



# EYES ON

## ARTIFICIAL INTELLIGENCE AND STRATEGIC DECISION- MAKING IN THE MODERN WORK SPACE

# AI

able to simulate different scenarios and provide leaders with various options and recommendations for which paths to take.

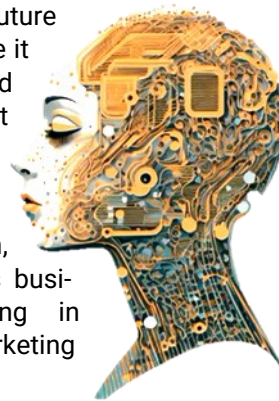
### A breakthrough in AI development

This guidance will be underpinned by natural language processing tools such as ChatGPT, which will make it possible for business leaders to ask questions and receive answers in a conversational format. ChatGPT has become wildly popular since it debuted in November 2022, attracting more than a million users in its first week. It has been hailed as a breakthrough moment in the development of AI, threatening to disrupt industries such as education and the world of work.

In January 2023, Microsoft revealed that it had made a multibillion-dollar investment in the system’s creator, OpenAI, to develop new productivity software and transform its business model. These systems will soon provide leaders at Microsoft and elsewhere with real-time data, analysis, and insights which they can use to make better decisions and create superior strategies.

For example, AI will be able to analyze large amounts of data and use predictive analytics to identify future market trends; a business leader could use it to analyze consumer behavior and competitor activities, and use that insight to identify new business opportunities.

Another area of potential is optimization, with these tools strengthening numerous business processes and decision making in activities such as pricing strategy and marketing campaigns. **CONT'D ON PG. 3**



The ability to anticipate and plan for the future, to think critically and creatively about complex problems, and make effective decisions in the face of uncertainty and change has long been viewed as essential for leaders of organizations. These activities are fittingly known as Strategic thinking. Its capabilities will be dramatically augmented and magnified by artificial intelligence systems such as ChatGPT.

Marvin Minsky, the pioneer of artificial intelligence research in the 1960s, talked about AI as a “suitcase word”—a term into which you can stuff whatever you want—and that still seems to be the case. With the ability to process large amounts of data, identify patterns, and make predictions, AI will provide fresh insights and perspectives that were previously unavailable to company executives, enabling them to make more informed and accurate decisions – and to anticipate and plan for the future more effectively, but it may not have the capacity to replace the critical factor of the human element in strategic thinking. According to Joanna Pachner: AI has been embraced by many business functions, but strategy seems to be largely immune to its charms. But are our executives missing opportunities to use AI in the building blocks of strategy that could significantly improve outcomes? This may very well be the case.

In the near future, there will be symbiotic relationships between executives and AI systems, in which they both work together to enhance decision making, problem solving, and strategy development. AI already has the capacity to analyze vast quantities of data, spot trends, make forecasts, and help leaders identify and mitigate business risks. Very soon, it will also be

WHAT'S INSIDE	
• EYES on AI.....	1,3
• #discover OURIC .....	2
• WordWise: Energy Transition / ChatGPT test. .	3
• Library week Highlights.....	4
• OPAC Feature .....	4

# DISCOVER OURIC

## GROWTH IN DIGITAL RESOURCES AND EVOLVING SERVICES

It seems like only yesterday that we were preparing social media messaging, designing ads and slide shows, preparing scripts for radio interviews and video productions and forging partnerships with Library stakeholders for various activities and events. This was how Library Week 2022, took shape as we celebrated this event in October 30 to November 4 under the theme “**GLAM/Rs – Galleries, Libraries, Archives, Museums, Records Centres - Re-ignited for Greatness,**”.

The observance although only week-long, was a success. Another Library Week had come and gone and left in its wake new opportunities for growth and development of the Office of Utilities Regulation’s Information Centre (OURIC).



The occasion was used as a means to continue OURIC’s public education efforts centred around the hashtag - “**discoverOURIC**”. **THIS WAS EXACTLY WHAT WAS ACCOMPLISHED** as we brought a sense of awareness about OURIC - its mandate, purpose, manual and digital resources and services. The impact of this promotional effort would be far-reaching, requiring that several strategies be undertaken with the aim of conveying that all-important message - that a utilities regulatory library does exist, with the capacity to fulfil the needs of its target audiences, which includes regional regulators, tertiary-level institutions, high school students and others.

### OUTREACH/COLLABORATION/PUBLIC EDUCATION

To further promulgate its message OURIC forged a successful partnership with the Kingston and St. Andrew Parish Library (KSAPL) to participate in one of their own Library Week activities on 2022 November 4 (see pictorial highlights on Pg. 4). The clear aim was to promote and garner support for Brand OURIC, thus building brand reputation among external stakeholders. The event which targeted high school students and teachers of Robotics was a convergence of students, teachers, and library patrons in one space. It therefore presented an opportunity for one-on-one/group interactions with potential OURIC users and the imparting of critical knowledge about

OURIC’s products and services from a small booth space.

In addition to a display of OUR’s print materials including books and promotional flyers, OURIC’S presentation was enhanced by the running of an electronic slide show and a mounted display of “The OURIC Story”, with related pop trivia to students. Trivia winners were awarded Office of Utilities Regulation (OUR) memorabilia and souvenirs.

### INSTAGRAM (IG) SELFIE-FRAME

A custom-made IG selfie frame was perhaps the major crowd-puller, as it served to bolster support for the OURIC brand in a fun and interactive way. This was an effective strategy for visual marketing, attracting the attention of primarily students and teachers.

The success of this event although far-reaching, did not overshadow the impact of OURIC’s YouTube video production. The video titled “Get the Facts”, has received 120 views to date. The production provides insight into the Information Centre’s digital transformation journey.

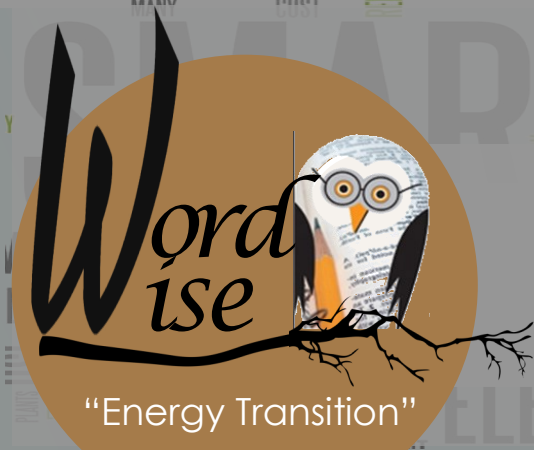
OURIC’s appearance on mainstream media through the OUR’s radio programmes - *Call the OUR (CTO)* aired live, on Radio Jamaica, and *Inside the OUR (ITO)*, recorded for Nationwide News Network was the “icing on the cake”.

“ Other features of Library Week included advertising in the Library and Information Association of Jamaica’s (LIAJA) Gleaner supplement; and internal activities for OUR staff. These activities gave OURIC the promotional push that was needed, in a marketing campaign that will continue well beyond future Library Week celebrations. ”

Other features of Library Week included an ad feature in the Library and Information Association of Jamaica’s (LIAJA) Gleaner Supplement; and internal activities for OUR staff. These activities gave OURIC the promotional push that was needed, for a marketing campaign that will continue well beyond Library Week celebrations to come.

The targeted audiences were: OUR staff members, tertiary-level institutions, high school students and teachers, Library Associations, ministries and agencies, and regional partners.





Have you heard the term

## ENERGY TRANSITION ?

Energy transition refers to the global energy sector's shift from fossil-based systems of energy production and consumption — including oil, natural gas and coal - to renewable energy sources like wind and solar, as well as lithium-ion batteries.

### EYES ON AI—CONT'D FROM PG. 1

What is more, these tools will be able to learn from data and improve their performance over time, allowing them to provide more accurate and actionable insights that are more personalized, considering the unique characteristics of the company. Even as AI becomes more powerful, leaders will still play an important part in framing the right questions and interpreting the insights and recommendations it provides. Moreover, leaders will provide context and contribute some creativity, as well as the emotional intelligence and political savvy to adapt and implement the results.

Beyond that traditional foundation of strategic thinking ability, the capabilities that leaders need in the era of AI are changing.

#### Working with data effectively

Given that these systems rely on large amounts of data for training and decision making, business leaders must understand and work with data effectively. They will also need to have a basic understanding of algorithms and programming languages to really understand the outputs of these systems.

Moreover, business leaders must be aware of the ethical and legal implications such as data privacy and bias, and develop strategies to mitigate these risks. And, because AI systems also generate new data, business leaders will need the ability to think creatively and come up with new strategies, while being adaptable and flexible as new technologies continue to emerge.

Looking ahead, AI tools such as ChatGPT will soon have a deeper impact throughout the business world. Far from replacing human judgment, combinations of executives and purpose-built AI systems will work together to enhance strategy formulation. The AI systems will provide executives with real-time data, analysis, and insights that they can use to make better decisions, while the leaders will provide context, creativity, and emotional intelligence to put that insight into practice.

[www.imd.org/ibyimd/magazine/ai-enabled-executives-how-chatgpt-will-sharpen-strategic-thinking/](http://www.imd.org/ibyimd/magazine/ai-enabled-executives-how-chatgpt-will-sharpen-strategic-thinking/)



### ChatGPT - (Generative Pre-trained Transformer)

is an artificial intelligence [chatbot](#) developed by [OpenAI](#) . ChatGPT was launched as a prototype on November 30, 2022, and quickly garnered attention for its detailed responses and articulate answers across many domains of knowledge. In fact, ChatGPT is trained to follow an instruction in a prompt and provide a detailed response.

#### NOW TRY THIS AI ACTIVITY



- Click the below links to test the Chat GPT Generator (language model) and discover its capabilities

• Type a question in the searchbox and watch the technology unfold before your eyes!

- <https://openai.com/blog/chatgpt>
- <https://openai.com/blog/chatgpt-plus>

### Upcoming EVENTS

## DIGITAL LIBRARY LAUNCH

COMING 2023 MARCH 30

# HIGHLIGHTS FROM **LIBRARY WEEK OUTREACH 2022** HELD AT THE KINGSTON AND ST. ANDREW PARISH LIBRARY



**NATIONAL LIBRARY WEEK**

**NATIONAL LIBRARY WEEK**



**TOP IMAGES:** OURIC's Librarian, Colleen Mignott is in full flow as she makes her presentations at booth and podium, to an active audience at a Robotics Club Library Week event held at The Kingston & St. Andrew Parish Library on Friday, 2022 November 4. The occasion was a promotional opportunity for Brand OURIC.

**LOWER IMAGES:** Students, teachers, library staff and patrons struck all sorts of poses in the promotional IG photo frame which was the major crowd-puller at the event.

## ARE YOU IN THAT **OPAC** FRAME OF MIND?

Y'know that moment when you really need to find a title in OURIC but just cant bother to walk over to OURIC or make that call? Why not just browse our CATALOGUE IN 4 EASY STEPS!

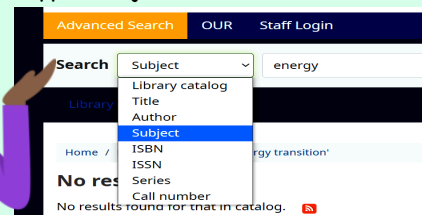
1. Login to the OURIC catalogue [here](#). Select **OUR**, then sign in to your account at the top right hand corner of the screen see below:



2. Enter your user name and password like this

Login:  
  
 Password:

3. Choose your preferred search type (subject, author, title...)



4. Choose your results by checking the box(es) in the list and **PLACE HOLD**



**WE WANT TO HEAR FROM YOU!** Drop us a line at:

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We're on the Web!  
[www.our.org.jm](http://www.our.org.jm)

