



# reskilling and upskilling for generative ai

for insights & analytics professionals and the  
clients who hire them!



tchicaya ellis robertson, ph.d.  
founder & ceo TRIBE Insights

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IDEA Forum

developing and applying AI inclusively





# presentation summary

**Generative AI**, such as ChatGPT and other tools to help us to maximize insights for our clients. It's not just about the **technology**, it's also about the **skills** insights professionals will need in order to bring **value** to the process.

**Prompt Engineering** and the complexities of getting to the right information is a new skill and a tremendously important business capability.



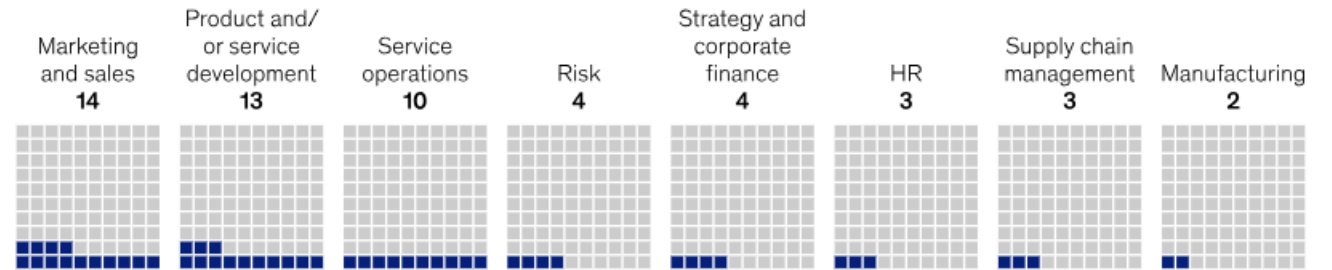
# Who's using genAI at scale

- marketing and sales
- product & service development
- Service operations



The most commonly reported uses of generative AI tools are in marketing and sales, product and service development, and service operations.

Share of respondents reporting that their organization is regularly using generative AI in given function, %<sup>1</sup>



Most regularly reported generative AI use cases within function, % of respondents

Marketing and sales	Product and/or service development	Service operations
Crafting first drafts of text documents 9	Identifying trends in customer needs 7	Use of chatbots (eg, for customer service) 6
Personalized marketing 8	Drafting technical documents 5	Forecasting service trends or anomalies 5
Summarizing text documents 8	Creating new product designs 4	Creating first drafts of documents 5

<sup>1</sup>Questions were asked of respondents who said their organizations have adopted AI in at least 1 business function. The data shown were rebased to represent all respondents.  
Source: McKinsey Global Survey on AI, 1,684 participants at all levels of the organization, April 11–21, 2023

McKinsey & Company

# pressing questions

Where is our industry in preparing people to use Generative IA responsibly?

What other skills will be important to ensure responsible use of AI happens in the beginning, rather than at the end?

How can we create a representative marketplace with the skills and access to inject responsible practices at the onset.



# we'd better get on the bandwagon

*“According to the content from McKinsey, generative AI has the potential to add trillions of dollars in value to the global economy. It is estimated that generative AI could contribute between \$2.6 trillion to \$4.4 trillion annually across various use cases and industries.”*

The economic potential of generative AI: The next productivity frontier

[www.mckinsey.com](http://www.mckinsey.com)

[#glasquotes](#)

How much of this explosive growth and value is enabled by the insights and analytics industry?



# researchers need productivity support too

*“Generative AI could enable labor productivity growth of 0.1 to 0.6 percent annually through 2040, depending on the rate of technology adoption and redeployment of worker time into other activities.”*

The economic potential of generative AI: The next productivity frontier  
[www.mckinsey.com](http://www.mckinsey.com)

#glasquotes

How long did it take you to prep for your last presentation?



# if we use genAI to automate tasks like...



classifying, editing,  
and summarizing,  
content...

think literature  
review



drafting  
new  
content....

think writing  
articles, blogs



creating  
structured data  
from unstructured  
content....

think creating  
charts and graphs

# researchers could spend more time...



telling **more creative stories** with our data



aligning our insights to real **business problems**

It will require a **new set of skills** to take benefit from new technologies

Creativity

Business Acumen

Cultural Sensitivity

Domain Knowledge



# we aren't asking for the skills we need

STEP

1

I searched for "research" jobs on indeed



What

Where

Last 24 hours ✕ Remote ▾ Within 25 miles ▾ Pay ▾ Job type ▾ Encouraged to apply ▾ Location ▾ Company ▾

Posted by ▾ Mid Level ✕ Education ▾



# we're still focused on the hard skills

STEP

2

I asked [Glarity](#), a GenAI tool, to tell me if the job description included creativity, cultural sensitivity, business acumen, or domain knowledge in it's description

## Insights Manager

[Wells Enterprises](#) ★★★★★ 153 reviews

Chicago, IL

Full-time

The job description mentions responsibilities related to consumer research, which include qualitative and quantitative research techniques, concept development, and brand strategy. While it emphasizes skills like **statistical analysis**, oral and written **communication, and collaboration**, it doesn't explicitly mention creativity, cultural sensitivity, business acumen, or domain knowledge as requirements. These qualities may be valuable in the role but are not specifically outlined in the job description.

## Research Professional

[The University of Chicago](#) ★★★★★ 739 reviews

850 East 61st Street, Chicago, IL 60637

Full-time

The job description mentioned in the provided content does not explicitly mention creativity, cultural sensitivity, business acumen, or domain knowledge as specific requirements. However, it does emphasize the importance of **skills such as strong computer skills, familiarity with mathematical and statistical software, and programming languages, as well as a background in economics or a related field.** These skills may indirectly relate to business acumen and domain knowledge but do not explicitly mention creativity or cultural sensitivity.

## Part-time Faculty Position, Research Writing, SCPS

[DePaul University](#) ★★★★★ 423 reviews

1 E Jackson Blvd, Chicago, IL 60604

Part-time

The job description provided does not explicitly mention creativity, cultural sensitivity, business acumen, or domain knowledge as specific requirements for the part-time faculty position at the School of Continuing and Professional Studies (SCPS) at DePaul University. The **qualifications mentioned primarily focus on educational and teaching qualifications, such as degrees and teaching experience.**

 **Glarity Summary**  

we must make (up)skilling and (re)skilling a  
priority

...in the **GenAI tools** that  
we deploy in generating  
our insights

...in the **non-technical skills**  
required to create inclusive  
insights



and ensure representation at all levels in all roles



2023 DEI  
Report  
coming soon

2022 Diversity Equity and  
Inclusion Study



The Insights Association's IDEA Council is excited to present its first report on Diversity, Equity, and Inclusion in the market research/consumer insights industry. Two recent IDEA Councils surveys, the Diversity, Equity, and Inclusion survey and the Culture survey, were combined to provide a comprehensive first overview of DEI in our industry. We hope this work will serve to not only inform the industry on where it is today on key DEI measures, but also highlight opportunities to improve the diversity, inclusiveness, and equity of organizations for the future.



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Thank  
you!

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