

materials




# The Digital Organisation



Norwegian Business School



復旦大學

THE BEST OF BOTH

Global Forecast Series

## The Most Popular AI Tools of 2023

“ If 2023 was a year of big, impressive, generalized AI chatbots, 2024 will be a year of the narrow and specialized.”  
- Alex Karlinovitz

- Chatbot
- Video Generator
- Text Generator
- Data Science
- Image Generator

Circle Size = Number of Visits




ChatGPT  
14.6B


60.2% of Industry Total

2


# Agenda




Razzle Dazzle




Why? Benefits & Value




Organisation Design






Implementation



Norwegian Business School



復旦大學

## GPT For Numbers

GPT-4 is AI that's purpose-built for analytics. Custom-trained on your lexicon & metadata. Enable conversational analytics for existing data sources.

### 1. Excel Formula Bot

Visit Formula Bot

Excel Formula Bot is a tool that enables users to transform their text instructions into Excel and Google Sheets formulas in seconds with the help of AI. The tool is user-friendly and intuitive, providing users with an easy way to automate tedious tasks and increase their productivity.

With Excel Formula Bot, users can quickly and easily generate formulas without having to worry about the technical details. The tool is designed

### 2. SheetGod

Visit SheetGod

SheetGod is an AI tool that quickly generates complex Excel formulas, macros, and regular expressions from plain English. It also creates Google Apps Script code snippets to automate manual work. The dashboard is user-friendly and provides tutorials for basic tasks in Excel and Google Sheets. SheetGod can send marketing emails, generate bulk PDFs, create Google Workspace Add-Ons and Microsoft Excel Add-Ins. It supports regular expressions for

### 3. GPTExcel

Visit GPTExcel

GPTExcel is a website that uses AI technology to generate spreadsheet formulas for Microsoft Excel and Google Sheets. The website has generated 24,387 formulas so far. It provides an easy-to-use interface where users can input their requirements and receive a formula that meets their needs. In addition to generating formulas, GPTExcel also provides explanations for the generated formulas, making it easier for users to understand how the formula works and how to use it.

### 4. MINDGRASP

https://mindgrasp.ai

Mindgrasp quickly makes notes, summaries, flashcards, quizzes, and answers questions from documents, PDFs, YouTube videos, Zoom meetings, webinars, podcasts, and more.

### 5. Sheet+

Visit Sheet+

SheetPlus is an AI-powered tool that helps users write Google Sheets and Excel formulas 10 times faster. It allows users to skip tedious formula writing and let AI do the work. SheetPlus transforms text into accurate formulas within seconds, saving users up to 80% of their time. SheetPlus offers a free trial and can improve users' spreadsheet skills. Sheet+ revolutionizes working with spreadsheets by generating accurate formulas from text, converting

### 6. PAPERBRAIN

https://www.paperbrain.study/

Paperbrain makes it easy to explore and understand research papers by providing summaries with direct PDF links, and abstracts.

### 7. Exelly-AI

Visit Exelly-AI

Exelly-AI is a text-to-Excel tool that helps users generate powerful Excel formulas effortlessly in their browser or Slack. It uses GPT-3.5-turbo technology to compute complicated formulas. Users can generate any formula and get explanations for each one. Exelly-AI supports Excel and Google Sheets and can integrate into Slack for team knowledge sharing and productivity. Users can subscribe to the newsletter for updates. Exelly-AI's user-friendly

### 8. ELICIT

https://elicit.com/

Make your research easier by using automaton to quickly summarize papers, extract data, and organize your findings.

Analyze research papers at superhuman speed

### 9. AI Excel Bot

Visit AIExcelBot

AI Excel Bot is a tool that helps users create complex Excel formulas in seconds. Users can use simple English prompts to generate formulas, and AI Excel Bot's formula generator uses the state-of-the-art GPT-3 AI model to provide the best results.

With AI Excel Bot, users can quickly and easily generate formulas without

# Not only tools, but also skills...

## ChatGPT Mastery Cheat Sheet

Go from beginner to pro

### Prompt Frameworks

**R-T-F**  
ACT AS A [ROLE]  
CREATE A [TASK]  
SHOW AS [FORMAT]

**T-A-G**  
DEFINE THE [TASK]  
STATE THE [ACTION]  
CLARIFY THE [GOAL]

**B-A-B**  
EXPLAIN PROBLEM [BEFORE]  
STATE THE GOAL [TASK]  
ASK FOR OUTPUT [FORMAT]

**R-I-S-E**  
SPECIFY THE [ROLE]  
DESCRIBE THE [INPUT]  
ASK FOR OUTPUT [STEPS]  
DESCRIBE [EXPECTATION]

**C-A-R-E**  
GIVE THE [CONTEXT]  
DESCRIBE [ACTION]  
CLARIFY [RESULTS]  
GIVE THE [EXAMPLE]

### AI Tools

Find the best AI tool for the job

- Copywriting: ChatGPT
- Research: Bard
- Coding: Code Interpreter
- Essays + Blogs: Claude
- Academic: Bing AI
- Data Analysis: Code Interpreter
- Image Analysis: Bard
- Summarization: Claude
- Web Browsing: Bard

**Act as a [ROLE]**

- CEO
- Investor
- Analyst
- Teacher
- Reviewer
- Therapist
- Journalist
- Advertiser
- Lowerer
- Copywriter
- Website Developer
- Accountant
- Entrepreneur
- Marketing Coach
- Project Manager
- Prompt Engineer
- Developer
- Best Selling Author

**Create a [TASK]**

- Headline
- Essay
- Recipe
- Article
- Blog Article
- AD Copy
- Cover letter
- Analysis
- Blog Post
- Summary
- Video Script
- SEO Keywords
- Book Outline
- Social Media Post
- Course Outline
- Product Description
- TikTok reel script

**Show as [FORMAT]**

- List
- PDF
- Bullet Points
- An Analogy
- Table
- HTML
- Code
- Spreadsheet
- Chart
- Table
- Conversation
- Rich Text
- Summary
- JSON
- Markdown
- Word Cloud
- Diagram
- Spreadsheet
- Smart Chart
- PPT Slides

**TONES**  
Write using AI tone

- Firm
- Confident
- Poetic
- Narrative
- Professional
- Descriptive
- Humorous
- Academic
- Persuasive
- Formal
- Informal
- Friendly

**FORMAT**

- Table
- Code
- Tweet
- Social
- media post
- Essay
- Blog
- Email
- Bullets
- Report
- Presentation
- Research

**MODES AND ROLES**

- Idea generator: Generate ideas on [x]
- Editor: Edit and fix this text: [insert text]
- Teacher: Teach me about [insert topic]
- Critic: Critique my argument: [argument]

**ALTERNATIVE CHATBOTS**

Google Bard, ChatGPT, Bing AI, Claude AI

**CUSTOM GPTS**

Build, EngageBot GPT, EngageBot GPT, FeedAI, Screenshot

**10 BEST PLUGINS**

Video Insights, Wolfram, Scholar AI, WebPilot, Keyword Search, VooScript, Zapier, Zapier, Create QR Code, Feedflow, AskYour PDF

**PROMPTS FOR MARKETERS**

- List [insert number] ideas for blog posts about [insert topic]
- Create a 30 day social media calendar about [insert topic]
- Generate landing page copy for [insert product description]
- Write 5 pieces of Facebook ad copy for [product description]
- Generate 5 persuasive subject lines for an email about [insert email description]

**PROMPTS FOR SALES**

- Generate 10 ways to generate leads for [product description]
- Create a personalized sales email for potential customers. Include topic, brand name, promo offers, etc.]
- Write a sales landing page description for [product description]
- Generate 5 personas I should include in my outreach for [X]
- Generate a script to use when cold-calling [insert person]

**PROMPTS FOR CODING**

- Help me find mistakes in my code: [insert your code]
- Explain what this snippet of code does: [insert code snippet]
- What is the correct syntax for a [statement or function in programming language?]
- How do I fix the following [programming language] code which [explain the functioning]? [insert code snippet]

**PROMPTS FOR DESIGNERS**

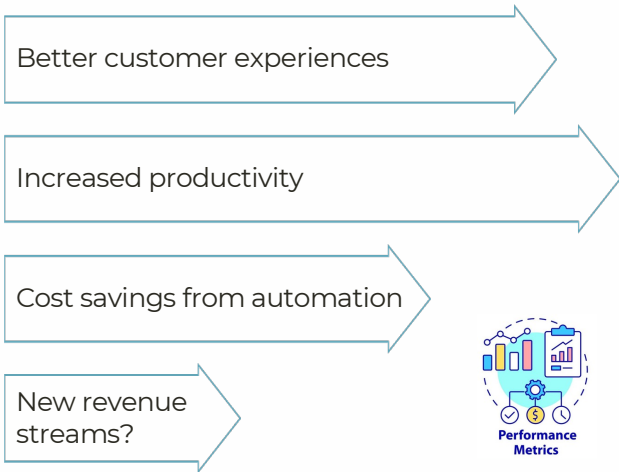
- What are some interactions to consider when designing a [insert app or website description]
- Create a user persona for [describe product]
- Generate 10 questions for a user interview regarding [topic]
- Create a user journey for [insert app and persona description]
- Generate UI/UX design requirements for [describe feature]

Here are five new ways to use your tips to get powerful results:

- Write down clear steps:
  - Give more information in your question to get better replies
  - Describe the steps needed to finish a job
  - Give examples
- Give the reference text:
  - Tell ChatGPT to answer with a reference text, like a website or PDF link
  - Tell ChatGPT to answer with references from a library book
- Break up hard jobs into smaller, easier ones:
  - You can only add a certain amount of text to ChatGPT at a time. To stay within that limit, summarize long papers piece by piece.
  - For questions with more than one step, try breaking them up into smaller pieces.
- Let ChatGPT think for a while:
  - Tell ChatGPT to figure out an answer on its own before jumping to a conclusion.
  - Ask ChatGPT what it missed on the last passes.
- Test changes in a planned way:
  - Compare ChatGPT's results to the best replies available.

# Why?

# Benefits & Value



February 12, 2024

**AI-Augmented Predictions: LLM Assistants Improve Human Forecasting Accuracy**

---

**Philipp Schoenegger**  
 London School of Economics and Political Science

**Peter S. Park**  
 MIT

**Ezra Karger**  
 Federal Reserve Bank of Chicago

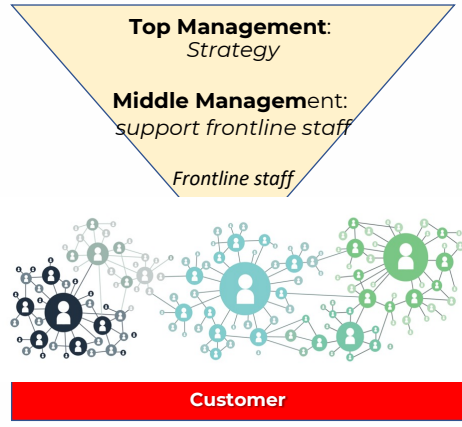
**Philip E. Tetlock**  
 University of Pennsylvania

**Abstract**

Large language models (LLMs) show impressive capabilities, matching and sometimes exceeding human performance in many domains. This study explores the potential of LLMs to augment judgement in forecasting tasks. We evaluated the impact on forecasting accuracy of two GPT-4-Turbo assistants: one designed to provide high-quality advice ('superforecasting'), and the other designed to be overconfident and base-rate-neglecting. Participants (N = 991) had the option to consult their assigned LLM assistant throughout the study, in contrast to a control group that used a less advanced model (DaVinci-003) without direct forecasting support. Our preregistered analyses reveal that LLM augmentation significantly enhances forecasting accuracy by 23% across both types of assistants, compared to the control group. This improvement occurs despite the superforecasting assistant's higher accuracy in predictions, indicating the augmentation's benefit is not solely due to model prediction accuracy. Exploratory analyses showed a pronounced effect in one forecasting item, without which we find that the superforecasting assistant increased accuracy by 43%, compared with 28% for the biased assistant. We further examine whether LLM augmentation disproportionately benefits less skilled forecasters, degrades the wisdom-of-the-crowd by reducing prediction diversity, or varies in effectiveness with question difficulty. Our findings do not consistently support these hypotheses. Our results suggest that access to an LLM assistant, even a biased one, can be a helpful decision aid in cognitively demanding tasks where the answer is not known at the time of interaction.

<https://arxiv.org/abs/2402.07862>

# Organisation Design



## Management

communication = collaboration = control  
 autonomous teams & strong guidance  
 non-financial KPIs & OKRs  
 continuous change & transformation

## Technology

Extensive use of collaboration software  
 Real-time systems  
 Automation of routine tasks  
 Visualisation of information



# What is the message?

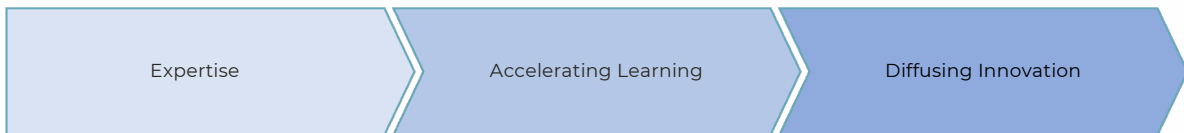
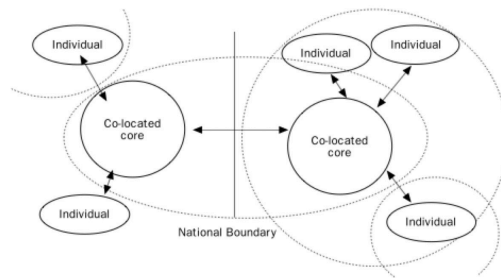
## Organisation Design criteria: Learning



*the human-AI interface is the learning focus*



# Implementation: Communities of Practice



Communities of practice are informal groups that help professionals learn together through knowledge sharing.

Communities of practice accelerate learning by enabling professionals to share knowledge, insights, and best practices.

By disseminating new methods and innovations quickly, communities of practice speed up adoption of improved practices.

# Implementation: Fostering Collaboration

*community of practice*

By structuring collaborative activities, learners can build teamwork skills and learn from each other.



### Group work

Divide learners into small groups to work together on an assignment or project  
Team composition and timeline are relevant  
Learners = employees AND managers



### Peer mentoring

Pair learners so more advanced peers can assist less advanced learners



### Think-pair-share

Learners think individually, pair to discuss ideas, and share with the group or community  
(visual) communication is an important skill; role for AI tools (<https://walling.app>)

## Sources (articles available in the OneDrive folder)

<https://openai.com>

<https://perplexity.ai>

<https://www.aitoolmate.com/best-ai-tools-for-excel>

<https://arxiv.org/abs/2312.16171>

<https://igenius.ai>

<https://explainlikeimfive.io>

<https://www.paperbrain.study/>

<https://mindgrasp.ai>

<https://elicit.com>

<https://walling.app/>

<https://miro.com>

- <https://hbr.org/2024/01/using-digital-academies-to-close-the-skills-gap>
- Building a Digital-Ready Culture in Traditional Organizations, G. Westerman, D.L. Soule, and A. Eswaran, *MIT Sloan Management Review*, Summer 2019: 59-68.
- Helping Employees Succeed with Generative AI, P. Leonardi, *Harvard Business Review*, Nov.-Dec. 2023: 49-53.
- The End of Bureaucracy: how a Chinese appliance maker is reinventing management for the digital age, G. Hamel and M. Zanini, *Harvard Business Review*, Nov.-Dec. 2018: 51-59.
- When to Decentralize Decision-making and When Not To, H. Vantrappen and F. Wirtz, *Harvard Business Review*, Fall 2023: 107-109.
- Structure that is not Stifling: how to give your people essential direction - without shutting them down, R. Gulati, *Harvard Business Review*, May/June 2018: 69-79.



...and learn all this *and much much more!* at <https://www.fdsn.fudan.edu.cn/nwmba/en/index.html>