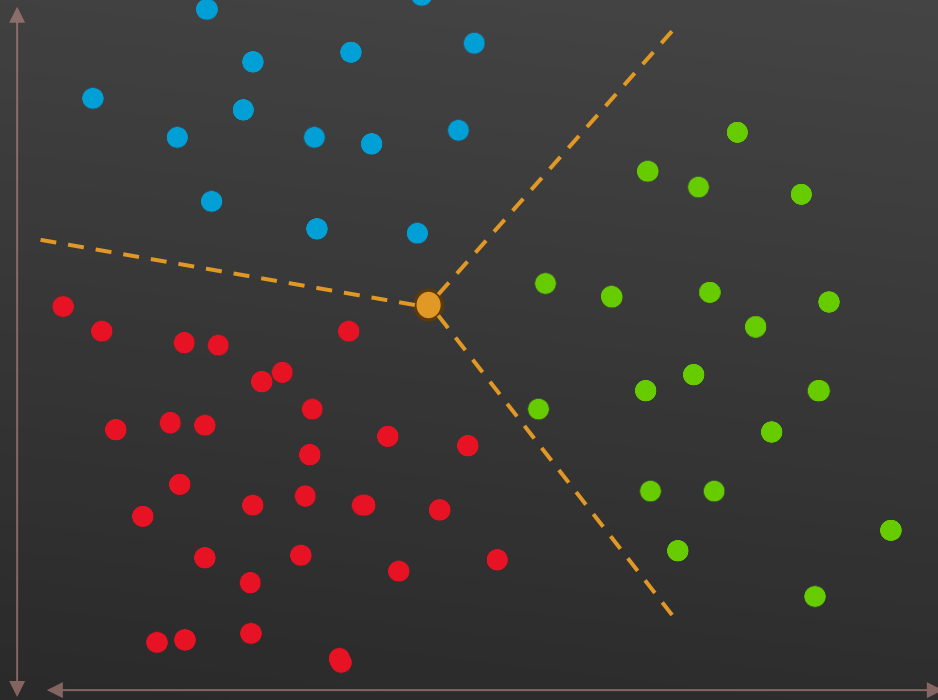
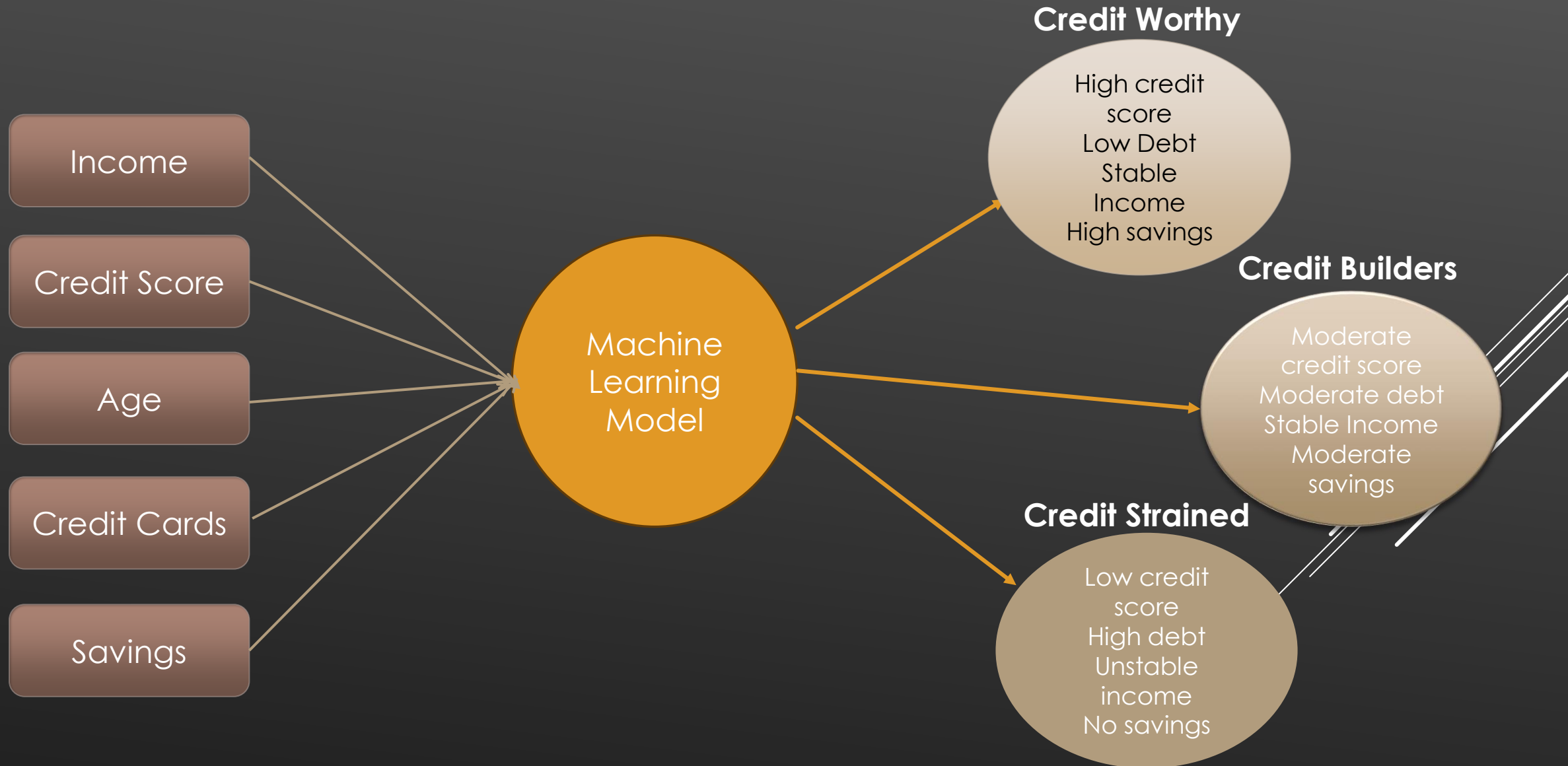


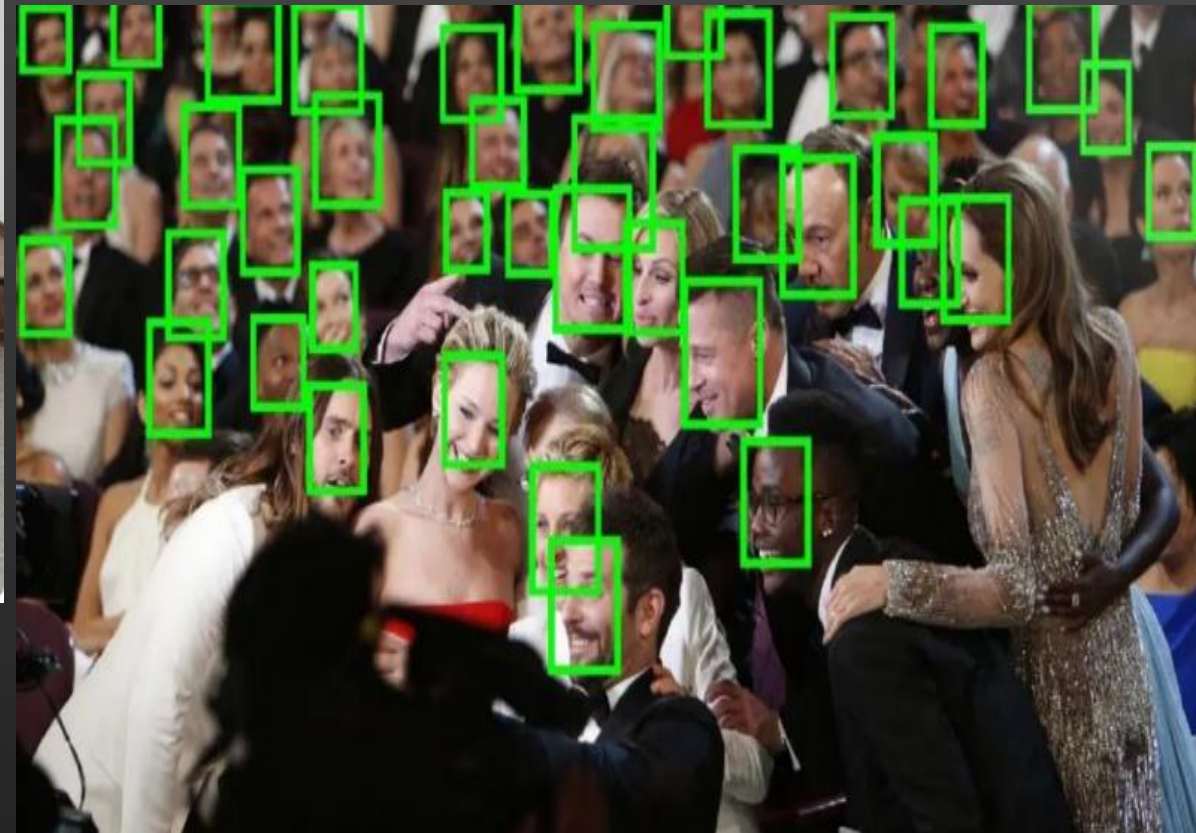
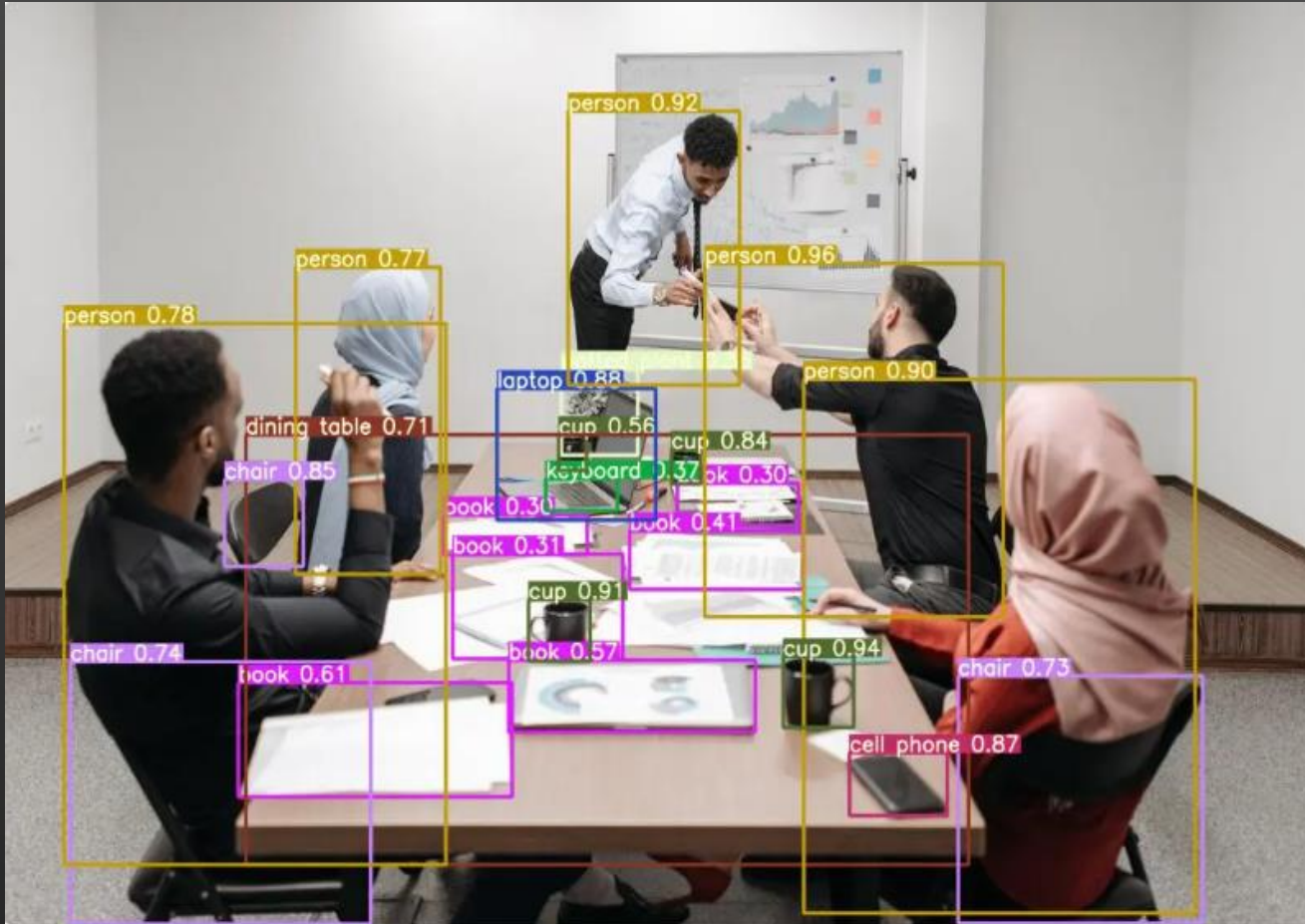
Photo credit: <https://www.caliper.com/mapitude/solutions/heat-mapping-software.htm>

TYPES OF AI: PREDICTION (CATEGORIZATION)



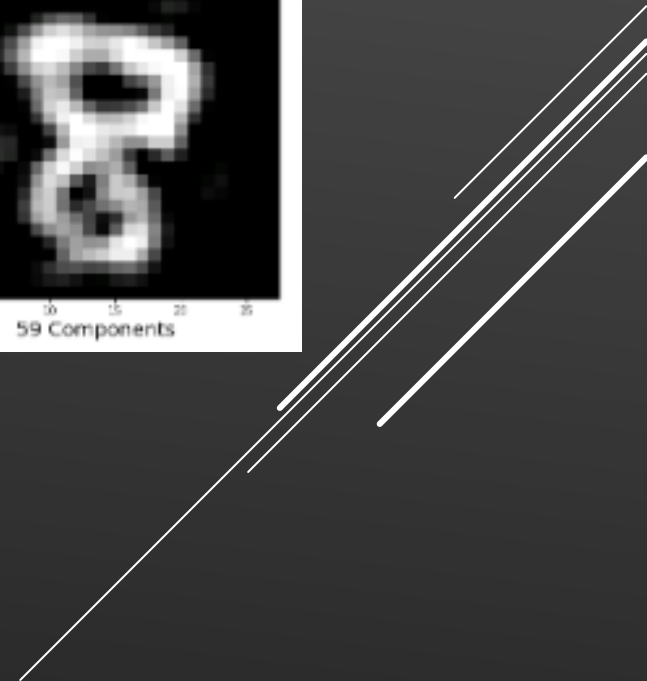
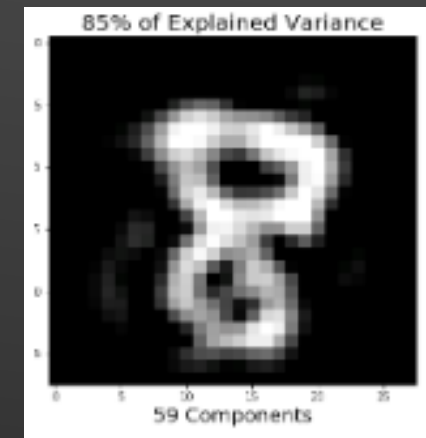
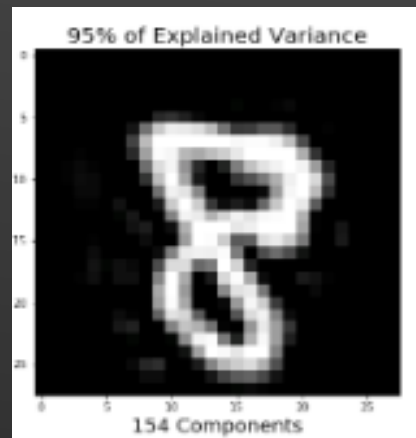
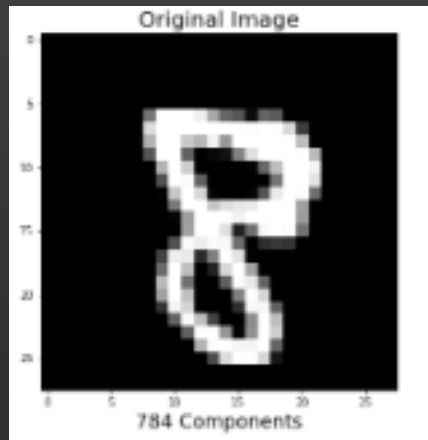
TYPES OF AI: IMAGE RECOGNITION

“Enable the computer to see and understand images by identifying objects, scenes, and even patterns”



TYPES OF AI: DIMENSIONALITY REDUCTION

“Increasing the interpretability of data while preserving the maximum amount of information”



DISCRIMINATIVE AI VS GENERATIVE AI



Other images on the internet

TYPES OF AI: AGENTS AND ACTIONS

“Agents are AI systems that help individuals and organizations manage tasks and make informed decisions”

How They Work:

1. Natural Language Processing
2. Data-Driven
3. Autonomous
4. Personalized

Examples of What They Can Do:

1. Retrieve Information.
2. Help with basic tasks
3. Automate processes
4. Provide Insights
5. Connect to external APIs
6. Integrate with existing systems

TYPES OF AI: NATURAL LANGUAGE PROCESSING

“Understand text inputs and greater understanding of context and semantics”

Examples:

1. Sentiment Analysis
2. Grammar Checking
3. Machine Translation
4. Summarization
5. Email Filtering



AI IN INDUSTRIES



EXAMPLES OF AI IN DIFFERENT INDUSTRIES



HEALTHCARE

Medical Imaging – fine-tuning to find anomalies

Predicting Patient Outcomes - likelihood of recovery or complications

Clinical Documentation – Automating tasks like generating reports

FINANCE

Fraud Detection

Sentiment Analysis – using financial news and social media to predict market trends or asses the impact of an event

Personalized Customer Service

E-COMMERCE

Recommendation Engines

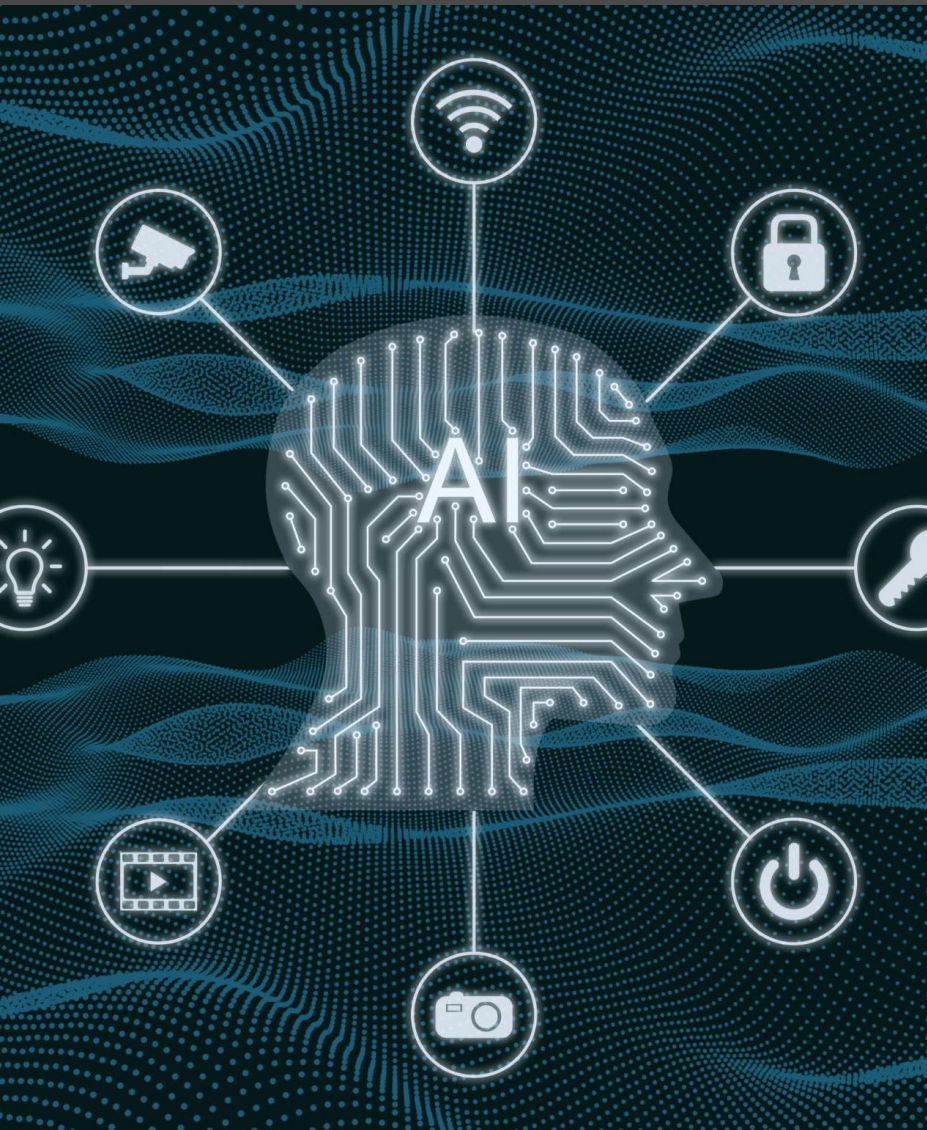
Customer Support Chatbots

Targeted Marketing campaigns

AUTONOMOUS VEHICLES

Object Detection

Decision-Making



NOT ALL AI CREATED EQUAL

spark 

Smart Email Designed to Filter Out the Noise

 **NotebookLM**

AI for Quick Summarization of Source Documents and Note Taking

 **Copilot**

AI-Powered Chatbot for Productivity

FATHOM 

Increase Productivity with Your Own Free AI Notetaker

Gemini 

AI Model for Creative Content

 **Claude**

Advanced Conversational AI for Seamless Automation

PROMPTS FOR PROJECT MANAGERS



PROMPTS FOR PROJECT MANAGERS



TASK

Writing a Product Requirements Document (PRD)

SYNTAX

Act as an [expert] + context [project details] + Task to Chat-GPT

EXAMPLE

Act as a product manager of a video-based social media app similar to TikTok. On this platform, creators have their own channels. I'm working on a 'paid subscription' feature that will allow creators to host paid videos. The feature can be available after a monthly payment for the service. Create a PRD for this feature.

PROMPTS FOR PROJECT MANAGERS



TASK

Generate User stories and test cases from epics

SYNTAX

Task to Chat-GPT + Specific Directions for Output + Input info to work off of

EXAMPLE

I want you to create 3 detailed user stories from an epic I'll provide. It should be in Gherkin format of GIVEN-WHEN-THEN.

[Paste info from the epic for one area]

Follow-up: Now create test cases for the above user stories

PROMPTS FOR PROJECT MANAGERS

TASK

Risk Analysis and mitigation

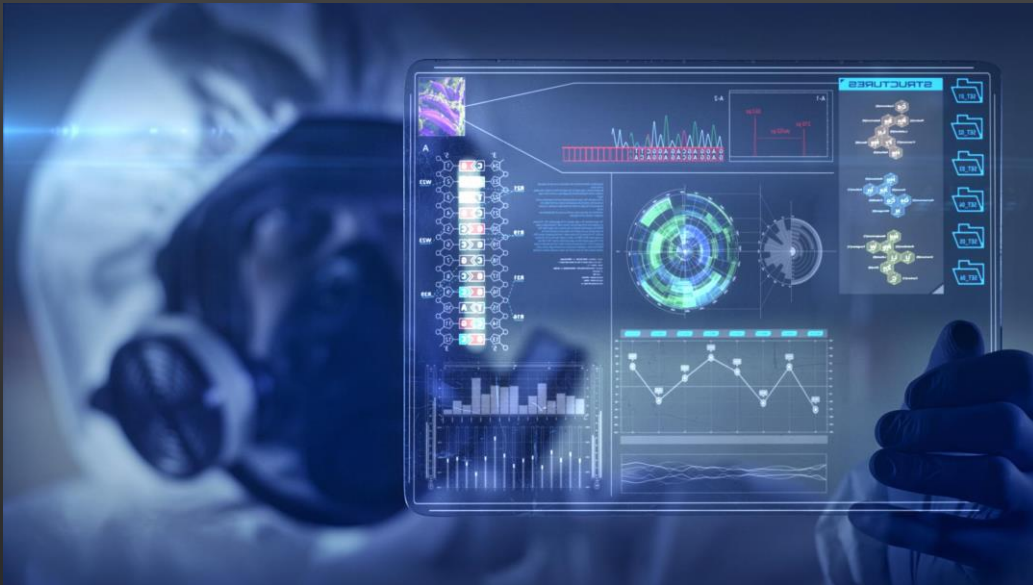
SYNTAX

Provide the following info:

1. Project Objectives
2. Project Scope
3. Requirements
4. Constraints
5. Available Resources

EXAMPLE:

I would like you to create a comprehensive risk analysis and mitigation strategy report for our upcoming software project. **[Ask]** The project scope involves developing a new web-based platform for a large e-commerce company with over 500 employees and 1 million monthly active users. **[Scope]** The objectives of the project include improving website speed, user experience and increasing online sales by 20% in the next 6 months. **[Objectives]** The project has a budget of \$2 million and a timeline of 12 months, with 8 key deliverables and 20 resources including developers, designers, project managers, and QA specialists. **[Available Resources]** In the report I would like you to outline potential risks associated with the project and provide a list of at least 10 mitigation strategies for each risk. **[Requirements]** Also, include a detailed explanation of each strategy and it's potential impact on the project timeline, budget and objectives. **[Constraints]**



PROMPTS FOR PROJECT MANAGERS



TASK

Metrics

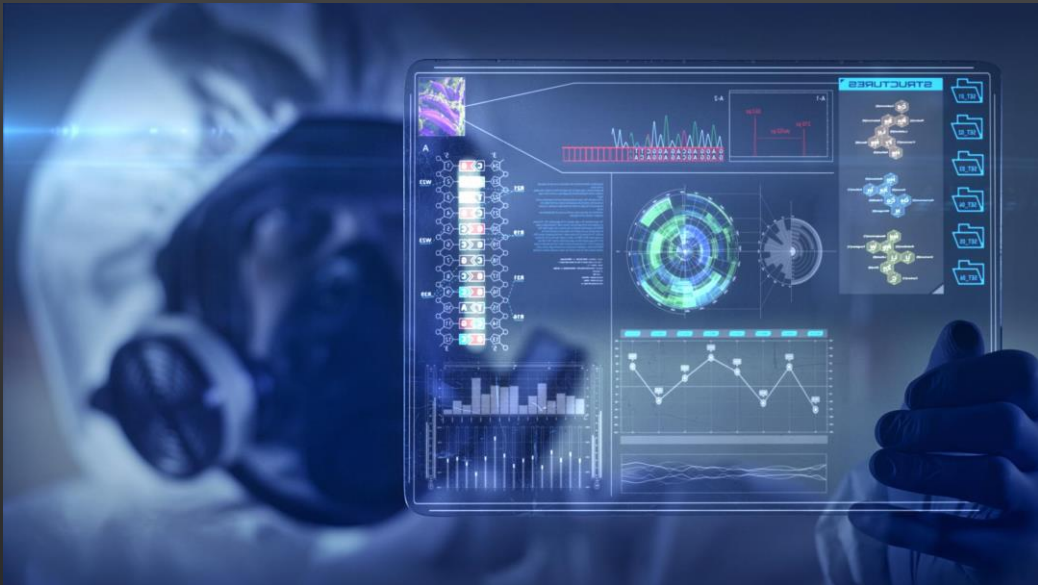
SYNTAX

Same chat from before, just continuing on

EXAMPLE

Now include risk scores and tabulate the results

PROMPTS FOR PROJECT MANAGERS



TASK

Create an action plan from a meeting

SYNTAX

Use these steps:

1. Record the meeting
2. Prompt
3. Paste the transcript from the recording

EXAMPLE

Analyze this meeting transcript and create a list of key action points that were discussed

[Paste transcript from the recording into Chat-GPT]

PROMPTS FOR PROJECT MANAGERS



TASK

Write a formal email or update for Stakeholders

SYNTAX

Continue on from the previous chat

EXAMPLE

Use the action plan from the above example to create an email to stakeholders informing them on the issues discussed during the Retro session and the plan of improvements for the next iteration.

Too long? Say "Make it shorter, less detailed and add some humor".

PROMPTS FOR PROJECT MANAGERS



TASK

Prioritization

SYNTAX

[Context for the prompt] + [Give some clarification] + [Give task to Chat-GPT and explain what you want in return]

EXAMPLE

I'm building a CRM for real estate agents. The product team uses the KANO model for prioritizing features. Can you give me the examples of features that would qualify as 'basic', 'excitement', and 'performance' according to KANO? Tabulate this.

PROMPTS FOR PROJECT MANAGERS



TASK

Best way to say NO (Analysis of the feasibility of a last minute request)

SYNTAX

Act as an [expert] + Context [project detail] + [Give task to Chat-GPT]

EXAMPLE

Act as a project manager of a development team of ERP software. A sales representative emailed me that they are about to close a seven-figure deal with a well-known brand if we commit to implement a list of new features in the next few sprints. Create a diplomatic email politely pushing back while citing the risk associated with consuming the entire team for one client and sacrificing roadmap progress.

PROMPTS FOR PERSONAL DEVELOPMENT



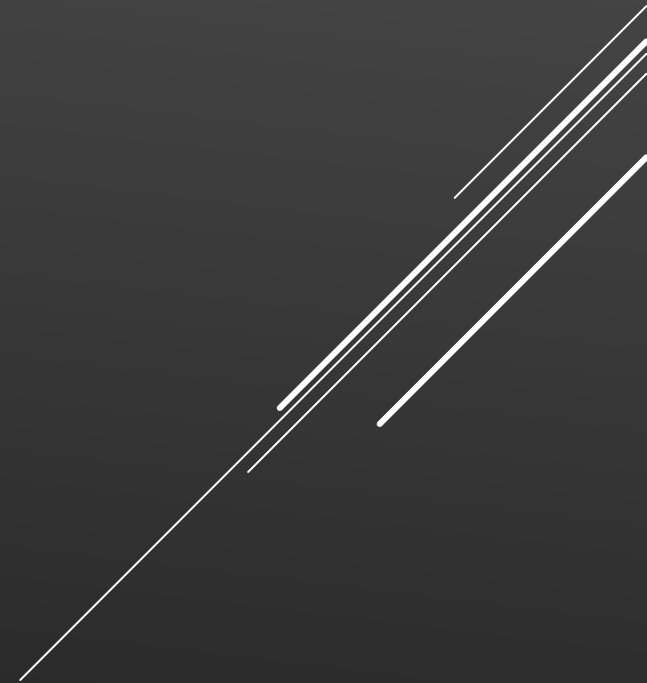
SUMMARIZING BOOKS

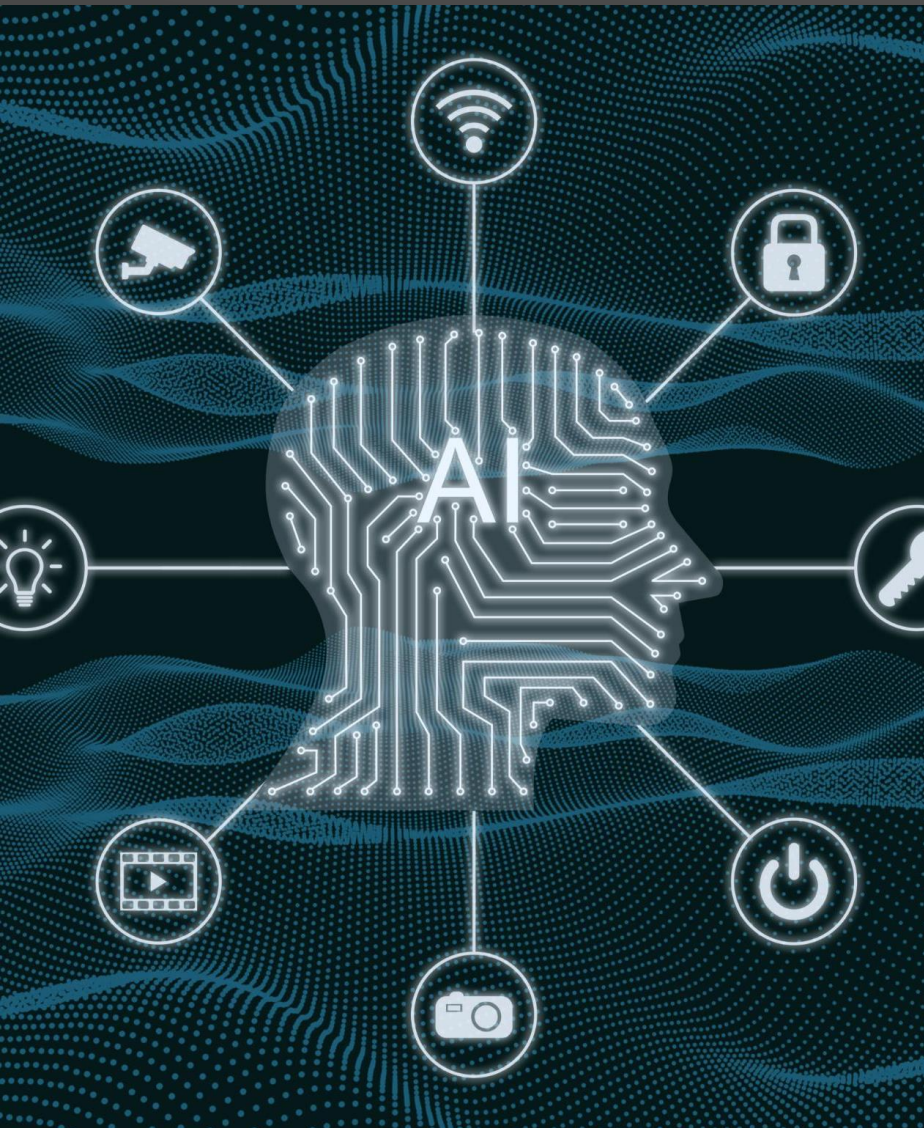
I'm a project manager of a travel app startup, similar to TripAdvisor. Summarize the takeaways from the book 'Rework' by Jason Fried in 7 points in the context of my project.

PERSONALIZED LEARNING PLANS

1. Goals + Skills + Timeline
2. "Act as an [expert] + train me on [topic]." After results, ask for more context on one of the items and ask for best practices and list of best books on the topics.
3. Ask it to simulate a quiz and ask you some questions.
4. "I am a project manager with 5 years of experience with a software development company and I want to switch to product management in the next 3 months. Create a detailed learning plan for me. Include skills I need to learn, top resources, and books I need to cover."

ETHICS & AI





CHALLENGES IN IMPLEMENTING AI

Data Quality Issues

Poor data quality can hinder AI effectiveness and lead to unreliable outcomes. Ensuring clean, accurate data is crucial.

Resistance to Change

Team members may resist adopting new AI technologies due to fear or uncertainty. Change management strategies are essential.

Technology Infrastructure Needs

A robust technology infrastructure is necessary to support AI initiatives. Upgrading systems may require significant investment.

Reference: <https://www.cbsnews.com/miami/news/big-techs-big-bet-on-nuclear-power-to-fuel-artificial-intelligence/?intcid=CNM-00-10abd1h>

QUALITY ASSURANCE



DATA QUALITY CONCERNS

Importance of Data Quality

High-quality data is crucial for effective AI system performance. It directly impacts decision-making and outcomes.

Role of Project Managers

Project managers play a vital role in ensuring data integrity. Your oversight ensures accurate and reliable data collection.

Consequences of Poor Data

Inaccurate data can lead to flawed AI applications. It's essential to address data quality issues proactively.

BEST PRACTICES FOR LEADING AI INITIATIVES



Embrace Collaboration

Collaboration among team members enhances creativity and innovation in AI projects.

Stay Informed on AI Developments

Project managers must continuously update their knowledge on AI advancements and trends.

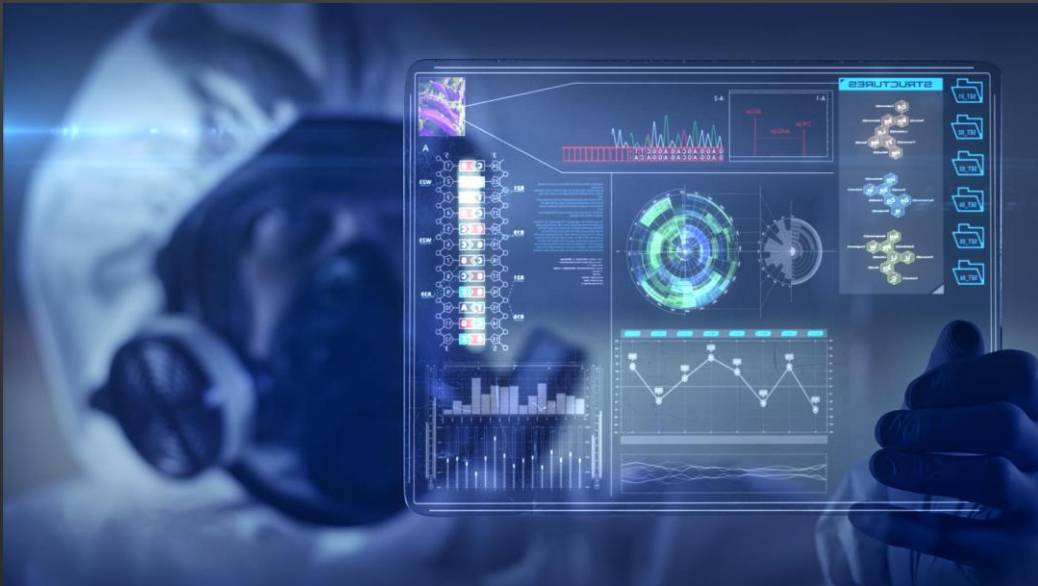
Invest in Training

Providing training ensures that team members are equipped with AI skills and knowledge.

Pilot AI Tools

Testing AI tools on a small scale can reveal insights before full implementation.

MORE RESOURCES



JULIE HOLMES

AI Keynote speaker and Tech Founder

<https://julieholmes.com/prompt/>

PM ASSISTANT AI

Download several prompts that can be used by Project Managers

<https://pmassistant.ai/>

PMI Infinity

A fine-tuned GPT model specifically for project managers

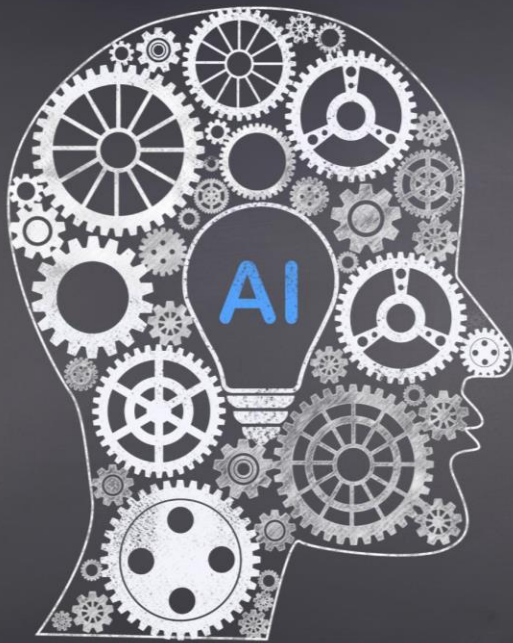
https://www.pmi.org/infinity?utm_source_misc=wp_pmi_infinity

YOUTUBE: 3BLUE1BROWN

Simplified explanations with clear and concise visuals

<https://www.youtube.com/@3blue1brown>

QUESTIONS?



www.linkedin.com/in/danielle-smithen