



STEP UP, REACH DOWN  
& INNOVATE FORUM with

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## ABOUT PETER

A leader in creating culture innovation in people and corporations. He is responsible for leading BTS's Innovation and Digital Transformation Practices, and for managing the innovation process that identifies the insights, strategies, and opportunities they use to surprise and delight their teams, customers, and partners.

Making the  
Difference  
in DEI:

# AI, DIVERSITY DATA, & THE NEAR FUTURE OF WORK

## What is AI?

AI is the simulation of any cognitive task

## What is data-driven decision-making?

Using facts, data, and tech to improve and guide human decision-making in a way that is closely aligned with your desired outcomes

## WHERE & HOW CAN AI HELP & HURT DEI?

### What's inside a decision?

- What decision do I want to make?
- What information do I need to make the decision?
- Gather the data
- Analysis
- Make a prediction
- Apply judgment
- Take action

### 4 steps for a machine learning project

1. Frame the opportunity
2. Collect data
3. Train the model
4. Deploy the model

### Examples of where human bias can creep in:

- Unclear problem-framing
- Pre-biased data: Data that was arranged in a biased way long before it was put into a learning machine model
- Human emotions: Feeling anything during the decision-making process is not evidence that you're right
- Feeling is not data; problems arise in business meetings when people say they feel X and confuse that for data

When you're working with AI, the magic is not in the model or the algorithm — the magic is in the problem, how you frame it, and how you use the data.

We have to get comfortable spending time starting with the **BIG PROBLEM**, what you want to solve, and taking the extra step to figure out how to convert it into features and data to feed that into a model