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From Prompt to Impact: What AI Delivers

JENNIFER CROFT, CPA

SHELBY WOOD, CPA

MDCPA.CNF.IO

- Navigate to https://mdcpa.cnf.io and tap the session titled "From Prompt to Impact: What AI Delivers"

- OR just point your phone’s camera at the QR code to join directly

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Live Content Slide

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Poll: Are you using AI tools?

Fun AI Statistics

- The global AI market is already worth about $391 billion, up from $189 billion on 2023
- About 35% of people use AI tools everyday, and 85% have increased their AI usage in just the last 12 months
- ChatGPT has 800+ million weekly users
- About 78% of companies are using AI, and 90% either use it now or plan to

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Poll: What are your biggest concerns with implementing AI?

Objectives

- Establish AI Foundations
- Demonstrate Real-World Use Cases
- Define Risks and Responsible Practices
- Practical Skills and Next Steps

Why AI Matters Now

- Generative AI tools are increasingly embedded into office suites, ERPs, and audit platforms our firm and clients already use
- Productivity and efficiency
- Coverage and insight
- Consistency
- Refocused talent

What do we mean by AI?

- Artificial Intelligence
- Computer systems performing tasks that normally require human intelligence
- Pattern recognition, decision-making, language understanding

Machine Learning (ML)

- Algorithms that learn from data and improve predictions over time without being explicitly re-programmed for each use

Generative AI (GenAI)

- Models that create new content (text, code, images, audio, video) by learning patterns from large datasets

Large Language Models (LLMs)

- Type of GenAI focused on language (drafting, summarizing, translating, and answering questions in natural language)

Which LLM is best?

ChatGPT

Strong at general writing, editing, explaining concepts, and step-by-step reasoning

Highest quality reasoning

Gemini

Google Workspace integration

Transcript/meeting notes if org uses Google

Claude

Long, structured writing (policies, memos, reports) and following instructions

Often preferred when safety and explainability are a priority

Good quality, low cost

Copilot

Backed by ChatGPT but wrapped in enterprise controls

Formulas, pivot tables, basic analysis in excel

Tight integration with Microsoft

AI in Everyday

DRAFTING AND EDITING TEXT

SUMMARIZING DATA

BRAINSTORMING & OUTLINING

LANGUAGE & FORMATTING HELP

RESEARCH STARTING POINT

AI in Accounting

AUTOMATED DATA ANALYSIS

REPORT AND MEMO DRAFTING

RECONCILIATIONS & ROUTINE TASKS

FORECASTING & BUDGETING

DOCUMENT PROCESSING

AI in the Corporate World

- **Marketing:** Generating ad copy, content, and social media campaigns
- **Human Resources:** Automated resume screening and drafting job descriptions
- **Data Analysis:** Analyzing large datasets to identify patterns and generate insights, providing data-driven decision making
- **Workflow automation:** Automating repetitive tasks like data entry, scheduling meetings, and summarizing documents
- **Personalized learning:** Creating customized training modules based on individual employee needs
- **Research and development:** Assisting researchers by generating hypotheses, analyzing data, and summarizing scientific literature

Common Misconceptions

- Plausible ≠ correct
- Garbage in, garbage out
- AI does not substitute for policy, internal controls, or professional judgement

Common Risk Areas

- Accuracy and reliability
- Fairness and equity
- Privacy and security
- Compliance
- Over-reliance
- Bias in judgement

Data Privacy and Security

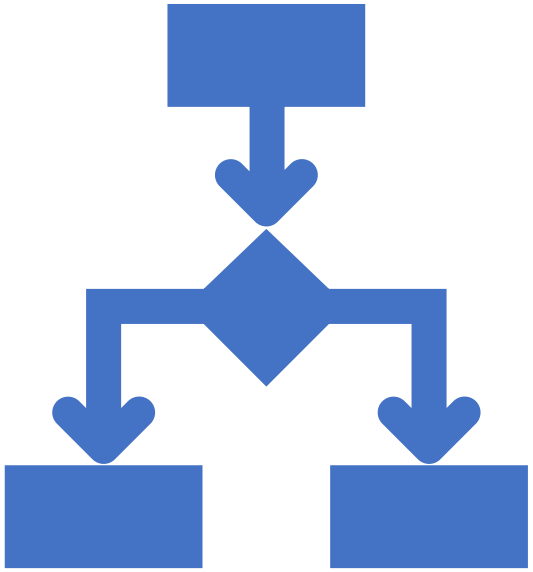
- No proprietary or client confidential data in public tools
- Anonymize and minimize inputs; remove identifiers before prompting

AI Acceptable Use Policy

- Define which tools are authorized, how they may be used, and prohibited practices
  - Vendor due diligence
- Define the review and approval process for new AI use cases, ongoing monitoring, and periodic policy updates as technology and regulation evolve
- Resources for policy development
  - PittCyber
  - Government AI Coalition

Building Better Prompts

- Strong prompts improve accuracy and reduce reworking
- Most failures are unclear inputs
- Prompt --> Repeat --> Review



Building Better Prompts

Prompt

Clear goal and audience

Provide essential context and constraints

Specify output formats

Include examples

Repeat

Give feedback

Provide more context

Try different phrasing

Review

Review linked sources

Be willing to do further research

Fact-check numbers and ask AI to show its source trail

Example #1

How is Christmas celebrated in the US?

Christmas in the United States is celebrated with a mix of religious, cultural, and commercial traditions, and the way people celebrate can vary depending on family, region, and personal beliefs. Here's a detailed overview:

1. Decorations

- **Christmas Trees:** Many families set up a Christmas tree at home, often decorated with lights, ornaments, tinsel, and a star or angel on top.
- **Lights and Outdoor Displays:** Homes, streets, and public spaces are often adorned with colorful lights, inflatable decorations, and nativity scenes.
- **Stockings:** Hung on fireplaces or walls, stockings are filled with small gifts or candy.

2. Gift-Giving

- **Exchanging Gifts:** Exchanging presents with family and friends is a central tradition. Gifts are often placed under the Christmas tree.
- **Santa Claus:** Children often write letters to Santa Claus, who is said to deliver presents on Christmas Eve. Santa is a major part of the commercial and playful aspect of the holiday.

4. Religious Observances

- **Church Services:** For those who celebrate Christmas religiously, attending church services is common, especially on Christmas Eve or Christmas morning.
- **Nativity Scenes:** Some families display nativity scenes depicting the birth of Jesus.

5. Music and Entertainment

- **Christmas Music:** Holiday songs and carols are played in homes, stores, and public places.
- **Movies and TV Specials:** Families often watch classic Christmas movies and TV specials.

6. Community and Charity

- **Charitable Giving:** Many people donate to charities, volunteer at shelters, or help those in need during the holiday season.
- **Community Events:** Local parades, tree lightings, and holiday markets are common.

7. Timing and Traditions

- **Advent and Countdown:** Many people start celebrating in early December with advent calendars or holiday preparations.
- **Christmas Eve:** Some families focus on religious observances or special meals on December 24th.
- **Christmas Day:** December 25th is usually the main day for opening presents, family gatherings, and festive meals.

Example #2

Describe how Christmas is celebrated in the United States, including history, typical traditions, and how celebrations have changed in modern times. Organize your answer with clear headings and bullet points, and explain it as if I'm not from the U.S. Limit your answer to 100 words and keep the tone professional. Additionally, provide links to sources for your research.

Christmas in the United States (History, Traditions, Modern Change)

History

- Holiday on Dec 25 celebrating Jesus' birth; became a U.S. federal holiday in 1870. HISTORY

Typical Traditions

- **Family & Home:** Decorated trees, lights, stockings, gift-giving. Punnaka
- **Santa Claus:** Popular figure for children. Punnaka
- **Religious Observance:** Church services and nativity scenes. Punnaka
- **Community Events:** Markets (e.g., Christkindlmarket in Chicago). Wikipedia

Modern Changes

- **Secularization & Commerce:** Broader secular celebration and early decorations. National Geogra...
- **Cultural Variations:** Diverse food and local events. Punnaka

Sources

- *History of Christmas* (History.com) — https://www.history.com/topics/christmas/history-of-christmas ↗ HISTORY
- *Christkindlmarket, Chicago* (Wikipedia) — https://en.wikipedia.org/wiki/Christkindlmarket%2C_Chicago ↗ Wikipedia

How to Identify AI

- Text
  - Overly generic and cautious
  - Connector words (furthermore, moreover, in addition)
  - Timeliness without dates
  - Sources without links
  - Neatly tiered bullet lists that add no new information
  - Repeated phrases across sections
- Photos
  - Warped or fused jewelry
  - Strange teeth
  - Extra or missing fingers
  - Text in the scene that is smeared or misspelled
  - Background patterns that are “mush”
  - Crowds with cloned faces

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Poll: Human or AI? Which sentence is AI?

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Poll: Human or AI? Which sentence is AI?

Poll: Which headshots are real?

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Poll: Which headshots are AI?

Real Headshots

Human or AI?

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Poll: Human or AI? Which photo is AI?

Answer

Roadmap – 30/60/90 Days

- 30 Days
  - Pick two pilot tasks
- 60 Days
  - Measure time saved/quality
- 90 Days
  - Expand to a third function

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Poll: What is one task you want to implement the use of AI for in the next 30 days?

Next Steps

- Identify your high-effort, repetitive tasks
- “Find the friction, focus on impact” – high-frequency, rules-based tasks with clear review controls are often best starting points
- Complete AI training
- Practice using approved tools on low-risk tasks
- Share wins and lessons with your team

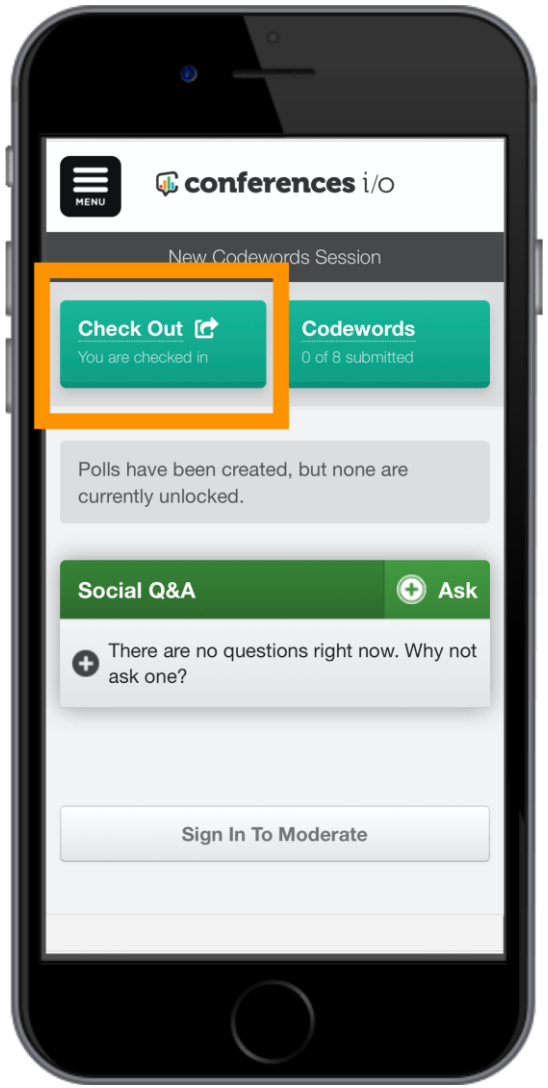
Questions?

Sources

- Precedence Research
- University of Pittsburgh Institute for Cyber Law, Policy, and Security
- Government AI Coalition

Contact Information

Jennifer Croft, CPA
Manager
jcroft@md-cpas.com
412-315-3564

Shelby Wood, CPA
Supervisor
swood@md-cpas.com
412-535-5545

Don’t Forget To Check-Out Before You Leave!