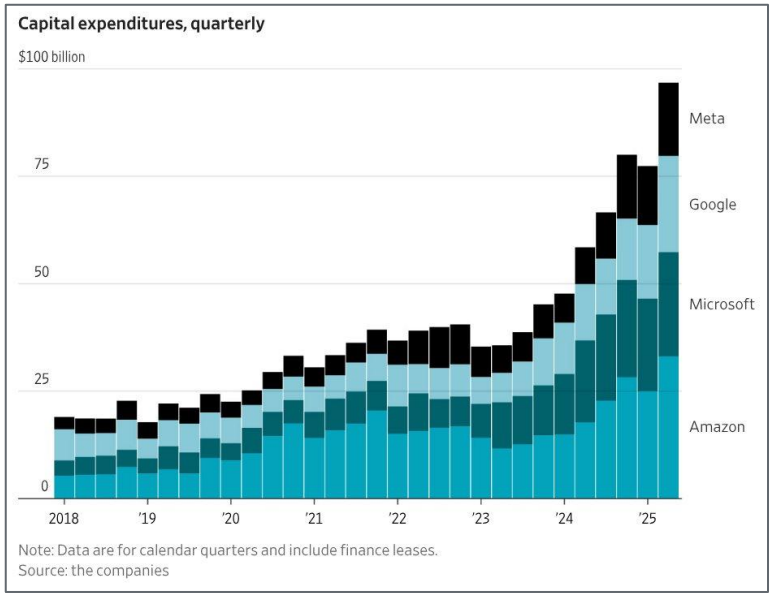


Russ Finney
The University of Texas at Austin,
McCombs School of Business
Associate Professor & Director of
MIS Undergraduate Programs

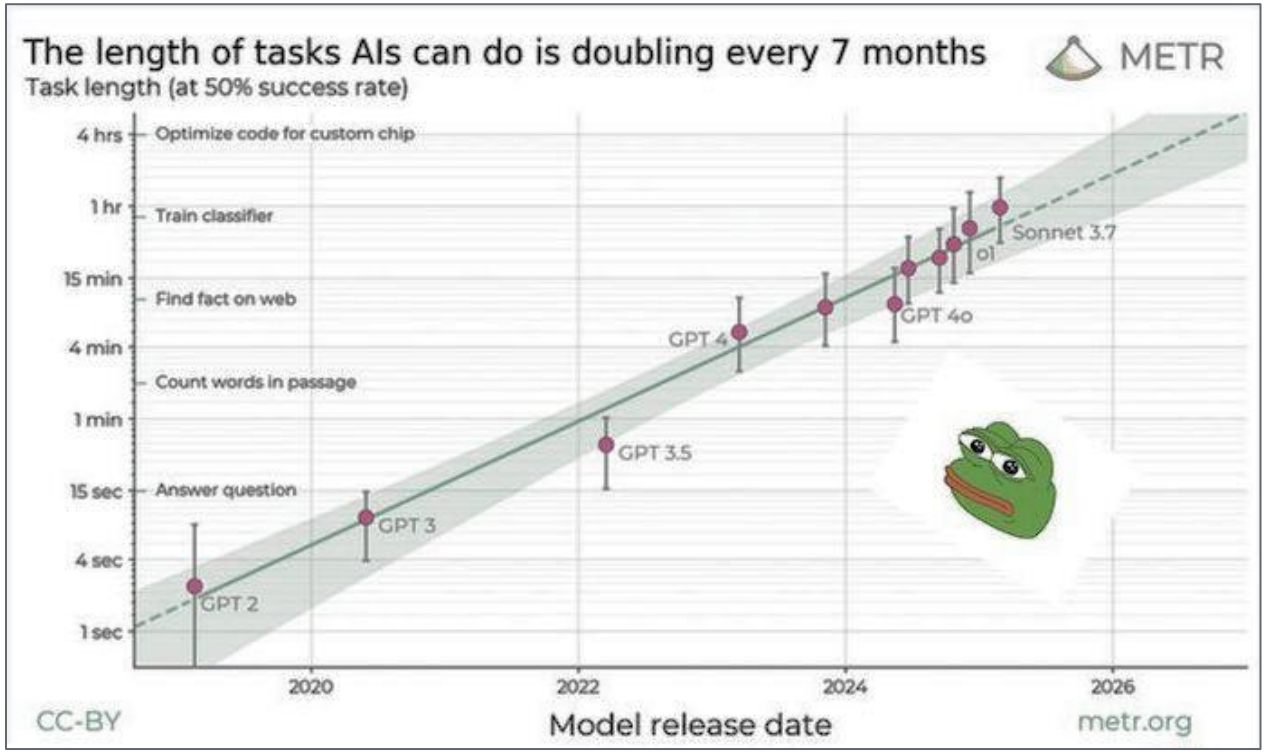
- **How will Project Managers use AI to Amplify their Effectiveness?**

- Automation of Administrative Work (50%+ of PM time today)
- Predictive Risk & Issue Management
- Smarter Resource Allocation
- AI-Enhanced Project Design, Creation, Costing, and “What-if” Decision Support
- Potential Agents for: Communication & Stakeholder Management and Continuous Monitoring

AI Infrastructure Expansion







Connecting the Opportunity Dots Between Legacy Digital Challenges and Warp Speed Technical Innovations

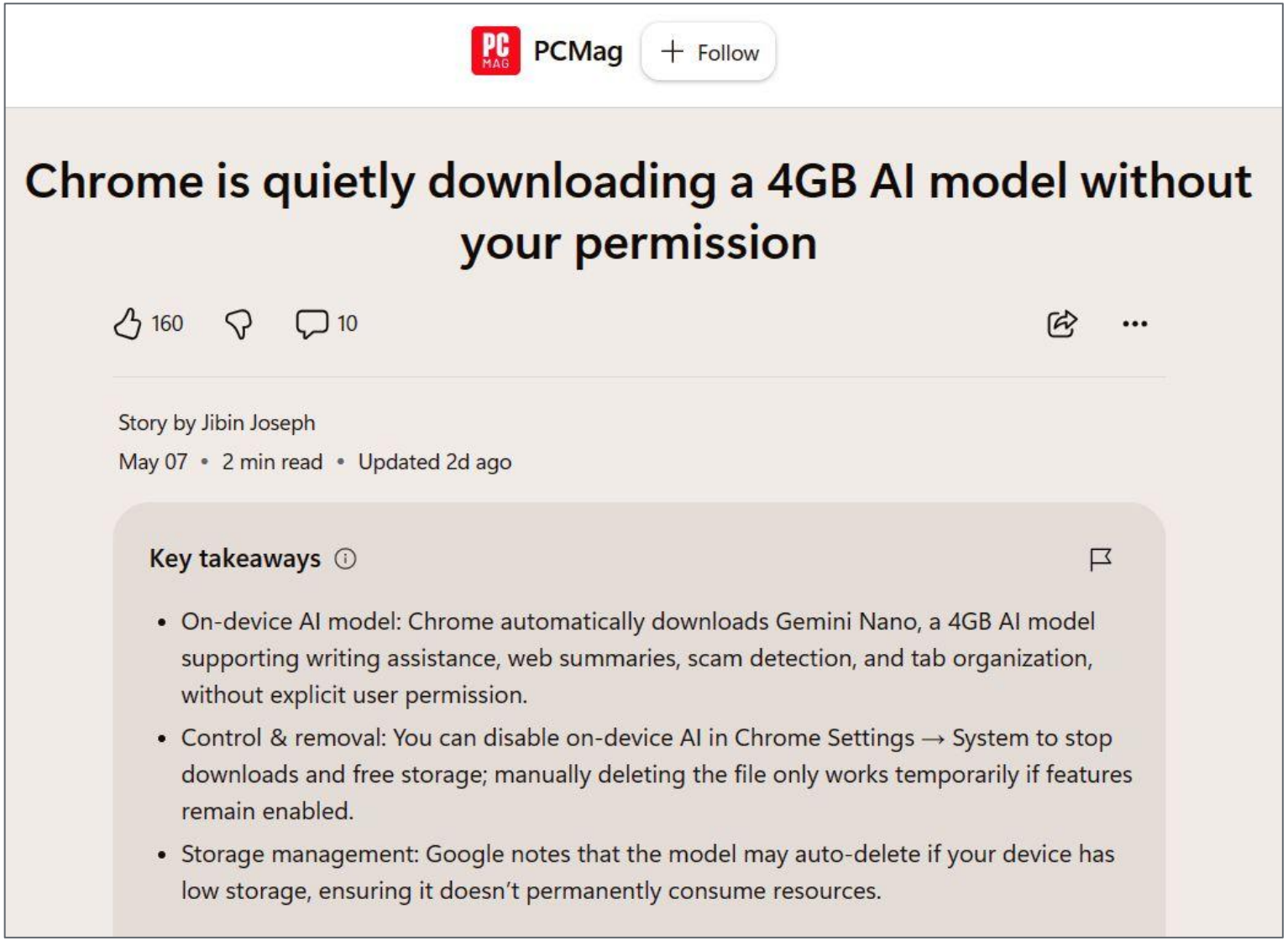
Google should be worried – ChatGPT users now send 2.5 billion prompts a day, here's how that compares

Story by Alex Blake • 3w • 2 min read Summarize

- **ChatGPT is now fielding 2.5 billion prompts a day**
- **In comparison, Google gets 14 billion daily searches**
- **People are increasingly turning to AI instead of search engines**

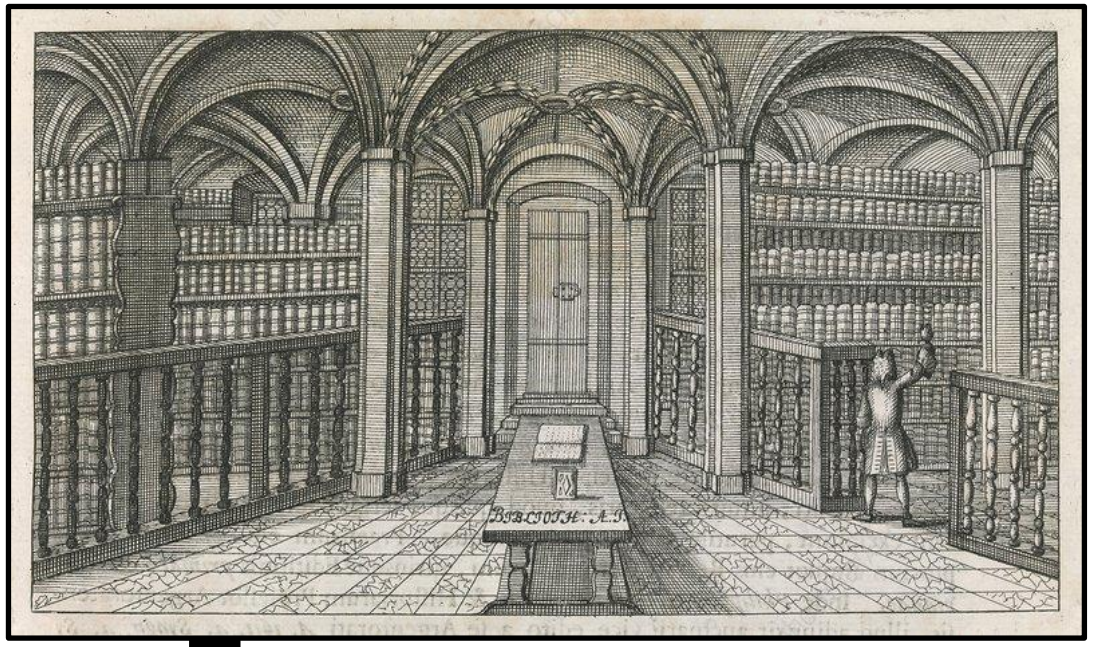
If you use ChatGPT on a daily basis, you're certainly not alone. According to Axios, ChatGPT users now send more than 2.5 billion prompts a day to the artificial intelligence (AI) chatbot, showing how incredibly popular it has become over the last few years. Of those numbers, 330 million daily prompts are thought to come from users based in the US, Axios reports.

Gemini Nano


PCMag
Follow
Chrome is quietly downloading a 4GB AI model without your permission
160
10
Story by Jibin Joseph
May 07 • 2 min read • Updated 2d ago
Key takeaways
• On-device AI model: Chrome automatically downloads Gemini Nano, a 4GB AI model supporting writing assistance, web summaries, scam detection, and tab organization, without explicit user permission.
• Control & removal: You can disable on-device AI in Chrome Settings → System to stop downloads and free storage; manually deleting the file only works temporarily if features remain enabled.
• Storage management: Google notes that the model may auto-delete if your device has low storage, ensuring it doesn't permanently consume resources.

How AI Actually Works

Key concepts and considerations



1700s

LLM Training





2000s

LLM Training



How attention weights are computed

Transformers compute attention using **scaled dot-product attention**:

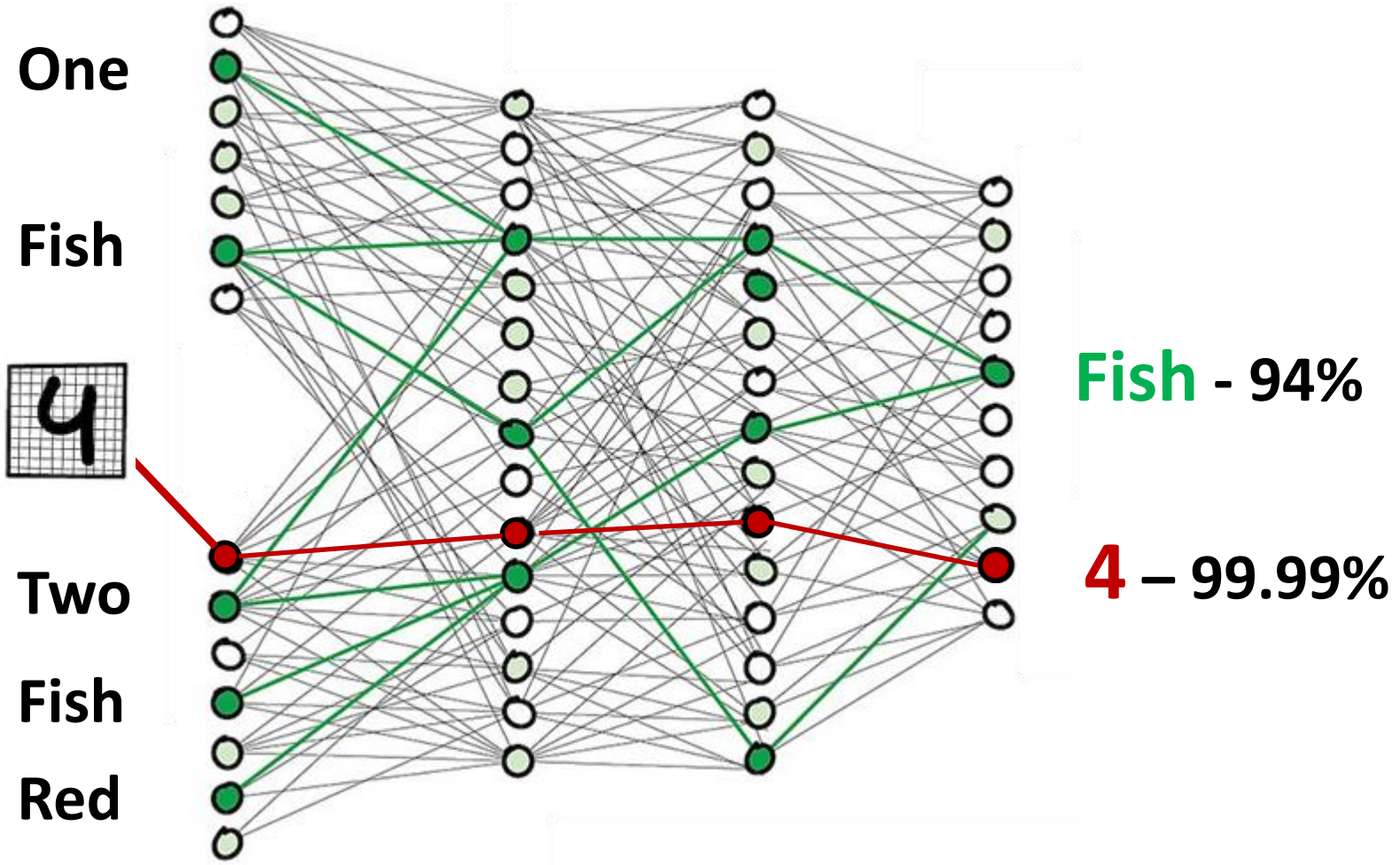
$$\text{Attention}(Q, K, V) = \text{softmax}\left(\frac{QK^T}{\sqrt{d_k}}\right)V$$

Breakdown:

- **Q (Query)**: what the current token is looking for
- **K (Key)**: what each token offers
- **V (Value)**: the information carried by each token

$$similarity(\vec{a}, \vec{b}) = \frac{\vec{a} \cdot \vec{b}}{|\vec{a}||\vec{b}|} = \frac{\sum_{i=1}^{n} a_i b_i}{\sqrt{\sum_{i=1}^{n} a_i^2}\sqrt{\sum_{i=1}^{n} b_i^2}}$$

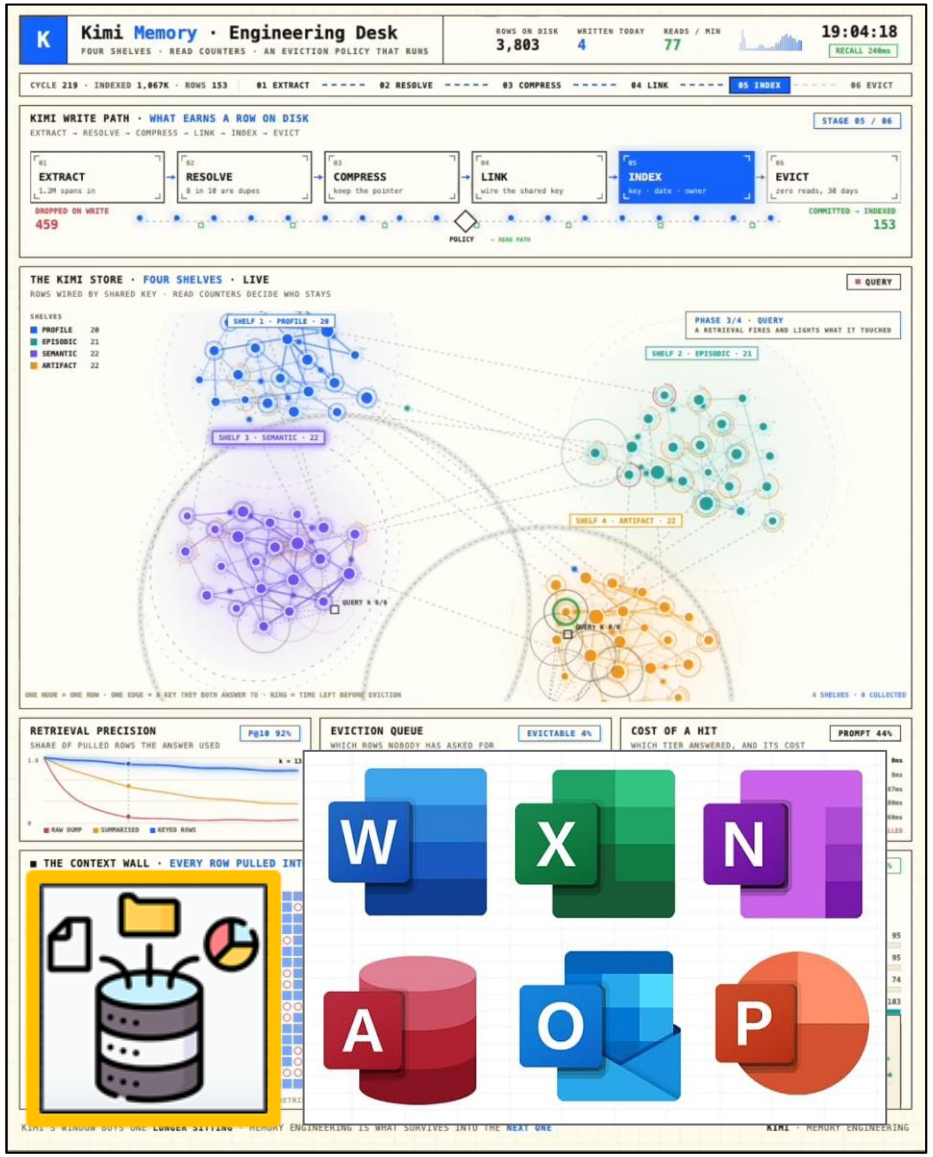
Innovation Acceleration in 2026



Fish - 94%

4 – 99.99%

Personal Data



Local Models

Model	Parameters	Size
DeepSeek-R1	7B	4.7GB
DeepSeek-R1	671B	404GB
Llama 3.3	70B	43GB
Llama 3.2	3B	2.0GB
Llama 3.2	1B	1.3GB
Llama 3.2 Vision	11B	7.9GB
Llama 3.2 Vision	90B	55GB
Llama 3.1	8B	4.7GB
Llama 3.1	405B	231GB
Phi 4	14B	9.1GB
Phi 4 Mini	3.8B	2.5GB
Gemma 2	2B	1.6GB
Gemma 2	9B	5.5GB
Gemma 2	27B	16GB
Mistral	7B	4.1GB
Moondream 2	1.4B	829MB
[illegible]	[illegible]	4.1GB
[illegible]	[illegible]	4.1GB
[illegible]	[illegible]	3.8GB
[illegible]	[illegible]	3.8GB
[illegible]	[illegible]	4.5GB
[illegible]	[illegible]	4.9GB

Frontier Models

OpenAI

Copilot

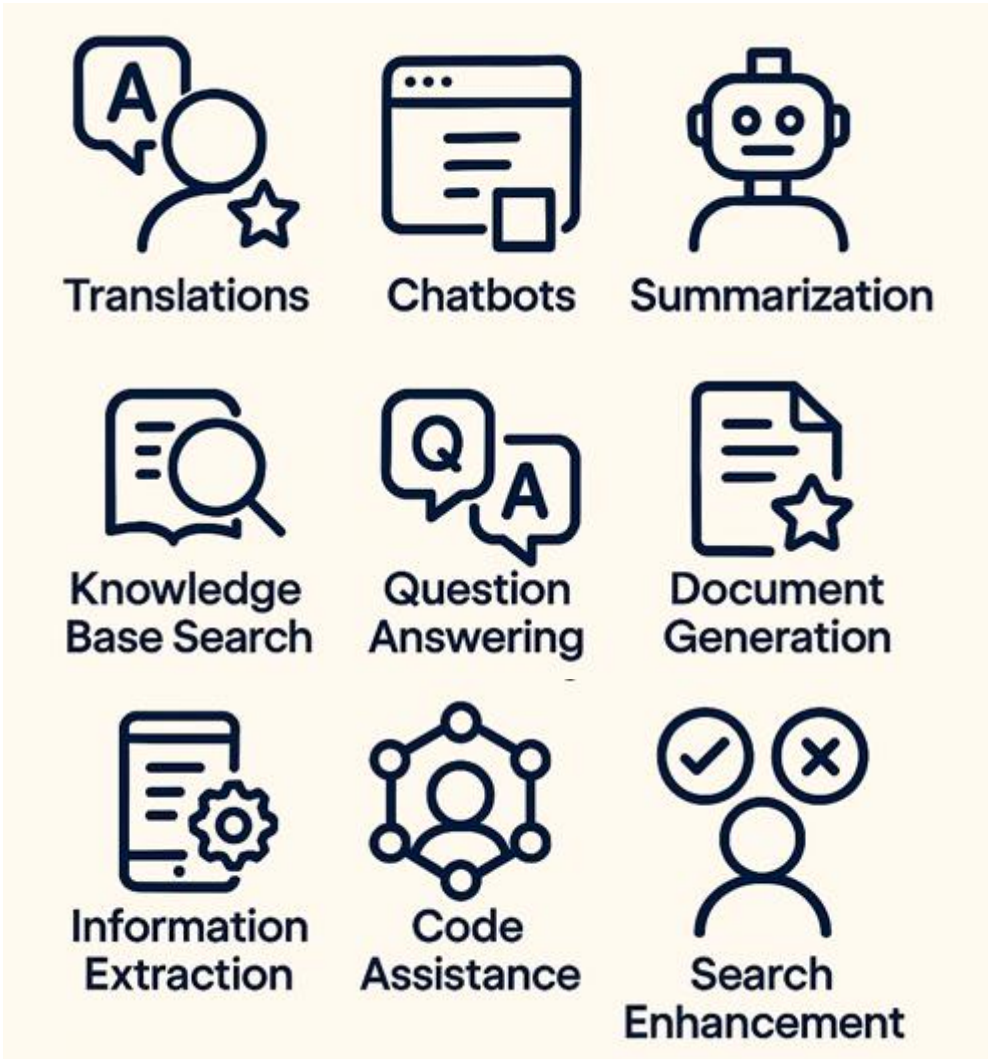
perplexity

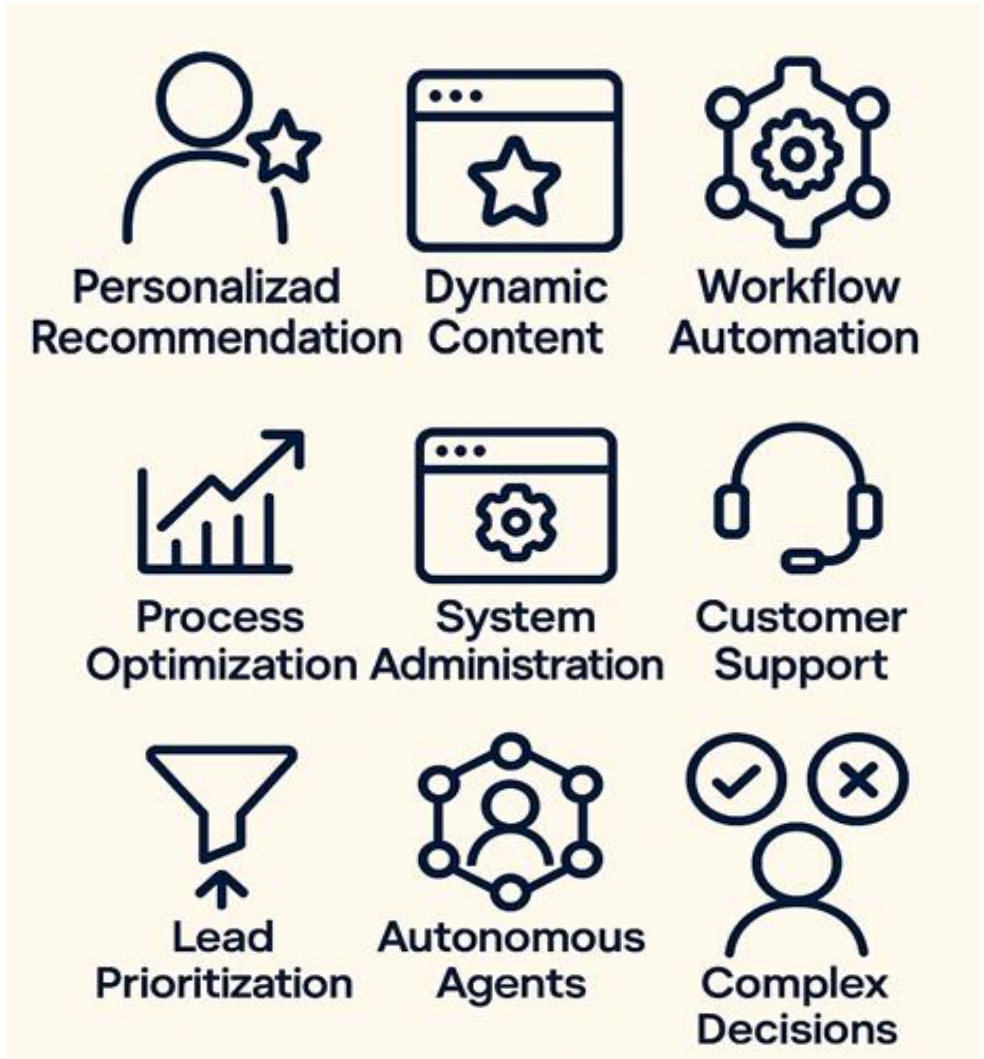
Claude

Massive Vector DBs

- **Text**
- **Audio**
- **Images**

Organization Specific


Translations
Chatbots
Summarization
Knowledge Base Search
Question Answering
Document Generation
Information Extraction
Code Assistance
Search Enhancement


Personalizad Recommendation
Dynamic Content
Workflow Automation
Process Optimization
System Administration
Customer Support
Lead Prioritization
Autonomous Agents
Complex Decisions

AI Project Management

An Evolving Future

AI for Project Managers



Effectiveness

Amplification

✓ Remove “no joy” work ✓ Drive productivity ✓ Increase revenue

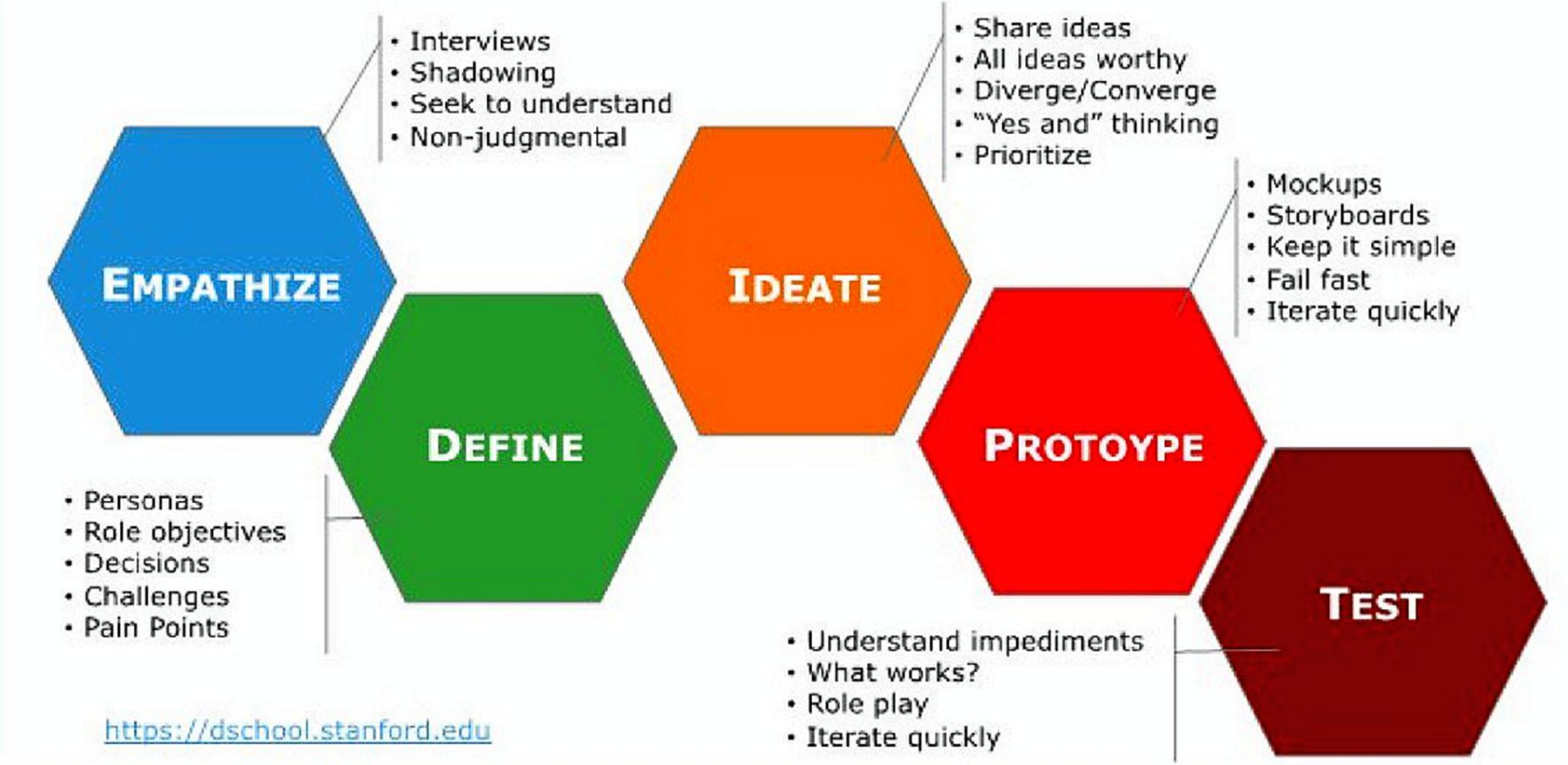
AI Design Thinking / Customer Journeys

Planning / Scoping

Draft **charters**, WBS **templates**, and **risk analysis** - generate first-pass **estimates** from past projects

Schedule / Resources

Flag **conflicts**, plot **critical-path**, and model **what-if scenarios**



How AI will impact Agile Project Teams

Status

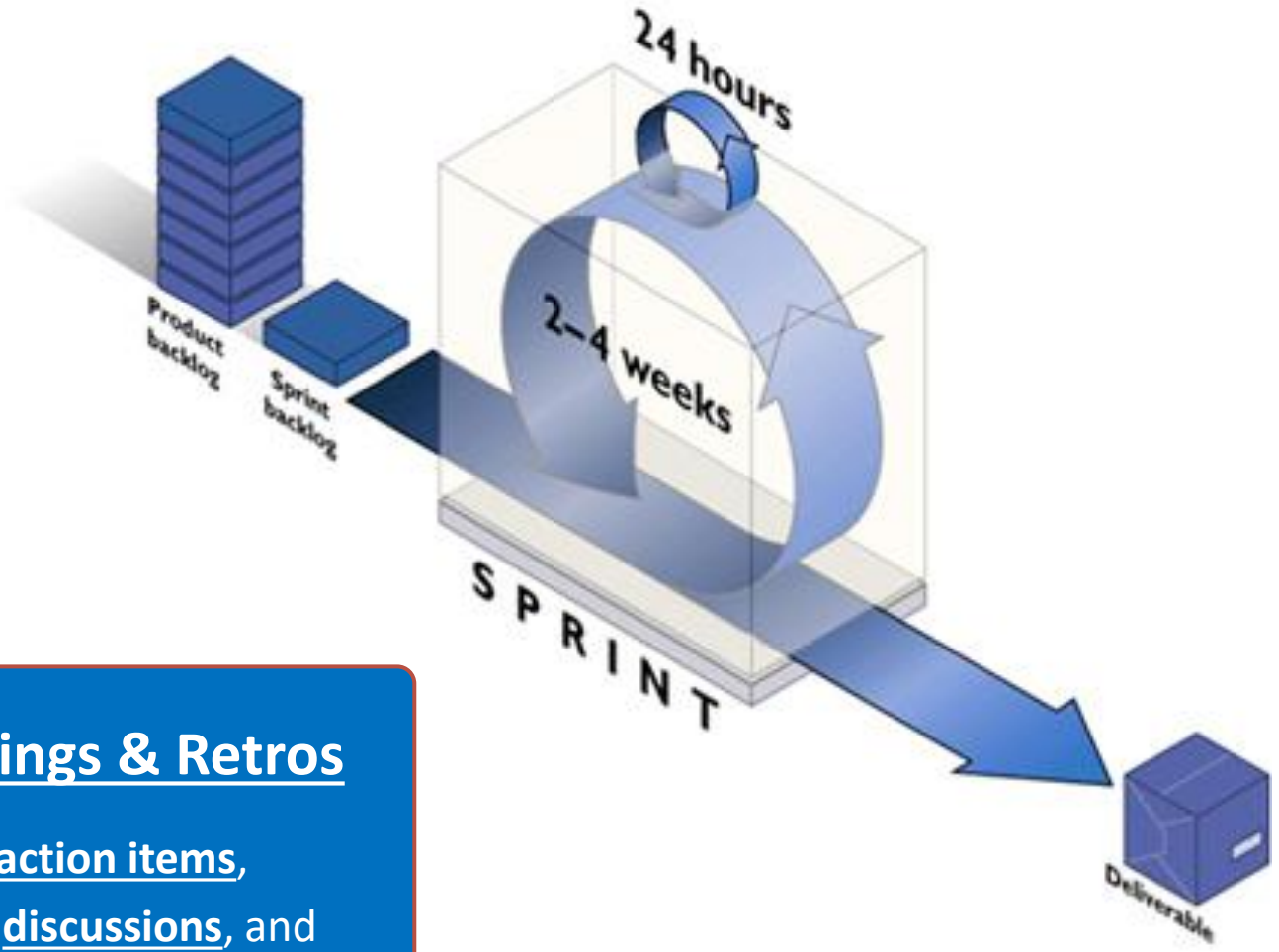
Covert update info into **polished reports**, **summaries**, and **stakeholder communications**

Risk Management

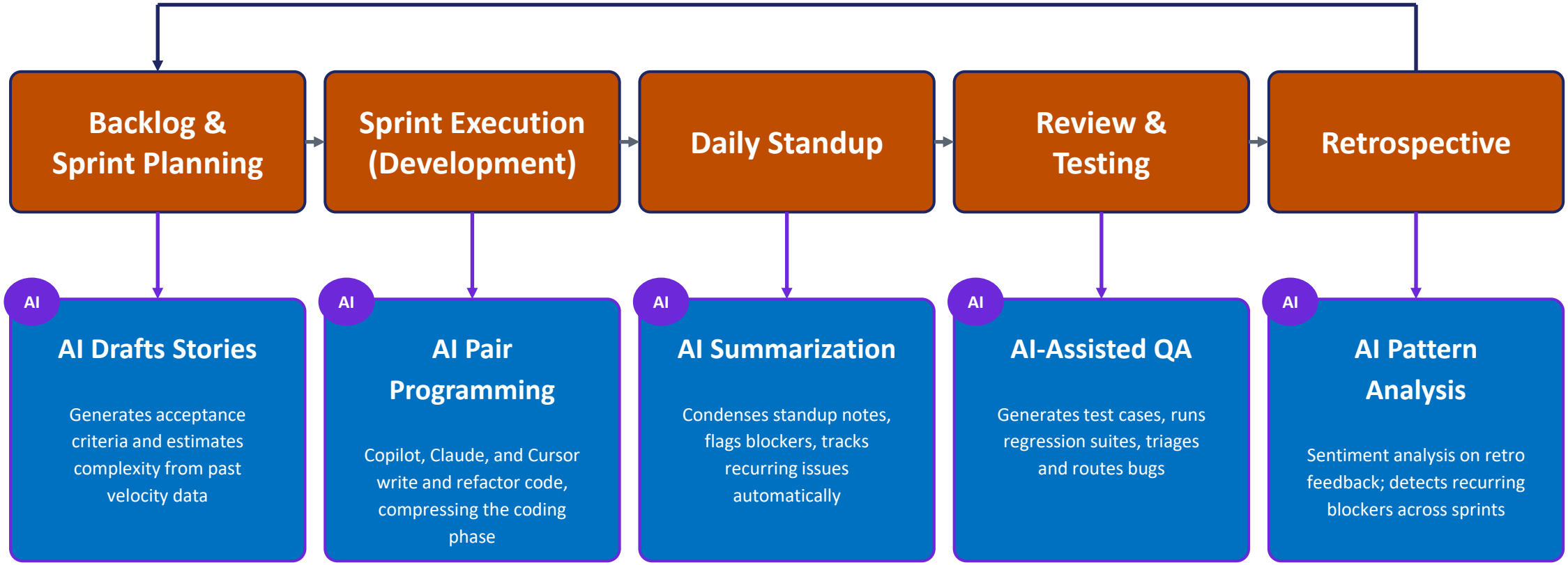
Monitor **documents** and **communications** for early warning signs a PM might otherwise miss

Meetings & Retros

Extract **action items**, summarize **discussions**, and spot recurring **patterns** across sprints



How AI will impact Agile Project Teams



- Bottleneck moves from writing code to reviewing and validating AI-generated output
- Story-point estimates need recalibration as AI changes how fast work actually gets done
- Teams increasingly resemble human + AI-agent hybrids - humans review agent work before merge

AI: Research, Drafts, Summaries, Patterns, Alerts PM: Decisions, Finalization, Escalation, Risk

Planning / Scoping

Draft **charters**, WBS **templates**, and **risk analysis** - generate first-pass **estimates** from past projects

Schedule / Resources

Flag **conflicts**, plot **critical-path**, and model **what-if scenarios**

Cross-Tool Synthesis

Ask plain-language questions across Jira, Slack, and email instead of hunting manually

Risk Management

Monitor **documents** and **communications** for early warning signs a PM might otherwise miss

Status

Covert update info into **polished reports**, **summaries**, and **stakeholder communications**

Meetings & Retros

Extract **action items**, summarize **discussions**, and spot recurring **patterns** across sprints

AI Standards & Governance

Current Considerations / Example Policies

AI Model Policies

- **Platform Choices** Purpose, Cost
- **Model Choices** Purpose, risk level, & data sources
- **Model Approval & Change Control** Approval, testing, & version
- **Connectivity** APIs & Applications
- **Model Performance Monitoring** Accuracy, false positives, false negatives, drift, and stability



Example Policies – Model

1. Free consumer AI — Assume your inputs become training data.	*Nothing sensitive*
2. Paid chat (training off) — Vendor honors policy, prompts retained ~30 days.	*Anonymized data only*
3. Paid local-file tools (Claude Code, Codex) — Files stay local; only snippets you select leave.	*Working code, day-to-day local file tasks*
4. Enterprise licenses — Audited contract, no training, full data control.	*Confidential or regulated business data*
5. Self-hosted local models — Nothing leaves your environment. Full control.	*Highest-sensitivity work, trade-secret IP*

Example Policies

AI Human-in-the-Loop Policies

- Humans must **approve/decline** all decisions
- AI recommendations must be **reviewable** and challengeable
- Organization must document **rationale** when overriding AI
- AI cannot **autonomously trigger** DevOps updates



AI Access Policies

- **Role-based** access
- Restrictions on **sensitive data**
- Prohibition on using AI for specific **interpretations**
- Limits on AI use in **communication**
- Controls preventing AI from generating **binding commitments**
- Tool and API **synthesis**



Example Policies

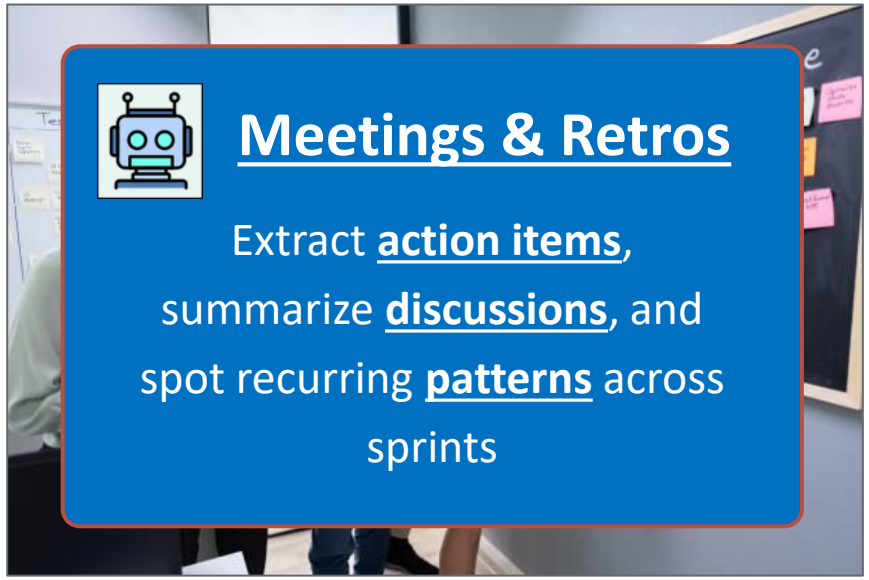
AI Bias Policies

- Bias testing across **segments**
- Monitoring for **disparate impact** by industry, geography, revenue tier
- Documentation of **mitigation** steps
- Prohibition on using **protected** characteristics



AI Workflows

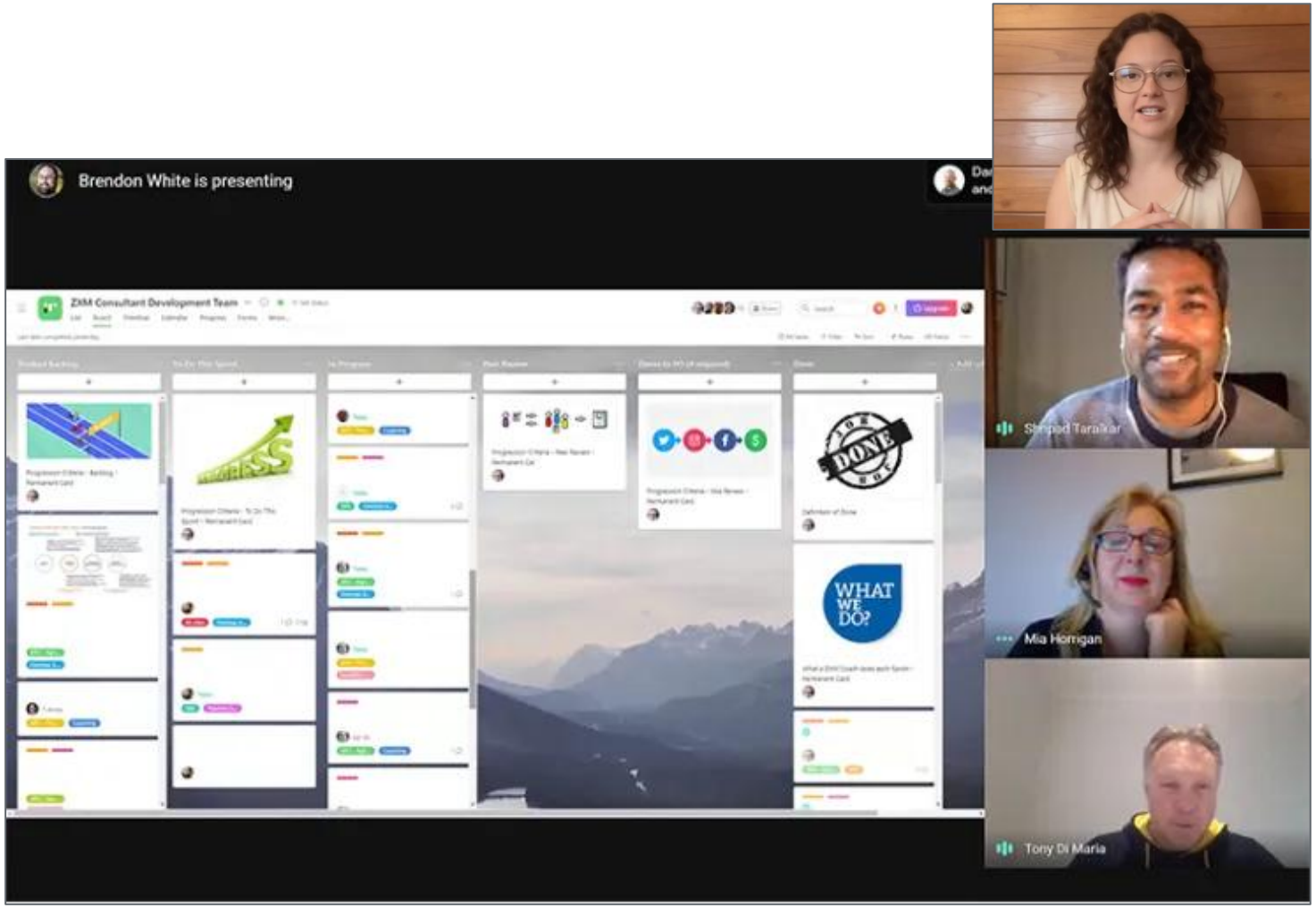
An Evolving Future



Meetings & Retros

Extract **action items**, summarize **discussions**, and spot recurring **patterns** across sprints





“Vibe” App Development

Gemini Pro : https://deepmind.google/models/gemini/pro/

Stitch from Google: https://stitch.withgoogle.com/

Grok Studio from X AI: https://x.ai/grok

Claude Sonnet : https://docs.anthropic.com/

a0.dev: http://a0.dev

Microsoft Copilot: https://visualstudio.microsoft.com/github-copilot/

Microsoft GitHub: https://github.com/

Cursor: http://Cursor.com

Bolt dot New: https://bolt.new/

Lovable: https://lovable.dev/

Windsurf: https://windsurf.com/

wrike

nifty

monday

smartsheet

Jira

PROJECTMANAGER.COM

asana

Trello

Hubstaff

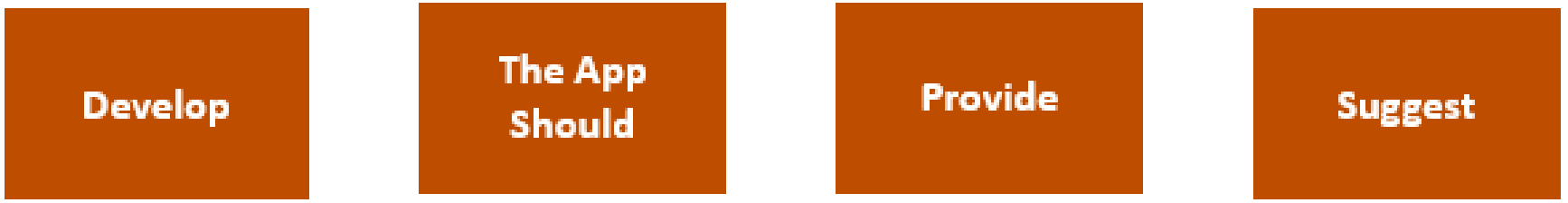
Structured Prompting

Context and file structuring

Structured Prompts – ACS (Business) and DAPS (Programming)



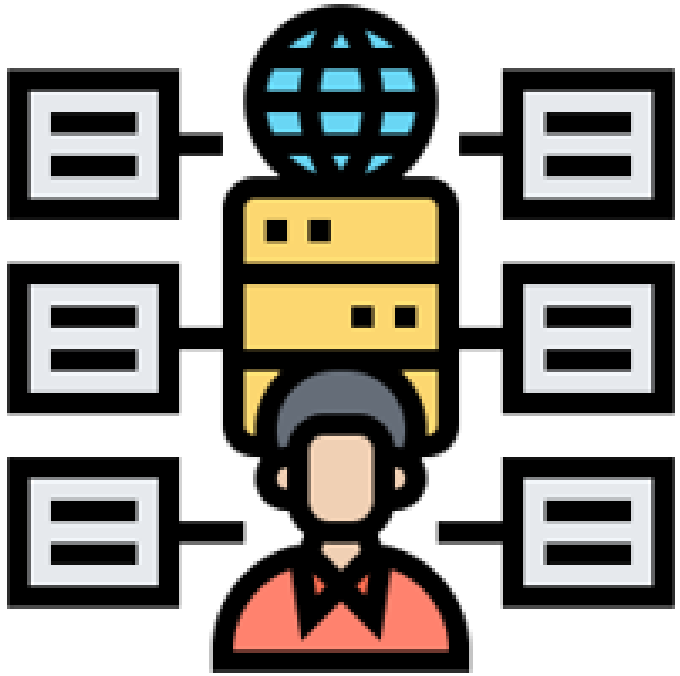
Act as: The role the AI should assume to satisfy the prompt.
Create a: The ***goal*** that the AI should accomplish. The prompt should specify the ***context*** which includes the background information to guide the response. Additionally, specific ***sources*** including data or documents should be provided for the AI to use to satisfy the prompt.
Show as: This is the ***expectation*** for the AI response which specifies the preferred tone, style, and format.



Develop: What you want to accomplish
The App Should: Background information to guide the response
Provide: The tone, style, or format you prefer
Suggest: Specific data or documents the AI should use

Understanding AI Context

- **Your current prompt** - the immediate text the model is processing.
- **Conversation history** - previous messages, clarifications, and patterns.
- **Identity & preferences** - role, location, past interactions, permissions (structured prompting).
- **External data sources** – (RAG) documents, databases, knowledge bases, business rules.
- **Environmental signals** - time, device, session state, real-time events (agentic triggering)
- **Policies & constraints** — what the AI is allowed to access or do (platform / model controlling prompts)



Prompt Levels

- **Platform**
- **Model**
- **User**

R Series-05.2
January 15, 2025

RUSS FINNEY

Artificial Intelligence for Business

2025 V2

AI will not replace humans, but those who use AI will replace those who don't.
— Ginni Rometty, Former CEO of IBM.

Understanding and leveraging AI tools has become an imperative for every modern business organization. This document is a quick reference snapshot of the concepts, tools, and example prompts which continue to evolve for this emerging technology.

Contents:

1. AI Concepts
2. General Prompting Best Practices
3. Retrieval-Augmented Generation (RAG)
4. General Purpose Online AI Assistants
5. Simple Business Prompt Template Examples
6. Advanced Business Prompt Template Examples
7. Financial Analysis Prompt Template Examples
8. Education Prompt Template Examples
9. Image and Video Online AI Assistants
10. AI for Images and Videos
11. Text or Image to Video
12. Advanced Video Creation
13. AI Tools for Application Building and Coding
14. AI Prompts for Application Building
15. Avatars for Zoom and Microsoft Teams
16. AI Podcast Generators
17. Build Your Own Local AI with Downloadable Models
18. AI Future: Autonomy, Modeling, Sensing, Assembling, and Alerting

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Russ Finney, BSBA, MBA is an Assistant Professor of Instruction at The University of Texas at Austin McCombs School of Business.
For more information: https://www.linkedin.com/in/william-russ-finney-159109/ – Author News Thread: https://x.com/rfinney



AI Final Thoughts

An Evolving Future

What will stay human?

Interpreting local nuance AI can’t see

Judging unusual or complex properties

Understanding context behind anomalies

Ethical oversight and regulatory compliance

Communicating findings to stakeholders

Teaming to determine division of labor and comparative advantage

What the profession will look like in 5–10 years (Pre-AI versus Post-AI)?

- The **Project Manager's role** will evolve into an even more technical orchestration of tools and methods
- **Project Tracking and Status Reporting** will be faster, more consistent, and more transparent
- Hybrid **Human AI workflows** will become the norm
- **Specialized PMs** (complex projects, SME approaches, reinvented team composition) will see rising demand
- **Regulatory standards** will evolve for certain efforts



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