

**AI may make
you worse at
decision-making**



Gathering information in order to make decisions is essential to drive any business forward. But, as Hilary Mantel observed, “*facts are not truth... information is not knowledge.*”

To arrive at knowledge that powers strategic decisions we first create a narrative, using the original predictive modelling machine: our own brains.

This narrative, created from the data points our brains can consider, becomes the single most powerful influence over the decisions we make.





**And the power of
machine learning could
help...**

AI allows us to introduce many times more data points into consideration - challenging the limitations of our brains to arrive at more objective narratives - informing better decisions.

A blue ceramic plate is shattered into many irregular pieces, scattered across a white surface. The pieces are sharp and jagged, with some showing the white interior of the plate. The background is a plain white surface with some faint shadows and dust particles.

But, what if it makes things worse?

Introducing AI doesn't guarantee objectivity and balance.

There are reports of ChatGPT now providing less effective answers, sometimes providing false responses to questions it previously answered correctly.

The exact cause of this is not clearly understood, but it points to a hypothesis that it may be caused by the openness of ChatGPT.

Input by the masses opens up the risk of poor-training, false information and bias. Which could lead to worse decision-making.



We shouldn't be getting excited only about how much information our AI can gather.

It's about the quality of the stories we can tell ourselves, based on that AI-gathered information.

In reality, user research by humans remains incredibly important - it provides the ground truth behind any useful AI training.



**The choices we humans
make now - about the stories
we train AI to tell - will
determine whether we can
rely on them to help us make
good decisions in future.**

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