

# HOW TO DEAL WITH AI, ETHICS, AND SUSTAINABILITY IN ITSM

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# THINKING AND INTELLIGENCE

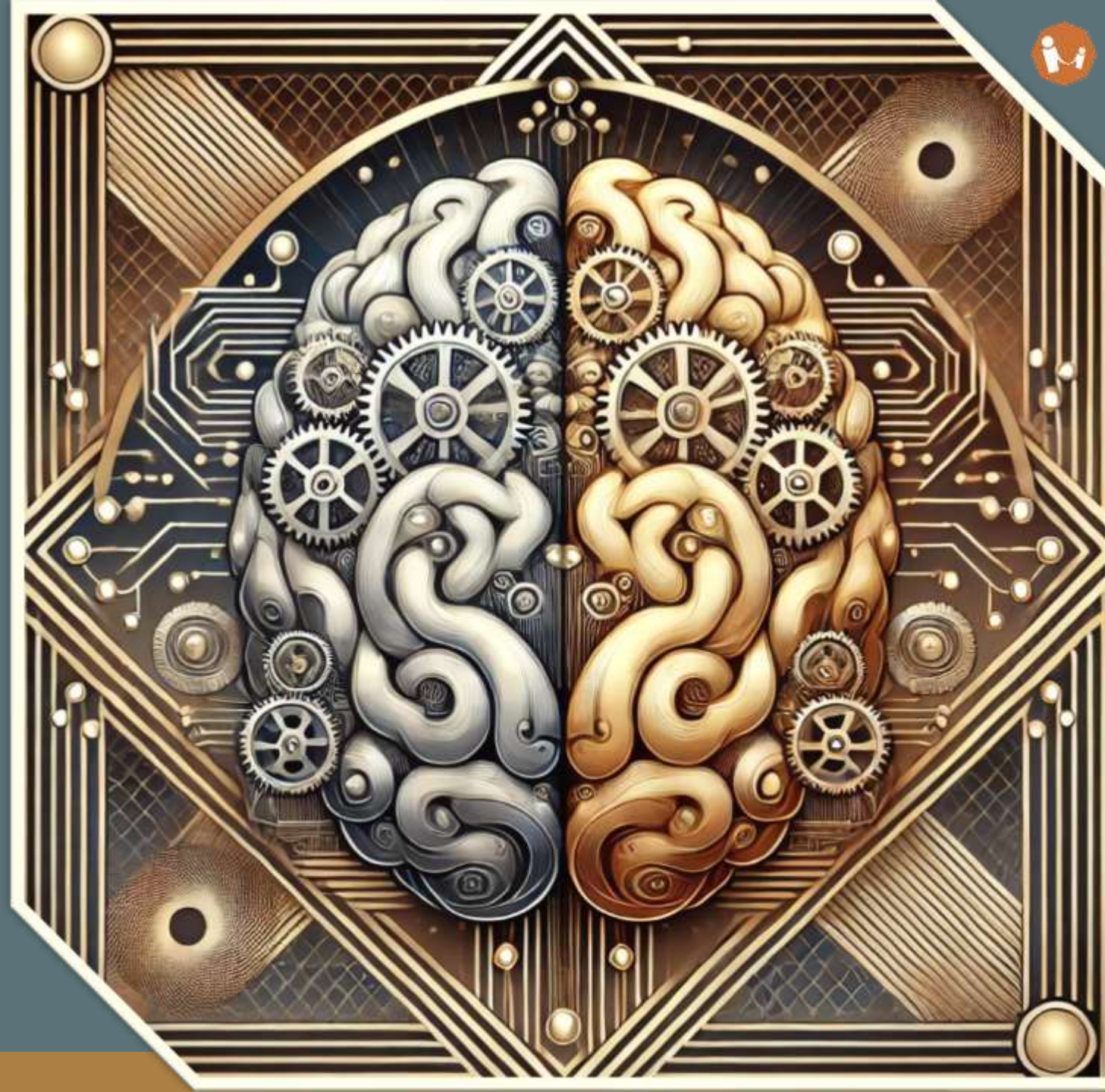




What does it mean to  
think?

What does it mean to  
be intelligent?

Does the brain work  
like a computer?





# The human nervous system

- » The brain
- » The spinal cord
- » The enteric nervous system
- » The nerves





# AI & SERVICE MANAGEMENT





# AI in ITSM

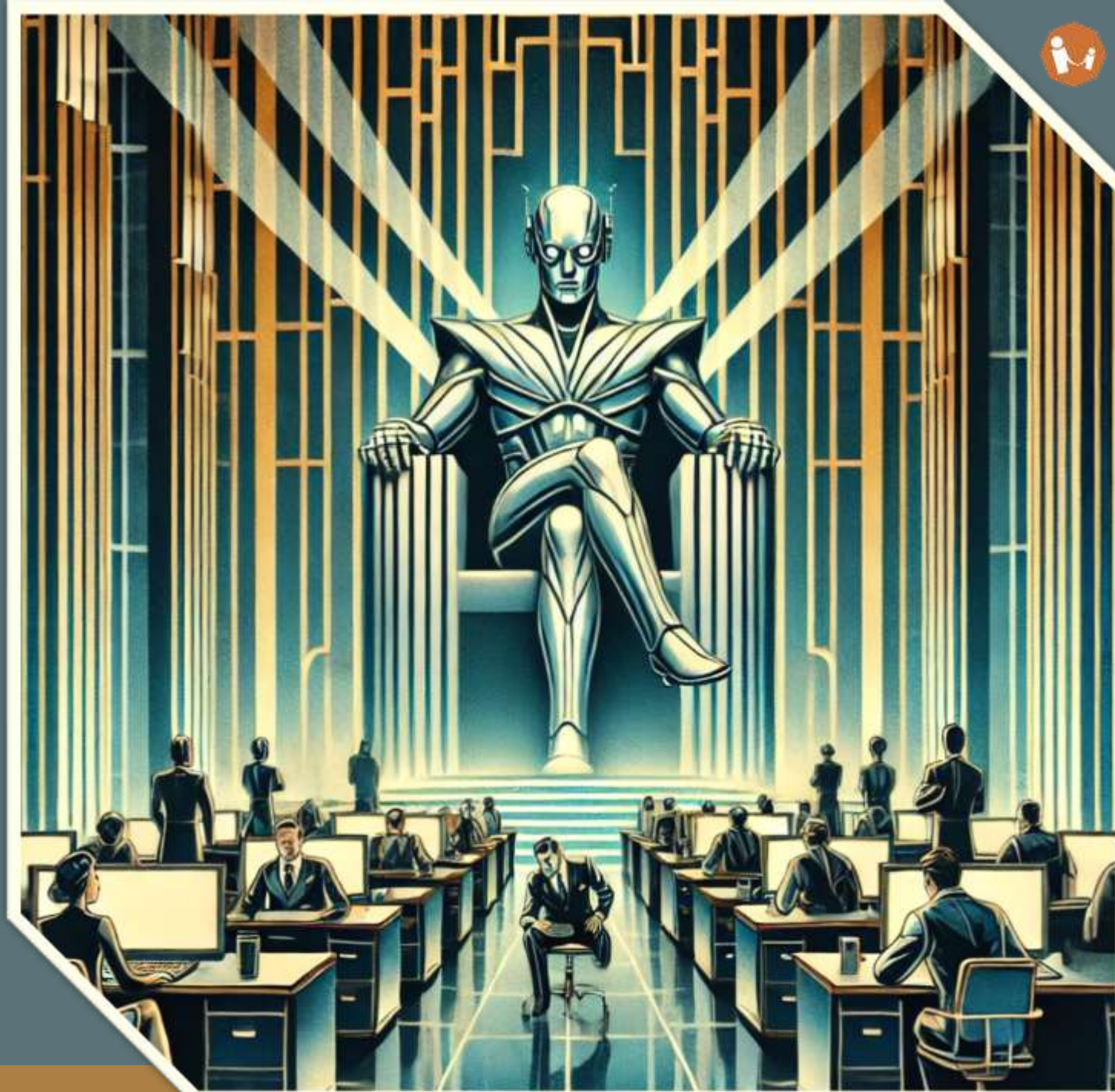
- » Virtual Agents
- » Intelligent Service Desk routing
- » Knowledge base utilisation
- » Service dependency mapping
- » Capacity planning and optimisation
- » Change Impact Analysis
- » Predictive infrastructure maintenance





# Beyond automation

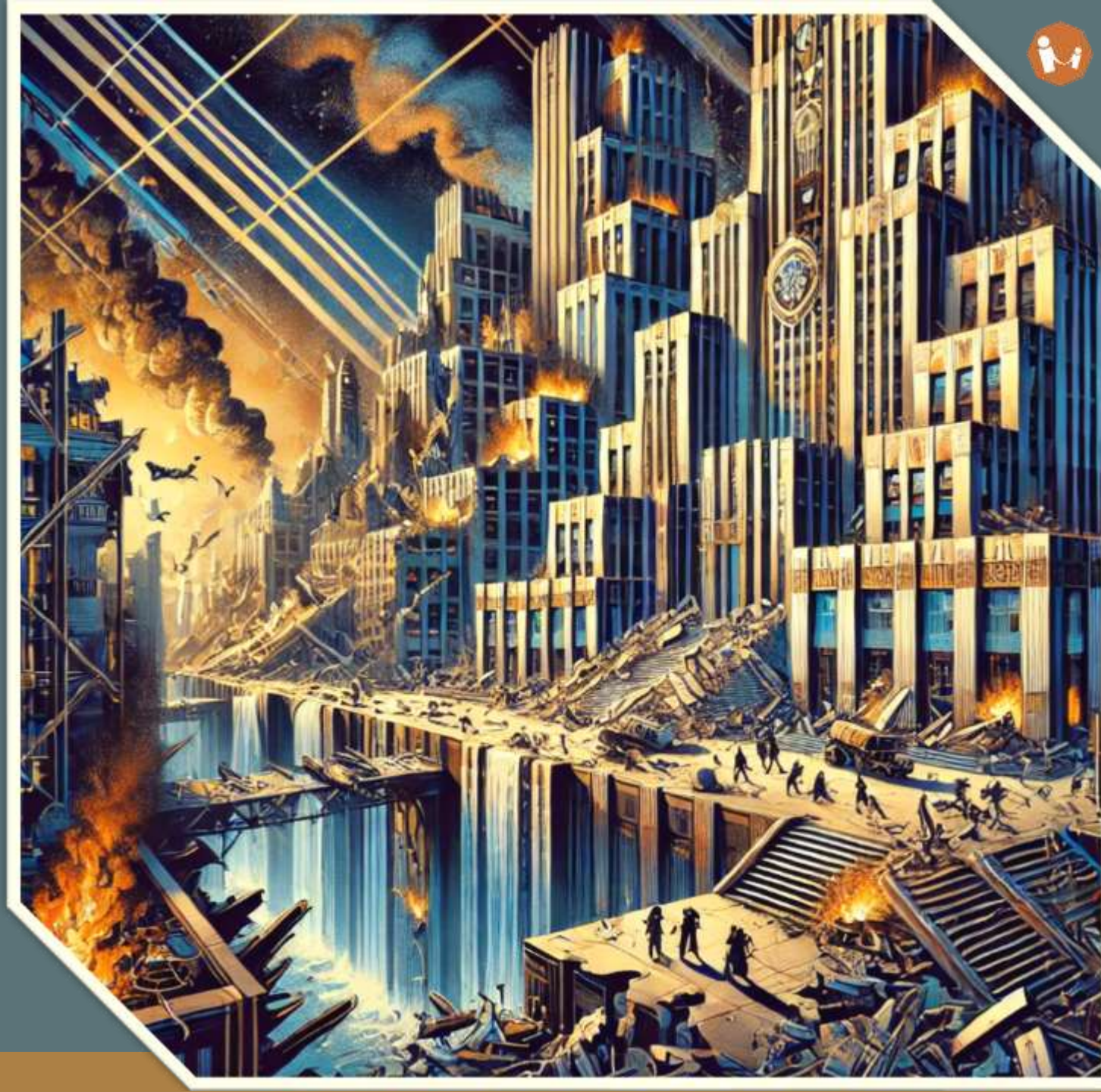
- » Performance reviews
- » Career development
- » Shift scheduling
- » Work prioritisation
- » Budget allocation
- » Contract management
- » Service decommissioning





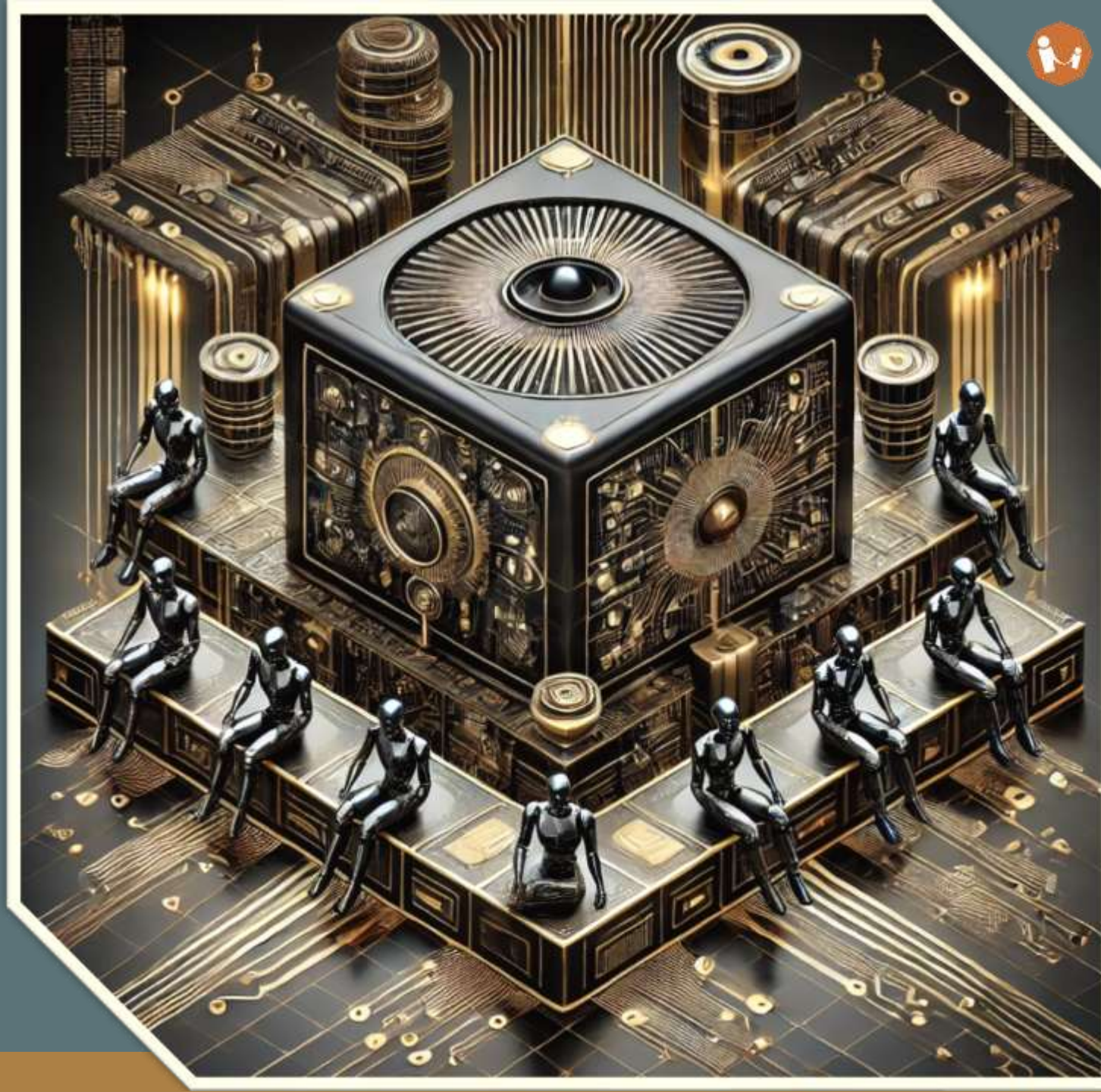
# The world is digital

- » Healthcare risk assessment
- » Criminal justice risk assessment
- » Financial services risk assessment
- » Social services provisioning
- » Urban planning
- » Access to education
- » Employment screening





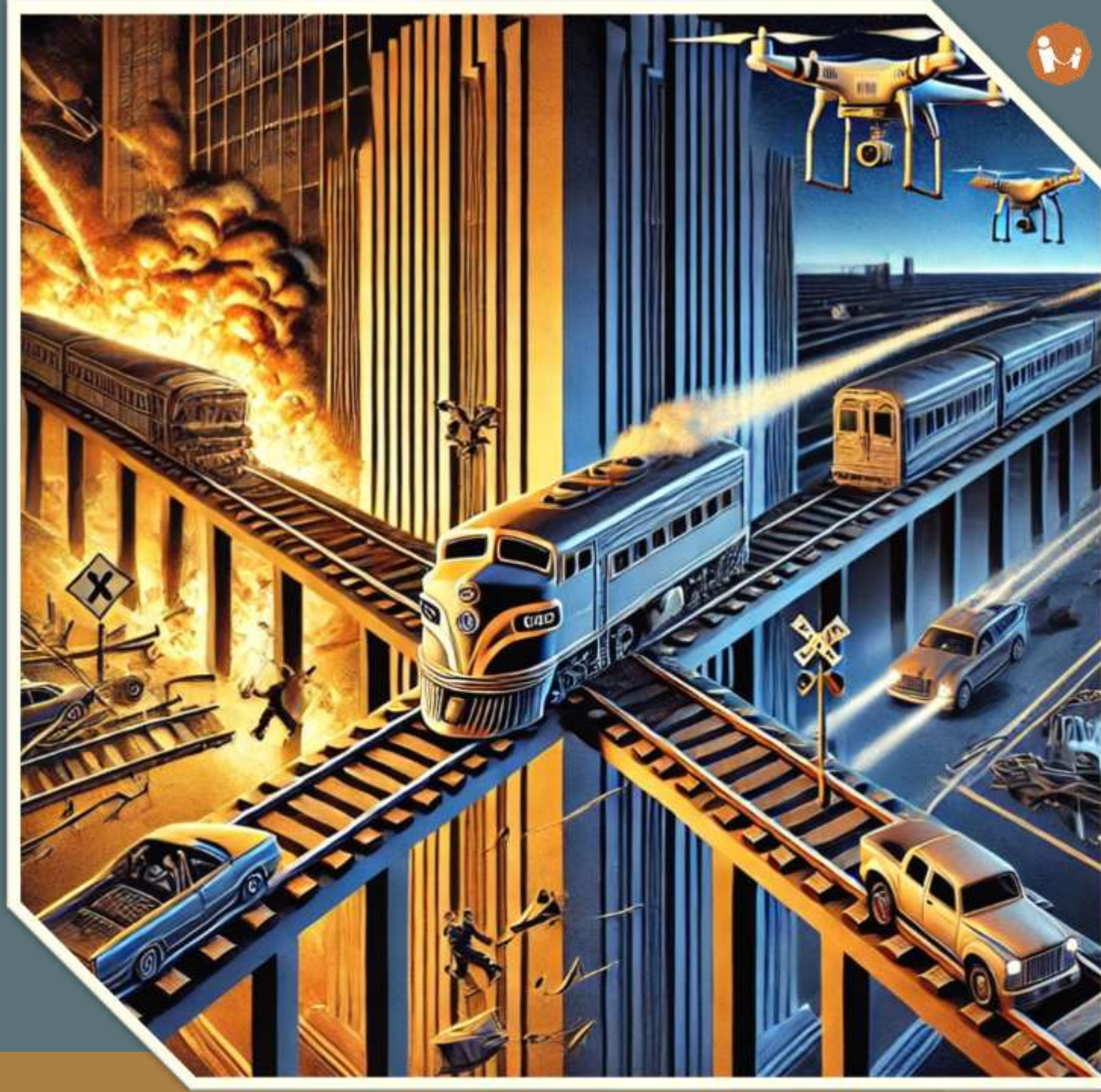
# AI DECISION-MAKING





# Split-second decisions

- » Universal principles?
- » Adjustable settings?
- » Random decisions?
- » Person-based weights?





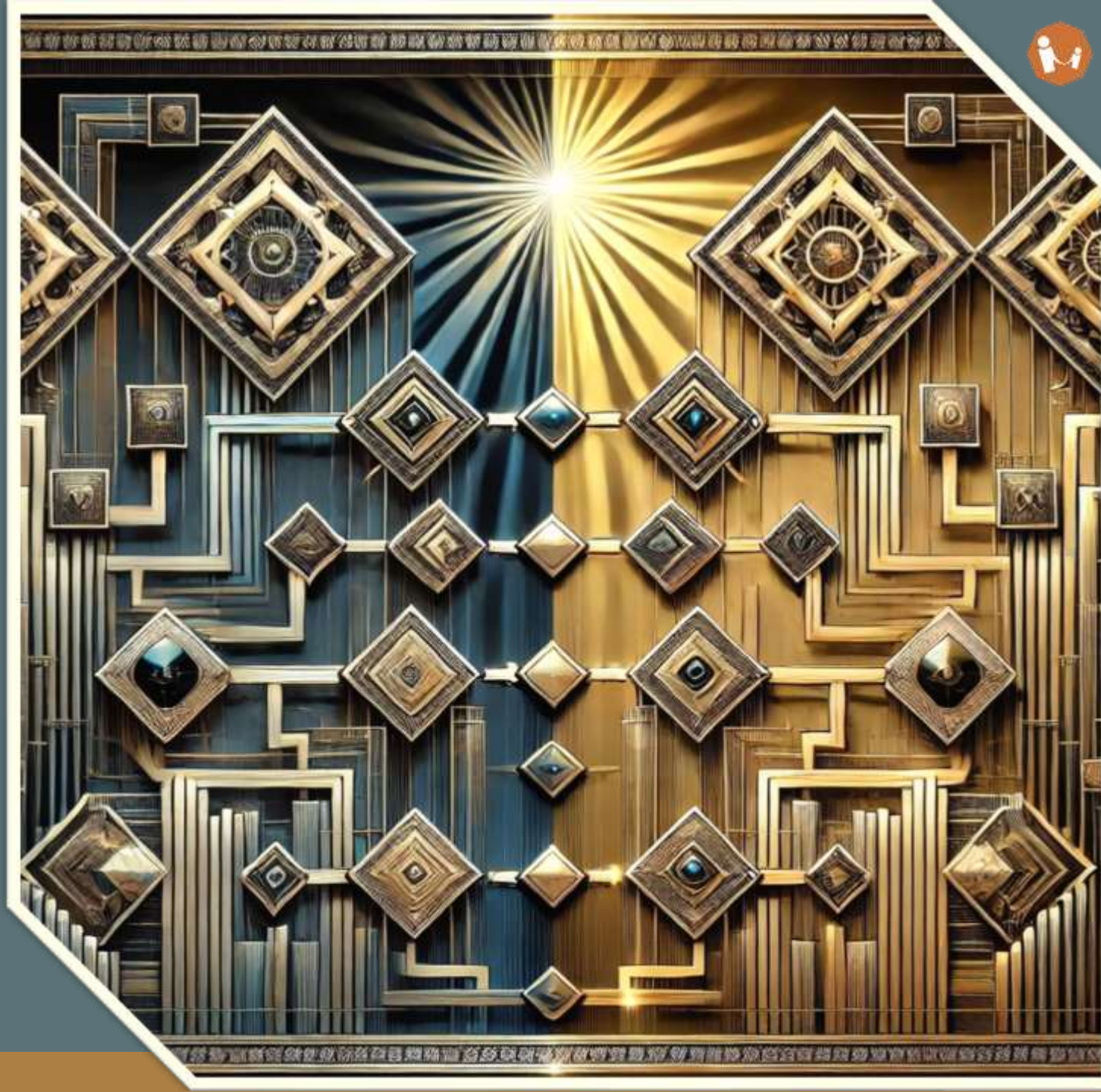
# The AI workflow

## » Train

- » Source selection
- » Data gathering
- » Data selection
- » Algorithm training

## » Use

- » Source selection
- » Data gathering
- » Data selection
- » Algorithm application
- » Decision - **Impact**





# Bias and prejudice

## » What is the issue?

- » Biased data?
- » Biased algorithms?
- » Biased estimators?

## » What should we do?

- » Tweak the data?
- » Tweak the algorithm?
- » Tweak the estimators?





# Correction issues

## » Were the results wrong?

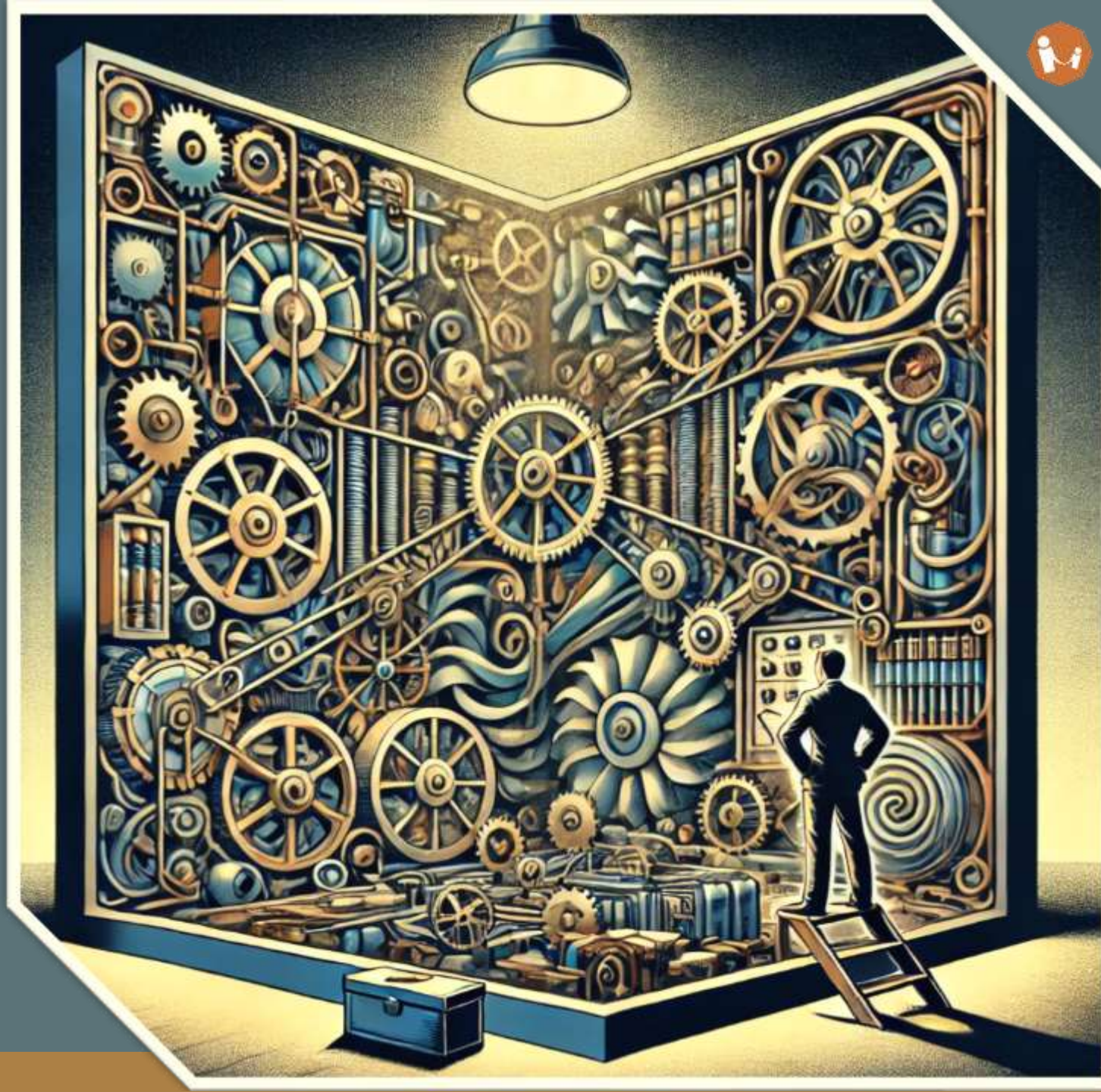
- » Training data or the algorithm?
- » Results in the decision or the impact?

## » How do we know what to change?

- » Removing bias? Changing? Adding?
- » What are THE correct weights?

## » Are the results better now?

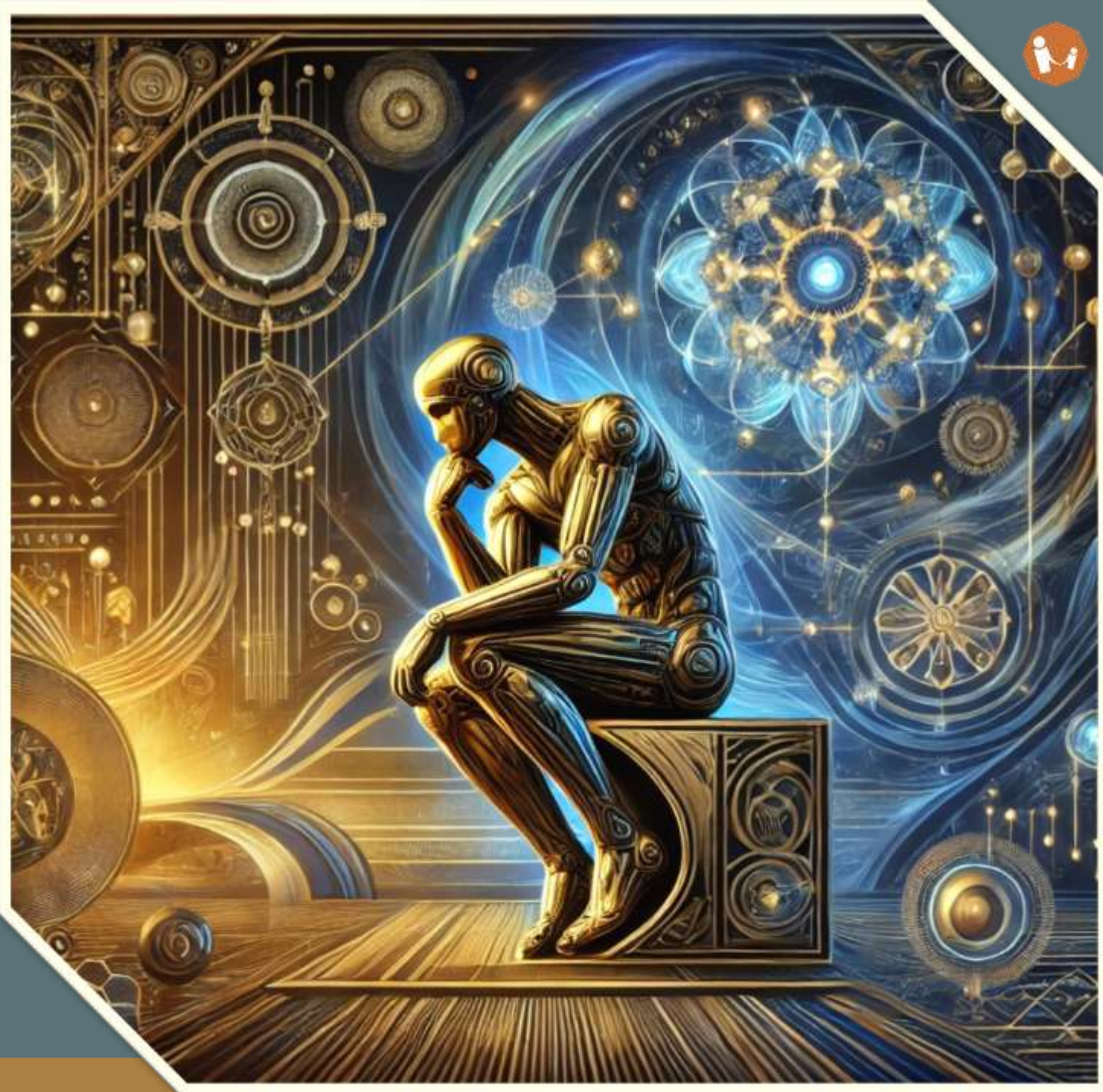
- » What is incorrect or correct?
- » Unintentional vs intentional injustice?





## Before 'applying' AI

- » Can these questions be asked based on existing data?
- » Is the algorithm suitable for the intended purpose?
- » In which steps is human oversight necessary?
- » How to avoid the butterfly effect?
- » How to avoid the King Midas problem?





# SUSTAINABILITY & DECISION-MAKING





# Sustainability covers:

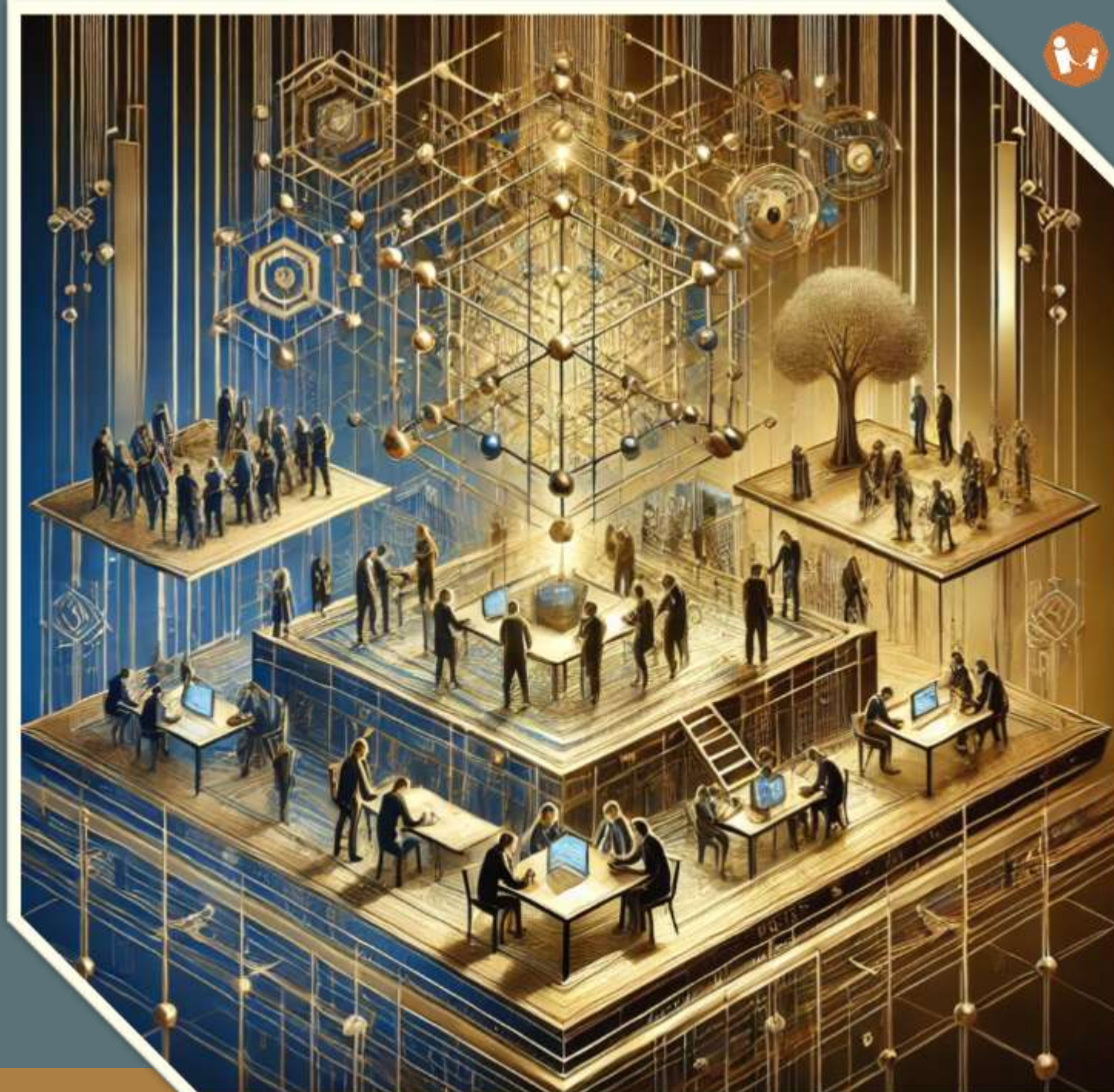
- » Sustainable technologies
- » Sustainable processes
- » Sustainable strategy





# Focus on enablement

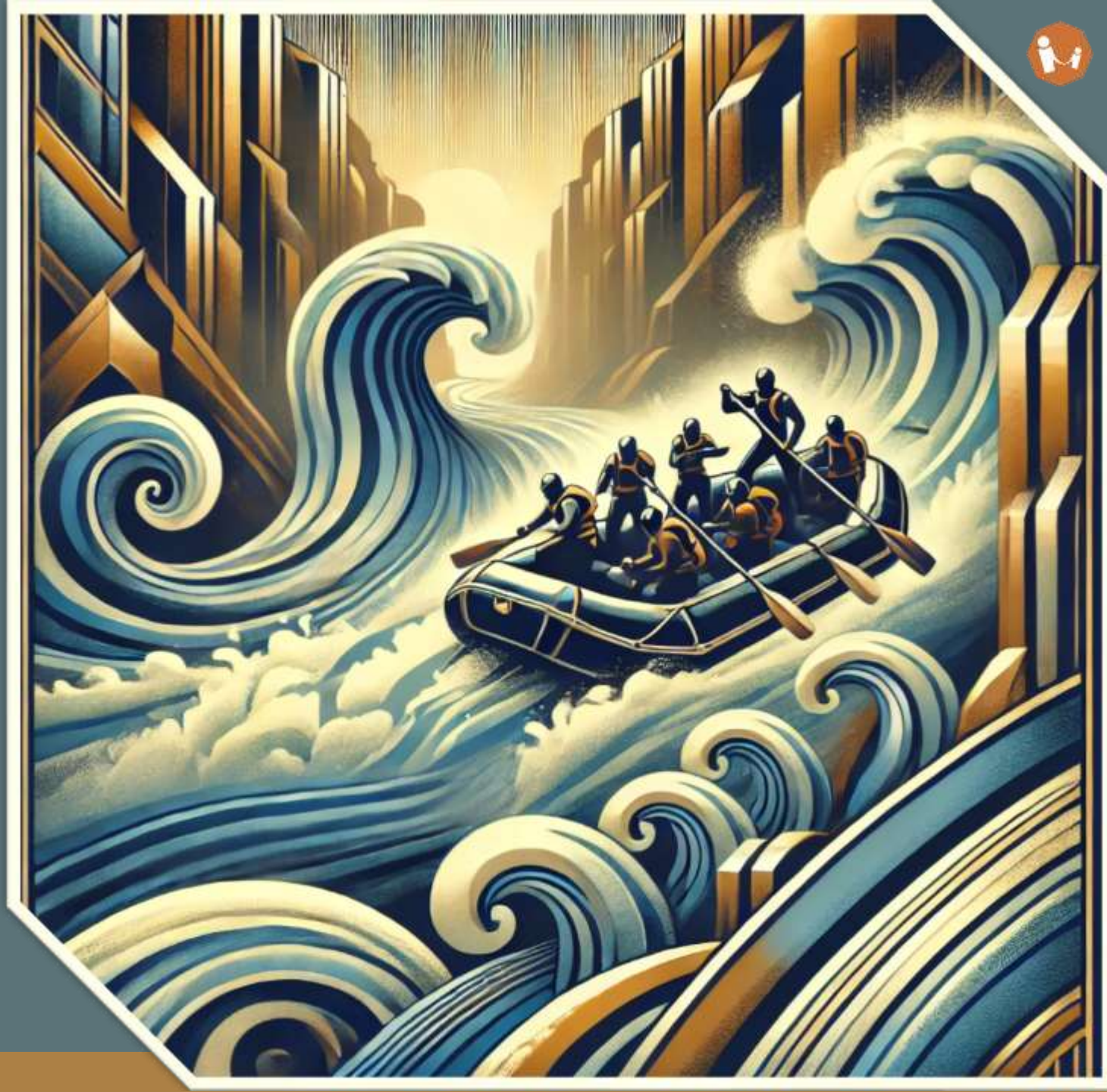
- » Support innovation
- » Support collaboration
- » Build more scaffolding





## Key recommendations:

- » Learn to navigate complexity
- » Accept that change is constant
- » Learn about your context
- » Empower and provide safety
- » Give up imaginary control
- » Learn about your boundaries





**STOP  
DOING  
STUPID  
THINGS**





# THANK YOU!

**Get in touch:**

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