Exploring AI: Team Discussion Guide

Team:

Use this discussion guide to help your team explore the applications and implications of AI within your team. Be as specific or general as you like. At this stage anything is possible so explore its use now and in the future.

One way to think about AI is how it will impact your work internally at the WWF (e.g. systems, processes, tasks etc) and then externally (e.g. data protection, misinformation, audience needs etc)

Questions *Use these questions to facilitate a conversation or workshop on AI within your team. Work your way through these questions or pick and choose what is relevant for your team.*	**Ideas** *Get your team to add their ideas directly and then discuss.*
Improving Productivity: "How can we leverage AI to automate routine tasks and free up time for more impactful work or work that delivers our teams goals?" “What are those routine tasks we spend lots of time on, which we feel there must be a better way of doing them?” *Examples: Using AI for automating the processing of donation records to enhance efficiency. Note taking in meetings. Analysing information in excel.*	
Enhancing Quality and Impact: "In what ways could AI help us deliver better quality work and outputs?" "In what ways could AI help us deliver more personalized and effective services to our beneficiaries?" *Example: Implementing chatbots to provide instant, tailored support to individuals seeking assistance, both internally and externally. Using AI to predict the impact of our programme work. Use machine learning to understand our supporters better. Creating synthetic users to test and build ideas before testing with real people*	

Identifying and Mitigating Threats: "What are the key risks associated with adopting AI in our operations, and how might we address them?" *Example: Ensuring data privacy and security when using AI to manage sensitive data and information. Managing copyright infringements with content creation. Tackling the spread of misinformation.*	
Resource, Training, and Support Needs: "What resources and training do we need to effectively implement and manage AI technologies within our team?" *Example: Identifying gaps in AI knowledge and planning targeted training sessions to build relevant skills. Are there tools we think would help improve productivity and/or quality/impact of work?*	
Piloting AI in our team: "What area of our work could benefit most from a pilot AI project, and why?" *Example: Testing an AI tool for predictive analysis in fundraising campaigns to identify potential high-value donors. Building a HR chatbot, to help staff access information they need quickly e.g. maternity policy, benefit info. Tool for summarising reports quickly.*	