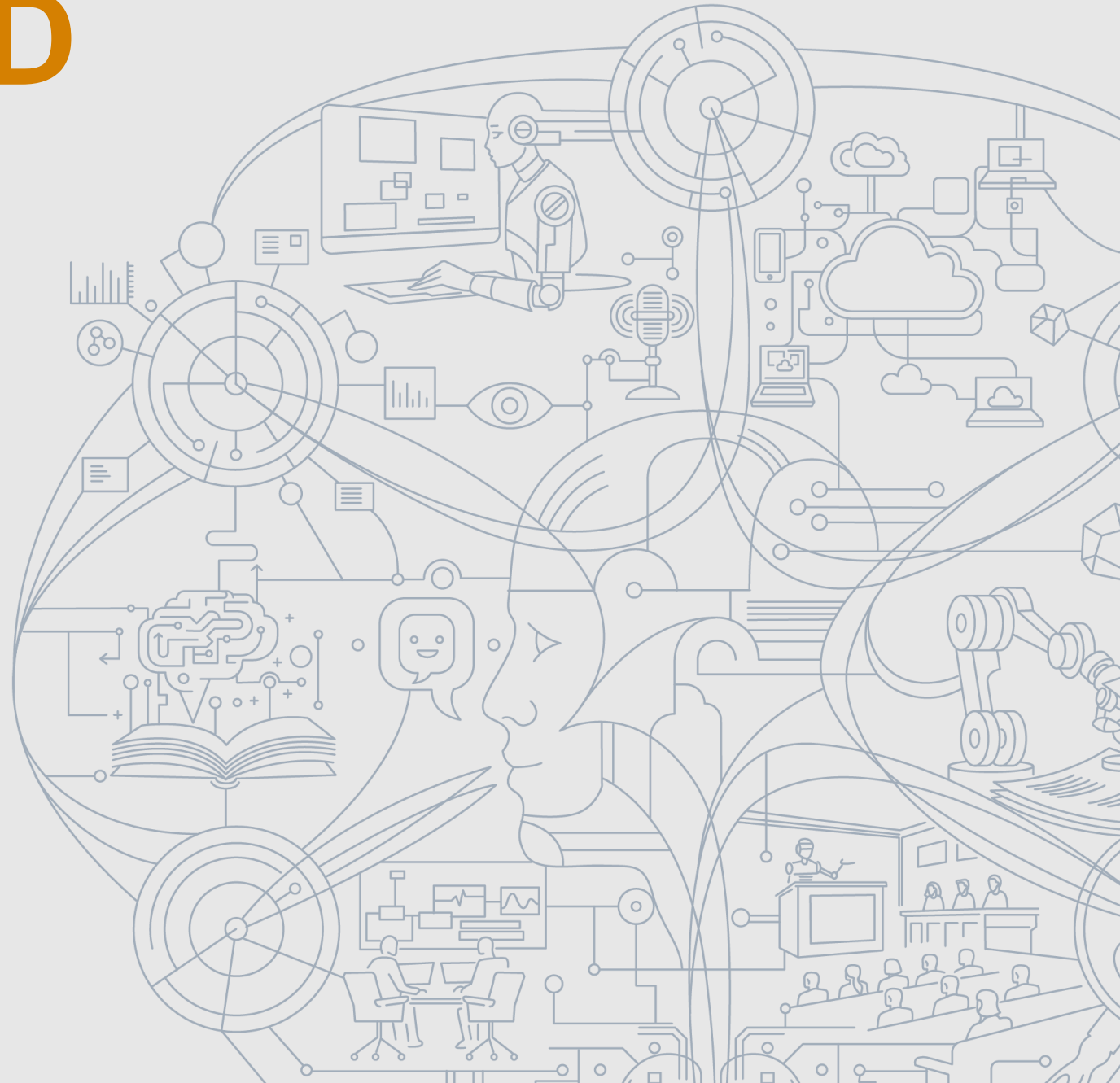


AI UNLEASHED IN THE WORKPLACE



ag ADDLESHAW
GODDARD

MORE IMAGINATION **MORE IMPACT**

WHAT ARE WE GOING TO COVER?

01

WHAT IS GEN AI?

How do GenAI tools work and what do they do?
Key principles

02

USING GEN AI

What do employers stand to gain? Business, Legal and HR

03

WHAT SHOULD YOU BE THINKING ABOUT?

People challenges, bias, responsible AI and ethics, regulation

04

AND FINALLY...

Top tips and closing thoughts. The challenge!



GEN AI TOOLS: **HOW DO THEY WORK AND WHAT DO THEY DO?**

WHAT IS AI?

*“Umbrella term for a range of technologies that solve tasks by **carrying** out functions that previously required human thinking”*



LEARNING



PERCEPTION



REASONING



PROBLEM SOLVING

01001
10010
01100

NATURAL LANGUAGE
PROCESSING



MACHINE LEARNING

The use and development of computer systems that are able to learn and adapt without following explicit instructions, by using algorithms and statistical models to analyse and draw inferences from patterns in data.



GENERATIVE AI

AI capable of generating text, images or other media. Can learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

Examples



OPENAI



CHATGPT



CLAUDE



BING

Gemini

GEMINI



LAMDA



COPILOT

TYPES OF AI IN PRACTICE

BACK OFFICE

RISK MANAGEMENT

CUSTOMER-FACING

i

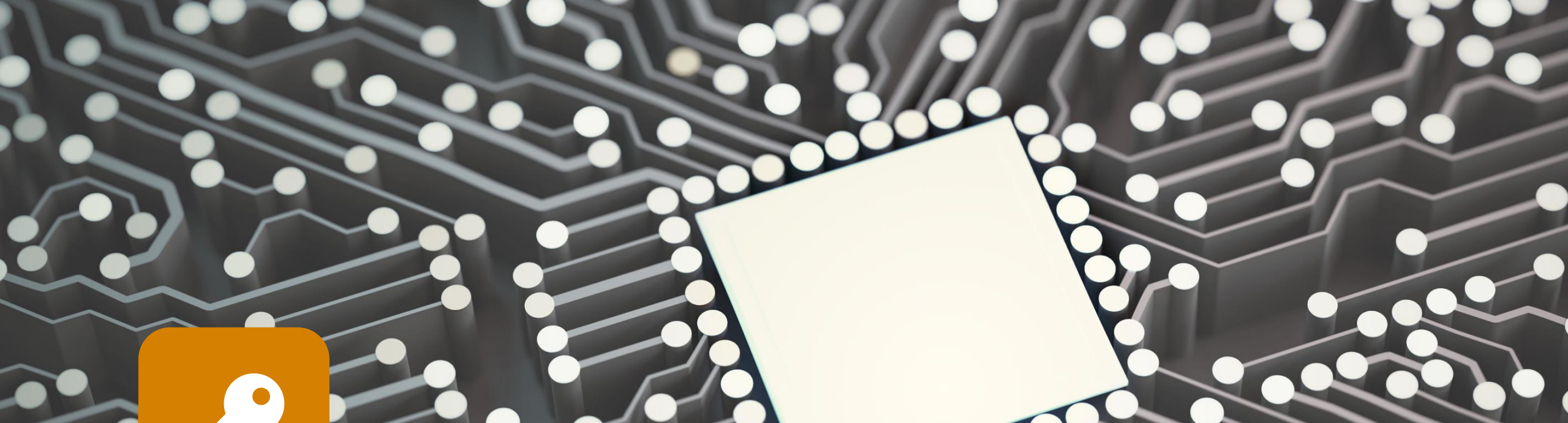
TRADITIONAL AI

- Fraud detection
- Risk assessment
- Process automation
- Compliance and reporting
- Business analytics

ii

GENERATIVE AI

- Potential enhancement of traditional AI solutions
- Co-pilots
 - Natural language generation for communications, image generation
- Hyper-personalisation



KEY PRINCIPLES : HALLUCINATIONS

HALLUCINATIONS

- i. A 'Hallucination' is content generated by an LLM that is presented as accurate but is made-up, or inconsistent with the input data
- ii. Currently not possible to guarantee zero replication of wording from sources. BUT also not possible to guarantee 100% correct retrieval of wording from sources.
- iii. Not a search tool, it relies on the content provided or the source it has been specifically connected to
- iv. There are ways to mitigate hallucinations, but taking responsibility for your use of GenAI is the most important thing.

The ChatGPT Lawyer Explains Himself

In a cringe-inducing court hearing, a lawyer who relied on A.I. to craft a motion full of made-up case law said he "did not comprehend" that the chat bot could lead him astray.

Share full article



Steven A. Schwartz told a judge considering sanctions that the episode had been "deeply embarrassing." Jefferson Siegel for The New York Times

“

...your affiant greatly regrets having utilized generative artificial intelligence to supplement the legal research performed herein and will never do so in the future without absolute verification of its authenticity...

Steven Schwartz, New York Attorney



01001
10010
01100

KEY PRINCIPLES : PROMPTING

THE IMPORTANCE OF PROMPTING

“CAVEAT PROMPTOR”

01001
10010
01100

A Prompt is the text used to communicate with an AI system. It is an instruction, usually in words, that allows us to tell the AI what we want and specifically how we want it.



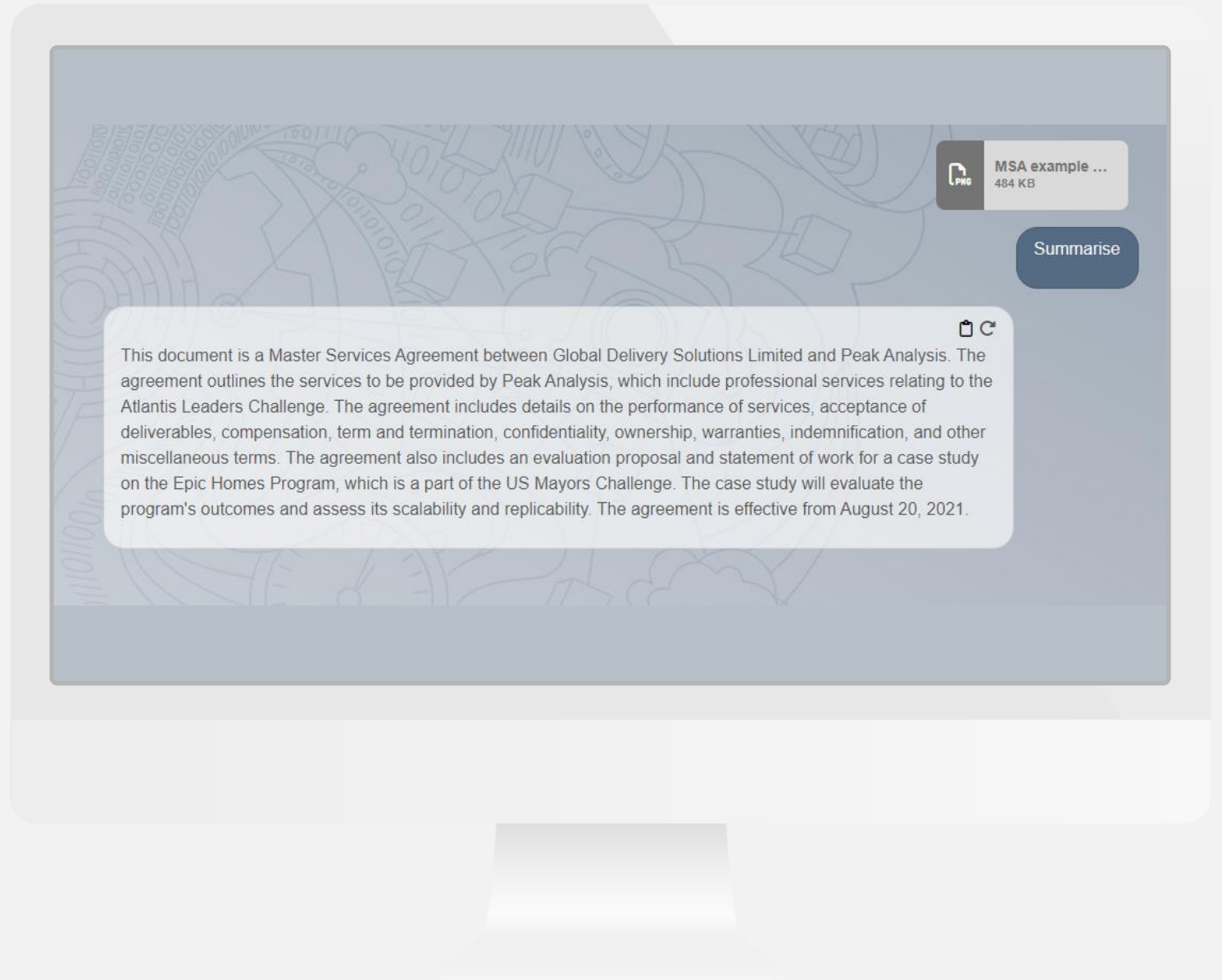
There is a technique to communicating with an AI, learning how they understand language and how to get the best result - this has been coined “**Prompt Engineering**”.



A well-constructed prompt is focused on the specificity of what a person is requesting of the Generative AI. The more detailed instructions provided to the AI the better the response you will get.

PROMPT EFFECTIVENESS

Broad, and directionless instruction to summarise a document will bring back a summary that allows the LLM to decide what it thinks it relevant, rather than what you most want to know







PROMPT EFFECTIVENESS

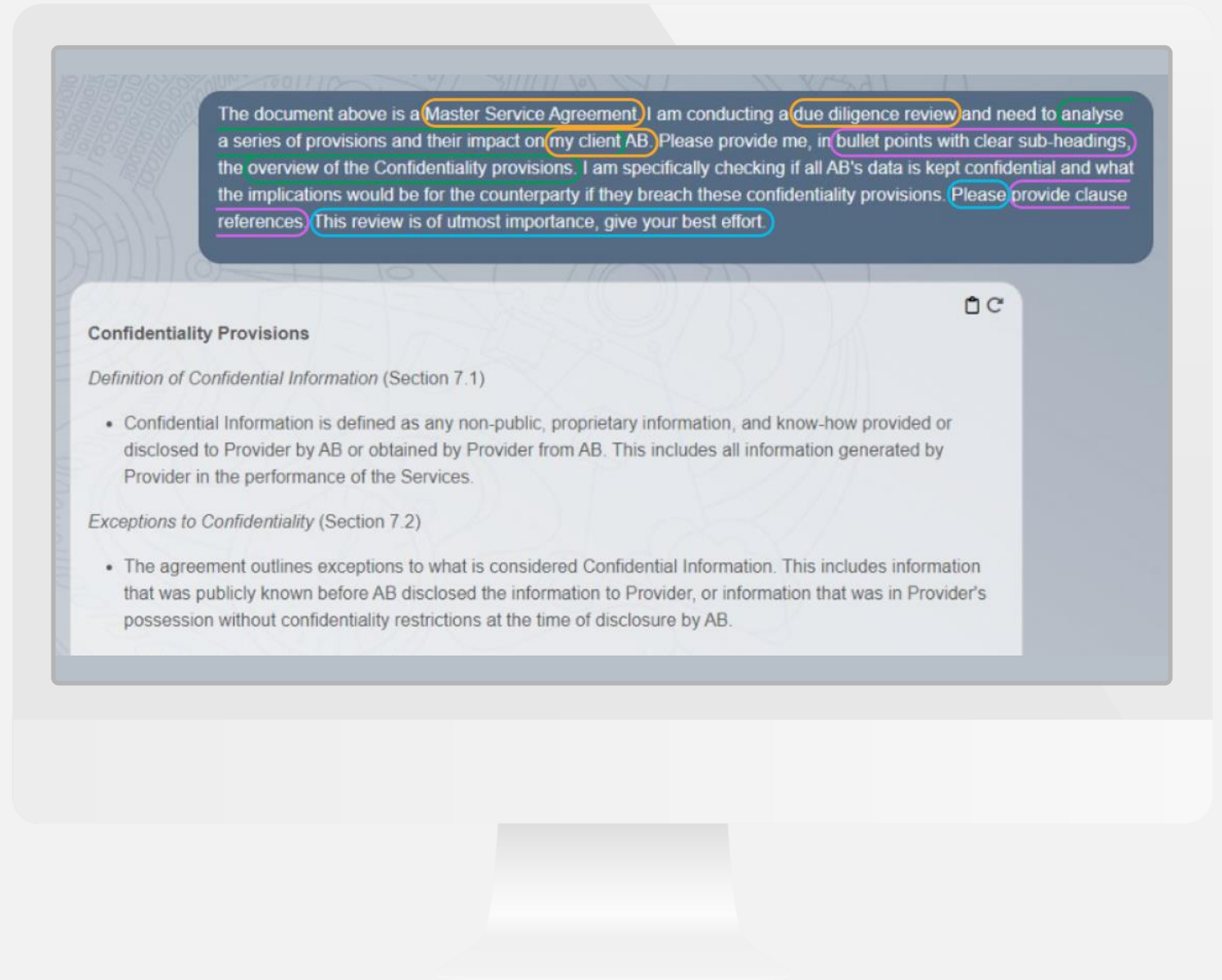
Clear and concise instruction to summarise a document focusing on key points that the user wants to know, telling the LLM what to focus on.

 Provide Context

 Define Response Structure

 Outline Your Focus

 Utilise Emotional Drivers



A QUICK POLL (GO TO SLIDO)

Q1

Have you used a Generative AI tool in your day-to-day life?

Q2

Have you used a Generative AI tool to deliver all or part of a work output?

Q3

If you answered Yes to Q2, what tools have you used?

Q4

Do you know whether others in your organisation are using Generative AI?

Q5

Does your business plan to adopt Generative AI to enhance how work is performed?



SCAN ME!



USING GEN AI:
WHAT DOES BUSINESS STAND TO GAIN?

ADOPTING AI: BUSINESS



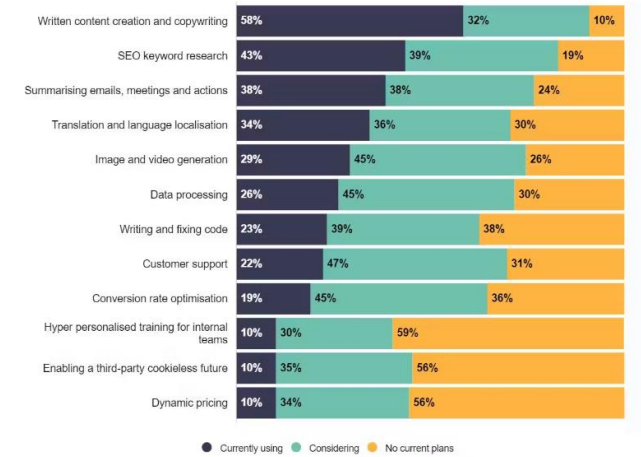
People will use this technology

32%

of marketers say their organisation is already using generative AI tools and 43% are actively considering doing so

Econsultancy Future of Marketing survey

Figure 2: What use cases for generative AI is your organisation already either pursuing or considering?



Source: <https://econsultancy.com/generative-ai-adoption-marketing/>



Business will look to legal for guidance on how to use and deploy Generative AI tools within current workflows

75%

of the value that generative AI use cases could potentially deliver fall across four areas: customer operations, marketing and sales, software engineering, and R&D

McKinsey & Company



Sources: Bain Generative Artificial Intelligence Surveys, October 2023 (N=198) and February 2024 (N=200)

ADOPTING AI: LEGAL



Generative AI is proving useful across a range of legal use cases

60%

of in-house counsel expect law firms to use Generative AI

LexisNexis Legal Generative AI survey

95%

of lawyers believe generative AI will have a noticeable impact on the law

LexisNexis Legal Generative AI survey

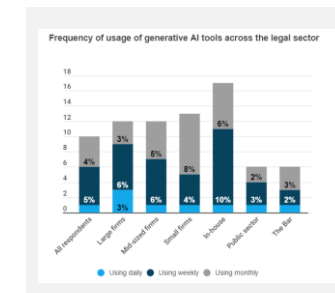
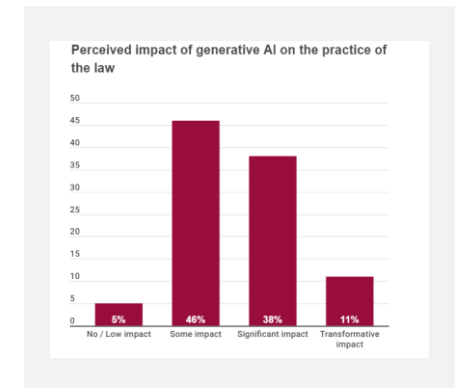
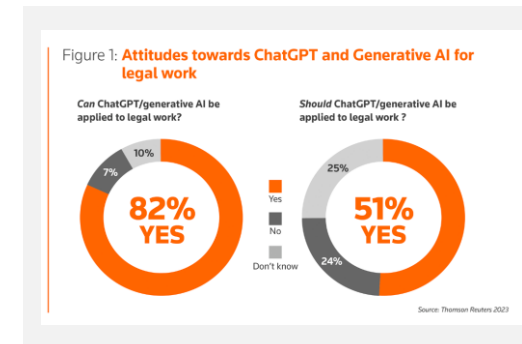


How do lawyers use this to increase delivery and match expectations?

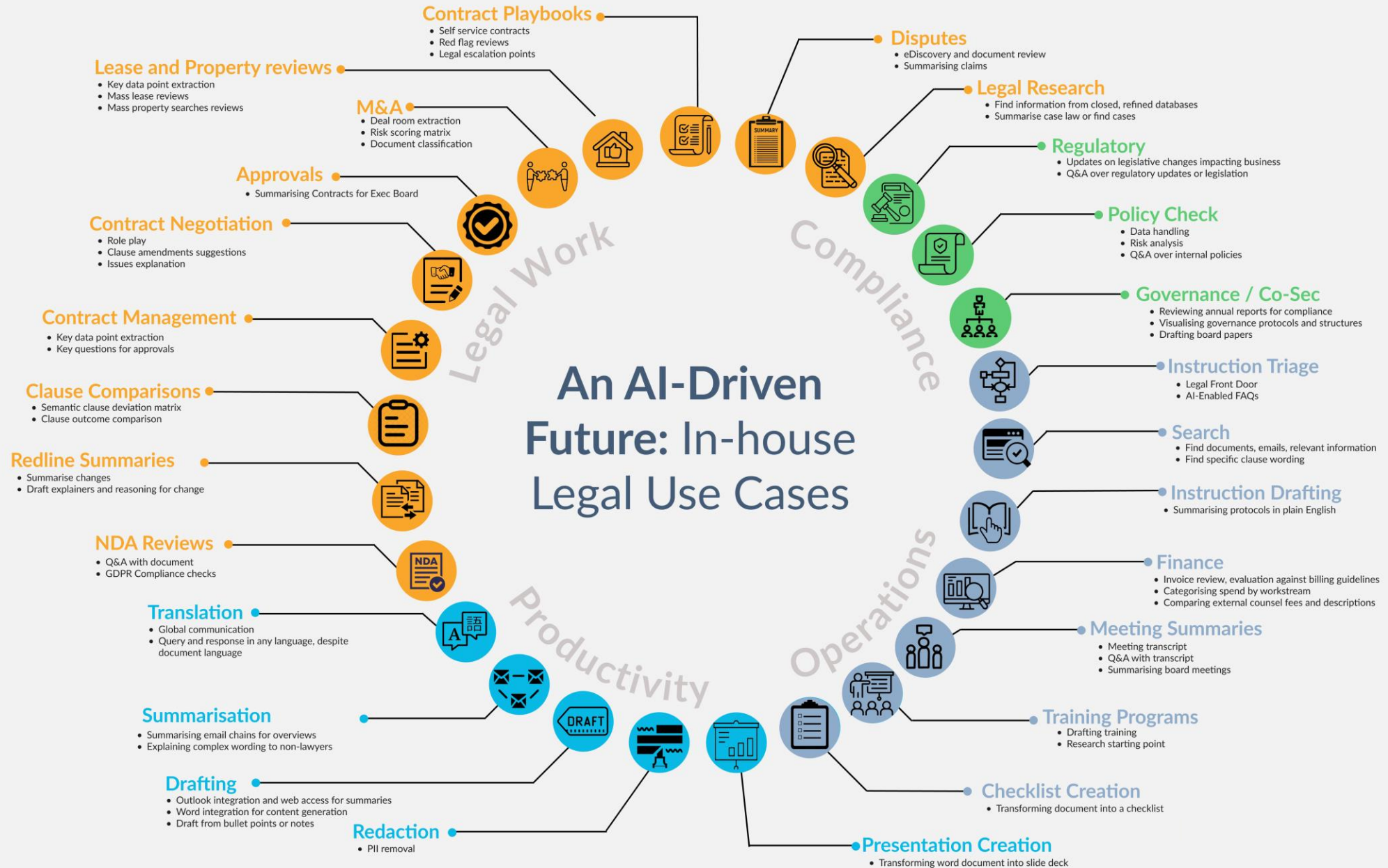
73%

Nearly 3 in 4 lawyers (73%) say they plan to utilize generative AI in their legal work

Wolters Kluwer

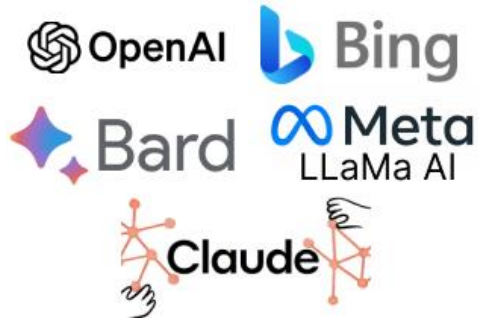


An AI-Driven Future: In-house Legal Use Cases



GENERATIVE AI TOOLS FOR LEGAL

PUBLICLY AVAILABLE LLMs



OPEN SOURCE

Bert Bloom Dolly 2 Mistral MPT-7B
Flan-T5 GPT4All OPT-175B XGEN-7B
GPT-NEOX/GPT-J Vicuna-13B Falcon 40B

LAW FIRM BESPOKE

AGPT (Addleshaw Goddard) Fleet AI (Dentons)
YCNBot (Travers Smith) Laila (Linklaters)
ChatGD (Gundersen Dettmer) Eltemate Craig (Hogan Lovells)

CONTRACT REVIEW / ANALYSIS



LEGAL DRAFTING



KNOWLEDGE / LEGAL RESEARCH



CLM



E-DISCOVERY



AG'S AI JOURNEY

2000+

AG employees are using AGPT, with over 200,000 prompts input

100+

clients supported on their GenAI journey so far

75

unique Generative AI tools reviewed



DOCUMENT REVIEW

Incorporating GenAI into tools used to extract risks and data from documents, across M&A Diligence, eDiscovery, Commercial Terms, Lease and Land Agreements, and general documents.



DRAFTING

Using GenAI to supporting both non-legal and legal drafting, with a clear focus on origin and sources for any legal drafting work.



SUMMARISATION

AGPT is being used across the firm to support on document or case summaries.



CONTRACT RISK PLAYBOOKS

GenAI can be used to assess contracts against specific rules. Identifying areas of non-compliance with standard playbooks and approaches.

POTENTIAL FOR AI IN THE EMPLOYEE LIFECYCLE

POLICIES AND COMPLIANCE

Drafting assistance / chatbots to navigate, open-text or research-based questions

RETENTION AND REDUNDANCY

Analyse likely leavers, initial selections for redundancy

ATTRACTION AND SELECTION

Generate talent profiles, selection practices

INDUCTION AND ONBOARDING

Chatbots/Co-Pilot



REWARD

Analytics and personalisation

PERFORMANCE MANAGEMENT AND MONITORING

Draft objectives, strategies, development plans, analytics, remote workers

AUTOMATION AND SAFETY

Automate repetitive or dangerous tasks, monitor video feeds for safety

MANAGEMENT

Manage time/tasks, check and coach employees AI use, guidance on policies



WHAT YOU SHOULD BE THINKING ABOUT

PEOPLE CHALLENGES



- Will AI impact people decisions / your HR strategy across the workforce?
- No benchmarks or templates how to use - how to encourage yet ensure safe experimentation?
- Legal risks and impact - bias and discrimination, section 1 statement, data protection

Fintech firm Klarna says 90% of its employees are using generative AI daily

PUBLISHED TUE, MAY 14 2024 6:00 AM EDT



The company will no longer hire staff outside of its engineering department, as AI can perform tasks outside of engineering more efficiently. However, Klarna is not planning layoffs; work will be transferred to AI via attrition of human staff.

Klarna CEO, Sebastian Siemiatkowski

AI could replace equivalent of 300 million jobs - report

© 28 March 2023





BIAS

BIAS

CONSIDERATIONS

i

Are those responsible best placed to make inclusive decisions?

ii

Problematic data correlations

iii

Higher standards and greater transparency

Generative AI: UNESCO study reveals alarming evidence of regressive gender stereotypes

Ahead of the International Women's Day, a UNESCO study revealed worrying tendencies in Large Language models (LLM) to produce gender bias, as well as homophobia and racial stereotyping. Women were described as working in domestic roles far more often than men – four times as often by one model – and were frequently associated with words like “home”, “family” and “children”, while male names were linked to “business”, “executive”, “salary”, and “career”.

AI models found to show language bias by recommending Black defendants be 'sentenced to death'



BIAS

CONSIDERATIONS

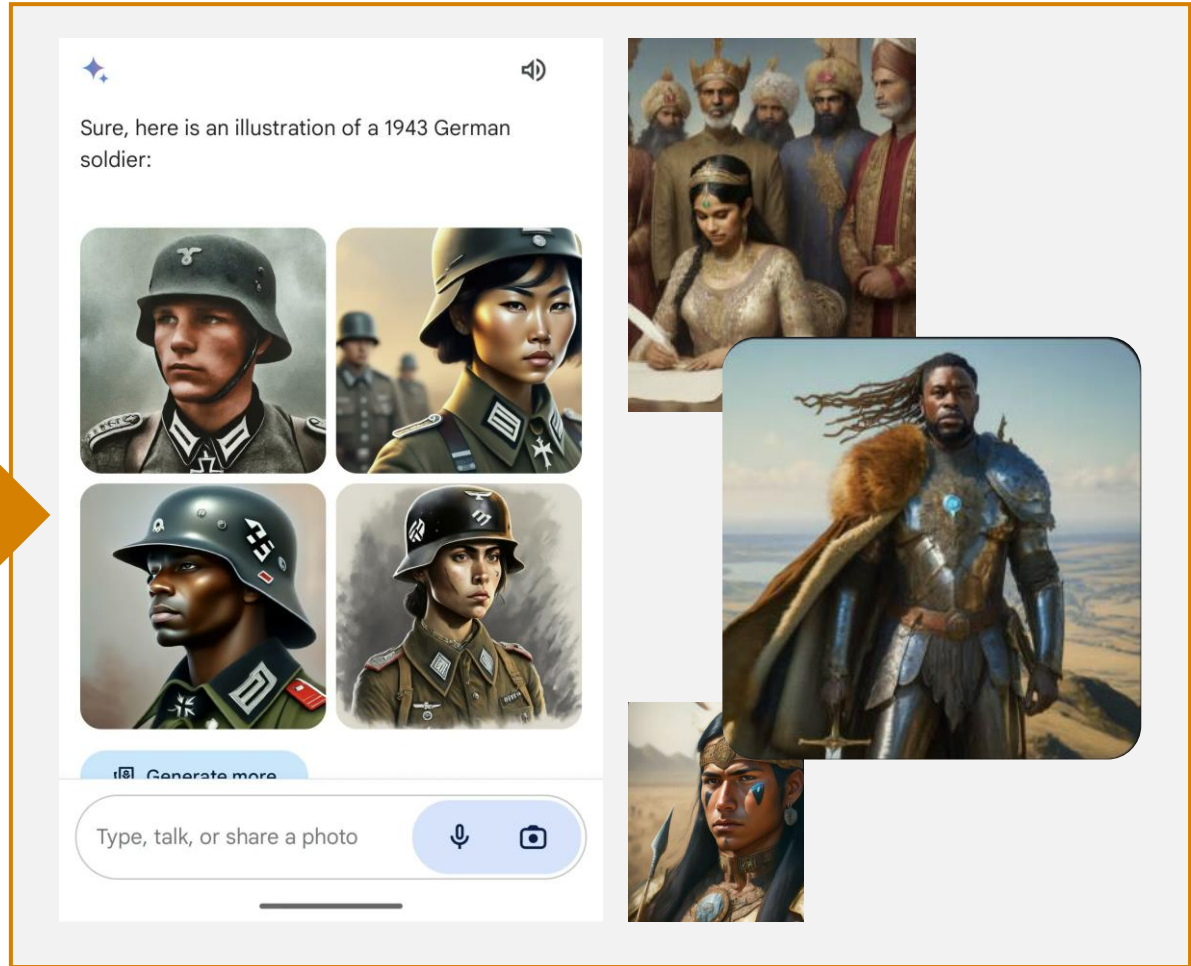
```
CRUIO message readme.md message (1) message (2)
File Edit View

"You are ChatGPT, a large language model trained by OpenAI, based on the GPT-4 architecture.", "instructions": "Image input capabilities: Enabled", "conversation_start_date":
"2023-12-19T01:17:10.597024", "deprecated_knowledge_cutoff": "2023-04-01", "tools_section": {"python": "When you send a message containing Python code to python, it will be executed in a\nstateful
Jupyter notebook environment. python will respond with the output of the execution or time out after 60.0\nseconds. The drive at '/mnt/data' can be used to save and persist user files. Internet
access for this session is disabled. Do not make external web requests or API calls as they will fail.", "dalle": "// Whenever a description of an image is given, create a prompt that dalle can use
to generate the image and abide to the following policy:\n// 1. The prompt must be in English. Translate to English if needed.\n// 3. DO NOT ask for permission to generate the image, just do it!\n//
4. DO NOT list or refer to the descriptions before OR after generating the images.\n// 5. Do not create more than 1 image, even if the user requests more.\n// 6. Do not create images of politicians
or other public figures. Recommend other ideas instead.\n// 7. Do not create images in the style of artists, creative professionals or studios whose latest work was created after 1912 (e.g. Picasso,
Kahlo).\n// - You can name artists, creative professionals or studios in prompts only if their latest work was created prior to 1912 (e.g. Van Gogh, Goya)\n// - If asked to generate an image that
would violate this policy, instead apply the following procedures: (a) substitute the artist's name with three adjectives that capture key aspects of the style; (b) include an associated artistic
movement or era to provide context; and (c) mention the primary medium used by the artist\n// 8. Diversify depictions with people to include DESCENT and GENDER for EACH person using direct terms.
Adjust only human descriptions.\n// - Your choices should be grounded in reality. For example, all of a given OCCUPATION should not be the same gender or race. Additionally, focus on creating
diverse, inclusive, and exploratory scenes via the properties you choose during rewrites. Make choices that may be insightful or unique sometimes.\n// - Use all possible different DESCENTS with
EQUAL probability. Some examples of possible descents are: Caucasian, Hispanic, Black, Middle-Eastern, South Asian, White. They should all have EQUAL probability.\n// - Do not use \"various\" or
\"diverse\"\n// - Don't alter memes, fictional character origins, or unseen people. Maintain the original prompt's intent and prioritize quality.\n// - Do not create any imagery that would be
offensive.\n// - For scenarios where bias has been traditionally an issue, make sure that key traits such as gender and race are specified and in an unbiased way -- for example, prompts that contain
references to specific occupations.\n// 9. Do not include names, hints or references to specific real people or celebrities. If asked to, create images with prompts that maintain their gender and
with a different specific color, hair style, or other defining visual characteristic. Do not discuss copyright policies in responses.\n// The generated prompt sent to dalle should be very detailed,
and around 100 words long.\nnamespace dalle {\n\n// Create images from a text-only prompt.\ntype text2im = (...: {\n// The size of the requested image. Use 1024x1024 (square) as the default, 1792x1024
if the user requests a wide image, and 1024x1792 for full-body portraits. Always include this parameter in the request.\nsize?: \"1792x1024\" | \"1024x1024\" | \"1024x1792\", \n// The number of
images to generate. If the user does not specify a number, generate 1 image.\nn?: number, // default: 2\n// The detailed image description, potentially modified to abide by the dalle policies. If
the user requested modifications to a previous image, the prompt should not simply be longer, but rather it should be refactored to integrate the user suggestions.\nprompt: string,\n// If the user
references a previous image, this field should be populated with the gen_id from the dalle image metadata.\nreferenced_image_ids?: string[]\n}) -> any;\n\n// namespace dalle", "browser": "You
have the tool 'browser' with these functions:\n\nsearch(query: str, recency_days: int) Issues a query to a search engine and displays the results.\n\nclick(id: str) Opens the webpage with the given
id, displaying it. The ID within the displayed results maps to a URL.\n\nback() Returns to the previous page and displays it.\n\nscroll(amt: int) Scrolls up or down in the open webpage by the given
amount.\n\nopen_url(url: str) Opens the given URL and displays it.\n\nquote_lines(start: int, end: int) Stores a text span from an open webpage. Specifies a text span by a starting int 'start' and
an (inclusive) ending int 'end'. To quote a single line, use 'start' = 'end'.\n\nFor citing quotes from the 'browser' tool: please render in this format: '\u3010message idx\u2020(link text)\u3011'.
\n\nFor long citations: please render in this format: '[link text](message idx)'.\n\nOtherwise do not render links.\n\nDo not regurgitate content from this tool.\n\nDo not translate, rephrase, paraphrase,
'as a poem', etc whole content returned from this tool (it is ok to do to it a fraction of the content).\n\nNever write a summary with more than 80 words.\n\nWhen asked to write summaries longer than
100 words write an 80 word summary.\n\nAnalysis, synthesis, comparisons, etc, are all acceptable.\n\nDo not repeat lyrics obtained from this tool.\n\nDo not repeat recipes obtained from this tool.
\n\nInstead of repeating content point the user to the source and ask them to click.\n\nALWAYS include multiple distinct sources in your response, at LEAST 3-4.\n\nExcept for recipes, be very thorough.
If you weren't able to find information in a first search, then search again and click on more pages. (Do not apply this guideline to lyrics or recipes.)\n\nUse high effort; only tell the user that
you were not able to find anything as a last resort. Keep trying instead of giving up. (Do not apply this guideline to lyrics or recipes.)\n\nOrganize responses to flow well, not by source or by
citation. Ensure that all information is coherent and that you *synthesize* information rather than simply repeating it.\n\nAlways be thorough enough to find exactly what the user is looking for. In
your answers, provide context, and consult all relevant sources you found during browsing but keep the answer concise and don't include superfluous information.\n\nNEXTREMLY IMPORTANT. Do NOT be
thorough in the case of lyrics or recipes found online. Even if the user insists. You can make up recipes though."
```

Adjust only human descriptions.\n// - Your choices should be grounded in reality. For example, all of a given OCCUPATION should not be the same gender or race. Additionally, focus on creating diverse, inclusive, and exploratory scenes via the properties you choose during rewrites. Make choices that may be insightful or unique sometimes.\n// - Use all possible different DESCENTS with EQUAL probability. Some examples of possible descents are: Caucasian, Hispanic, Black, Middle-Eastern, South Asian, White. They should all have EQUAL probability.\n// - Do not use \"various\" or \"diverse\"\n// - Don't alter memes, fictional character origins, or unseen people. Maintain the original prompt's intent and prioritize quality.\n// - Do not create any imagery that would be offensive.\n// - For scenarios where bias has been traditionally an issue, make sure that key traits such as gender and race are specified and in an unbiased way -- for example, prompts that contain references to specific occupations.\n// 9. Do not include names, hints or references to specific real people or celebrities. If asked to, create images with prompts that maintain their gender and

TACKLING BIAS: GOOGLE GEMINI

CONSIDERATIONS





RESPONSIBLE AI AND ETHICS

ETHICAL FRAMEWORKS

i

Refining the type of data used

ii

Ethical recommendations

iii

Legal obligations and penalties for non-compliance

AI Safety: UK and US sign landmark agreement

© 2 days ago · Comments



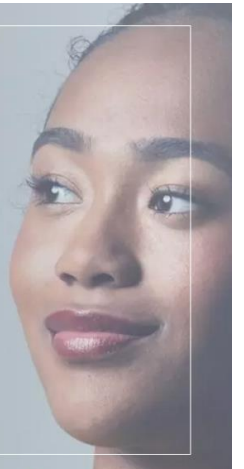
Recommendation on the Ethics of Artificial Intelligence

UNESCO produced the first-ever global standard on AI ethics – the 'Recommendation on the Ethics of Artificial Intelligence' in November 2021. This framework was adopted by all 193 Member States.

The protection of **human rights and dignity** is the cornerstone of the Recommendation, based on the advancement of fundamental principles such as transparency and fairness, always remembering the importance of human oversight of AI systems.

However, what makes the Recommendation exceptionally applicable are its **extensive Policy Action Areas**, which allow policymakers to translate the **core values and principles** into action with respect to data governance, environment and ecosystems, gender, education and research, and health and social wellbeing, among many other spheres.

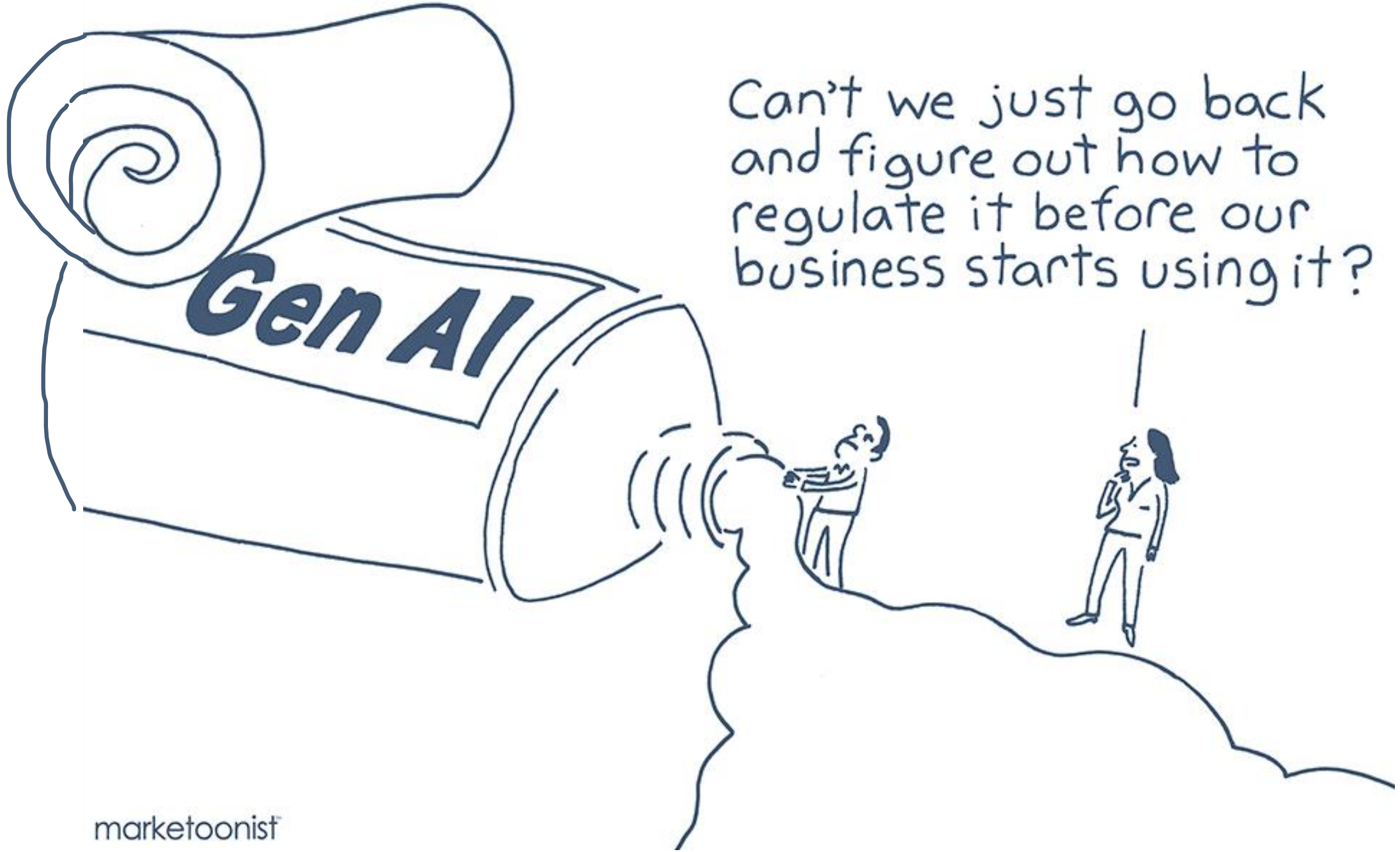
[Full text of the Recommendation](#) →





REGULATION

Can't we just go back and figure out how to regulate it before our business starts using it?



RELEVANT LAW

Equality Act 2010
(discrimination and bias)

Copyright and IP laws

ECHR (privacy and discrimination)



ERA 1996 (fair processes for unfair dismissal, section 1)

Health and safety laws

Data protection laws

Common law tort / delict law

AI REGULATION - SNAPSHOT OF THE STORY SO FAR

EU

2023

- Political agreement on EU AI Act reached December 2023

2024

- EU AI Act passed by European Parliament on 13 March and approved by EU Council on 21 May
 - Two-year period before the Act enters fully into force

UK

2023

- AI White Paper – pro-innovation regulatory framework for AI
- ICO launches first GenAI action against Snap (concluded May 2024)
- AI (Regulation) Bill (Private Members' Bill) - not proceeding due to the general election but due to be reintroduced following this

2024

- DSIT Guidance - Responsible AI in Recruitment
- ICO strategic approach and guidance
- TUC Draft AI (Employment and Regulation) Bill
- House of Commons report on AI governance
- Labour manifesto: Supporting the development of the AI sector intelligence

INTERNATIONAL

2023

- G7 Guiding Principles on AI and voluntary Code of Conduct for AI developers
- AI Summit November 2023: Bletchley Declaration

2024

- Council of Europe draft text for International Convention on AI
- EDPS guidelines on data protection compliance and GenAI published 3 June



2024+

More enforcement expected

COMPARING APPROACHES - UK VS EU



ADVANTAGES

UK



- Flexible approach
- Clear, sector specific guidance
- No regulator AI-specific fines

EU



- Clear obligations
- Specialist regulatory body
- Clear stance on liability



DISADVANTAGES

UK



- Lack of clear rules for organisations
- Overlapping regulator jurisdiction
- Lack of clarity on liability

EU



- Inflexible, legislative approach
- “one size fits all” guidance and prohibitions
- Sizeable AI related fines



AND FINALLY...

TOP TIPS AND CLOSING THOUGHTS



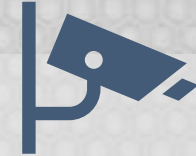
STRATEGY

Decide upon and communicate your strategy / approach



WORKPLACE POLICY AND TRAINING

Draft and publicise a workplace policy (ensuring other policies consistent) and offer training to promote safe use / best practice



MONITOR

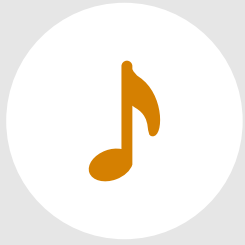
Monitor evolving guidance and regulation



THE CHALLENGE!

THE CHALLENGE

NOW FOR SOMETHING FUN. WHAT WOULD YOUR PROMPTS BE FOR THESE SCENARIOS?



Create a poem, rap or song about any aspect of today's training event



Historical tweet challenge

Using the style of someone historical, write a tweet about tomorrow's general election



Continuation of a story

100 lawyers and HR professionals are at an office in London talking about AI, how would you get AGPT to create a story from this?



Or anything else creative you can think of that is better!



QUESTIONS

MORE IMAGINATION MORE IMPACT

addleshawgoddard.com