

BRINGING INNOVATION TO MARKET

How Tech Movers and Shakers Are Using A.I. to Make Positive Changes

If you haven't considered integrating A.I. into your business , go for it now. Here's why.



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1 COMMENTS



CREDIT: Getty Images

Elon Musk and Stephen Hawking are concerned about the negative impact artificial intelligence has on society. At the other end of the spectrum, Mark Zuckerberg thinks all will be fine and great health benefits will come from AI.

Both perspectives are valid.

Nearly every advance, from cavemen learning to harness fire for warmth or Henry Ford giving us automobiles for ease of travel, includes the good, bad, helpful, and harmful.

I doubt that Ford could have envisioned gridlock, pollution, and road rage.

And social media. Who'd have thought it would have the major impact to be involved with politics and Presidential tweets?

What's new is always challenging and complex.

I've been fascinated with AI ever since Steven Spielberg gave us that sweet little robot, David, way back in his 2001 film, aptly named, "AI Artificial Intelligence." It foreshadowed some of what we are dealing with now. Can a robot struggle with human emotions?

And just recently, at the Future Investment Initiative Conference in October 2017 the world watched with fascination as Sophia, a robot whose looks and manner were based on film star Audrey Hepburn, was granted citizenship in Saudi Arabia.

Citizenship?

What rights would that entitle a robot to have?

[Just a bit more about Sophia](#) before we get to the depth of what Pascal Kaufmann has to say about AI and business.

Sophia, is a lovely robot whose programmed answers, if you listen carefully, will remind you of a 1970's film "The Stepford Wives." Listening to her brings to mind deep thoughts about what it means to be human, what it means to be free to express, to be able to speak up and really be heard.

In the film (spoiler alert) the good women of Stepford Connecticut were programmed into "Fembots." [Watch the updated version with Nicole Kidman and cringe.](#) At least, most of you will.



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Now onto Pascal Kaufmann, who is a Swiss neuroscientist and founder of Starmind, a company that is revolutionizing the fields of artificial intelligence and cognitive computing.

When I interviewed him I was wondering, a bit nervously, about the idea that AI might, one day, make humans obsolete.

Not to worry.

Kaufmann doesn't agree that the human brain is merely like a computer. While there is still so much to learn, he is clear from his research, that our brains don't process information, retrieve knowledge, or store memories like a computer does.

So, relax. While Sophia is fascinating no, she won't replace humans, citizenship or not.

Kaufmann and I discussed, at great length, how AI is now being used in the business world and it makes so much sense. It's great information for all entrepreneurs.

His vision is to utilize AI as a "corporate brain." Or just imagine a business brain made up of all your business associates. It's a new way to share information and come up with great solutions.

Think: Brainstorming on steroids.

His organization works with many global companies including J. Walter Thompson and Telefonica Germany among others.

It's kinda like, ask and you shall receive. This is the way humans and machines can work together at a next level.

Have a question? [Starmind's AI can help.](#)



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Type your question into the question window (yes, like Google) and the AI will identify the exact expert within your organization, regardless of their global location, best suited to answer it. No emails, no phone calls, no waiting.

This is where humans take the lead.

Ask the right questions and get instant answers. As I see it, it's a great way to get past silo thinking, being politically correct, or being afraid to talk to the top people in senior roles.

Kaufmann cautions, however, that humans need to be better educated to ask the right questions, the "why" of what's happening.

This led us to discuss critical thinking, so often left out of many schools around the world. Sadly, most of us are taught to remember facts and those who have great recall get the best grades. That's so different from getting into the "why" of what's being discussed.

How to keep your organization at the front of the line?

Find ways to access these intelligent machines and help determine the best ways you and your business colleagues can use them to be faster and smarter. And that means, your job as a human is to ask the right questions.

Be a pioneer, an early adapter, and stay at the head of the class.

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PUBLISHED ON: NOV 7, 2017