How ready are Boards to control Artificial Intelligence use in their businesses?

Brief for potential case study participants

Background

AI Governance Limited was established in 2020 by Sue Turner OBE during her MSc Artificial Intelligence (AI) and Data Science, with the mission to inspire as many organisations as possible to use AI with wisdom and integrity. As an experienced CEO and Non Executive Director, Sue recognised that most organisation leaders have little knowledge of the transformative power of AI or its potential risks. This lack of knowledge could hold back the rate of AI adoption in the UK; indeed currently only 15% of UK businesses have adopted at least one AI technology[1]. Alternatively AI tools could be implemented without adequate controls, resulting in damage to organisations and stakeholders, and loss of public trust in AI generally. Either way, UK growth and prospects would be damaged.

Research purpose

The purpose of this research is to provide policy makers and executive education providers with clarity on the current preparedness of business leaders to govern the use of AI in their organisations. The resulting report will contain policy recommendations as well as practical advice for individual businesses. It will be publicised widely to business media, submitted to the Department for Digital, Culture, Media and Sport (DCMS) and presented to the All-Party Parliamentary Group on AI. As well as influencing policy developments, the findings are expected to catalyse further work on executive education in this arena.

Methodology

The structured, online survey will be conducted during summer 2022 to ascertain how ready business leaders are to control AI use in their organisations. Survey recipients, from all sizes and sectors of business, will include:
- members of the UK's leading membership community for directors
- a leading platform for development of Non Executive Director skills
- governance leads in FTSE350 businesses.

It is expected that there will be at least 200 respondents.

In addition, unstructured interviews with exemplars across different sectors will be carried out to provide case studies for the final report, due to be published in Autumn 2022.

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[1] DCMS, *AI activity in UK businesses*, January 2022

About the case studies

The interviews with case study participants will explore:

- The background to AI use in the business
- Challenges experienced with governing data and AI at Board level and throughout the business
- Solutions that have been tried, including approaches to governance structures and AI / data ethics and the degree to which they have solved the identified problems
- Planned / proposed future actions to enhance AI / data governance
- Any advice to other businesses.

The time commitment for each case study participant will be c.60 minutes to conduct the unstructured interview. All case study participants will be offered the opportunity to review and amend their case study prior to publication.

What next?

If you are interested in being one of the featured case studies, we would be delighted to answer any questions you may have at this stage and to arrange a convenient date to conduct the interview.

Let us know your response to this proposition
by emailing sue.turner@aigovernance.co.uk
or calling her on 0797 007 8277.

Thank you