

Opening Teaser:

**Matt: Most of the value of AI is going to be achieved by people working with AI.**

Open on Matt sitting with a slate in his hand.

**Matt: I'm Matt Lucas. This is the insight.**

**Matt: With generative AI, everyone seems to see the power, the potential power of the technology and wants to figure out very quickly how it can be used in their particular domain.**

**It's very similar in some ways to the advent of the PC in the 1980s or cloud computing in the magnitude of the technological change that represents.**

**Matt: People will learn how to apply the technology to specific domains and become more efficient at using it. And that's going to lead to a mass democratization of the technology.**

*[Visual: coding appears slowly, then whole screen behind Matt]*

**Matt: In the future, it may be possible to use generative AI to generate and build software. It may be much more efficient to build software than it is today. It may be possible for individual users or small teams of workers to build software that's customized for their particular use cases. And that means that you may not have to buy so much software.**

*[Visual: As Matt mentions building, we see one square replicating behind him, then another and another.]*

**Matt: We have to be careful as a society in the way that we use AI. We have to be careful about the data that it's trained on. As a consumer, there's all kinds of stuff on the internet, you have to be careful about what kind of content can get repeated.**

*[Visual: As Matt says this last line, "You have to be careful about what kind of content gets repeated" we see it on screen and then it repeats itself 3 times.]*

**Matt: Today there are much more specialized roles around prompt engineering and other similar kinds of things to enable the efficiencies of AI to be realized. So clients are trying to figure this out for themselves, and I would say it's very important to begin investing and figure out how you think it's going to affect your company and where your value capture opportunity is going to be implicated, so that you're not caught by surprise.**

*[Visual: Text: Begin investing appears when he says "begin investing"]*

**Matt: There are almost certain types of jobs that will be replaced because they're essentially easily mechanized. But most of the value of AI is going to be achieved by people working with A.I.**

*[Visual: A line appears as Matt mentions the word "idea." As he says "run ahead" the line begins to move quickly, as though it is a train until it is actually speeding forward.]*

**Matt: So when you have an idea and you're beginning to express it, if the computer can pretty quickly run ahead and take a really good guess at what you're trying to achieve. And it can do that in a very quick and efficient way, you'll be able to accomplish more as a human. It doesn't mean that your role is going to go away. It just means that your role will be able to accomplish much more.**