



IASP 2024 Global Conference

UNLOCKING THE **FUTURE**

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Current and Future Uses of Generative AI in the Practice of Strategic Management
Wednesday, June 5, 2024, 10:45 AM - 11:45 AM

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Current and Future Uses of Generative AI in the Practice of Strategic Management

Research Team

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Mark Bills (Industry SME, Transformativ)

Joel Garrison (Industry SME, Army Strategist Association)

Volunteers – initial survey development and feedback, other volunteers





Research Objectives

Three key objectives:

1. Discover how Generative AI is currently being used.
2. Discover how Generative AI could be used in the future.
3. Identify the core benefits, barriers, and impacts for using Generative AI for strategic management.

Global Survey Response

100 + responses from 28 Countries

- 17 industry sectors
 - predominately from Consulting and Government
- Primary respondent roles:
 - Strategy Consultant
 - Strategy Practitioner
 - Strategic Planner
 - Executive-C-Suite level



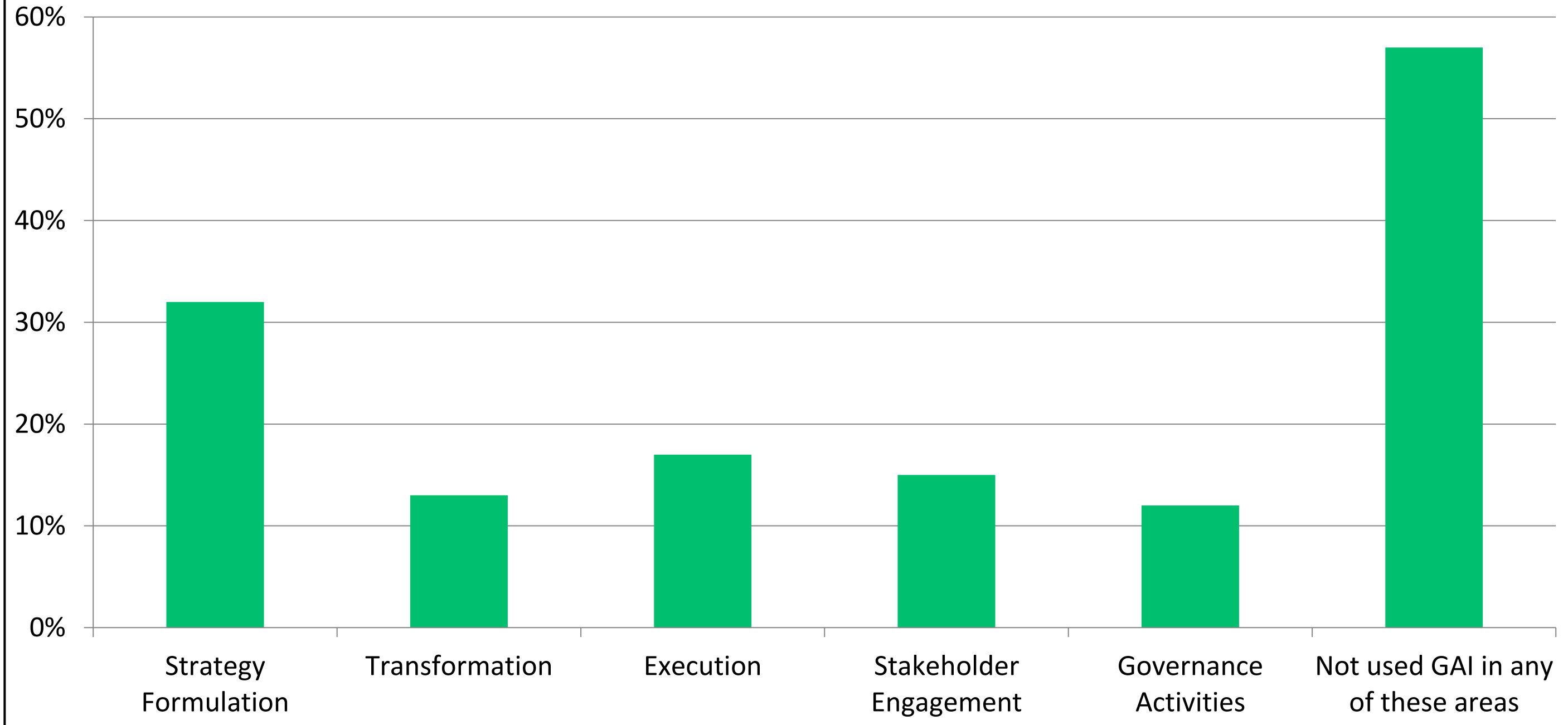
We are working to improve Gemini's ability to generate images of people. We expect this feature to return soon and will notify you in release updates when it does.



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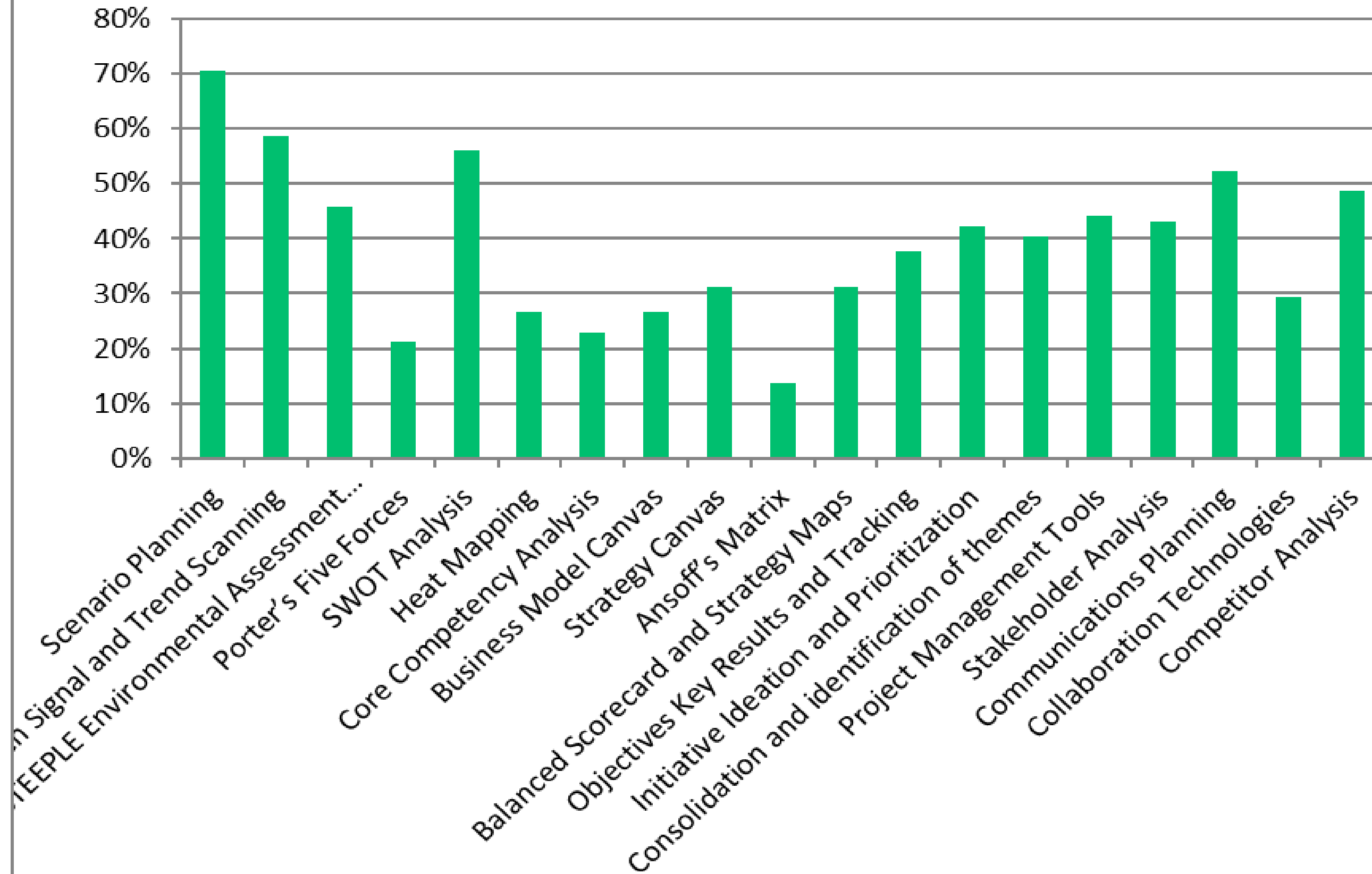
Current uses Generative AI in Strategy

Please select the areas where you have used Generative AI-based tools for your work in strategy.



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Tools and frameworks you see utilizing Generative AI in the next two years.

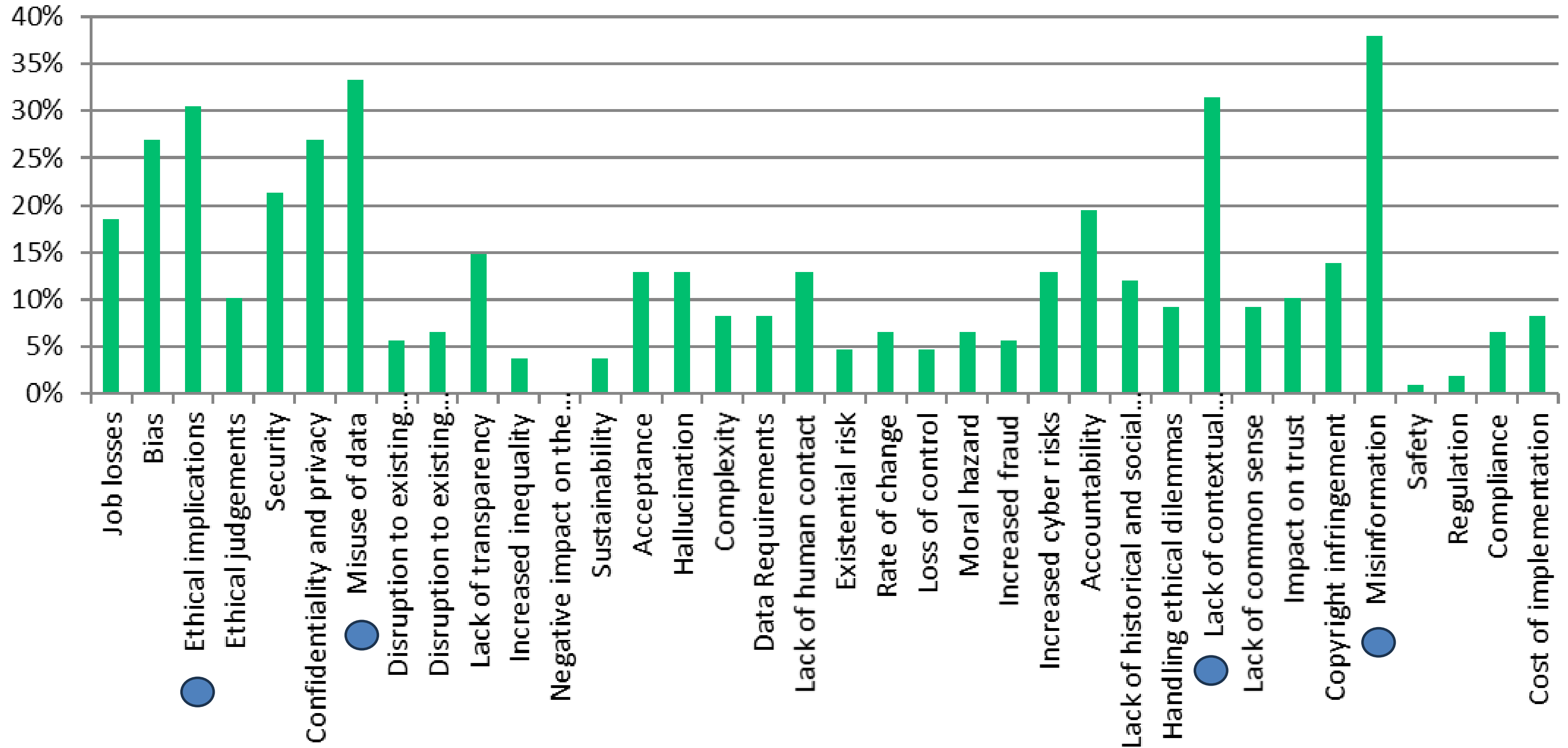


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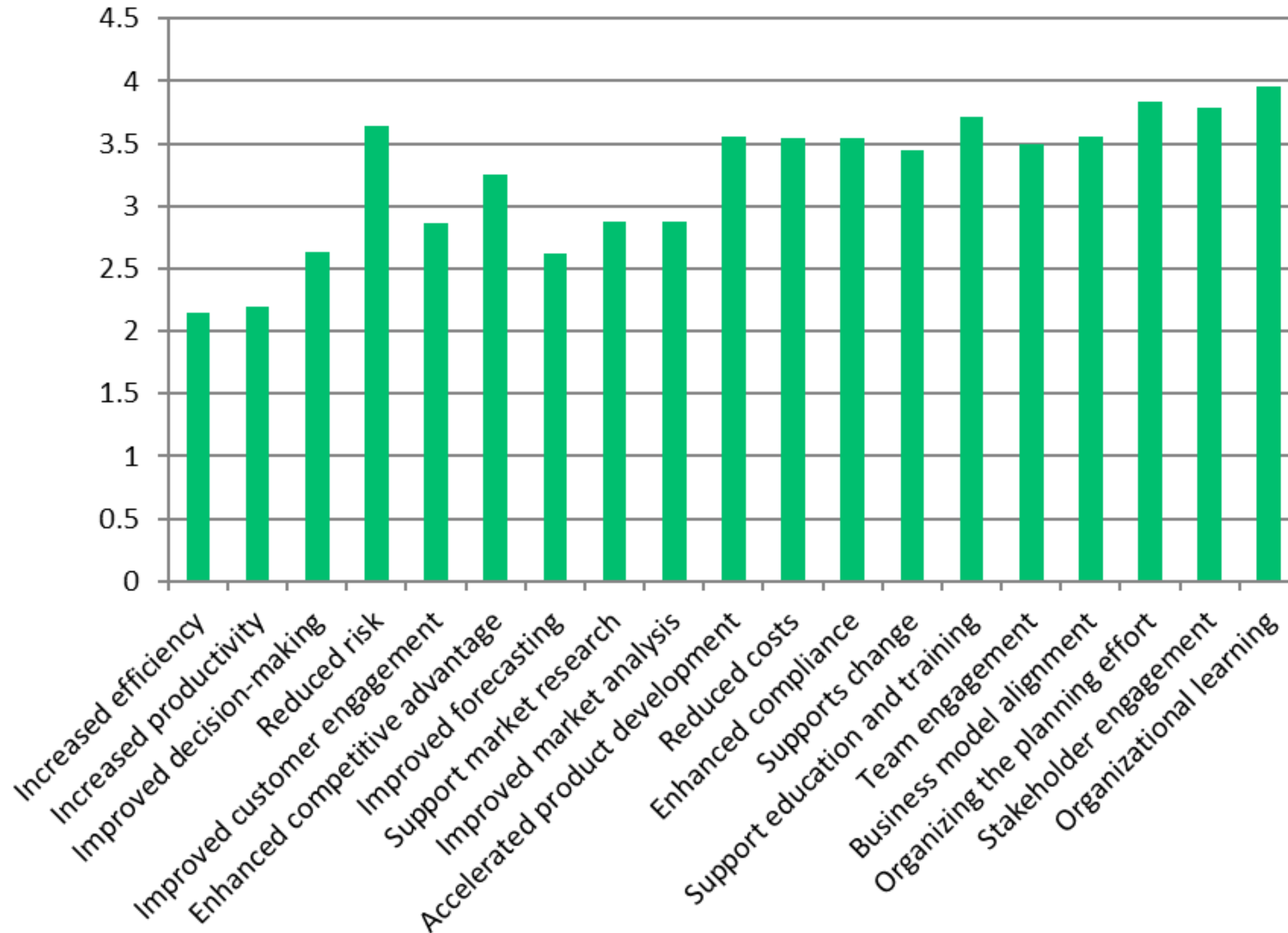
Top 3

1. Scenario Planning
2. Futures Research
Signal and Trend
Scanning
3. SWOT Analysis

Which of the following are of greatest concern to you in the use of Generative AI in the future?



Rank of five greatest benefits to using Generative for strategy?



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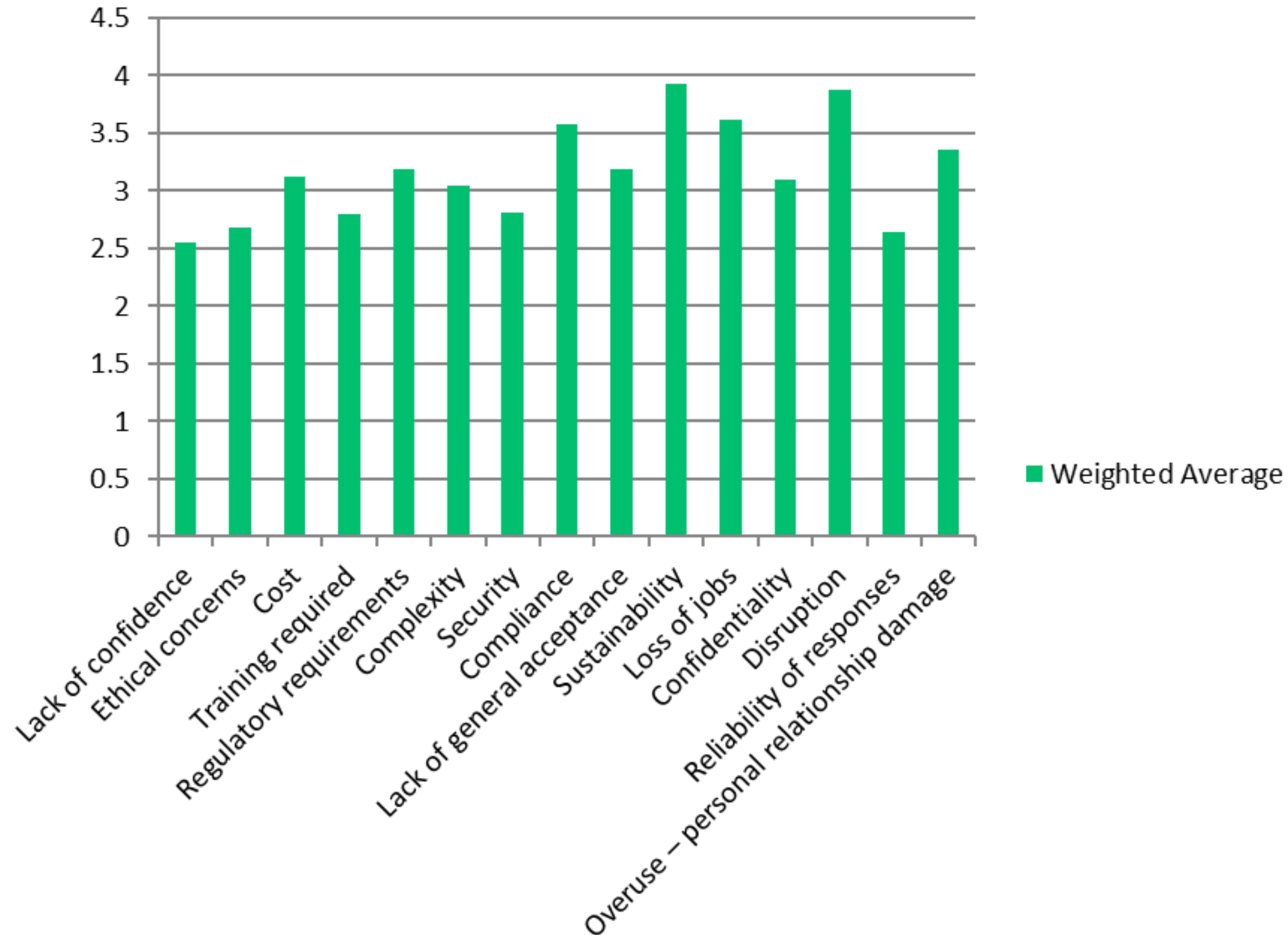
1. Organizational learning
2. Organizing the planning effort
3. Stakeholder engagement
4. Support education & training
5. Reduce risk

7 Themes from ChatGPT on Open Text Responses

1. Concerns about impact of AI on businesses and workers
2. Possible misunderstanding and misuse of AI
3. Government regulation and market opportunities
4. Importance of data quality and relevance
5. Need for AI expertise in training
6. Concerns regarding technological obsolescence
7. Ethical considerations and human critical thinking



Greatest challenges to using Generative AI specific to strategic management?

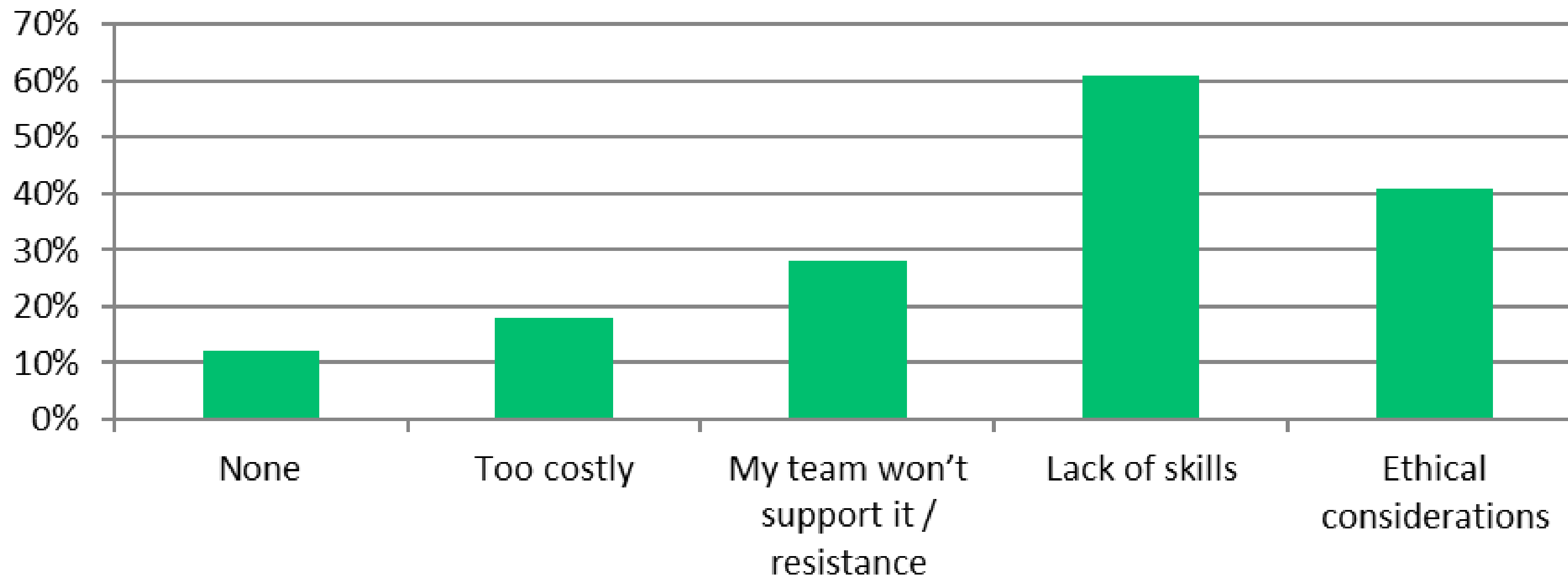


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Top 5 Challenges

1. Ethical concerns
2. Training required
3. Security
4. Compliance
5. Sustainability

What barriers do you anticipate in evaluating whether to incorporate AI into your strategic planning and management practice?



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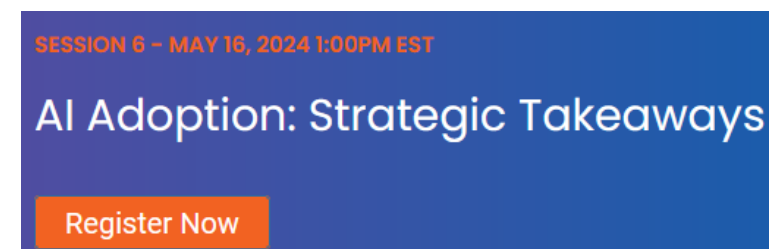


Army
Strategist
Association



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AUSTRALIA



- ✓ AI Community of Interest
- ✓ IASP Australia and other Chapter AI Events
- ✓ Free courses
- ✓ Podcasts and videos
- ✓ Other resources
- ✓ AI legislation to address ethical concerns
- ✓ AI developments around privacy and governance

<https://www.lblstrategies.com/artificial-intelligence-and-strategy-management/>

Panel Q&A Session

Robert Green (Moderator)

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