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## INSIGHTS



### GENERATIVE AI

## INTRODUCTION, THINGS TO CONSIDER, AND BUSINESS CASES PART 3 OF 4

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As a continuation of our Generative AI discussion, Part 3 in our series will revolve more around the future of Large Language Models (LLMs), specifically Responsible AI and Future Trends. As Large Language Models (LLMs) continue to advance, their ability to generate human-like text and understand complex queries has brought about significant breakthroughs across various industries, including customer service, healthcare, and education. However, alongside these innovations comes the growing need for Responsible AI—ensuring that these powerful models are deployed in ways that prioritize ethical considerations, fairness, and transparency. Issues such as bias, privacy, misinformation, and accountability have emerged as critical challenges that must be addressed to mitigate risks and align LLMs development with societal values. Furthermore, as the field rapidly evolves, several future trends are shaping the trajectory of LLMs, including advancements in model efficiency, improved interpretability, and novel regulatory frameworks for AI governance. This white paper explores the importance of Responsible AI in the context of LLMs, discussing key ethical concerns and projecting future trends that will define the responsible and sustainable use of these transformative technologies.

— Warren Norris, Managing Partner



### Generative AI – Responsible AI

Responsible AI refers to the ethical and moral framework that guides the development, deployment, and use of AI systems to ensure they align with human values and societal norms.

#### So, what does that definition mean?

Generative AI is a powerful emerging technology with the potential to improve many, if not the majority, of fields, including healthcare, finance, marketing, and the list goes on. However, due to its power, it must have checks and balances in place. AI systems must be diversified and free from bias, which requires balanced input training data that trains the model. Additionally, data privacy rules must be strictly followed. (Ex: The need to obtain consent before using personal photos for facial recognition or financial information for fraud detection.)

#### Implementing Responsible AI:

- Ethical Principles.
- Data Quality – no bias of discrimination, favoring all scenarios.
- Transparency – know what is going on behind the scenes with your algorithm.
- Consent and Compliance – following all legal privacy rules.





- Monitor and Improve – analyze output and make needed changes.
- Human in the Loop – make sure there is a fallback in place, and the best validator is a human.

If we have bias, discrimination, or privacy concerns, there will be legal consequences and loss of trust.

### Generative AI – Summary and Future Trends

**Rapid Evolution of Generative AI:** ChatGPT launched in November 2022, gaining 100 million users within two months, signaling unprecedented growth.

**From Ideas to Implementation:** Companies have moved from exploring potential uses of ChatGPT to actual implementation, with Microsoft integrating ChatGPT with Copilot and AWS and Google offering cloud services for faster solution development.

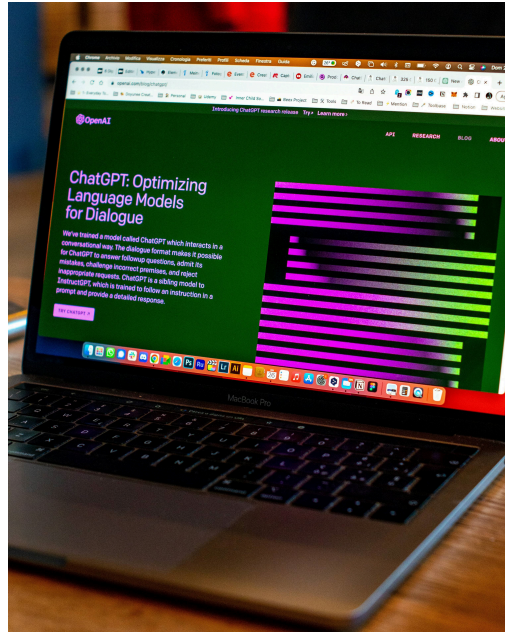
**Shift to Smaller, Targeted Models:** Due to the high costs and computational power required to train large models, smaller companies are focusing on models with 15-40 billion parameters, allowing for industry-specific LLMs that can be quickly fine-tuned.

**Multimodal AI:** New models are emerging for image, audio, and video generation.

**Responsible and Regulated AI:** There will be an increased focus on responsible AI usage, with growing regulation from governments and international bodies.

**By 2026, 80% of Enterprises Will Use Generative AI:** Compared to just 5% in 2023, this indicates widespread adoption across industries.

**Skill Shift and New Job Opportunities:** While some jobs will be impacted, new job opportunities will emerge, leading to a skill shift rather than job elimination.



- **Greater Impact on Knowledge Work:** Unlike previous technological impacts on lower- skilled jobs, this wave will affect knowledge workers, especially in fields like law, customer support, and content-related roles, due to AI's natural language understanding capabilities.
- **Most Impacted Areas:** Customer operations, legal, marketing/ sales, software engineering, and R&D will see significant changes, with automation and expedited development cycles.
- **Increase in Human Productivity:** Generative AI will boost productivity, helping professionals in various fields, including software development, marketing, and education, by automating tasks and generating new ideas.

### Generative AI – Final Thoughts

As someone with only moderate prior experience with AI and not really having any expert knowledge of how Generative AI will change the way we do business at our jobs and in our life, I have experienced how helpful it can be in just a small way while writing this paper. With previous papers I have written, after the initial research was complete, I would spend many days writing the content. This paper on Generative AI was written in a much shorter timeframe because I was able to use Generative AI to help summarize, as well as enhance, my thoughts. By using AI as a tool, not as the author, I was able to reduce my writing effort by about 50%.

Again, you do not want to completely rely on the output from AI, but it provides a good starting point. Remember:

**AI won't replace humans – but humans with AI will replace humans without AI.**