Generative Consulting

MAP and TRACK Methodology

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MAP and TRACK is a rubric for understanding and evaluating your business's approach to Generative AI deployment, balancing risk management with value extraction.

METHODOLOGY
ACTION PLAN
POLICY

TESTING AND EVALUATION
RISK VECTORS
APPLICATION MATRIX
CRAFTING PROMPT REQUESTS
KNOWLEDGE TRAINING

The implementation of Generative Artificial Intelligence (Generative AI) within an organization is the introduction of an active agent requiring both interaction and supervision. Generative AI produces output using deep learning techniques based upon neural networks. Many models are available, each with their own strengths, capabilities and modalities.

A transformative revolution is taking place. The impact of Generative AI at a societal level will be unprecedented in scope and speed. It will operate at all scales. Within business Generative AI has radical implications for product design, team structures, go-to-market strategies, marketing, compliance, internal operations, recruitment and more. If you can imagine it, AI will change it. Along with rewards, it will also bring significant risks. These risks must be managed effectively, at both the production and operational levels in order to extract the benefits of Generative AI.

In order for you to evaluate how Generative AI affects your business and to realize your plans, we at Generative Consulting have developed a holistic approach to AI deployment, helping our clients lean in while also managing their risk exposure. We call this process "Map and Track". It explains how to move from methodology to responsible implementation.

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Methodology - identify the steps you should take to evaluate how Generative AI impacts your market and your business culture, how it may be implemented in your business operations and in what use cases, the impact on teams, hiring and structuring, the necessary procedures to integrate these capabilities into your workflows, and the frameworks and technology required for monitoring performance and containing risk.

Action Plan – work through and document the team assemblies required, chronology, feedback loops, evaluation processes, timelines, phasing and project management required for implementation.

Policy - develop a synthesized policy framework combining optimal operational efficiency with the information and cyber security governance for communication throughout your organization.

Testing and Evaluation - Large Language Models and other Generative AI sources can operate very differently from each other. They are each also constantly evolving. As such, it is important to conduct a careful analysis of the application of such models to the uses within your organization. We provide guidance on parameters you need to consider in your sandboxing and evaluation process.

Risk Vectors - the risks presented by Generative AI can manifest themselves in many ways. We provide guidance on these risks, how they may be minimized, and how to manage and contain them when they surface. External risks from bad actors, legal and market risks, innate risks in Generative AI models themselves, and operational risks stemming from improper use, are all at work.

Application Matrix - there are a myriad of Generative AI options available. The key is to marry them to your organization's needs in terms of objectives, efficiencies and available resources. We provide guidance on the different options available to you in the many areas in which they may be used, how to integrate them into your business on a turnkey basis, and how to remain adaptable to the changing landscape without compromising your business.

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Crafting Prompt Requests - **"CRAFT" is our acronym for effective prompt request instruction techniques (i.e. how to engage with the AI models in requests for output). As with all things, the "how" of approaching a task is as important as the task itself. There is no universal silver bullet given the variety of models. There are, however, useful principles to bear in mind in experimentation.**

Knowledge Training - **no idea is truly valuable without effective implementation. Given the nature of Generative AI, it is particularly important that responsibility around its use is devolved throughout your organization in support of your developed Policy. We provide training and resources to assist your organization in promoting engaged interaction with this technology.**

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