

AI Unpacked (2025): Essentials for Busy Professionals



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Navigating the AI Landscape

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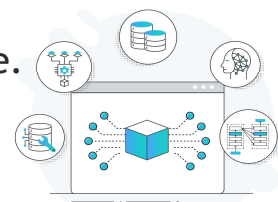
Demystifying Artificial Intelligence

- AI systems learn from data to identify patterns and make predictions.
- Performance can resemble human intelligence.
- Used for decades.
- Chat-GPT brought to mainstream.



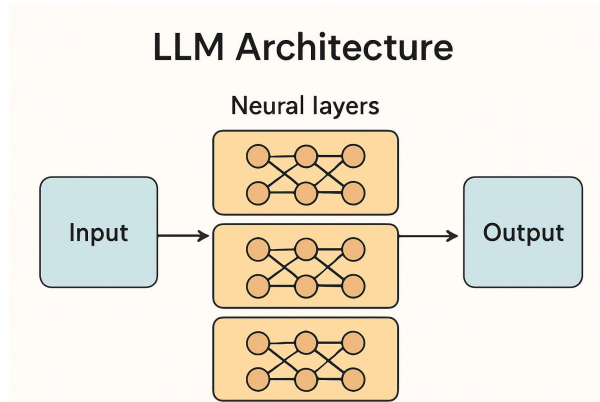
Large Language Models

- LLMs reply to and generate natural language.
- Trained to identify statistical relationships between words, phrases and concepts.
- Predicting the next word: is it more than that?
- Question of whether LLMs can ever achieve “general” intelligence.





Large Language Models



LLM Vocabulary

- Training: Learn associations from massive datasets.
- Parameters: Internal variables represent associations.
- Weights: Values represent strength of associations.
- Tuning: Adjusting for specific data or behavior.
- Inference: Running the model.
- Context Window: How much the model can “remember.”



Peering under the hood

- Controlling the “temperature” of a model
- Simplified example: guess the next word
 - No _____



Open and Closed Models

Open-Source Models	Most Free Models	Closed Systems
Code, parameters, and weights are publicly available.	User-entered data and result can be used for future training.	Provider does not see user-entered data or results.
Allows for modification, redistribution and greater transparency.	Is not directly training on inference but still raises privacy concerns.	Often used for proprietary models or in highly regulated industries.
Meta's LLaMA	ChatGPT (free version)	Enterprise-level LLMs (separate instances)



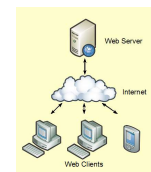
The Challenge of Hallucinations

- Plausible-sounding, but inaccurate statements.
- Limited understanding of the world (only knows statistical relationships).
- It wants to provide answers that sound good to humans.
- Mitigation strategies: fact-checking, human review, using specialized models.



How AI Empowers Business

- Operational (backend) efficiency.
- Outward facing work.
- New products and services.





Foundational Models

- OpenAI: GPT
- Anthropic: Claude
- Meta: LLaMA
- Google: Gemini



Wrappers

- Interface for more specific applications.
 - Coding: Cursor, Replit AI
 - Writing: Grammarly
 - Legal: Harvey



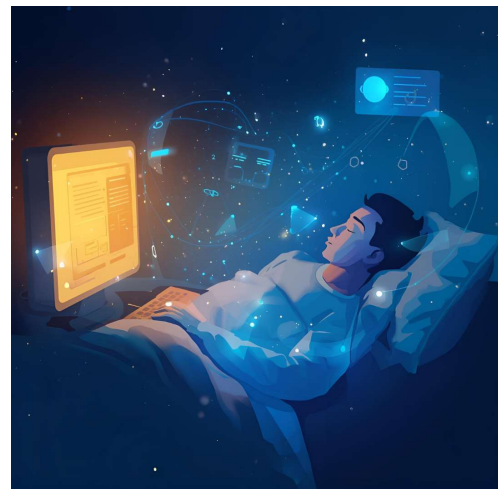
AI Assistants

- Automate tasks for humans
 - Chatbots: ChatGPT
 - Research tools: Notebook LM
 - Note taking: Otter.ai or READ.ai
 - Text to [X]: Midjourney, Speechify, Sora



AI Agents

- Act on human's behalf using tools to achieve goal
 - Auto: "self" driving
 - Email: spam filters
 - HR: resume screening
 - Custom: endless examples





Navigating the Risks of AI

- Privacy concerns: Use of information by vendors.
- Over-reliance: Sounds so “good.”
- Lack of transparency: Results not reproducible.
- Bias: Will reflect bias in training and tuning.



IP Risks

- Rights to copy training data?
- Does output infringe copyrights?
- Can you register a copyright or obtain a patent on output generated by an AI model?



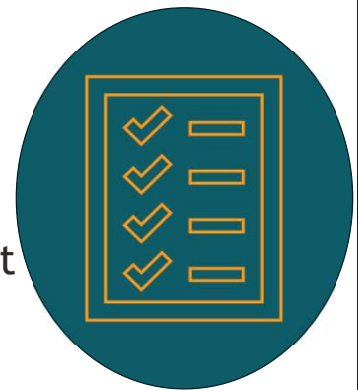
Security Risks

- Sophisticated phishing scams
 - Voice cloning
 - Hyper-specific targeting at scale
- Hacking bots and vibe coded cyberattacks



Protecting Client Data in the Age of AI

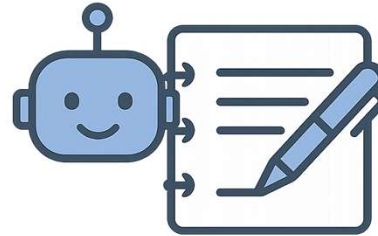
- Vet providers and their security measures.
- Monitor data shared with AI tools.
- Consider local implementations that keep data out of the cloud.





Example: AI Note Takers

- Practical risks
 - Inaccuracies, overreliance, vendor use of data
- Legal risks
 - Privilege, data security, wiretapping



The Evolving Legal Framework for AI

US Law: No general-purpose AI law (yet).

- HIPAA, Credit reporting, civil rights, labor laws (fairness and transparency requirements)
- Antitrust (collusion by algorithm), consumer protection (AI washing).

EU Law: Risk-based regulation.



The Evolving Legal Framework for AI

State Law:

- Automated decision-making, consumer rights and deepfakes (Colorado).
- AI Chatbot notice (California) and consent (Illinois).
- Risk-based disclosure requirements (Virginia).
- More to Come: Expect additional state regulation.



Building Your AI Roadmap





Developing AI Use Policy

- Acknowledge the balance between opportunity and risk.
- Encourage use of vetted tools; define what is off limits.
- List uses and notice / consent requirements.
- Have a clear procedure for evaluating new tools and uses.
- Explain training requirements.
- Regularly assess and revise your policy.



Putting Your AI Strategy into Action

- Train staff on AI Use Policy.
- Attend conferences to stay in touch with peers.
- Monitor and evaluate the use of AI tools and their impact.
- Continuously adapt and improve your AI strategy.



Embracing the Future with AI

- AI is a powerful tool that can revolutionize business.



- Need to use AI responsibly and ethically.
- A strategic approach to AI implementation is crucial.
- Stay informed and adapt to the evolving AI landscape.



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