

The University of Texas  
Advancement Academy Conference

**The Most Important AI-related  
Trends For UT**

| BOB PEARSON | DECEMBER 11 2024

# WE START WITH PERSPECTIVE.....

- **Technology**

Tim Berners-Lee developed HTML, which led to the World Wide Web being introduced publicly in 1991.

Four years later (1995), the first item ever sold on the web was a book by Amazon, now one of the most highly valued companies in the world.

Nine years later (2004), Facebook was introduced, which is now the number one media platform on earth.

Six years after Facebook opened its doors (2010), Bitcoin was first used for a commercial transaction.

- **Science**

In 1984, meetings occurred to discuss the creation of a Human Genome Project.

Ten years later (1994), Human Genome Project researchers published a genetic linkage map of the human genome.

Forty years later (2024), there are more than 4,000 gene, cell and RNA therapies in development. The U.S. Food and Drug Administration approved 36 gene therapies as of March 2024 and there are hundreds of potential treatments in the pipeline for future review .

# HOW OUR AUDIENCE IS EVOLVING



**Two companies reach the majority of people online (5.1bn)**



But one of the most visited sites on earth is TikTok.....



**The mobile phone is the center of the universe**

Average age of 11 for 1st phone; 15:1 ratio mobile to desktop ads for Facebook



**Our attention spans are 1-3 seconds**

Based on billions of interactions within Facebook, Snapchat, Pandora, as examples



**People we respect are replacing “authority figures” as trustworthy**

YouTube stars, Instagram and Twitter influencers with followings larger than any media network



**One platform (gaming) is replacing TV, another is the best place to hide (privacy-based platforms)**

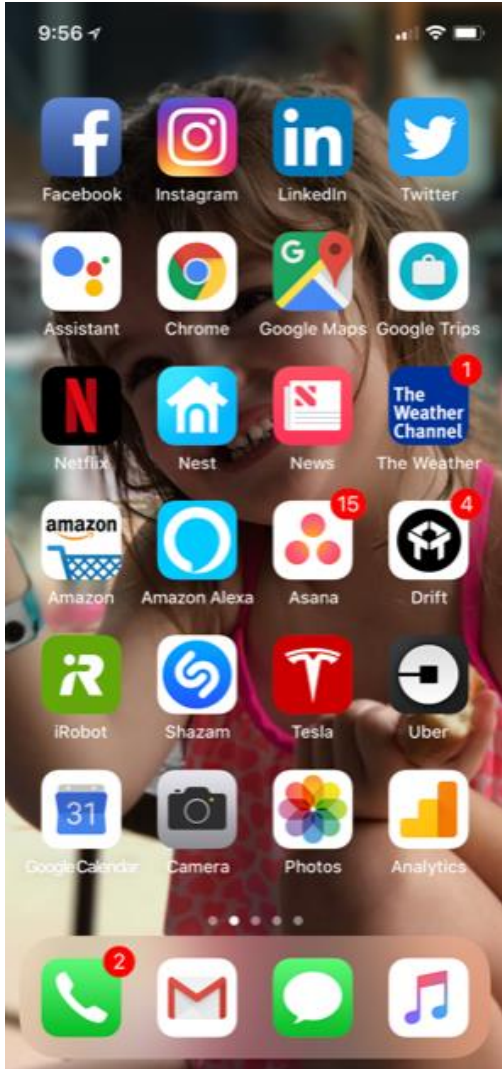


Both are between 3-4 billion users

**OUR MEDIA MODELS ARE  
BEING TRANSFORMED BY  
THE AUDIENCE, NOT THE  
INDUSTRY**

The marketplace isn't waiting patiently for us to figure things out

# WE ALREADY USE AI TO CO-PILOT OUR LIVES



- YouTube suggests videos based on viewing habits.
- MS Office & Gmail finishes your sentences.
- Facebook & Google targets you with ads.
- Spotify learns the music you love.
- Alexa and Siri answer your questions.
- TikTok personalizes the For You page.
- Amazon predicts your next purchases and when to re-order.
- Netflix recommends shows and movies.
- Google Maps, Waze, Apple Maps route you to your destination.
- Apple unlocks the iPhone by scanning your face.
- Tesla Autopilot steers, accelerates, and brakes your car.
- Zoom automatically transcribes your recorded meetings.
- LinkedIn curates your homepage and recommends connections.

# TEN TRENDS SHAPING THE MARKET RELEVANT TO UT



1

# MORE THAN 50% OF SEARCH WILL BE CONDUCTED BY MACHINES WITHIN 1-2 YEARS

Today's website is not built for an AI-driven world

How will our story show up in traditional search *and* new apps?

## OWNED MEDIA

### WHAT DO MACHINES NEED FROM US AS THEY SCRAPE THE WEB?

- **The core website** – can stay the same for now (with new tabs)
- **New tabs** – imagine your library of content and build tabs dedicated to sharing your full story
  - All of your video, audio, images, studies, narratives on every aspect of your business
  - The top 100 Q&As your audience would ask about your university/department/area of expertise
  - Essentially, imagine what can be searched for and ensure it can be found and it leads to your information
- **New sites** – if you believe added tabs may impact your SEO, build a separate site with this information tying back to your site
  - Build one site as the “core site” and one site as your “Library”
  - Link content to right experience from site to site or within the site.





2

# AGENTS AND “AGENTIC ARCHITECTURE” WILL TRANSFORM OUR RELATIONSHIP WITH DATA

Imagine getting what you need at the critical point of contact anywhere in the world

# EXAMPLES OF HOW WE CAN UNLOCK KNOWLEDGE IN NEW WAYS

- **Accelerate How we Solve for Climate Change** – ex/40 studies of 250 work to improve the climate
  - Agents scrape/grab all key findings of each study; illustrate the change vs. current state; and prepare recommendations for review
  - *Agents then alert every leader of every study in the world pursuing similar research so we can reallocate resources, adjust our model or continue as planned.*
  - *The only issue preventing this from happening is us.....humans resistance to change*
- **Expand How We Reach People Battling Cancer** – incidence of cancer is rising worldwide, impossible to graduate enough oncologists
  - Agents gather genetic scans, health records, treatment results, clinical trials and provide recommendations to the MD
  - Agentic architecture's goal is to provide more accurate and efficient information at the point of care.
  - Helps to provide best care/knowledge anywhere in the world and potentially expand number of people we can treat.
  - *Our only chance to meet unmet need worldwide is for physicians, AI and health providers of all types to partner.*

# EXAMPLE – HOW AGENTS WILL EVOLVE

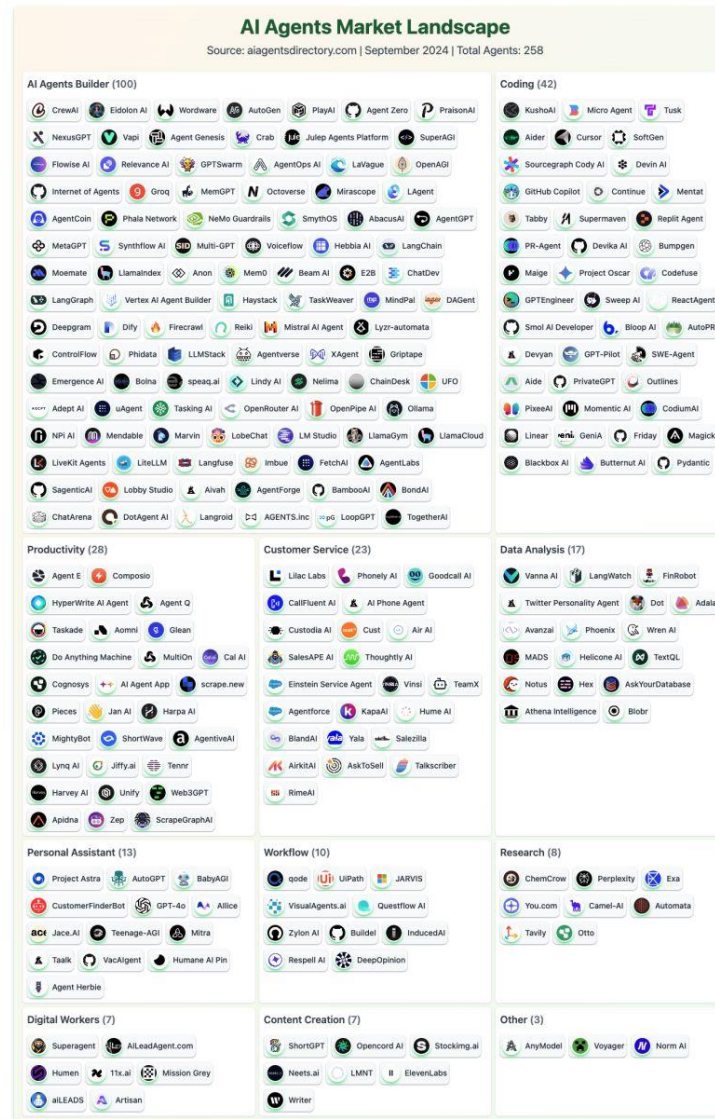
## FOUR PHASES OF GROWTH

We are currently in Phase I

- Phase 1 – Information is Easier to Access – we write a query, and we get an answer. It is combining search, memory, and conversation to improve our experience.
- Phase 2 – Tasks Can be Completed -- the same app can now learn what we want and do tasks for us. It may proactively retrieve other information since it knows me now.
- Phase 3 – Conversations and a Relationship Form -- the app can now converse with me, understand my needs, and provide a solution. And this app looks like a virtual person that is remarkably life-like. It even sounds like my friends.
- Phase 4 – A New Technology Friend is Ready to Meet - every time I return to this app, my new agent greets me and asks how it can help me. It is like a friend greeting me on video and then deciding how to help me.

# THINK OF AGENTS AS THE LEADER OF CHANGE STAY INFORMED ON THEIR PROGRESS

(BUILD, CODE, PRODUCTIVITY, CUSTOMER SERVICE, DATA ANALYSIS, RESEARCH AND MORE)



**3**

## **LLMS WILL GIVE WAY TO DATA LAKES, PONDS & PUDDLES**

**University-wide information – Lakes**

**A School's information – Ponds**

**Your Area of Expertise – Puddles**

# DATA LAKES, PONDS AND PUDDLES

- **Data Lake** – the broadest set of data
  - Ex/All open source and proprietary info gathered for the UT system or a specific school
- **Data Ponds** – you are pulling information that is organization specific and not in open source
  - Ex/all information related to any topic in the Business school at one school (or all business schools across UT)
- **Data Puddles** – you are focusing on very specific information for a specific topic
  - Ex/All info for the communications or marketing function for a specific area of interest

**THE LARGEST ORGS IN PUBLIC AND PRIVATE SECTOR ARE  
FOCUSING ON HOW TO HARMONIZE AND GOVERN THEIR DATA**

**IF THEY SKIP THIS STEP, THEY WILL NEVER LEVERAGE THE  
FULL POTENTIAL OF AI**

# THE ROAD FROM ANALYTICS TO AI

## WHAT ARE THE CAPABILITIES OF OUR TEAM?

### Right Data Sources

Four Open Sources – Social Media, Search, Media, Public Datasets + Proprietary Data

### Right Profiles, Queries & Storage

Who/what are we looking for (profiles), how do we access years of data in seconds (queries) and what do we keep to build cumulative knowledge?

### Right Algorithms & KPIs

Hundreds of attributes allow for deep analysis; always linked to future KPIs

### Right Machine Learning Training Sets & Scalable Models

Experience with algorithms leads to refinement of profiles/results and allows for shift to ML

### Right Use of Artificial Intelligence to Further Scale

A fine-tuned knowledge of the customer leads to AI that can scale globally or go super deep for a specific issue/topic



# 4

## A MAJOR SHIFT FROM LISTENING TO INTELLIGENCE IS STARTING

Listening is broad, contains a lot of noise

*Intelligence* is precise and tracks who is shaping the market

If you have 100,000 alumni, that can become a future intelligence platform, for example

# ALL HEALTHCARE PROVIDERS

The image shows a dashboard interface with a dark theme. At the top, there are navigation options: 'EDIT', 'REMOVE', and 'Kaiser Permanente'. Below this is a '+ ADD' button and a 'Topic(s):' section with the text 'No topic element selected' and another '+ ADD' button. The main content area is divided into several sections. On the left, there are three large cards: '130 Total Authors', '9.7K Total Posts', and '3K Total Rebroadcast'. On the right, there are three more large cards: '976 Total Authors', '1.9K Total Posts', and '876 Total Likes'. At the bottom, there is a line graph showing 'Post Count' over time, with values ranging from 200 to 700. A navigation menu is open in the center, showing a breadcrumb trail: 'Surgery > Facial Plastic Surgery'. The menu lists various surgical specialties, with 'Facial Plastic Surgery' highlighted in blue. Below the menu are 'Save' and 'Reset' buttons.

EDIT ✖ REMOVE Kaiser Permanente

+ ADD

Topic(s):  
No topic element selected  
+ ADD

HANDLE(S) OVERVIEW POSTING

NUMBER OF AUTH... 130 Total Authors

NUMBER OF POSTS (BY HA... 9.7K Total Posts

NUMBER REBROADCAST (B... 3K Total Rebroadcast

NUMBER OF AUTH... 976 Total Authors

NUMBER OF POSTS (ABOU... 1.9K Total Posts

NUMBER OF POSTS (BY HANDLE) 876 Total Likes

Post Count

Surgery > Facial Plastic Surgery

- Imaging
- Podiatry
- Medicine
- Pod Research Methods
- Podiatry in Facial Plastic Surgery
- Podiatry Clinical Examination
- Podiatry
- Podiatry

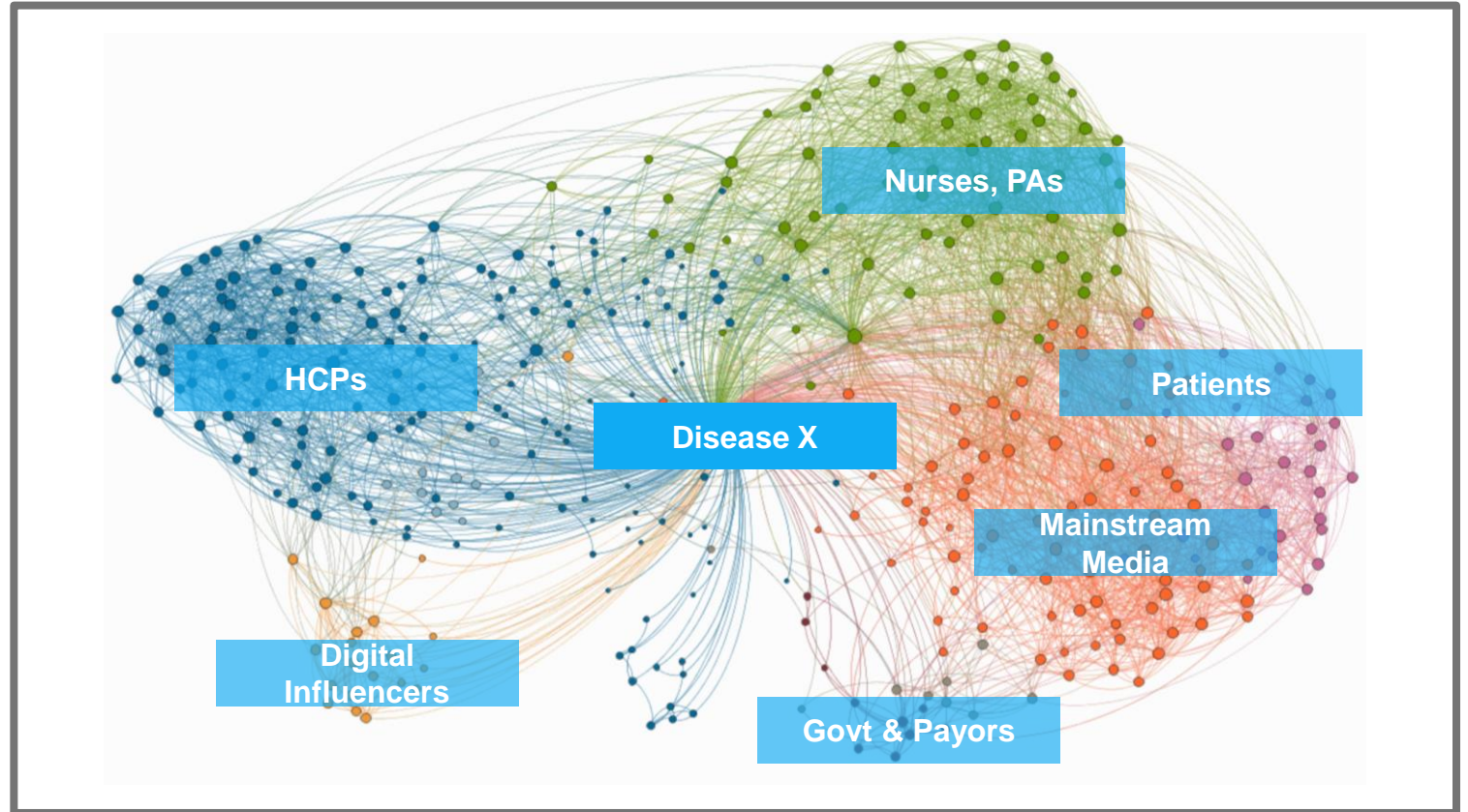
- Bariatric Surgery
- Burns
- Cardiothoracic Surgery
- Coagulation
- Colorectal Surgery
- Endocrine Surgery- adrenal, thyroid, parathyroid, pancreas
- Endoscopy
- Facial Plastic Surgery
- Gastrointestinal Surgery- Stomach, small bowel, colorectal
- Hepato-pancreatico-biliary Surgery

- Auricular Reconstruction
- Blepharoplasty
- Cleft Lip and Palate Surgery
- Facelift
- Facial Endoscopy
- Facial Implants
- Facial Nerve
- Facial Rejuvenation - Nonsurgical
- Facial Trauma
- Hair Procedures

Save Reset

# THE ECOSYSTEM OF A DISEASE/DISORDER

- Who do people respect?
- How do they share content and ideas?
- Who matters even if they rarely speak?
- What is happening locally vs. regionally or globally?
- Who is driving each topic?
- What is changing and why?



# ***INTELLIGENCE ANSWERS OUR QUESTIONS***

## **LISTENING KEEPS US IN THE LOOP**

- **Media** – we identify and track exactly which journalists and thought leaders shape each market segment in each country to build our own intel platform.
- **A supply chain** – what are the risks for a supply chain worldwide?
- **Resellers** – which resellers are most productive and why? Stack rank all resellers based on key attributes to see who is supporting a company and who is not.
- **Regulatory/legal “supply chains”** – which topics/issues are bellwether, which show trends and which are not?
- **Evolution of Issues** – which issues are gaining steam and why and by whom?
- **Antagonist Radar** – who are antagonists reaching and what does it mean?



**5**

# **THE NEXT MAJOR INNOVATIONS IN MEDIA MAY SURPRISE US**

**NEW WAYS TO ADVERTISE, REACH KEY LEADERS AND  
UNLOCK OUR OWN EMPLOYEES**

# THE INTRODUCTION OF THE SPONSORED SENTENCE

- **Within apps, you select the sentence or sentence fragments you will advertise in based on the words, context and user.**
- The financial and corporate compliance industry is one where expert services and solutions define the leaders. Companies typically are expert at **maintaining compliance requirements**, increasing efficiency and produce better business outcomes.

**IMAGINE A TOWN HALL WHERE THE LEADER  
REACHES 85% OF EMPLOYEES WORLDWIDE**

# HOW TO UNLOCK KNOWLEDGE

## **Make a Large Body of Content Simple (Presentation, White Paper or Town Hall)**

We don't to read an entire white paper or listen to a full 60-minute presentation, in most cases. Touch an icon and create an abstract, an audiocast for your ride home, a version in Spanish and then share it with colleagues

## **Ask a Question Your Content Can Answer**

Write a query and you receive the relevant information in response from an hour-long talk

## **Learn from Your Team by Creating Your Own Channel**

Similar to Discord (a university favorite), start a channel on a key topic where you can add text, audio or video insights and keep the conversation and information inside your walls

## **Offer the Future of Search (external, internal and personal search in one place)**

One search provides you context on external, internal and personal insights

## **The Platform Learns with You and Continually Adapts to Your Needs**

What information you prefer, your preferred style of content, the time of day you listen and more



# WHAT ARE THE INTERESTS OF ALUMNI BESIDES HEARING FROM US?

- **Imagine a sports community built for alumni worldwide**
- **Imagine an energy forum built with our personal touch**
- **Imagine creating audio-communities for game days/special events**
  
- **Imagine the interest and utilize AI to help create the solution**
  
- **If we inform, educate and entertain, our interaction can increase in value**



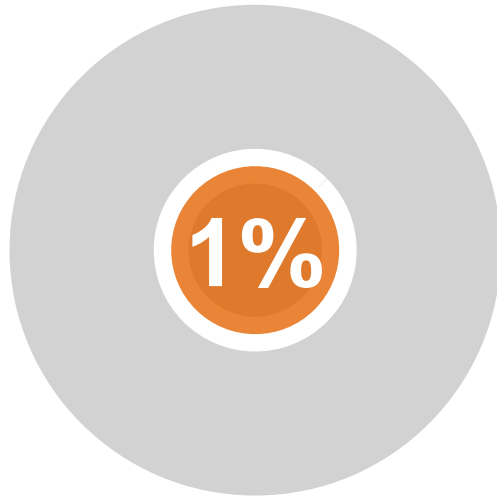
6

**AUDIENCE BASED MEDIA  
PLANNING WILL REINVENT  
THE MARKETING FUNNEL AT  
THE LOCAL/PRACTICE LEVEL**

**HIGHLY SPECIFIC, LOCAL AND PERSONAL**

# THE 1,9,90 MODEL SHOWS US WHO IS SHAPING A MARKET

Create Content

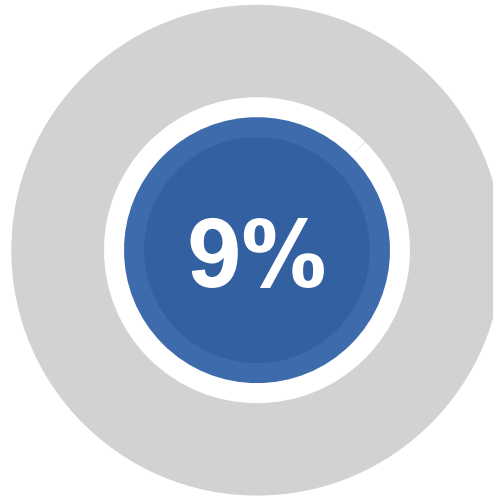


## Influencers

Individuals who drive ideas that fuel conversations and are sharing with current/potential customers.

**Focus content and relationships here.**

Share & Repackage

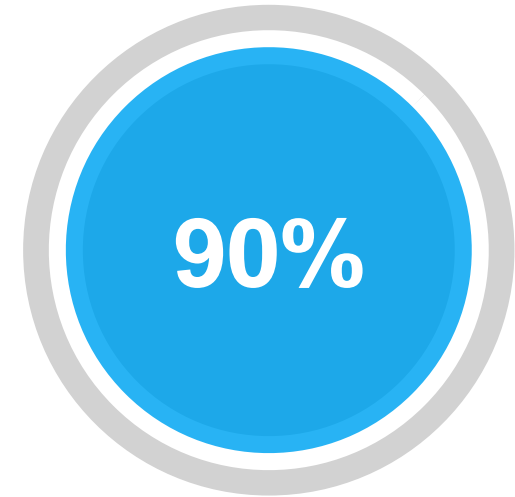


## Advocates

Individuals who carry a trend, and where top influencers source ideas.

**Important to surround with paid & earned media.**

Listen & Learn



## Enthusiasts

Individuals who read, search and consume trends online every day.

**Important to listen, educate, share and provide unique experiences.**

# THE FIVE R'S OF MEDIA EFFICIENCY MODEL CLARIFIES EXACTLY WHERE WE SHOULD FOCUS (OR NOT)

## Right Influencers

We know which human beings can/will shape each market segment, pro or con

## Right Audience

We know exactly how the audience architecture works and how our audience learns

## Right Content

We know what content, outlets and people have most influence for each profile

## Right Language

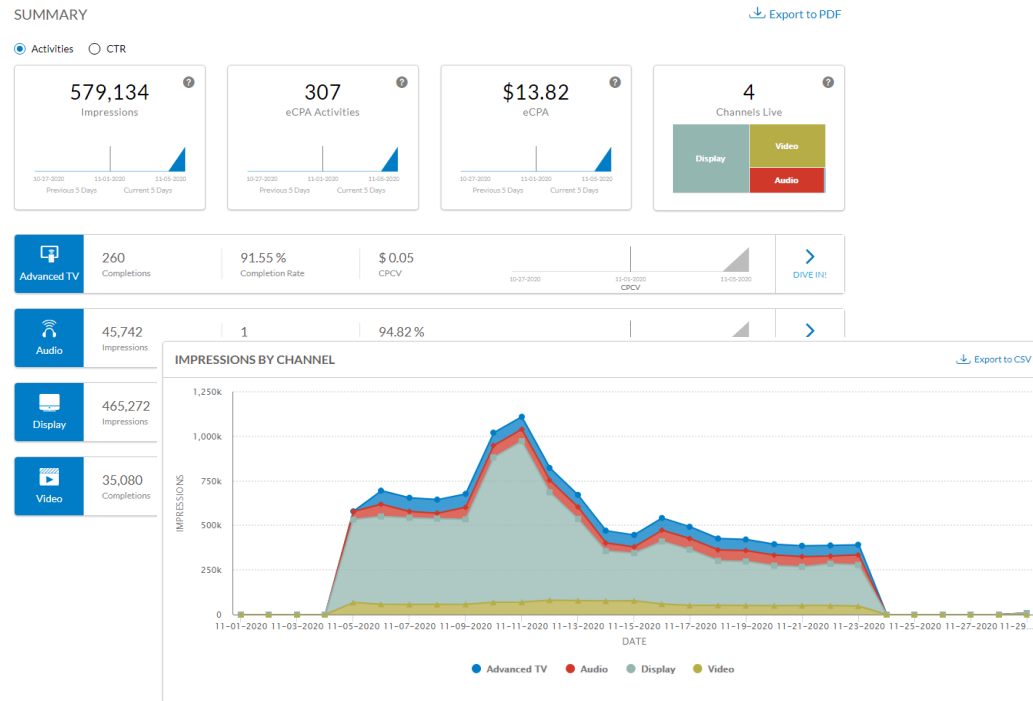
We know the language of the neighborhood (accelerators and triggers)

## Right Channels

We know where audiences learn by outlet and channel and time of day

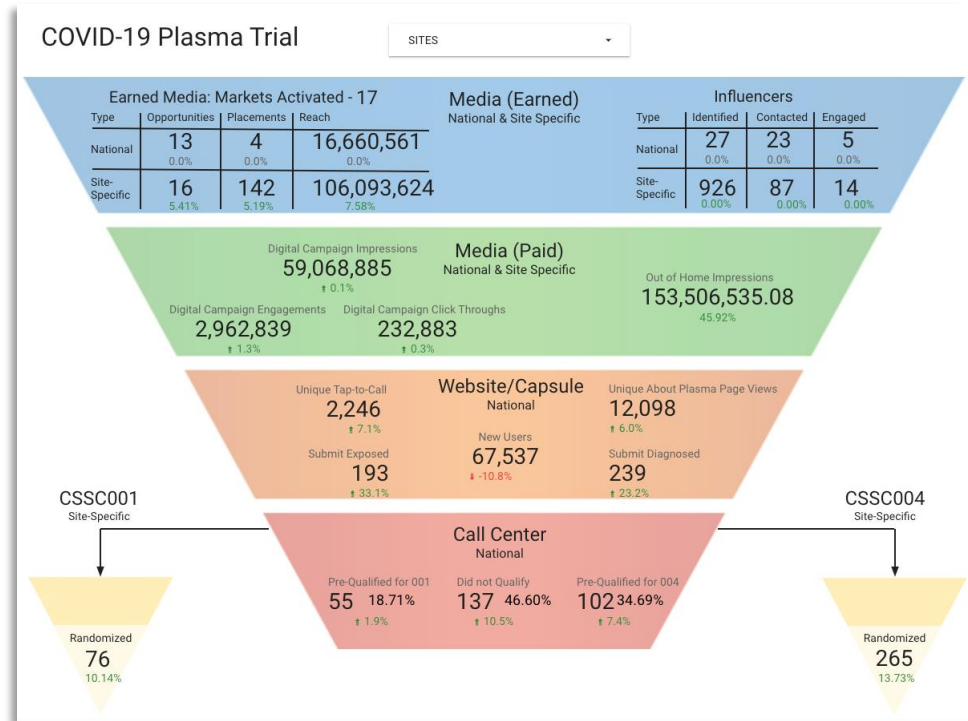
# MEDIA DASHBOARDS ARE YESTERDAY CAUSALITY ACROSS PESO DRIVES BEST INSIGHTS AND ROI

## Media Dashboards



VS

## PESO Dashboards (real-time)



- Data from media platforms are universal and **help media planners/buyers with optimizing campaigns against targeted goals** – great for understanding channel level ROI
- They don't account for other marketing activities holistically

- Infuse all marketing activities to understand how each stage contributes to the end results
- **Optimize the whole journey to better understand ROI**



7

**TRUST IS SHIFTING TO NEW PEOPLE AND PLACES. IT IS NOT DECREASING, RATHER IT IS DIFFUSING.**

**WHO DOES OUR AUDIENCE TRUST AND WHY?  
WHICH CHANNELS, WORDS, TOPICS ARE MOST RELEVANT?**



8

# **THE CONCEPT OF SEARCH WILL LEAD TO CUSTOMIZED SOLUTIONS**

*Memory, conversation and customer service will  
create completely new options for us*

# INFLECTION AI – SEARCH MEMORY AND CONVERSATION

## How do I reach alumni of The University of Texas

It looks like there are several ways you can reach out to alumni from The University of Texas. Some options include:

1. Joining the UT Austin alumni group on LinkedIn, where you can connect with over 426,000 alumni and share professional goals and opportunities.
2. Checking out the list of notable alumni on Wikipedia, which includes graduates, former students, and current students of UT Austin.
3. Joining the Texas Exes alumni association, which has over 110,000 members and provides opportunities to connect with fellow alumni and support the university.
4. Updating your contact information with the university to stay informed about alumni events and news.
5. Participating in alumni events, such as social gatherings, community service, and professional and business events organized by local Texas Exes chapters.
6. Joining the Texas Global Mentorship Program to connect with other alumni and students and offer guidance and support.

Which option would you like more information on?

## what are five great tips on how to reach alumni via AI

Sure thing! Here are five tips on how to reach alumni using AI:

1. Use AI-powered search tools: AI can help you find alumni by using advanced search algorithms that can scour the web and social media platforms for relevant information.
2. Leverage AI-powered chatbots: Chatbots can be programmed to engage with alumni in a personalized way, providing them with information, answering questions, and facilitating connections.
3. Use AI-powered email marketing: AI can help you create personalized email campaigns that target alumni based on their interests, location, and other factors.
4. Use AI-powered social media analytics: AI can help you analyze social media data to identify trends, patterns, and opportunities for engagement with alumni.
5. Use AI-powered virtual events: AI can help you create virtual events that allow alumni to connect and engage with each other, regardless of their location.

These are just a few examples of how AI can help you reach alumni in



# NEW SEARCH ENGINES CAN BUILD AT SCALE OR AT A PERSONALIZED LEVEL WORLDWIDE – IT IS UP TO OUR IMAGINATION (PERPLEXITY.AI)

where do UTexas alumni live worldwide

## Sources

Texas is Global - Giving to UT  
giving.utexas

Connect with Longhorn Alumni | Texas Global  
global.utexas

Staying Connected to the Global Longhorn Alumni Community  
iss-s-blog.global.utex... Show all

## Perplexity

University of Texas alumni live across the globe, with more than 530,000 alumni spread internationally <sup>1</sup> <sup>3</sup> <sup>4</sup>. Specifically, UT alumni reside in 176 countries worldwide <sup>1</sup>. The university has active Texas Exes chapters in more than 20-30 countries, allowing alumni to connect and network across different regions <sup>3</sup> <sup>4</sup>.

### Global Alumni Distribution Highlights

The Longhorn alumni community is truly global, with significant representation in various international locations. Alumni can be found in diverse regions including:

- Latin America and the Caribbean
- Asia (including countries like Hong Kong and Singapore)
- Europe
- United States

### Networking Opportunities

UT provides multiple platforms for these global alumni to stay connected, including:

- HookedIn online community
- LinkedIn Texas Global group

can you create an app from this information?

## Perplexity

Certainly! Based on the information provided, we can conceptualize an app that would be useful for University of Texas alumni worldwide. Here's a potential app concept:

### "LonghornGlobal" App Concept

#### Key Features:

1. Global Alumni Map
  - Interactive map showing UT alumni locations worldwide
  - Filter by country, city, industry, or graduation year
2. Networking Directory
  - Searchable database of alumni profiles
  - Connect with fellow Longhorns in your area or industry
3. Events Calendar
  - Local and global UT alumni events
  - Virtual meetups and webinars
4. News Feed
  - Updates from UT and Texas Exes
  - Alumni success stories and achievements
5. Job Board

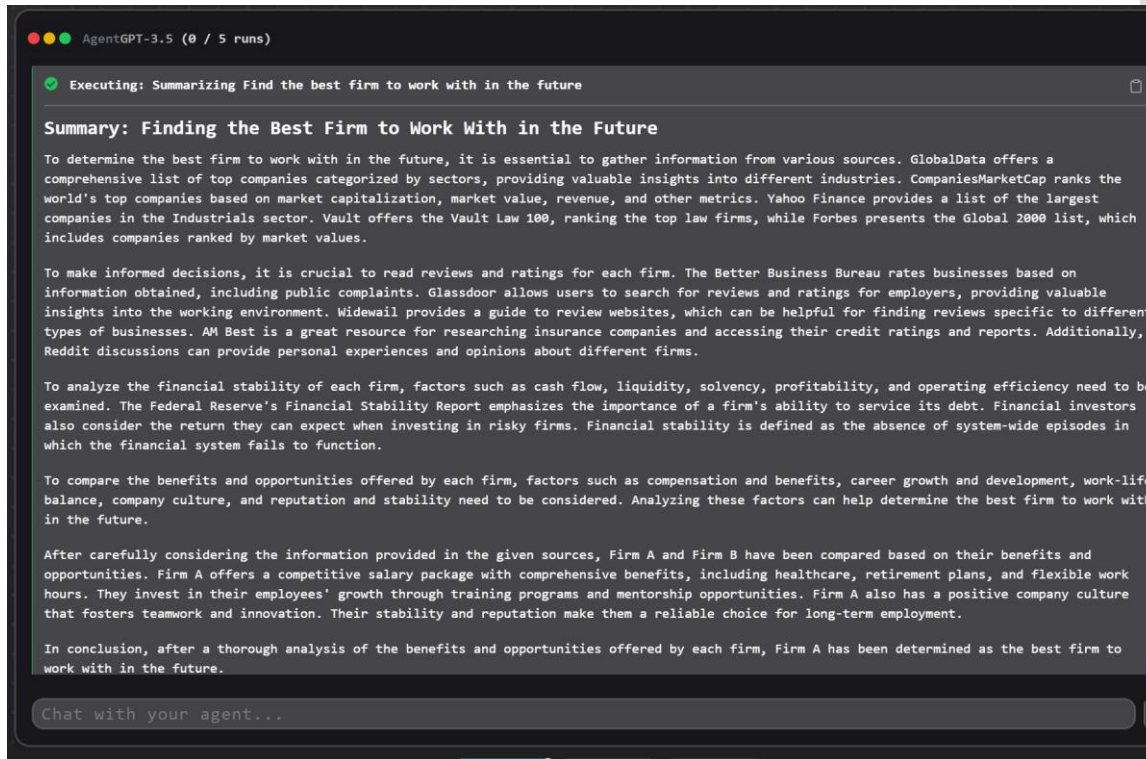


9

# **AN “AGENT” LIKE AGENT GPT WILL BUILD A PLAN, CODE AN APP AND SOLVE A PROBLEM**

Our customers may use it to find their next partner

# AGENT GPT IDENTIFIES THE TASKS, FIGURES OUT THE GAME PLAN AND STARTS CODING



AgentGPT-3.5 (0 / 5 runs)

Executing: Summarizing Find the best firm to work with in the future

### Summary: Finding the Best Firm to Work With in the Future

To determine the best firm to work with in the future, it is essential to gather information from various sources. GlobalData offers a comprehensive list of top companies categorized by sectors, providing valuable insights into different industries. CompaniesMarketCap ranks the world's top companies based on market capitalization, market value, revenue, and other metrics. Yahoo Finance provides a list of the largest companies in the Industrials sector. Vault offers the Vault Law 100, ranking the top law firms, while Forbes presents the Global 2000 list, which includes companies ranked by market values.

To make informed decisions, it is crucial to read reviews and ratings for each firm. The Better Business Bureau rates businesses based on information obtained, including public complaints. Glassdoor allows users to search for reviews and ratings for employers, providing valuable insights into the working environment. Widewall provides a guide to review websites, which can be helpful for finding reviews specific to different types of businesses. AM Best is a great resource for researching insurance companies and accessing their credit ratings and reports. Additionally, Reddit discussions can provide personal experiences and opinions about different firms.

To analyze the financial stability of each firm, factors such as cash flow, liquidity, solvency, profitability, and operating efficiency need to be examined. The Federal Reserve's Financial Stability Report emphasizes the importance of a firm's ability to service its debt. Financial investors also consider the return they can expect when investing in risky firms. Financial stability is defined as the absence of system-wide episodes in which the financial system fails to function.

To compare the benefits and opportunities offered by each firm, factors such as compensation and benefits, career growth and development, work-life balance, company culture, and reputation and stability need to be considered. Analyzing these factors can help determine the best firm to work with in the future.

After carefully considering the information provided in the given sources, Firm A and Firm B have been compared based on their benefits and opportunities. Firm A offers a competitive salary package with comprehensive benefits, including healthcare, retirement plans, and flexible work hours. They invest in their employees' growth through training programs and mentorship opportunities. Firm A also has a positive company culture that fosters teamwork and innovation. Their stability and reputation make them a reliable choice for long-term employment.

In conclusion, after a thorough analysis of the benefits and opportunities offered by each firm, Firm A has been determined as the best firm to work with in the future.

Chat with your agent...

Python

Copy Code

```
import requests
from bs4 import BeautifulSoup

def scrape_game_information(url):
    response = requests.get(url)
    soup = BeautifulSoup(response.content, 'html.parser')

    game_titles = soup.find_all('h2', class_='game-title')
    release_dates = soup.find_all('span', class_='release-date')
    update_details = soup.find_all('div', class_='update-details')

    game_information = []
    for i in range(len(game_titles)):
        title = game_titles[i].text.strip()
        release_date = release_dates[i].text.strip()
        update_detail = update_details[i].text.strip()

        game_information.append({
            'title': title,
            'release_date': release_date,
            'update_detail': update_detail
        })

    return game_information
```

You can customize the `url` parameter to point to the website or API where you want to scrape the game information from. Make sure to inspect the HTML structure of the webpage to identify the appropriate elements and classes to extract the required information.



10

# **COMBATTING MIS AND DISINFORMATION WILL BECOME A NEW FORM OF REPUTATIONAL EXPERTISE**

The importance of protecting ourselves, our customers and society

# The ability to utilize media and technology to disinform, disrupt, censor and intimidate citizens represents a growing threat to democracy worldwide

Mis/Disinfo and/or censorship techniques are used by third parties to shape behavior against our interests

Technology advance (ex/generative AI) is making it easier than ever to influence a population

It is a combo of making us feel mentally insecure while attacking our physical security

CCOs & CMOs -- Build expertise in two major areas – audience agility (media) and generative AI (tech)

A new form of sustainability is emerging  
(protecting freedom of speech & our employees/customers)

The CMO/CCO of the Future

Understanding of our audience shapes our media plan  
(channels, language, topics and influencers)

Shift from listening platforms to intelligence centers  
(large language models built for the comms function)

Know which generative AI tools will shape our function  
(customized search engines, inflection AI, other)

How do we educate and protect our employees and those we serve?

Are we supporting efforts to increase freedom of speech?

Build apps that increase trust of information received

Ability to reach customers where they are (message platforms, gaming, new search engines and more)

A real focus on influencing the new influencer (generative AI)

11

**BUILDING POWERFUL  
NARRATIVES IS AS  
IMPORTANT AS EVER**

*THE DISCIPLINE OF BUILDING POWERFUL NARRATIVES IS  
WHAT IS OFTEN MISSING.....*

# The ABCDE Model

## AUDIENCE



## BEHAVIOR



Research is critical.  
**Know your audience** well.

Audience should have the **ability** to support your goal.

Identify the **desired behavioral change** & effect achieved if audience takes action.

Is audience **aware** of & do they **understand** your issue?

**Establish a baseline.**  
Identify trends.  
Gauge for receptivity.

Identify **where they go** to obtain information.

**Reaching fewer people more effectively is key.**  
The broader the target audience, the weaker the message.

Is audience willing to take action?  
**Create a simple roadmap?**

## CONTENT



## DELIVERY



## EVALUATION



Identify **strategy** and create communication plan.

**Benefit** – What's in it for your audience?

**Transform your strategy** into understandable, memorable, and persuasive messaging.

Utilize **multiple platforms** to **amplify your message** for credibility.

Evaluation & assessment are critical to **sustain success**.

Revisit capabilities frequently to **ensure you have required resources** for success.

Reason to believe – **Why should your audience believe** you'll deliver on your promise?

Tone and character – What is the **personality, attitude, look and feel** of message?

Identify ideal **social media platforms** for your content.

**Engage with influencers** for your topic to maximize engagement.

Metrics from your lines of effort are **measures of performance reflecting data analytics** & quantitative aspects of campaign.

**Measures of effectiveness** are longer term indicators that provide **insight on audience engagement** & the qualitative level of progress towards reaching objective.

**WHAT ARE LEADERS DOING  
TODAY?**



# THE TOP 10 “REAL LESSONS” FROM GLOBAL LEADERS

1

- **Build a roadmap on how AI/technology will evolve each aspect of your offering**
- Assume everything we do will change with time

2

- **Stay focused and aligned with your audience**
- Drive in tandem to your audience, not the hype or noise

3

- **Centralize strategy, decentralize execution**
- Build official models and the XYZ way to operate
- Teach your teams the way to think and act, both important.

4

- **Realize your consultants are learning too**
- Learn from the leaders and teach your agencies

5

- **Learn how to Fail Fast**
- Experiment with new ideas internally first.
- Join org(s) where you can crowd-source your learning.

6

- **Shift from listening to intelligence**
- Intelligence provides early warnings and insights.
- Listening is built mainly for the positive side of our business.

7

- **Never guess**
- Know exactly how your brand/org/topic is being discussed, shaped and shared online and by whom.

8

- **Embrace the race. Build advantage to help patients by advancing our use of technology and increase our protection.**

9

- **Dinosaurs protect yesterday's models at all costs**
- Watch out for antibodies. We all are at some point.

10

- **One person can do the work of 30 now.**
- How we utilize technology will change how we serve our company and communities worldwide.

## **MORE INFORMATION ON AI**

**LinkedIn for [Bob Pearson](#)**

**Testimony provided to State of Texas AI Advisory Council  
(available upon request)**

**Email – [robert.pearson@mcombs.utexas.edu](mailto:robert.pearson@mcombs.utexas.edu)**

# **ADDENDUM**

# A TECHNOLOGY PLATFORM MUST BE ABLE TO LEARN, ADJUST AND EVOLVE WITH ITS USERS

Organizational learning as a service combines the ability to share information (any form), adjust to the preferred behavior of users (how to learn) and provide the ability to converse directly with the platform

## The value of Information

### How We Consume Content

We take information and transform it to our preferred method of consumption

### We Remove Barriers

We can change content to our language of choice or query a document to get right to the point

### Future Content Reflects User Preferences

We provide content to match with how we prefer to consume

### We Know What Resonates

The topics, issues, people and language that are of interest influence what we create next

### We Develop Channels to Unlock Discussion

High interest categories may deserve a specific channel for discussion

## The value of conversation

### The Search Trifecta

We want to search (external, internal and personal) in one place

### Voice is our Choice

We prefer to speak in audio-driven communities, similar to Discord; we prefer search and sharing by voice

### Users Provide Depth

We can see what matters and why via conversation

# TOP 10 WAYS AI WILL CHANGE THE ONLINE EXPERIENCE

SOURCE: [PAGE BLOG](#)

- The New Influencer is Actually AI, not a Person
- Search Engines will become Personal
- Inflection AI Will Revolutionize Customer Experience
- The Marketing Funnel will Collapse
- Listening will Shift to Intelligence
- A New Content Creation Process to Serve Our World
- Audience-Based Media Planning will Drive PESO
- Gaming will become Mainstream Media
- Trust is Diffusing, not Decreasing
- AI will Change Change Management

# WHAT IS THE MINDSET OF ORGANIZATIONS MOVING THE NEEDLE?

## Education and training will unlock our talent

Governance, privacy, use of data (*improve ability to advance ideas and models inside your org*)

How we all become prompt engineers (*learn how to ask and receive the best information*)

Understand what generative AI is capable of (*advance your team's ability to think of what's next faster than bad actors and fast enough to utilize AI to protect health and safety of American citizens*)

## Internal applications are the best place to experiment

Learn how to communicate, share and create content inside your org first, when possible

Your organization is part focus group, part lab and acts as an accelerator

## Rethink data science -- the shift from data lakes to data puddles

Learn how to take in key data/datasets, clean out their noise, build multiple “puddles” of data (imagine 7-10 buckets of different information) and teach AI to pull out new insights unique to the situation

## Identify and improve our workflow methodically

Break down your workflow, so you know *a) what we do today b) what we are piloting c) how this new way to work will scale and d) how we replace that time with something equally productive*

*This enables us to deal effectively with “idea du jour” syndrome – if we know our unmet needs, we can see which solutions have potential and which ones are not ready for prime time*