

# **Transform tomorrow: Master benefits analysis with Gen AI today webinar Question and Answers**

Detailed answers to questions received during the live webinar 'Transform tomorrow: Master benefits analysis with Gen AI today', 30 April 2025

Compiled by Rami Deen

Question	Reply from Rami Deen
<p>A lot of businesses will need their own internal tools due to the sensitivity reason you mentioned - are there any drawbacks? can external data be pulled in on a regular basis or will the data it can use be limited to company data?</p>	<p>Great question! I would start by shaping your strategy to determine how Generative AI can deliver value and identify impactful use cases that align with your organisation's goals. Next, consider your key business, operational, legal, ethical, and technical constraints to effectively implement these solutions and determine your optimal execution strategy and platform.</p> <p>Enterprise solutions, such as Microsoft Copilot, enable hybrid approaches by allowing access to both company data and the web, while being configured to prevent data leaks, and there are open AI tools that can be leveraged too by IT departments to build right tools. Critical to success are adoption, governance, and ethical interventions to ensure Generative AI, which has a high impact on people, is used effectively.</p>
<p>Did the results chain exercise actually suggest all the necessary components of the programme to drive the benefits, i.e. design the programme inputs?</p>	<p>Yes, the results chain exercise did suggest all the necessary components of the program to drive the benefits. Its application involved engaging with the right stakeholders and iterating the model throughout the lifecycle, which helped shape and adapt the scope, and both early and lag outcomes effectively.</p>
<p>Should we be citing and giving credit in reports for AI input?</p>	<p>Yes, citing AI input in reports is crucial for transparency, accountability, and ethical standards. It clarifies the sources of information and respects intellectual property rights. In academia guidelines exist for giving proper credit.</p>