

AI-Driven Product Owners: The Evolution of Collaboration and Decision-Making in Agile Teams

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Audience Poll Time



VOTE

☐ YES

☒ NO



Introduction to AI and Rules of Thumb



Leveraging Virtual SMEs



Advanced AI Use Cases to Enhance Project Collaboration



Using AI Securely

| Agenda

Quick Definitions

GenAI: Generative AI. AI that can create new content.

Multi-Modal: GenAI that works across text, audio, and images.

LLM: Large Language Model. GenAI that can process language inputs and generate outputs.

SLM: Small Language Model. Like an LLM, but more compact or focused on a niche

GPT: Generative Pre-Trained Transformer. References both a type of LLM and some of OpenAI's models.

RAG: Retrieval Augmented Generation. GenAI that can be given documents and then process responses.

Context Window: the amount of information an LLM can accurately process.

Why should anyone care about AI?



The Value in GenAI

Part 1: Better Results

**Harvard
Business
School**

**Technology &
Operations
Management**

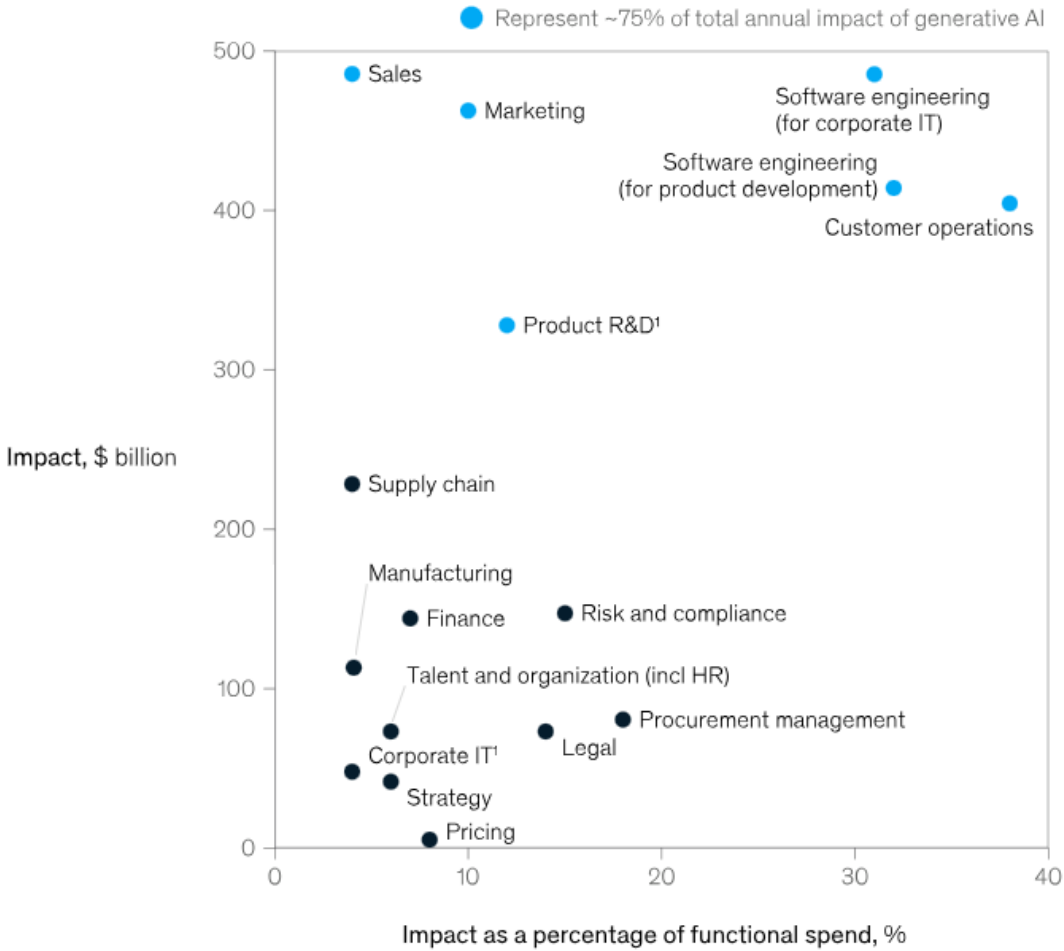
Navigating the Jagged Technological Frontier: Field
Experimental Evidence of the Effects of AI on Knowledge
Worker Productivity and Quality

Harvard Business School Technology & Operations Mgt. Unit Working Paper No. 24-013

58 Pages • Posted: 18 Sep 2023 • Last revised: 27 Sep 2023

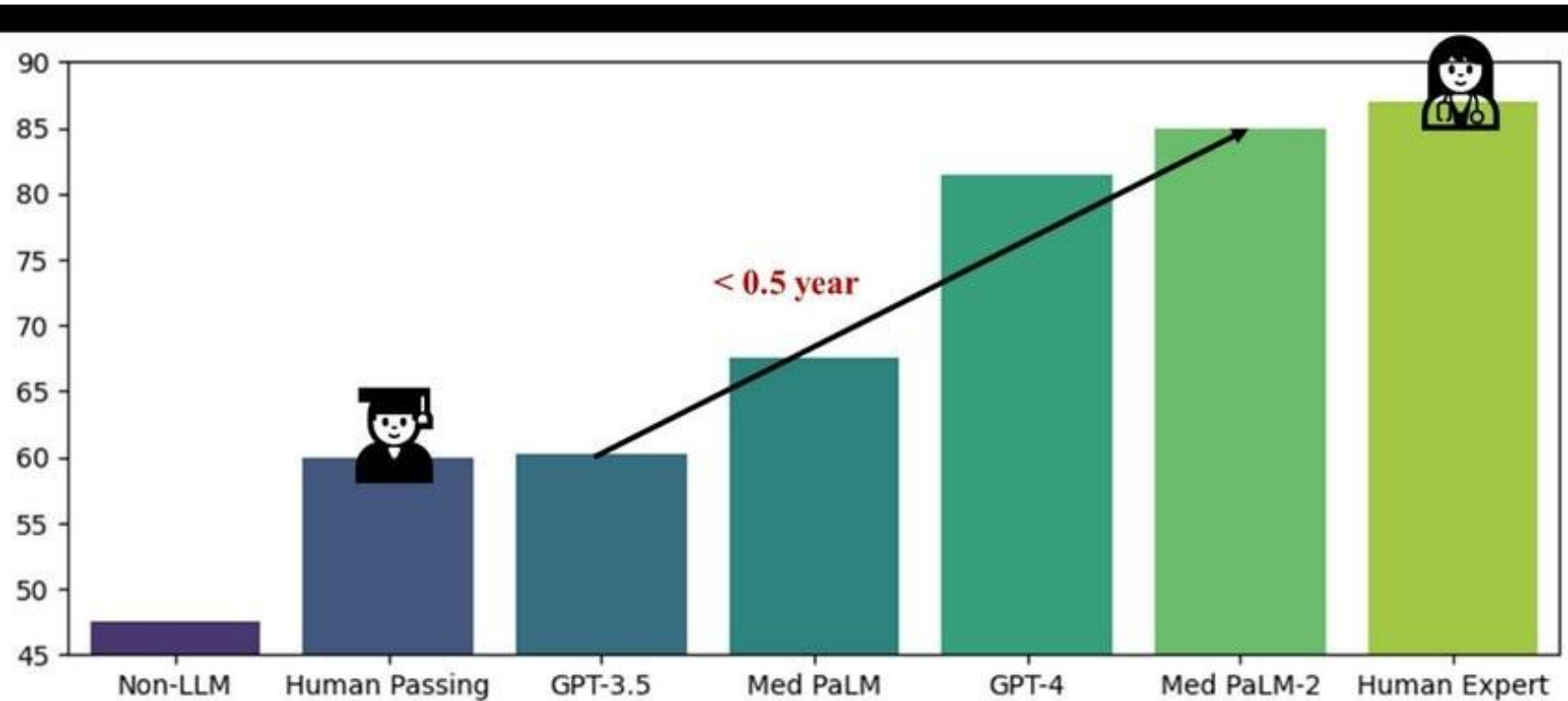


Using generative AI in just a few functions could drive most of the technology’s impact across potential corporate use cases.



Where to Look:

- McKinsey study
- Trillions in value
- Concentrated areas



From the study "Opportunities and Challenges for ChatGPT and Large Language Models in Biomedicine and Health" Tian, et al)

Trusting AI Results



"If I can be right 75% of the time I shall come up to the fullest measure of my hopes," Teddy Roosevelt

The Teddy Roosevelt Rule for AI



Assume it is only 75% correct



The Van Halen M&M Rule

Van Halen's Lesson: Define Your AI Filter

Determine how you can evaluate
security and maturity

What do you, your team, your company care about?

- HIPAA compliance check
- Local or server install
- What else?



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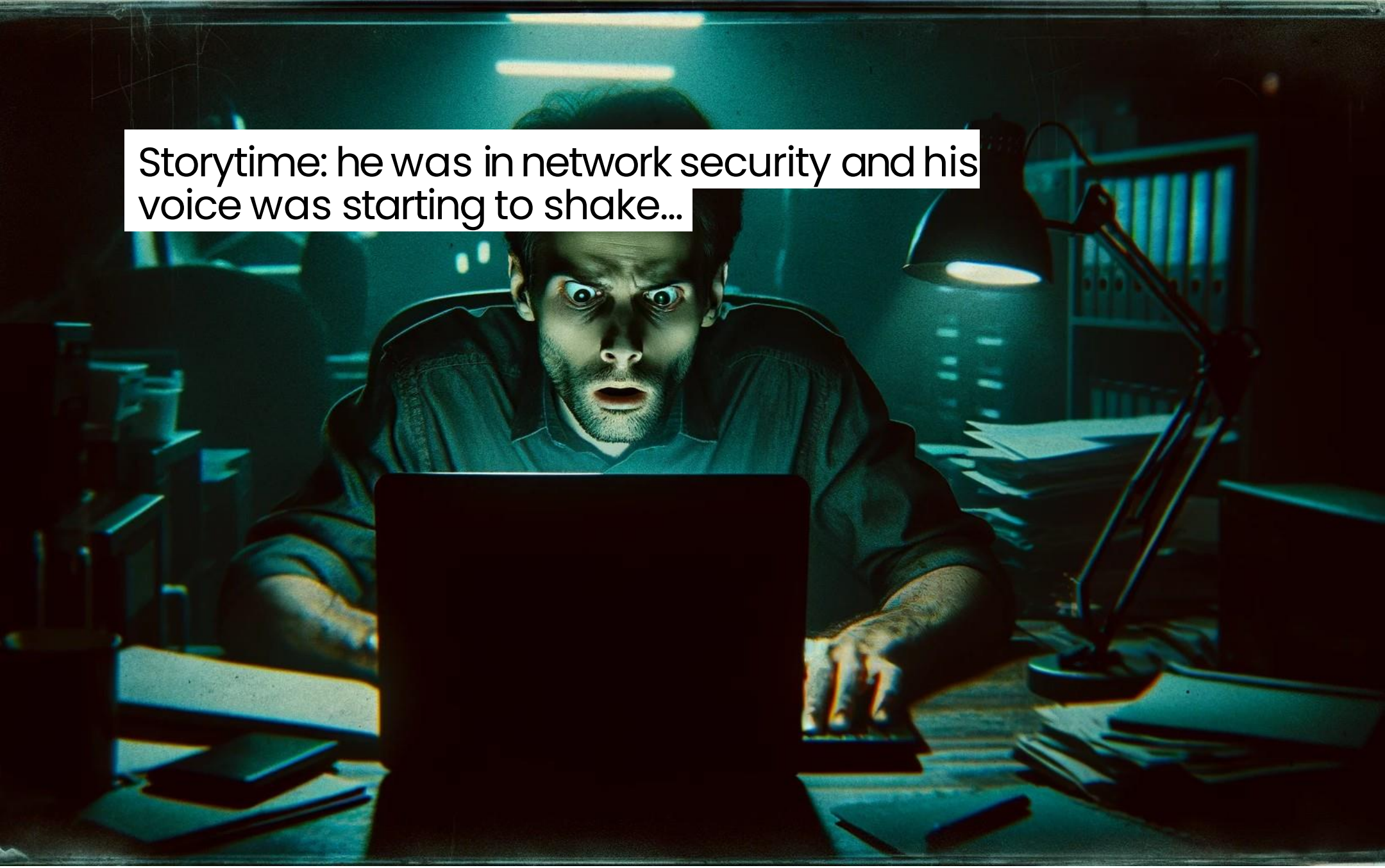
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Storytime: he was in network security and his voice was starting to shake...



2 Takeaways for AI Generated SME's

- Great for all SME prep, not just troublesome SME's
- AI in general can come with fears of replacement. It should be a point of leverage and your team may need constant reassurance

Follow the S.M.E.S. Method

Setup

P.R.E.A.C.H.
Problem Statement
Role
Exactness
Associates
Constraints
History

Modify format

What kind of response?
• A process?
• Case Study?
• CSV?
• Details around xyz?

Expand

• Outlines
• Chain of Thought
• Role Reversal

Suss

• Red-Teaming
• Contrarian takes
• Risks, problems, weaknesses

The Quick Way

Free options, no account required:

- ChatGPT.com
- Bing Copilot

Other free options:

- Google Gemini
- Claude.ai

More Advanced Methods for Generating AI SMEs

Through OpenAI and Paid Versions...

Custom GPTs

- <https://chatgpt.com/gpts>
- Can keep the SMEs prompt in mind for all responses
- You can add documents
- You can add APIs and function calling
- Shareable
- Less secure for proprietary information

Playground

- <https://playground.openai.com>
- You can adjust parameters
- Easy way to test AI for projects before building anything out
- Directly tied to what you need for API work
- Most secure



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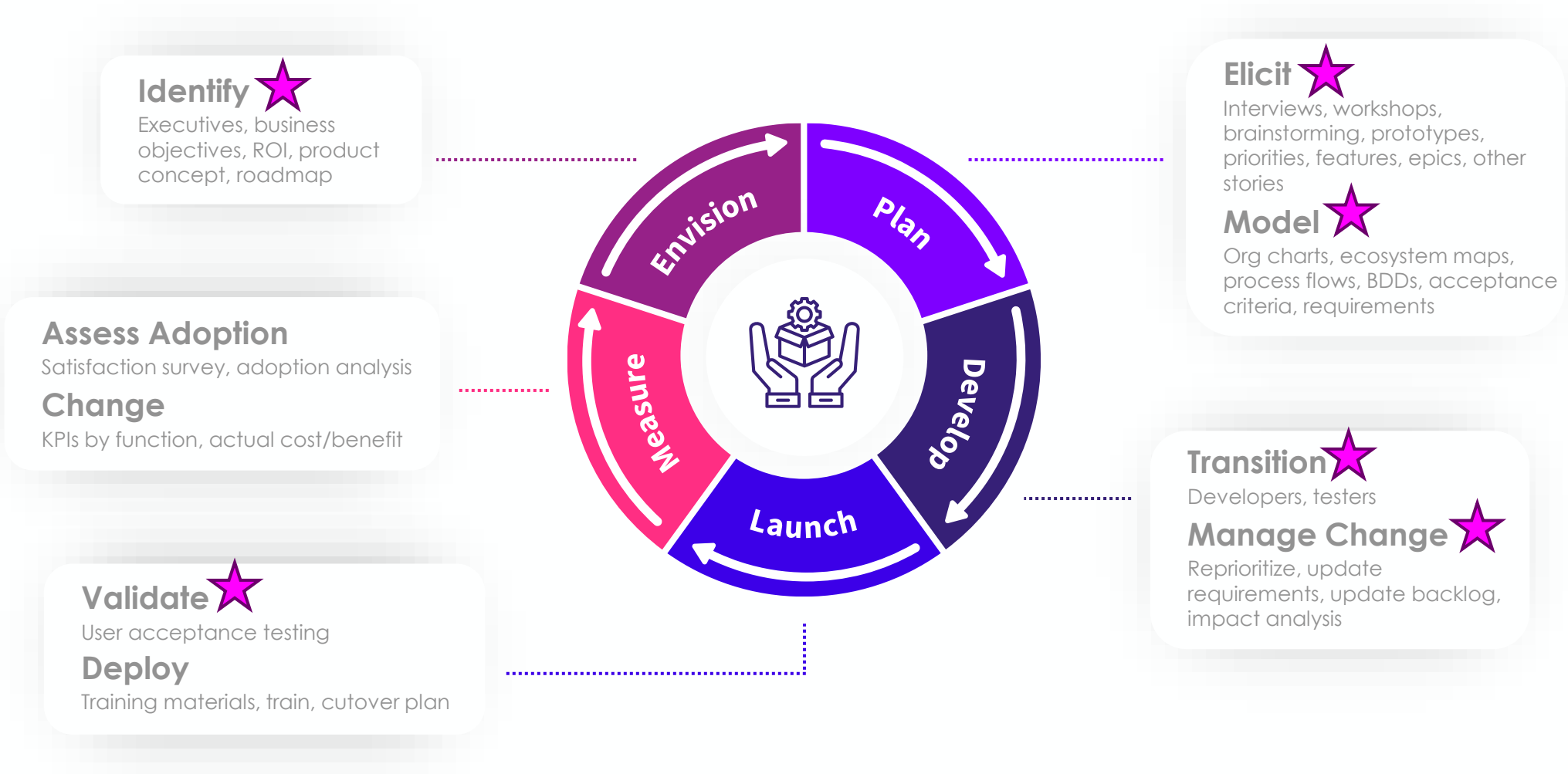


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Using AI as a PO on an Agile Project

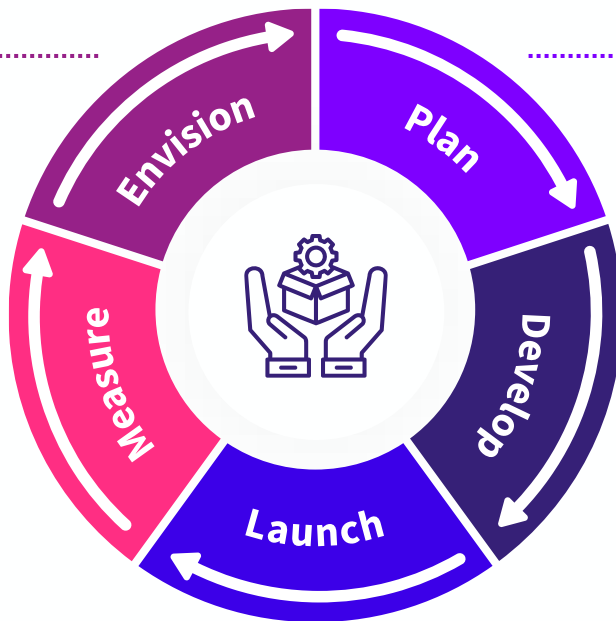
★ Some places to use AI



★ Examples of AI in Product Ownership/Agile

Identify

Identify Business Objectives
Executive Summaries



Elicit

Record Discovery Sessions, AI Generated SMEs

Model

Create visual models
Recordings/transcripts to write first draft stories
Find gaps in stories, acceptance criteria, and non-functional requirements

Transition

AI assisted sprint tracking and status reporting

Manage Change

Identify impacts of new stories to the current product
AI assisted sprint planning based on priority and dependencies

Validate

Identify acceptance tests/criteria
Find gaps in test cases

Using Your Internal Content to Train AI

Foundations for RAG

GIGO-Proof

Quality Data Only

Data has a Shelf-Life

Move, Add, Change,
Delete Process

Who and How Often?

Data Flow

iPaaS

APIs

Humans in the Loop

People

Strength or Weakness

Change Management

Overcommunicate

Clear Security Policy

RAG Options

Cohere

AnythingLLM

Deriving User Stories and Acceptance Criteria Demo



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The 3 Main Buckets for Security:

...And Don't Forget About Security Training



"As long as
it's not
training on
our data."

"No training +
nothing
proprietary
goes in."

"We're doing it
all in-house"

What's your security plan?

#1 Security
Tip:
Training

Is Their AI Trained On Your Data?

| Applications | NEVER 😊 | Opt Out 😐 | Trains 😞 |
|---------------------------|---------|-----------|-------------------------------------|
| OpenAI's API | ✓ | | |
| OpenAI's ChatGPT | | ✓ | |
| OpenAI's GPTs | | | ✓ |
| Free Google API | | | ✓ |
| Paid Google API | ✓ | | |
| Google Gemini Chat | | ✓ | |
| Anthropic | | Opt-in | potential Security/Trust violations |
| Microsoft Bing Chat | | | ✓ |
| Microsoft Office Copilots | ✓ | | |

Easy Enterprise LLM Options



ChatGPT Enterprise (RAG)



Microsoft Copilot (RAG rolling out)



Google Gemini (RAG capable)

ANTHROPIC

Claude Enterprise (Contextual RAG)

The Most Secure Options

Build Your Own LLM

PROs

Perfectly tailored to your use cases

More customizations

Maximum control and security potential

CONs

Incredibly expensive: 1+ million GPU hours per training run

Every update requires re-training

Lack of industry experts, best practices, readily available talent

Start with Open-Source

Broader developer base with familiarity

Lowest cost

Additional transparency means more security and customizability compared to closed-source commercial models

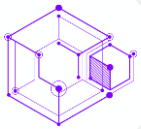
Less capable than the latest closed-source commercial models

No incentives, insight, control over major model upgrades

Finding and Evaluating Your Options



Hugging Face

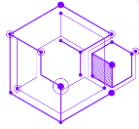


LLM vs SLM

How many use cases?

All in one industry?

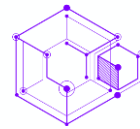
What kind of features?



On-Prem vs Cloud

Where will it live?

How will it be accessed?



Benchmarks

Filter based on responses

Check relevant evals

The Future



Collect and query all potential data

- Unique to your org
- AI Avatars as first-line of defense

Agentic AI

- Active rather than passive
- Goal-based, autonomous actions

Unlimited context and application access

- Increasingly autonomous business modules

Key Takeaways:

1

GenAI can enhance
your current product
ownership and agile
practices

2

But it's not good at
everything and you
still have to be
discerning

3

AND don't forget
about security
concerns

Resources

- GenAI Apps
 - ChatGPT.com
 - Playground.OpenAI.com
 - Gemini.Google.com
 - Anthropic.com/Claude
 - Bing.com/chat
- AI resources
 - Huggingface.co
 - Presentations.ai
 - RunwayML.com
- Integration
 - Workato.com
 - Zapier.com
 - Make.com
- RAG
 - Cohere.com
- "Navigating the Jagged Technological Frontier"
 - https://www.hbs.edu/ris/Publication%20Files/24-013_d9b45b68-9e74-42d6-a1c6-c72fb70c7282.pdf
- "The Economic Potential of Generative AI"
 - <https://www.mckinsey.com/~media/mckinsey/business%20functions/mckinsey%20digital/our%20insights/the%20economic%20potential%20of%20generative%20ai%20the%20next%20productivity%20frontier/the-economic-potential-of-generative-ai-the-next-productivity-frontier.pdf>
- "The New Automation Mindset"
 - By Vijay Tella, Scott Brinker, Massimo Pezzini

Q&A



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