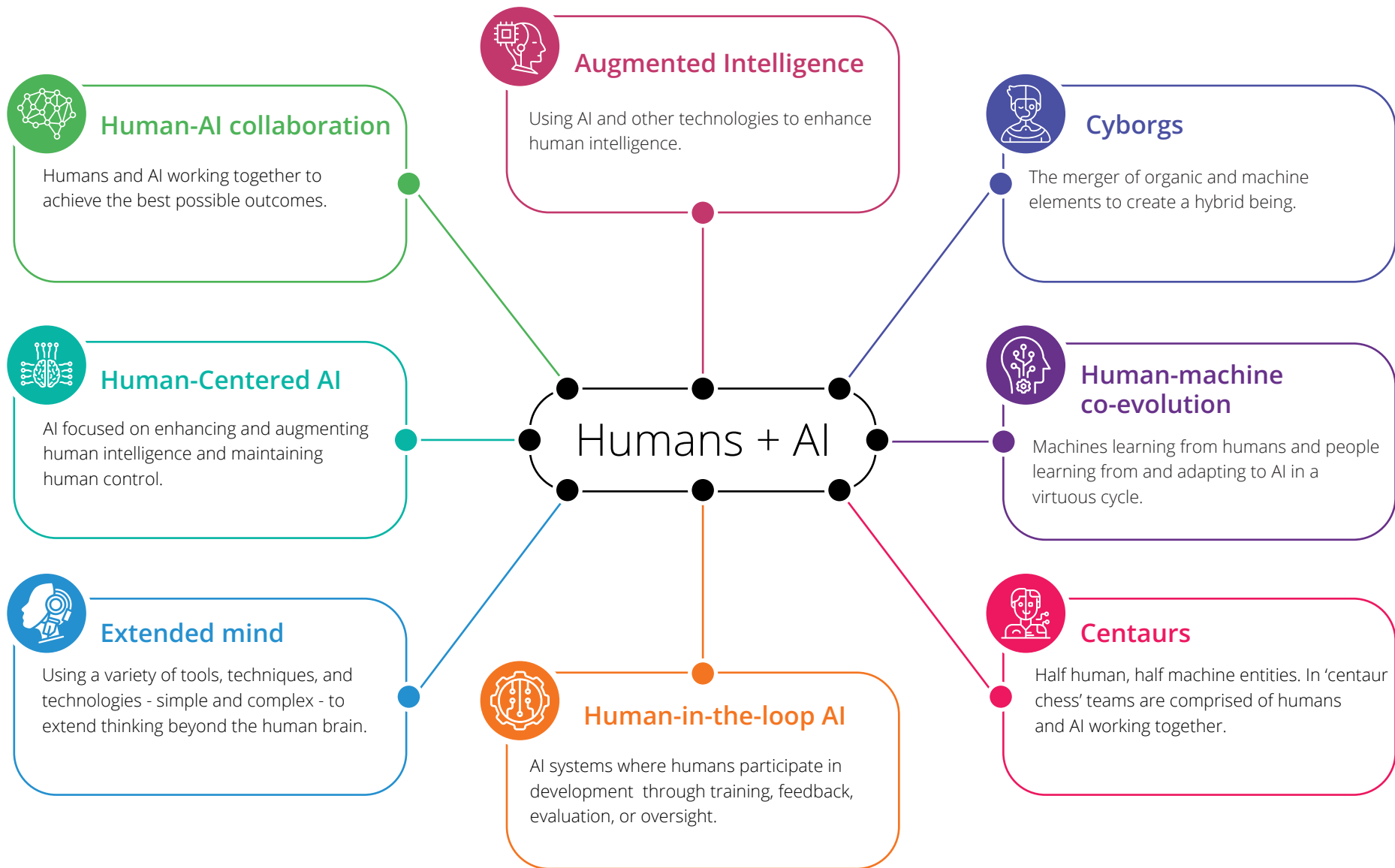


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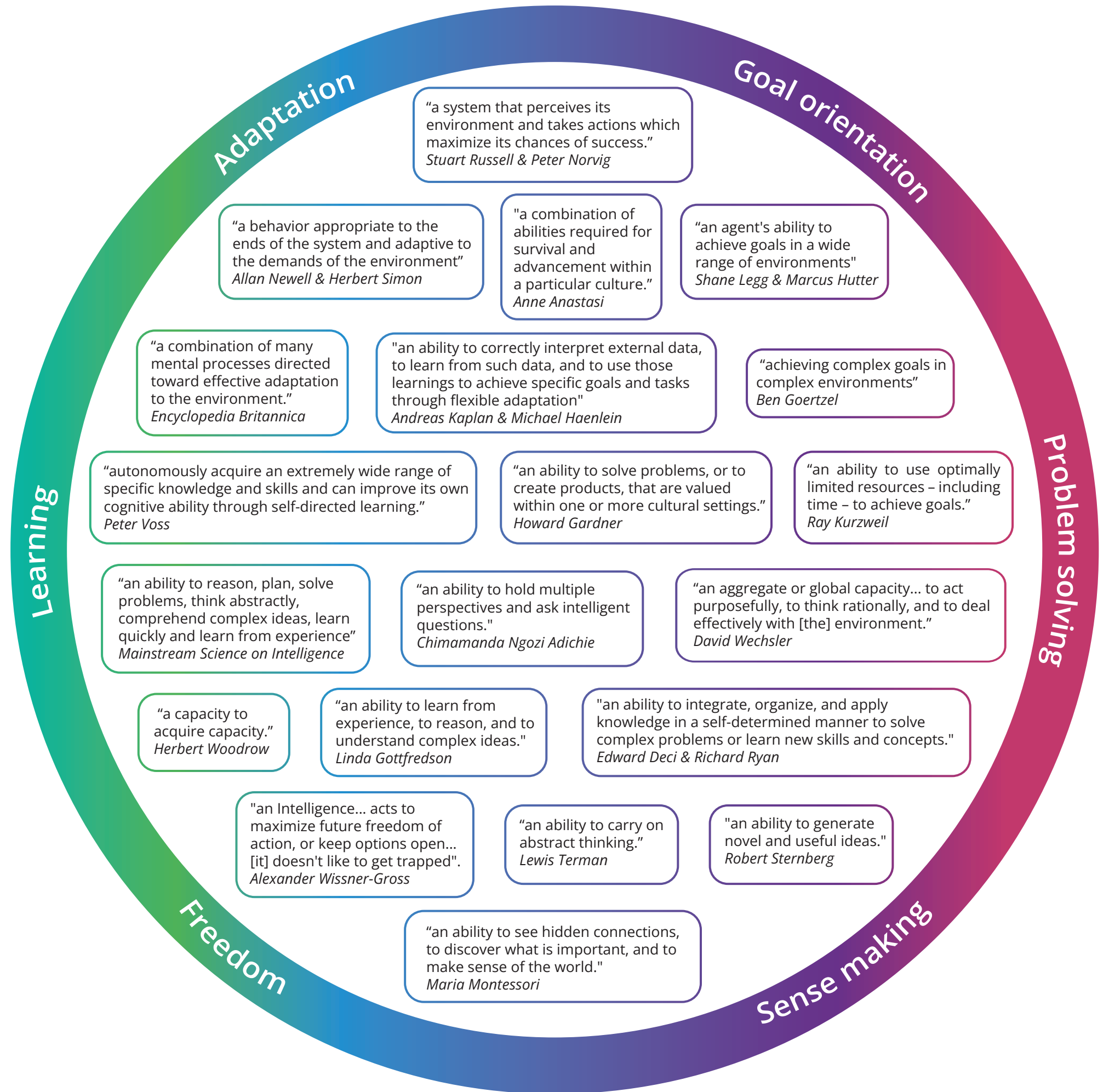


The advent of next-generation "Artificial Intelligence" means we must better understand what we mean by "intelligence", human or other.

This map offers a variety of definitions that have been proposed. Each has been framed to refer to humans, to machines, or intelligence in general..

There are today and there will remain forever different dimensions to the intelligence of humans and the intelligent artefacts we have created. Humans will always in some way transcend machines with their distinctive intelligence.

Uncovering and developing what is most distinctively human about our intelligence is perhaps the most important challenge (and opportunity) our species faces.



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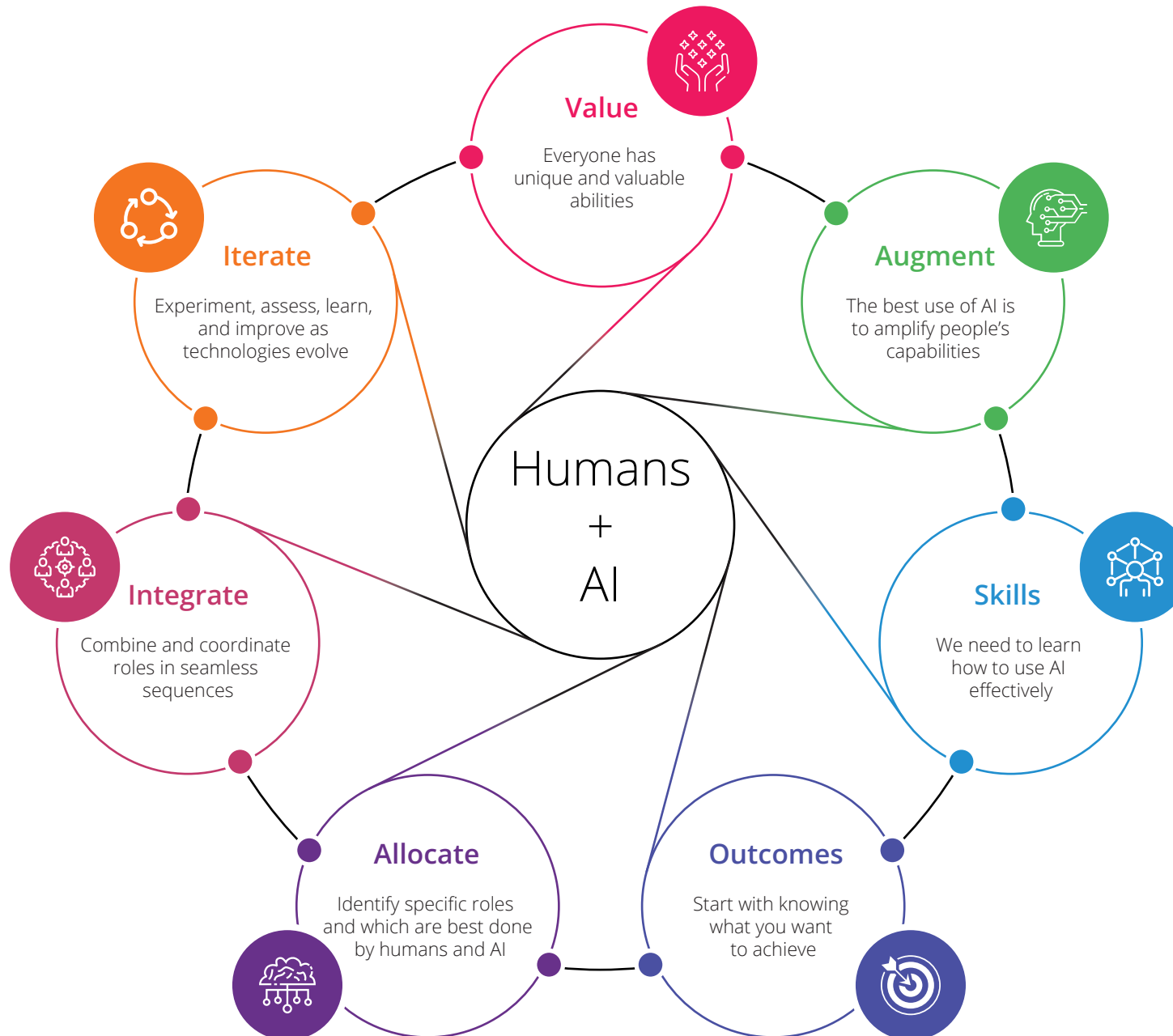
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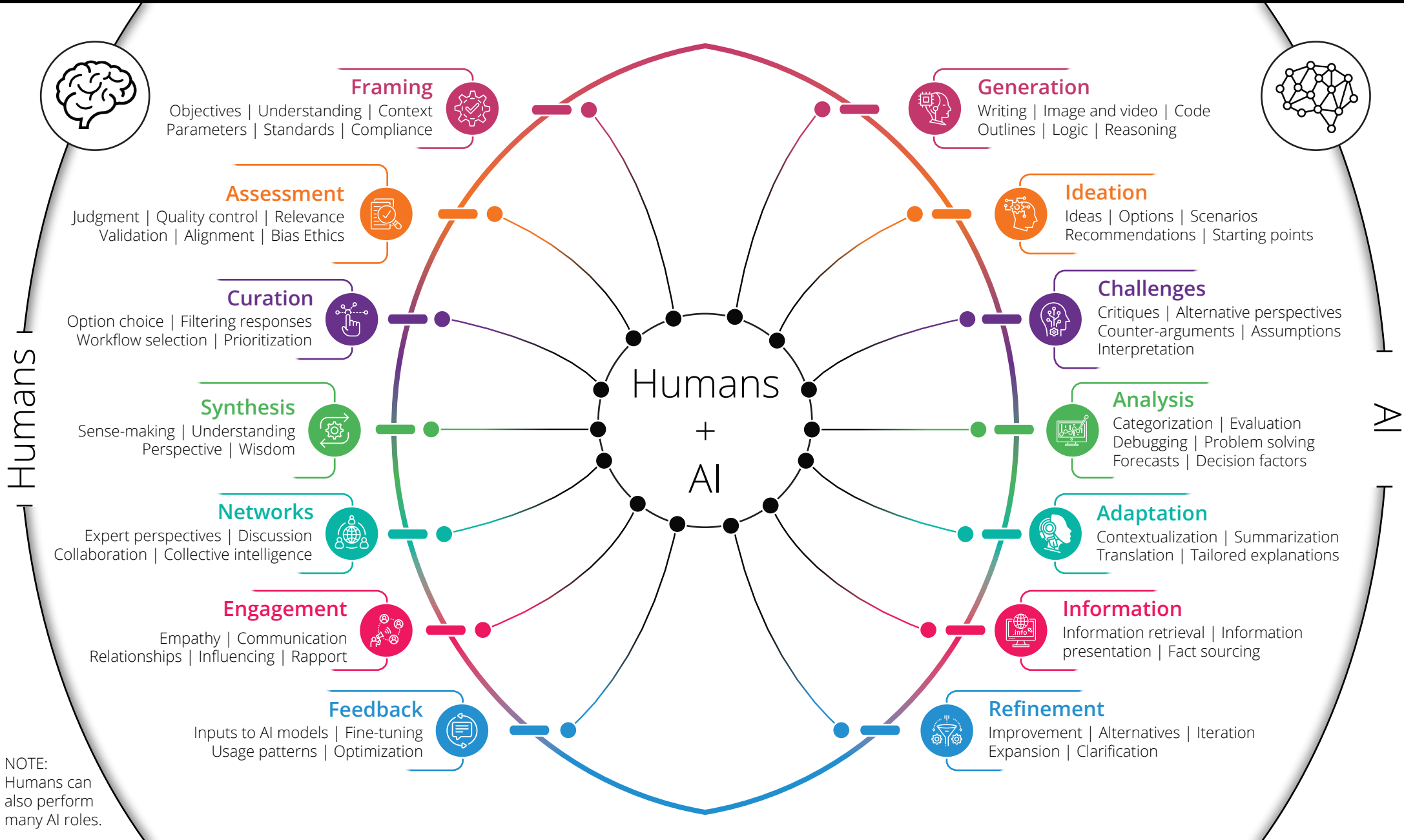
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Humans + AI: Macro Workflow Roles

BETA v1



NOTE:
Humans can also perform many AI roles.



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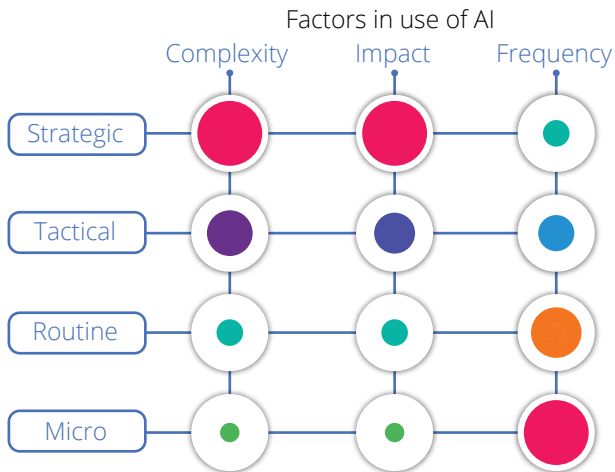
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Humans + AI: Decision structures

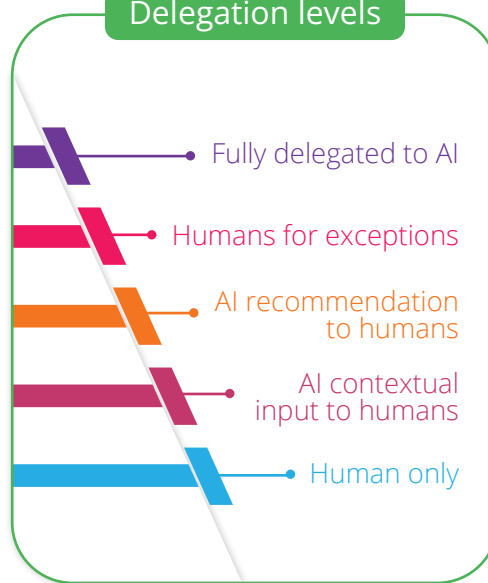
BETA v1

Decision types

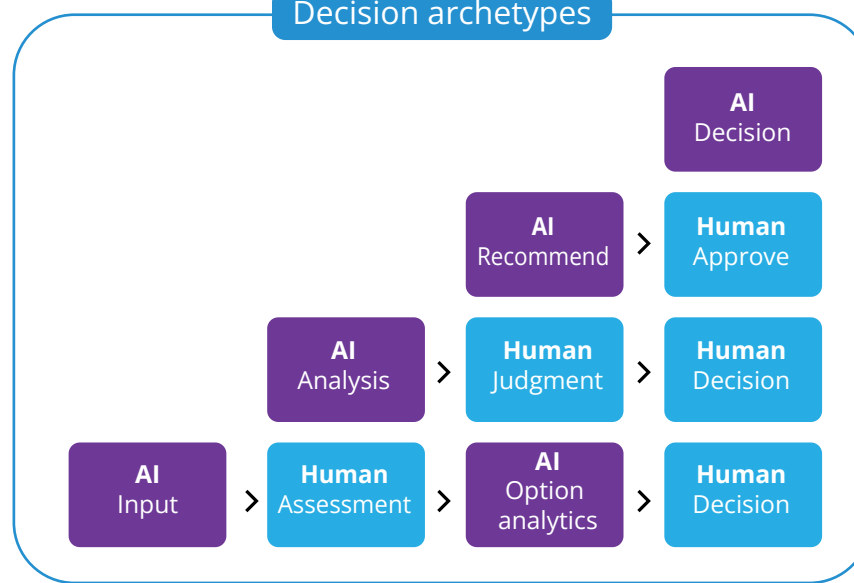


Other factors impacting how AI is used in decisions include decision clarity, data availability, volatility, and time sensitivity

Delegation levels



Decision archetypes



Decision process role allocation

	Decision awareness	Define decision	Generate options	Assess options	Decision	Post decision
Humans	Strategic understanding of issues	Establish scope and objectives	Ideation Diverse outlooks	Judgment Apply decision frameworks	Apply experience and AI inputs	Monitoring Review
AI	Identify relevant trends and emergent issues	Analysis on context Identify decision parameters	Option generation Prediction	Data-driven analysis Recommendation	Automated	Outcome analytics Model improvement

Governance

Accountability		Who is responsible for the decision?
Explainability		Can automated decisions be explained?
Transparency		What data and models underlie decisions?
Bias		How can any bias be identified and addressed?



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Value from Artificial Intelligence

(2018)

GOVERNANCE



Design to complement humans

Explainability and accountability

Equality and inclusion

Safety and security

Bias auditing

Human oversight structures

Societal goal alignment

STRATEGY



Executive understanding

Evolutionary roadmaps

Support employee value

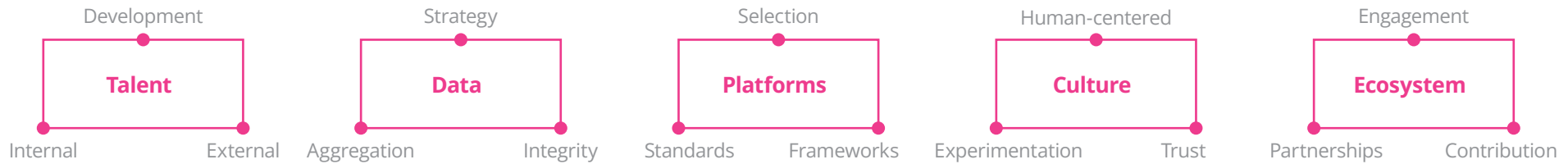
Value-focused pilots

Process reconception

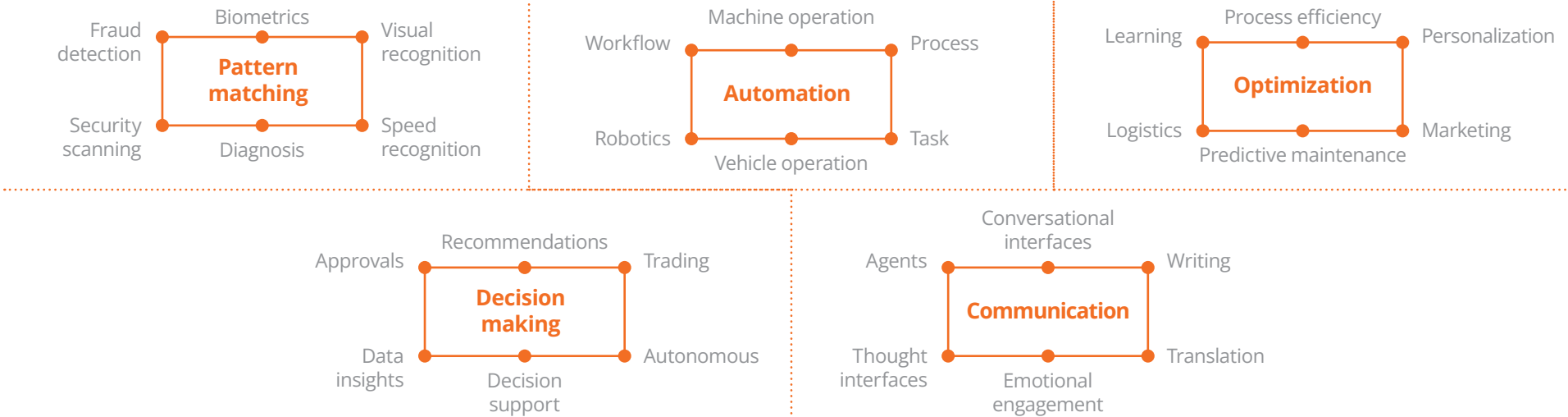
Rebalancing customer communication

Business model redefinition

COMPETENCES



APPLICATIONS



CAPABILITIES



Defined pattern recognition

Emergent pattern recognition

Natural language processing

Predictive analytics

Multi-parameter optimization

Spatial processing

Generative design



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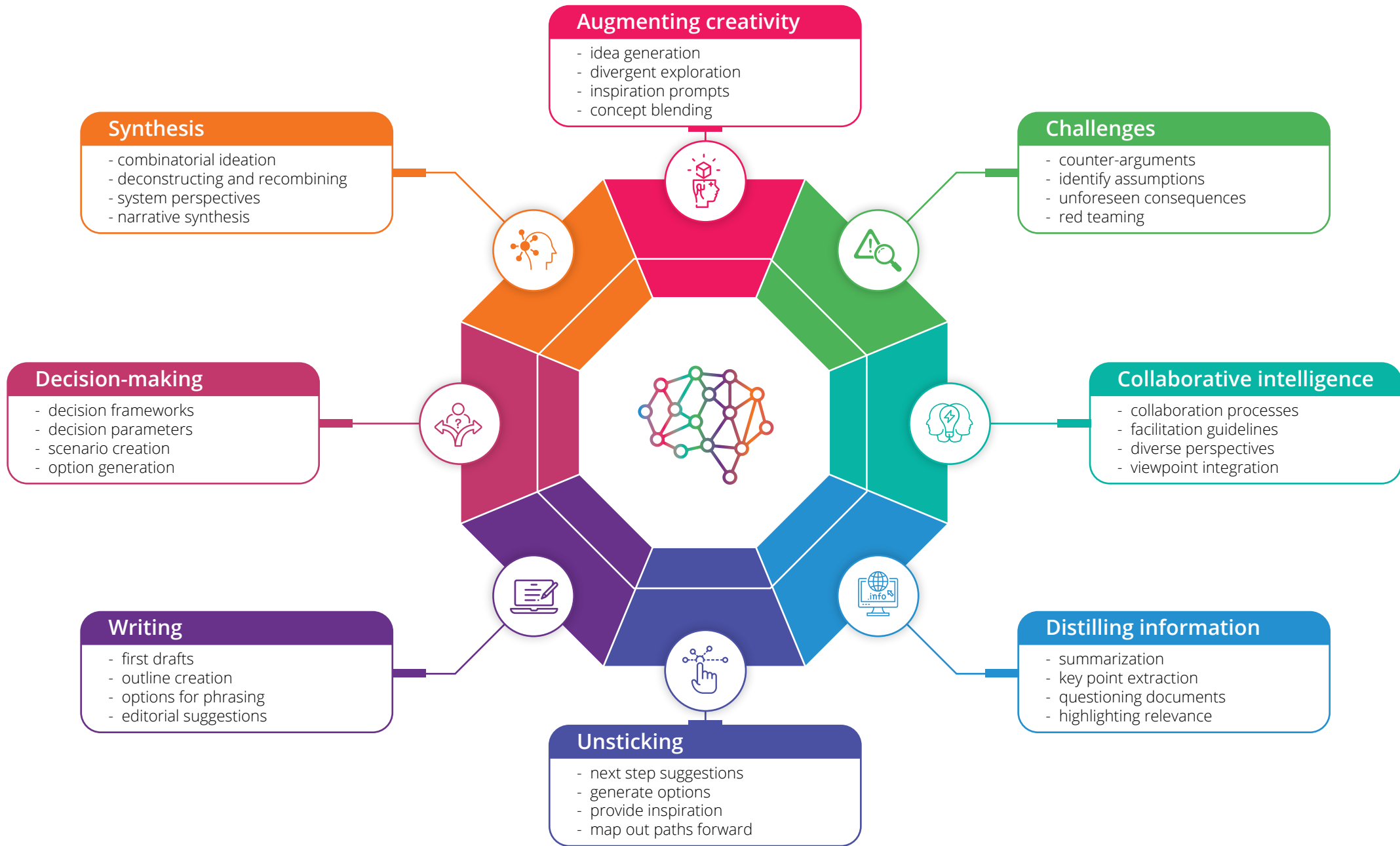
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NOTE: The only essential prompt element are the **Instructions**. The most important other elements are usually **Persona**, **Format**, and **Style**. For some instructions **Examples** can be extremely valuable. The importance of the other elements depends on what you want to achieve. In almost all circumstances **Refinement** of responses is valuable.

The content offers examples only, these are not intended to be comprehensive.

FRAMING



Persona

Role	Values
Occupation	Emotion
Specific individual	Proficiency
Personality	Archetype

Context

Objective	Industry
Situation	Location
Assumptions	User role
Use of response	Scenario

Audience

Age	Motivations
Education	Interests
Knowledge	Preferences
Culture	Ideology

Instructions

What you want, stated clearly

OUTPUT



Style

Tone	1st, 2nd, 3rd person
Language level	Use of analogies
Formality	Storytelling
Model writer	Dialogue

Format

Text length	Code
Number of responses	Templates and forms
Lists	Tables or structured data
Outlines	Specific (Markdown, UML etc.)

TRAINING



Examples

Single-shot: one example	Prompt > Response
Few-shot: multiple examples	Question & Answer
	Conversations
	Completions

MODIFIERS



Variability

Temperature	Serendipity
Creativity	Diversity (Top-p)
Randomness	Style conformity
Originality	Focus

Constraints

Word count	What not to include
Avoid words	Relevant time period
Avoid references	Geography
What to include	Sensitivities

Large Language Model response

ITERATION



Refinement

Clarify	Restructure	Alternative viewpoints	Simpler explanation
More detail	Summarize	More creative	Provide examples
Provide examples	Revise style	Less obvious	More engaging
Provide references	Revise format	Step-by-step explanation	Provide detailed logic



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Leadership



Impact

MAXIMIZING positive outcomes from use of AI on society, the economy and the environment.

Trust

CULTIVATING trust with users, stakeholders, and the wider public through consistent positive interaction, transparency, and accountability.

Ecosystems

PARTICIPATING actively in and contributing to platforms, and engaging with academia, startups, and industry for shared value creation.

Legacy

BUILDING towards lasting, powerful contributions the organization will leave for communities, industries, and nations.

Strategic Vision



Innovation

EXPLORING proactively current and potential applications of AI to enhance the organization's mission.

Scalability

DESIGNING AI platforms that can rapidly grow in capabilities and support the iterative scaling of the organization's scope and impact.

Sustainability

PRIORITIZING environmental, social, and economic impact in decision-making, and applying AI for efficiencies and sustainability innovation.

Evolution

DEVELOPING continually as an organization with AI capabilities improve, uncovering new opportunities for value creation and organizational design.

Performance



Excellence

OPTIMIZING the efficiency, accuracy, and effectiveness of AI systems and the processes in which they are applied.

Learning

EMBEDDING learning into every role and every AI interaction, continuously developing the skills of all staff and the organization.

Reliability

MAINTAINING AI systems as they expand so they are consistently available, robust, and dependable.

Safety

ENSURING AI operates without causing unintended harm or making risky decisions in critical situations.

Responsibility



Transparency

PROVIDING clarity on how AI systems operate and make decisions, ensuring stakeholders can understand and trust AI processes.

Accountability

ALLOCATING unambiguously the ownership of AI-related outcomes, with mechanisms to address and rectify any issues.

Bias and Fairness

SUPPORTING equity by identifying and rectifying biases in AI systems, ensuring fairness across all user groups.

Privacy and Security

PROTECTING user data, ensuring ethical AI data usage, and defending against potential threats or breaches.

Foundations



Alignment

ALIGNING all aspects of AI design and implementation with societal and organizational objectives and values.

Compliance

ADHERING to rapidly evolving legal and regulatory standards across nations and proactively meeting expectations.

Intellectual Property

ADDRESSING use and ownership of IP in AI models, and protecting algorithms, data, and applications.

Infrastructure

ESTABLISHING underlying technologies and systems that are robust and enable all higher-order objectives.



Client expectations



- Quality personalized service
- Seamless integrated experience
- Access to real-time portfolio information
- Tailored learning and education
- Affordable and flexible advice
- Transparency on fees and incentives
- Advisor innovation and good tech interfaces
- Customized ethical investing
- Human connection and advice
- Data security and privacy

Role of humans



- Earning trust
- Experience, judgment, and quality control
- Ethical guidance
- Empathy and emotional engagement
- Human personalization
- Helping clients change behaviors
- Lifelong learning

Role of AI



- Data-intensive portfolio and risk analytics
- Personalization for advisor and client
- Automation of routine tasks
- Ideas and suggestions
- Content generation
- Tailored education
- Feedback for continuous improvement

Advisor amplification



- Personalization of service
- Becoming better informed
- Automating and offloading tasks
- More efficient compliance and documentation
- Creating interactive client content
- Proposal checks and suggestions
- Prospecting and generating marketing content
- Insights on client activity, sentiment, and emotions
- Guidance in helping clients change behaviors
- Scaling business, operations, and visibility

Humans + AI financial advice



- Amplifying financial advisor knowledge and capabilities
- Integrating digital services and human interaction
- Customization of service delivery for client preferences
- Human oversight of all AI processes and outputs
- Ethics and transparency at the heart of all client interactions
- Delivering client value at massively greater scale



The future of humanity will be intertwined with the artificial intelligence we have created.

These visual frameworks distill the principles of Humans + AI. They are designed to help individuals and leaders to amplify human potential using AI.

Learn to put these frameworks into practice!

Join the Humans + AI Learning community for lessons led by Ross Dawson and other AI explorers designed to amplify your capabilities and accelerate your workflows using AI.

<https://humansplus.ai/>



Looking for more?

Check out the Amplifying Cognition Podcast to learn from the best on how to achieve better thinking, sense-making, and decision-making using AI and other innovative techniques.

<https://amplifyingcognition.com/episodes/>



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- Amplify yourself with AI
- Learn innovative techniques
- Connect and collaborate