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AI Engineering Capabilities Study

Series: What's AI Storytelling?

CHECKLISTS FOR AI NARRATIVES AND THE AGENTIC AI MANIFESTO

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The checklist to evaluate a good AI story

Any good AI story, be it predictive ML or generative/ agentic/ robotic AI, has certain characteristics, e.g.

1. **Clarity on Audience:** The storyline gets built with a specific targeted audience/ readership, in the minds of the authors.
   Given the strategic nature of enterprise AI – both in terms of investments and the targeted RoI, the target audience of strategic AI stories is the CEO/ CXO and board level leaders. The execution related stories e.g. regarding choice of tools and resources, can be focussed on the CIO/ CTO/ CDO/ AI CoE leaders.

2. **Relatable persona's and impact:** The story includes characters that are relatable. For example, the business problems that are targeted to be solved by any agentic AI solution, typically affects certain employees of certain functions e.g. the FPNA or HR or business analysts or R&D engineers, or different segments of customers, in case of customer service agents.

3. **Context/ plotlines around the persona's:** The plotlines/ storylines evolve around the characters. They are personalized/ personified.

   Humanizing the target user persona is the most effective way to make the AI stories relatable. Typical ways to humanize the persona's include usage of a name, an image (can be AI generated) or images of multiple persona's interacting in the example problem scenario.

   For example, to depict the customer experience of a loan applicant in a bank, when s/he interacts with a loan service officer supported by a multi-agentic solution, an image of a customer and a loan officer interacting with the AI agent avatars on screens, can be an effective depiction.

4. **Depth & Breadth of Impact:** The deeper and more impactful the plots are, the more the readers get drawn into it.

   In the example above, the time taken by a loan officer to process an applicant's loan request, is a critical operational metric as well as a CX indicator. If the agentic solution improves the average productivity and accuracy of the loan officers' decisions and actions by multiples, that pre and post impact can be the critical pivot of the story of the loan processing agent AI.

5. **Clear results of the endgame:** The endgame is crucial- in terms of significant, measurable, verifiable, visible and perceptible impact metrics.

   The results and impacts of AI initiatives need to be sustainable, repeatable and consistent, as part of the endgame. It's not enough to showcase great productivity, accuracy, process performance gains in POCs but failing to achieve even 30% of those metrics consistently for months, in production. The story must reflect continued and consistent value generation across the userbase.

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How to put these principles into practice

So, a strong AI storytelling practice must fundamentally embrace these principles and should check in all of the following boxes:

1. Audience: Does your story reflect real business challenges for your targeted audience, instead of just talking merely 'good-to-have' generic tech-speak?

2. Reality check: Are there enough relatable persona's/ characters, reflecting the real-world stakeholders covered in the story? (e.g. stakeholders can be customers, suppliers, employees, shareholders, functional teams like HR/ finance)

3. Validity: Do your AI stories build upon the challenges faced by these stakeholders, in personally relatable, evidence-provable, experientially valid or common-sensical, realistic terms?

For an AI story of detecting potentially fraudulent auto-insurance claims, the claims processing team are the target audience and the key stakeholders. Now, suppose they see that the problem context in the AI story is inflated with numbers like "more than 70% claims are actually fraudulent, and 92%+ of them are detected/ classified correctly by the AI solution (reflecting high accuracy of the model)".

The human process owners will likely find the 70%+ number hard to believe and relate to, based on their decades of process experience on the ground. Now, even if the model accuracy was

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indeed 92%+ which is very good, it will sound incredulous and rather fictitious, in front of the business teams. Result: The story falls flat.

4. Deepening/ cascading plot: Do the AI stories accentuate the plotlines in terms of impact, so as to draw the readers into it?

For example, for a common AI use case for AIOps/ autonomous IT ops, the start-point may involve just one example client-team leader or CXO role persona. Then, as the plot progresses, the impact metrics can slowly become more integrative, expansive and inclusive, e.g. in terms of the impact of a server downtime, on to an e-comm/ stock trading portal/ app losing millions of dollars of transactions/ business in a few seconds.

5. Impact articulation & scalability: Do the AI stories cover and articulate the impact in a multi-channel/ multi-dimensional, measurable, scalable, extrapolatable manner?

E.g. for the above example of an AIOps solution storyline, in terms of expanded scope/ context, the impact metrics can cover integrated tech infrastructure- related incidents across the entire hybrid cloud compute-storage architecture in an enterprise. These can extend much beyond just one server/ apps stack. Impact metrics can also cover all the critical business apps and cloud apps etc.

AI Governance checklist: 12 Principles of the Agentic AI Manifesto

Just like it's important to build strong AI story-telling principles and practices, AI governance principles are also the critical starting points of any successful AI practice. Here are 12 simple principles with agentic AI as the example context.

AISWITCH for Agentic AI	Principle Levers	Descriptions
Stragegy for Agentic AI	**Honesty**	Design all agentic AI solutions to be transparent, interpretable & explainable.
	Harmlessness	Analyse the responses including extreme stress-testing scenarios, for any harm to human life/ liberty/ assets caused by AI responses and actions.
Workforce for Agentic AI	**Education, training, awareness**	Train enterprise and ecosystem participants including employees, suppliers, customers: • on the benefits and ease of use of persona-based functional hortizontal or industry-specific multi-agent solutions • autonomous workflows with machine reasoning, thinking machines, auto-inferencing & learning • LCNC agentic development platforms and frameworks, e.g. for users to build their virtual twins and digital assistant agents
	Citizen responsibilities	• Educate the users across the ecosystem on their responsibilities and accountability e.g. not using unauthorized dev platforms/ tools. • Develop and provide experimental dev/test sandboxes with AI guidance from CoE, to support citizen developments so that shadow agentic solutions do not mushroom out of control and visibility

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Information (Data, knowledge, contexts to train & run agents)	**Data privacy and protection**	Integrate agentic systems with organization's data and cyber-security systems and CISO functions, for continuous monitoring of data access, data privacy and vulnerability.
	Regulatory compliance	Design, monitor and manage all agentic AI usecases in production, in adherence to regional data security and privacy laws, cyber security and industry-specific regulatory requirements
Technology stacks for Agentic AI dev/sec/run	**Human-first**	Ensure the design of agentic AI systems protect human autonomy at all times, except when to neutralize mal-intentioned humans attacking or threatening other innocent humans (e.g. an autonomous drone neutralizing an attacker)
	Human control, feedback, accountability and oversight	• Design AgentOps, AIOps, DataOps and ModelOps systems as operating shells on the agentic solutions kernel in runt-ime, to ensure human control and visibility. • Ensure the additive and incremental model development processes are factoring in the running feedback in near real-time, based on the risk profiles of feedback received. Connect the agentic solutions behaviour and responses to its business/ tech owners for accountability and adherence to these principles from design to run-time to augment to sunset.
Culture for successful agentic AI leverage	**Homogeneous decisions and actions**	Design and train and rigorously test agentic AI systems to be bias-free & non-discriminatory, consistently fair & equal.
	Human-in-Loop continuous monitoring	Establish process, RACI owernships for outcomes, and AI-driven observation ystem for continuous monitoring of agentic AI solutions in dev/ prod, with human in the loop
Human Augmentation with Agentic AI	**Human values protection**	Design the behaviour of agentic AI systems to emulate and prioritize key human values of empathy, decency, equality and basic morality (e.g. not supporting theft).
	Stakeholders protection & value augmentation	Design, test and manage agentic AI solutions to protect enterprise shareholders' value and stakeholders' interests e.g. AI agentic solutions protecting their investments to the best of their abilities with exception handling routines to protect investors and customer assets in events of calamities or disruptions

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