

AI Revolution: Unleashing Opportunities and Navigating the New Frontier



Set your browser to
HIGGINS.CNF.IO
For interactive polling
and Q & A

Presented By
John H. Higgins, CPA.CITP
Rochester, Michigan



Learning Goals

- Establish a foundational understanding of AI technology
- Identify opportunities to leverage the power of AI in the non-profit finance function
- Recognize the risks of AI and how to mitigate them

Set your browser to
HIGGINS.CNF.IO
For interactive polling
and Q & A

John H. Higgins, CPA.CITP

Strategic Technology Advisor



john@higginsadvisoryllc.com



Copyright (c) 2024 Higgins Advisory, LLC - Unauthorized Reproduction Prohibited.
Nationally recognized thought leader, advisor, author and speaker on CPA technology

Strategic technology advisor to the profession w/ 35+ years of experience

Founded and sold two CPA technology advisory startups

Former National Mid-market Technology Partner - BDO

CPA Practice advisor Top 25 Thought Leader for the CPA profession

AICPA Business & Industry Hall of Fame Inductee

Past Chair of the Michigan Association of CPAs

Passionate advocate for the CPA profession!

Presentation Outline

- Why is this important?
- The state of AI technology today
- Executive level review of how it works
- AI applications in business
- A word of caution
- Deploying AI strategically within your organization
- What is next for AI

Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: What is the first thought, in a word, that comes to your mind with AI?

WHY IS THIS IMPORTANT?



“AI will probably most likely lead to the end of the world,
but in the meantime, there'll be great companies.”

Sam Altman
CEO, OpenAI

“The new spring in AI is the most significant development in computing in my lifetime. Every month, there are stunning new applications and transformative new techniques. But such powerful tools also bring with them new questions and responsibilities.”

Sergey Brin

Co-founder Google

“What all of us have to do is to make sure we are using AI in a way that is for the benefit of humanity, not to the detriment of humanity.”

Tim Cook
CEO, Apple

“First time in human history nobody has any idea how the world will look in 20 years.”

“The most important thing to know about AI, it is the first technology in history that can make decisions by itself and can create new ideas by itself.”

Yuval Noah Harari
Best Selling Author - Sapiens

“Robots will be able to do everything better than us. I am not sure exactly what to do about this. This is really the scariest problem to me.”

Elon Musk

Founder, Tesla & SpaceX

“Artificial intelligence is like electricity; it has application everywhere”

Andrew Ng
Co-founder Google Brain



Generative AI for Everyone

THE STATE OF AI TECHNOLOGY TODAY

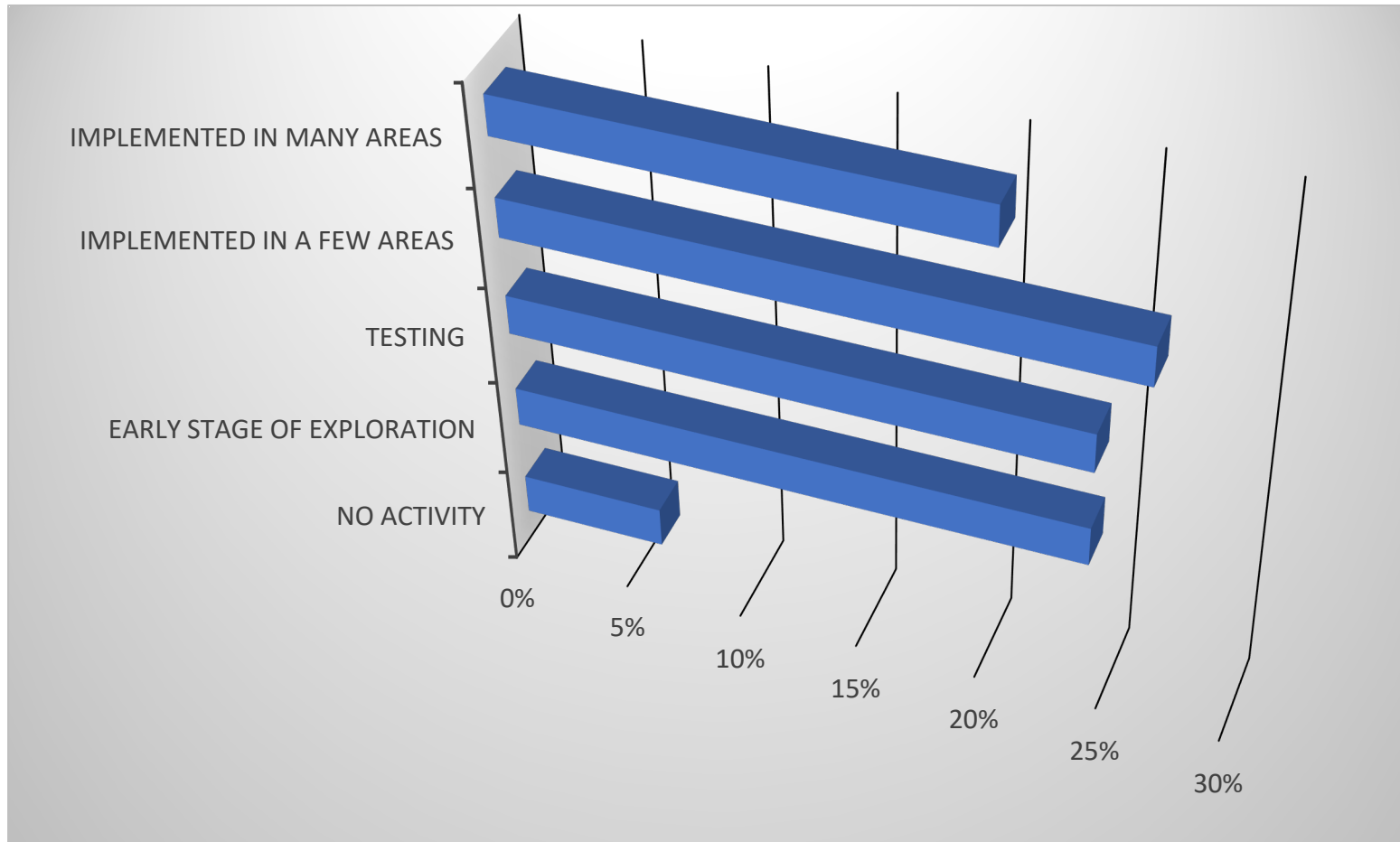


Corporate Adoption of Generative AI

- 70% of companies surveyed say their companies have tested or implemented generative AI.
- 70% of CEOs surveyed worldwide said generative AI will significantly change the way their company creates, delivers and captures value.

Source: PwC 2024 Digital Trends in Operations Survey

Corporate Adoption of Generative AI



Source: PwC 2024
Digital Trends in
Operations Survey

Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: Where would you place your company on the AI adoption timeline?

Current Day Examples

- [Amelia](#)
- [ChatGPT](#)
- [HeyGen](#)
- [Figure 01](#)
- [Neuralink](#)

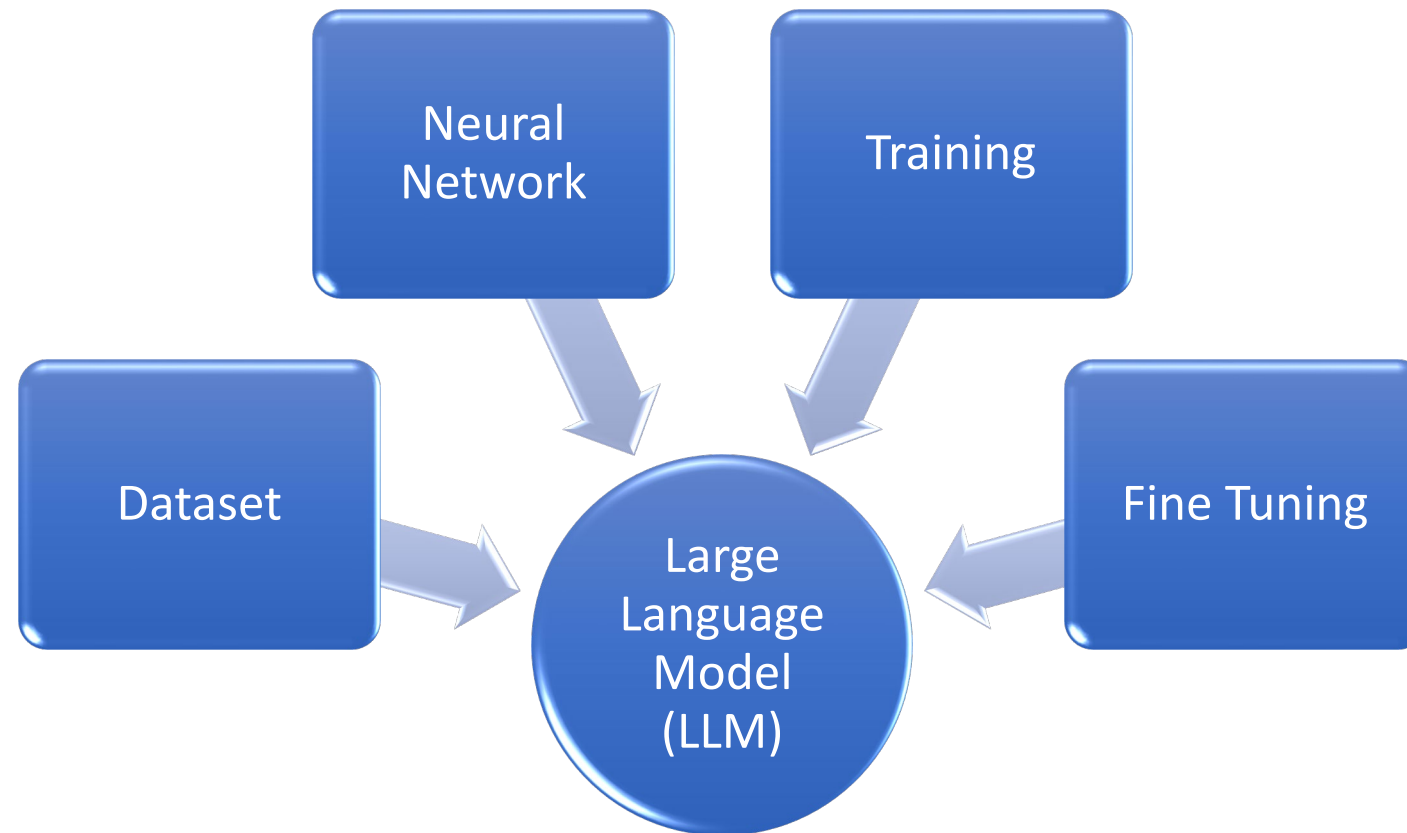
The Three Levels of AI

Narrow AI aka Weak AI	General AI aka Strong AI	Super AI aka Artificial Super Intelligence
<ul style="list-style-type: none">• Only form of AI that exists today• Limited to a defined task• Chatbots• ChatGPT	<ul style="list-style-type: none">• AGI – Artificial General Intelligence• Exists in theory only• Can accomplish new tasks without human training• Intellectually on par with humans• Current predictions are around 2030	<ul style="list-style-type: none">• Exists in theory only• Think / reason / learn / make judgements• Cognitive abilities surpassing human beings• Understand human feelings and feel emotions• Develop own beliefs and desires• No consensus prediction on arrival timeline

EXECUTIVE LEVEL REVIEW OF HOW IT WORKS



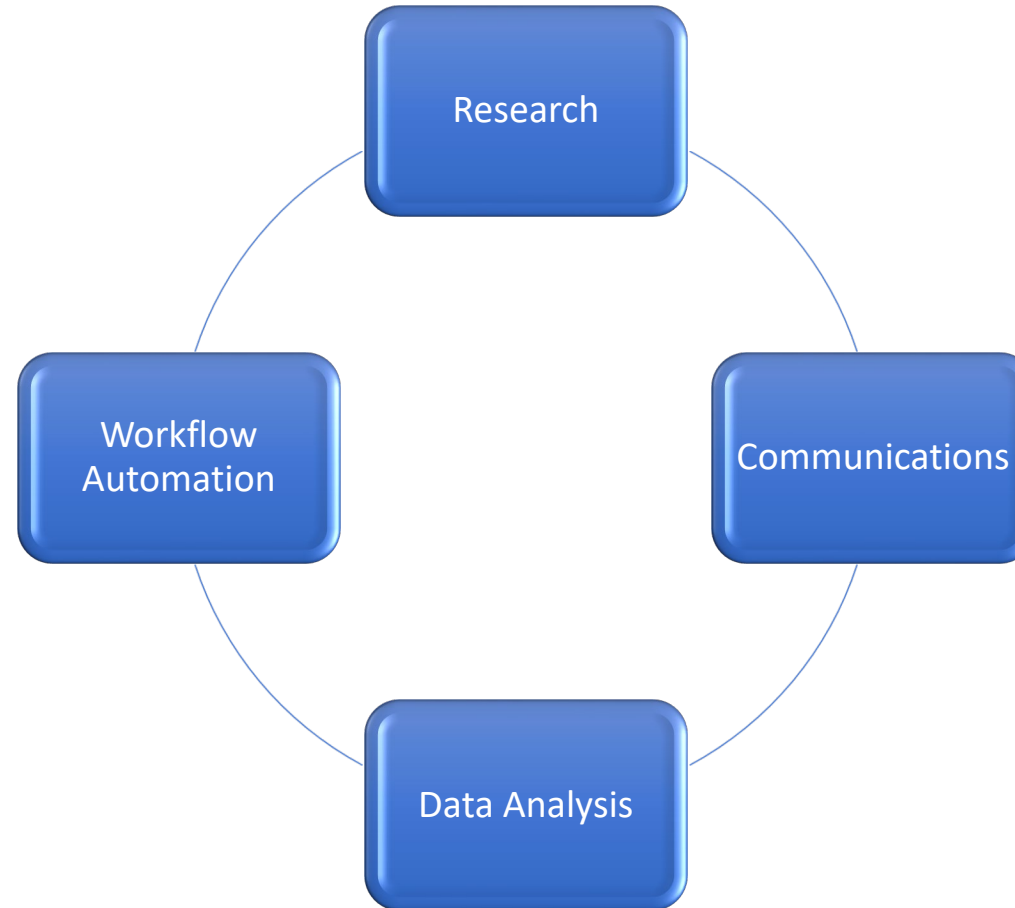
Generative AI and Large Language Models



AI APPLICATIONS IN THE NON-PROFIT ENTITY



Generative AI Applications in Non-profit Finance



Research Example – Accounting Standard

- Explain everything I should know, as a CFO of a nonprofit community food bank with leased warehouses throughout the USA, about ASC 842 which supersedes FASB 13



View results in ChatGPT

Communications Example – Job Description

- Write an engaging job description for an online ad to recruit a staff accountant for a non-profit community food bank operation, with warehouses throughout the USA. This is a hybrid position located in Greensboro, North Carolina. Our primary software applications are MIP Fund Accounting, Concur and Microsoft 365



View results in ChatGPT

Data Analysis Example – Form 990

- What is the breakdown of grants received
- Identify the senior executives and their reportable compensation.



View results in ChatGPT

Workflow Automation Example – Excel Macro

- Create an excel macro to print the amortization schedule through the requested payment date



View results in ChatGPT

Live Content Slide

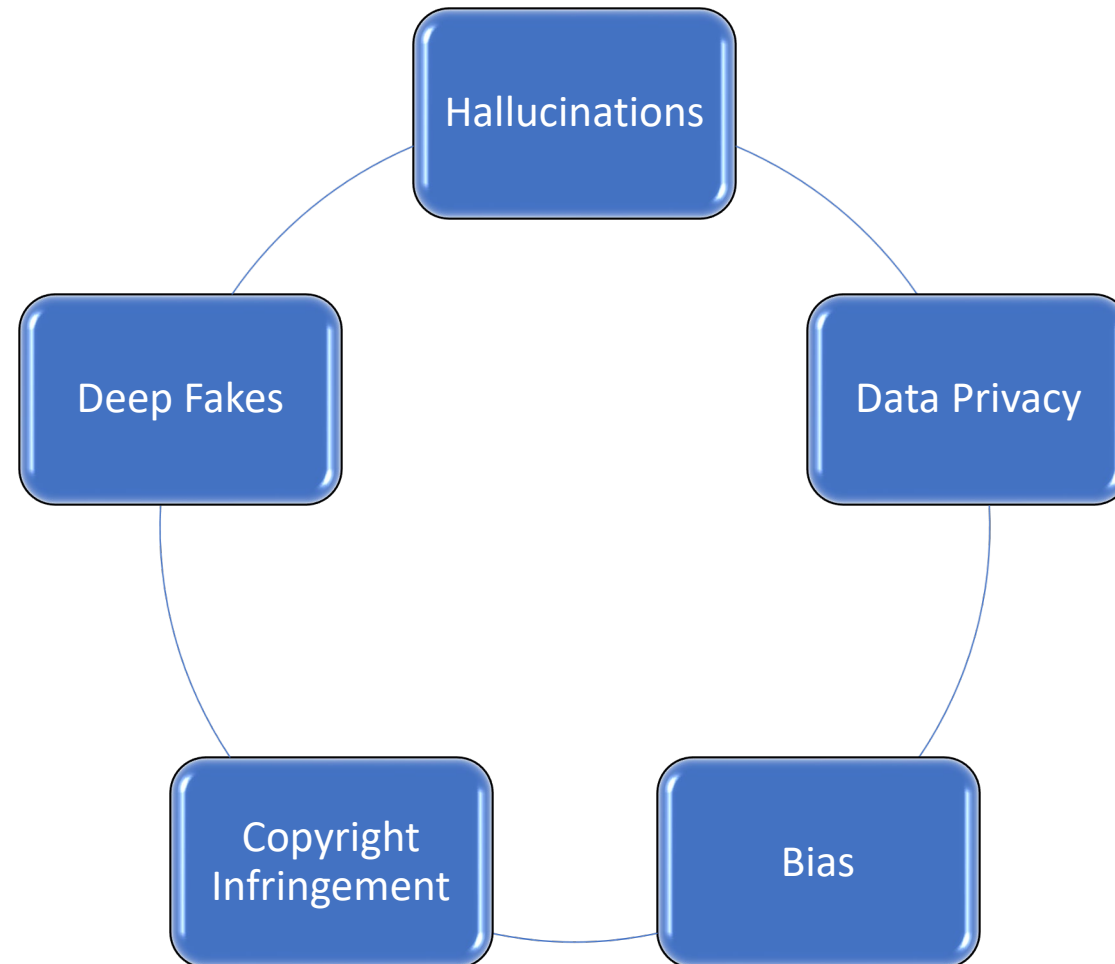
When playing as a slideshow, this slide will display live content

Poll: What ideas do you have for ways you can utilize ChatGPT in your daily work?

A WORD OF CAUTION



Issues to Beware of With Generative AI



Tips for Safe Usage of AI

- Establish an AI usage policy w/ education
- Verify generated output commensurate with reliance
- Anonymize personal & confidential data
- Review output for biases
- Establish a “safe word” for potential deep fakes

Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: Do you have an AI usage policy in your company?

DEPLOYING AI STRATEGICALLY WITHIN YOUR ORGANIZATION



Building Your AI Strategy

Establish an AI usage policy



Develop an internal AI knowledge base



Form an AI strategy team



Establish workflow automation teams



Identify and execute specific and manageable AI initiatives

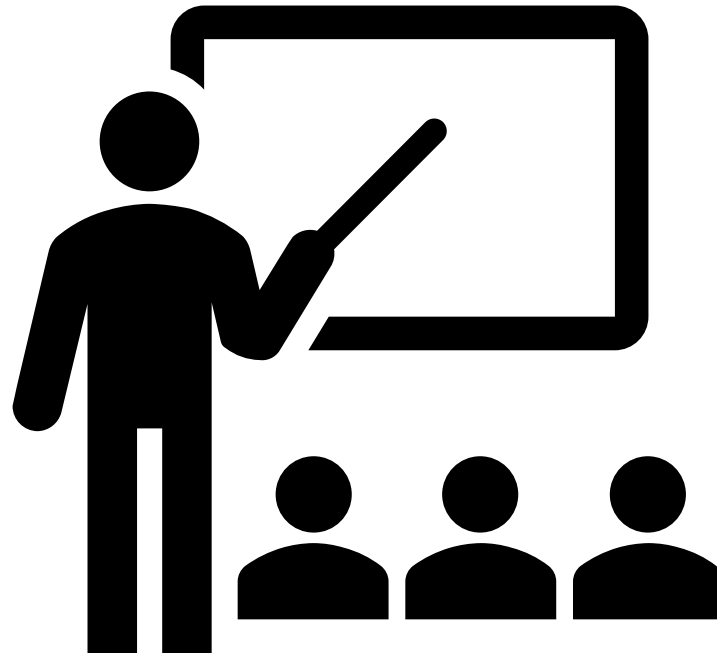
WHAT'S NEXT FOR AI



What is next for AI?

- Stargate from OpenAI & Microsoft - \$100 billion supercomputer
- Agents – Execute specific actions
- Proliferation of private LLMs
- Humanoid robots

WRAP-UP



In Summary

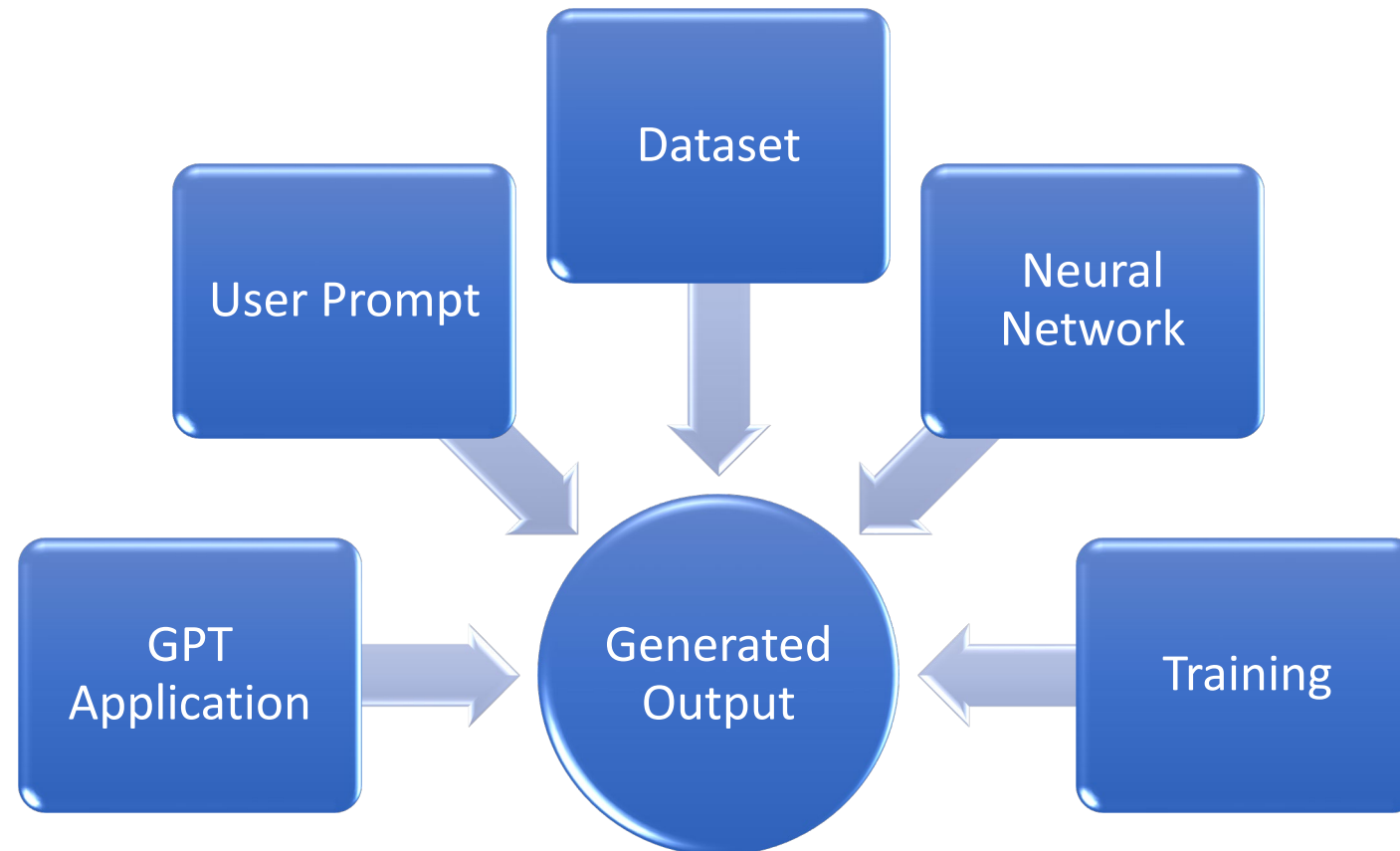
- Generative AI ignited a watershed transformation in the application of technology
- We are at a very early stage in the AI revolution
- Advancements in AI are happening at an unprecedented pace
- No one can predict where this is ultimately headed
- Every organization must allocate resources to AI
- Build your knowledge, build your value!

Questions ?



Thank you!!!

AI GLOSSARY



AI – Artificial Intelligence

The development of “intelligent” machines that can perform tasks that typically require human intelligence, such as perception, reasoning, learning, and natural language processing.

AGI – Artificial General Intelligence

A form of artificial intelligence that can perform equal to or superior to human beings on a wide variety of tasks that requires thinking and doing.

Machine Learning

Use of algorithms that enables machines to learn from data and make predictions or decisions based on what it has learned.

NLP - Natural Language Processor

A field of AI that deals with the interaction between computers and human language, enabling machines to understand, interpret, and generate human language output.

LLM – Large Language Model

- An artificial intelligence (AI) model that is designed to generate human-like text.
- Trained on massive amounts of data, such as text from books, articles, and websites, and use complex algorithms to learn patterns in the data and generate text that is like human writing.

GPT - Generative Pre-trained Transformer

- A type of language model that uses deep learning techniques to generate human-like text
- After reading all this data, the GPT tries to predict the next word in a sentence, using a neural network.
- Achieves greater accuracy over time

Neural Network

Program that helps a computer learn from data and make decisions

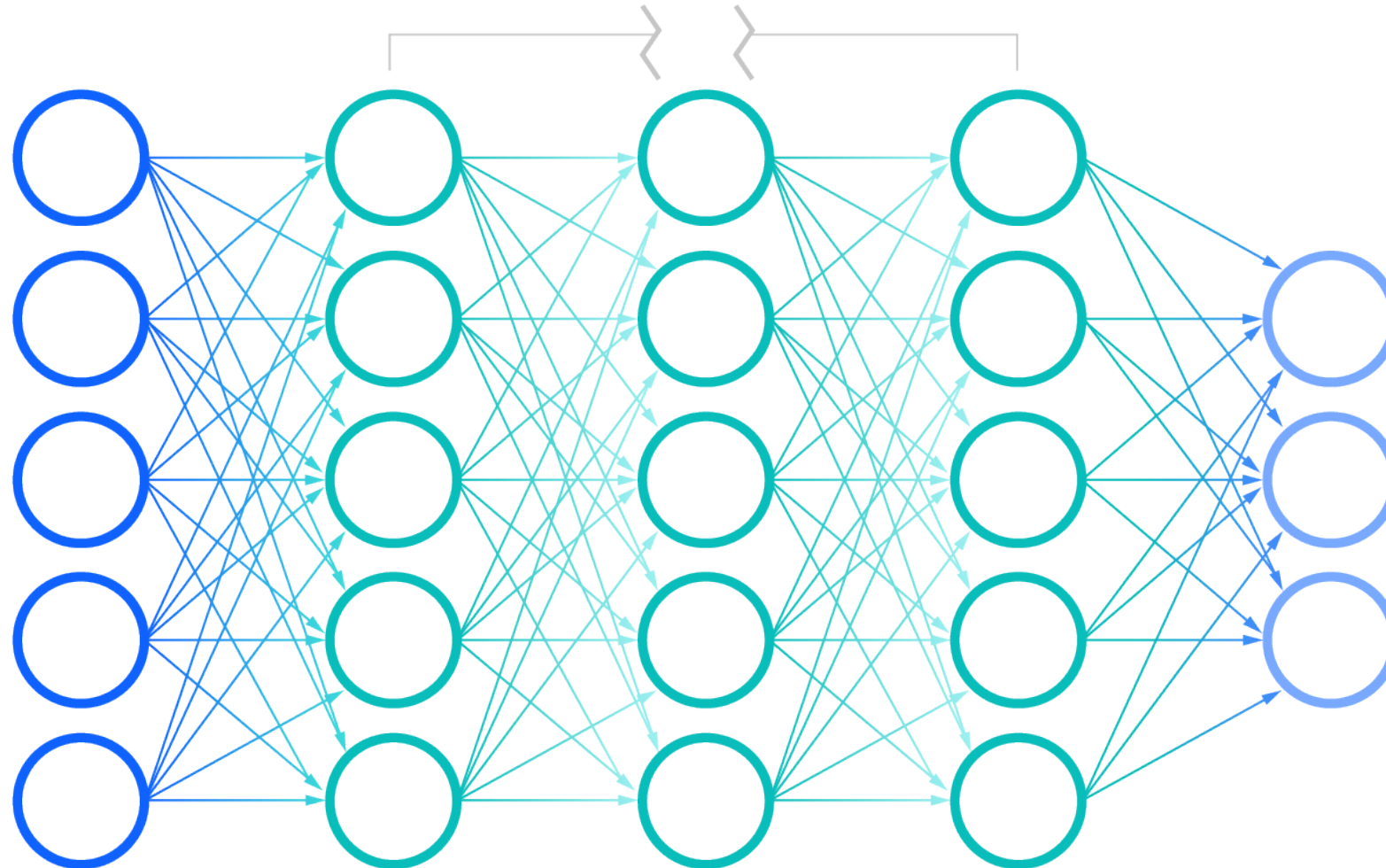
Deep neural network

Copyright (c) 2024 Higgins Advisory, LLC - Unauthorized Reproduction Prohibited.

Input layer

Multiple hidden layers

Output layer



Chatbot

- A program designed to simulate conversation with human users.
- Answers questions, provides information
- Can be text, audio or video based

- Examples:

Siri / Alexa / Cortana

ChatGPT

Amelia demo