HELPING WORKERS HELP THEMSELVES: THINKING IN 4T FOR AI APPLICATIONS

TERRI L. GRIFFITH
SANTA CLARA UNIVERSITY

t@TERRIGRIFFITH.COM

@TerriGriﬃth
MY ASSUMPTIONS OF THE AUDIENCE

WE

DESIGN

SELL

IMPLEMENT
IF WE, AND OUR CUSTOMERS, THINK IN 4T:

- Better Designs
- Better Adoption
- Better Use
- Better Growth
Prediction Machines
The Simple Economics of Artificial Intelligence

HUMAN + MACHINE
Reimagining Work in the Age of AI

KLAUS SCHWAB
Founding Director, World Economic Forum

PAUL R. DAUGHERTY
H. JAMES WILSON

HARVARD BUSINESS REVIEW PRESS
• Start with the work, not the “job” or the technology
• Understand the different work automation opportunities
• Manage the decoupling of work from the organization
• Re-envision the organization

https://hbr.org/2017/04/thinking-through-how-automation-will-affect-your-workforce
General Context:

Work is Changing
Broad Predications

Specific Example of an Industry

Newspaper newsroom employees declined by 45% between 2008 and 2017.

Number of U.S. newsroom employees in each news industry, in thousands

- Newspaper publishers
- Television broadcasting
- Digital-native
- Radio broadcasting
- Cable television

Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and correspondents; editors; photographers; and television, video and motion picture camera operators and editors. Digital-native sector data are based on “other information services” industry code, whose largest component is “internet publishing and broadcasting and web search portals.”

A Different Way of Thinking
THE PLUGGED-IN MANAGER

GET IN TUNE WITH YOUR PEOPLE, TECHNOLOGY, AND ORGANIZATION TO THRIVE

TERRI L. GRIFFITH

Foreword by John Hagel III, Bestselling Author, The Power of Pull
We see in **3D**

We Need to **Think in 4T**
Target – Goals/Strategy
Talent – KSAs
Technology – AI to
Technique – Methods/Policy
We DESIGN SELL IMPLEMENT

We, and our Customers, need to think in 4T
A Different Way of Thinking
**SYSTEM 1**

Automatic
Quick
Little or no effort
No sense of voluntary control

**SYSTEM 2**

Concentration
Complex
Agency
Choice

Kahneman, Daniel. Thinking, Fast and Slow (pp. 20-21).
System 2, *Thinking in 4T* in this case, is difficult…

“if you are not ready or if your attention is directed inappropriately.”

Kahneman, Daniel. *Thinking, Fast and Slow* (p. 22)
Let’s think about how to direct attention
Target

Talent

Technology

Technique
Target
Talent
Technology
Technique
3 MACRO PRACTICES

Stop-Look-Listen
Draft the 4Ts
Deconstruct the Work*
Describe Return on Improved Performance*
Mix/Negotiate: Across the 4Ts

Share/Transparency

*Reinventing Jobs: Jesuthasan & Boudreau
ROBOTS MIGHT NOT TAKE YOUR JOB—BUT THEY WILL PROBABLY MAKE IT BORING
“Across my studies, the pattern is similar. The robot gets installed, handling a focused set of dirty, dangerous, or boring tasks. Efforts to redesign the work slow to a trickle: once results are the same or slightly better than before the redesign stops there.”

— Matt Beane

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Thinking in 4T is about implementation

Not just installation
Targets move
Talented people don’t stop wondering
Technology doesn’t stop updating
Our techniques can always get better

Great chance to leverage our work in 6 Sigma, Agile, etc.
Nudge

Improving Decisions About Health, Wealth, and Happiness
We see in **3D**

We Need to

Think in **4T**
SEE ONE, DO ONE, TEACH ONE

TWO TOOLS & AN EXERCISE
SEE ONE

RAY TREMBLAY, VP SALES FOR TABLE UP

USING EVA -- VOICERA
“Speak normally, and Eva's intelligent A.I. algorithms will automatically highlight key moments in conversation like action items and next steps.

Eva listens for keywords in speech, but also recognizes intent.

You can use voice commands to activate Eva to take a note or silently press the highlight button to not interrupt the flow of conversation.”
### Target: Make sales

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Talent</strong></td>
<td>Ray listens, talks, writes, relies on memory</td>
</tr>
<tr>
<td>High Use</td>
<td>Ray makes sure Eva is invited to meeting and client is ok with Eva transcribing. No focus on typing. Use of CRM.</td>
</tr>
<tr>
<td>Med Use</td>
<td></td>
</tr>
<tr>
<td>Low Use</td>
<td></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>High Use</td>
<td>AI voice transcription and issue highlighting</td>
</tr>
<tr>
<td>Med Use</td>
<td>Paper &amp; Pencil</td>
</tr>
<tr>
<td>Low Use</td>
<td></td>
</tr>
<tr>
<td><strong>Technique</strong></td>
<td></td>
</tr>
<tr>
<td>High Use</td>
<td>Managing the call, the notes, customer data</td>
</tr>
<tr>
<td>Med Use</td>
<td>Practice that assures client is ok with Eva transcribing</td>
</tr>
<tr>
<td>Low Use</td>
<td></td>
</tr>
</tbody>
</table>
Target: Make Sales

- Talent
- Technology
- Technique

Legend:
- Red: Traditional Notes
- Purple: AI Transcription of Sales Call
Do One
Try and trigger Thinking in 4T the next time you discuss the design, sale, or implementation of your technology.
SIRI, ALEXA, GOOGLE MAY BE OUR GATEWAYS....

Siri does more than ever. Even before you ask.
How Far Down?
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