

# Firm foundations: Introducing the tenets of ethical A.I use

Given the pace and scale of the A.I industry at present, organisations are looking to **maximise** the **positive impact** Artificial Intelligence can have on their work flows and output. However, the growing retinue of potential tools and pitfalls presents a problem; **which tools are suitable for my needs?** The pace and intensity of the A.I market dictates a firm grasp on tools and concepts, and requires that the ethics surrounding a new avenue toward AI enablement be fully explored and considered. Understanding the scale and potential of an A.I solution brings its own complications and potential for delays.



What they needed

What we did

How it went

# What we did

Fortunately, TPX Impact provides an introduction and grounding in this area, a sequence of introductory sessions to explore and outline the **use** and **function** of different A.I tools and to consider their **ethical implications**.

This involves investigating the split between the **hype** and **reality** when embracing A.I for the first time, and understanding where A.I can most sensibly be deployed for the greatest **material benefit**.

These sessions provide the full picture of A.I utilisation including the exploration of **bias** in and around Artificial Intelligence. By engaging the audience on the full spectrum, TPX Impact gives a **firm grounding** for new ventures.

Most crucially the ethics surrounding artificial intelligence are explored, as tools utilising key and sensitive data must be created with security and **ethical considerations in mind**. This empowers users to move further toward their A.I goals without compromising regulatory and **ethical responsibilities**.

A variety of A.I tools are covered, highlighting differences and features key to each with audience interaction in the form of a Q & A also encouraged to satisfy all queries and questions.

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This series of talks introduces a deeper **understanding** of Artificial Intelligence tools available to organisations, imbuing a stronger **underscoring** of various **tools** and **responsibilities** required when introducing A.I tools.

A clear understanding of the **ethics** surrounding A.I **empowers** users to create a **strong foundation** from which to build and broaden their A.I knowledge base.

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