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NEW ZEALAND

BUSINESS SCHOOL

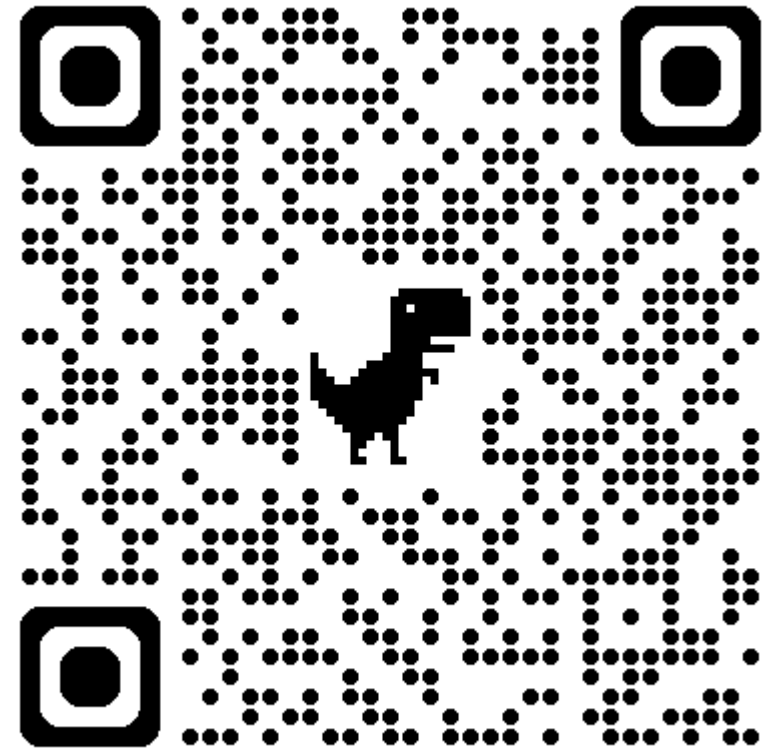
# Exploring GenAI's scope in business education: Text, images, and avatars

# Introduction

**Dr Guy Bate**

Professional Teaching  
Fellow, Strategy,  
Innovation and  
Technology

*University of Auckland  
Business School*



<https://www.linkedin.com/in/guybate/>

Join at menti.com | use code 3517 5949

# How do you feel when you think about AI?

45 responses



A screenshot of a Menti poll interface. At the top, it says 'Menti BLAT' with a share icon and a refresh icon. Below that, it says 'Choose a slide to present'. There are five slide thumbnails visible. The first two thumbnails show the word cloud from the previous image. The third thumbnail shows a table with columns for 'Name', 'Email', and 'Phone'. The fourth thumbnail shows a bar chart with five bars of different colors. The fifth thumbnail shows a bar chart with five bars of different colors. In the top right corner, there is a 'GB' icon and a dropdown arrow.



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Text: Your 'typical' custom GPT

# Lena, the Reflectivity Coach

- <https://chatgpt.com/g/g-rC20USC2A-lena-the-reflectivity-coach>





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# Images: GPT Vision





What is  
this?

# Leveraging multimodality



What is this? Tell me a bit about it.



This is a *Cordyline australis*, commonly known as the New Zealand cabbage tree or tī kōuka in Māori. It is a hardy, evergreen plant native to New Zealand and is a popular choice in landscaping due to its striking appearance and low maintenance.

The plant in the image seems to be a red or purple variety, likely a *Cordyline australis* cultivar such as 'Red Star' or 'Purple Tower,' which is prized for its vibrant, sword-like leaves. These plants thrive in well-drained soil and full sun to partial shade. They are drought-tolerant once established and can add a dramatic, architectural element to gardens.

*Cordyline australis* can grow into a tree-like form with multiple branches and develop small, fragrant flowers followed by berries, which attract birds. In landscaping, it's often used as a focal point or accent plant in gardens.





# Leveraging multimodality



What is this? Tell me a bit about it.

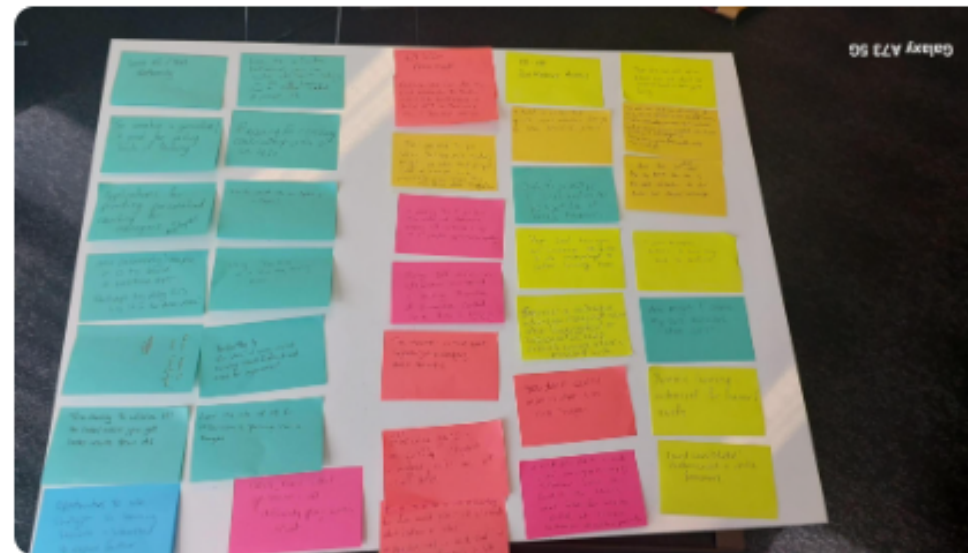


My ability to consider both the visual information in the image and textual knowledge about plants allowed me to arrive at a precise answer. Here's how:

1. **Visual Identification:** From the image, I noticed specific features such as the long, narrow, pointed leaves radiating outward symmetrically and their reddish-purple color. These are distinctive physical traits associated with certain cultivars of *Cordyline australis*.
2. **Textual Knowledge Integration:** Combining this visual data with my knowledge of plants, I identified that the New Zealand cabbage tree (*Cordyline australis*) often comes in colorful varieties, with 'Red Star' and 'Purple Tower' being well-known for their reddish hues.
3. **Cross-Modality Confirmation:** Textually, I know *Cordyline australis* is popular in landscaping due to its drought tolerance, ornamental value, and hardiness. The context provided by the image—showing the plant in a landscaped setting with bark mulch and bordering—further matched this understanding.
4. **Context-Specific Details:** By analyzing both modalities, I could confidently connect the plant's ornamental appearance and landscaping use with its known characteristics in my textual knowledge base.

This multimodal reasoning—linking the image's visual details with contextual knowledge about *Cordyline australis*—enabled me to provide an accurate and nuanced response. Without the ability to integrate both, the identification might have been less precise.

# Leveraging multimodality




Tell me what you see in this image. Do not transcribe text yet though. I just want a high level description. Makes sense?



Got it! In this image, I see a white table or surface covered with various colored sticky notes, arranged in a grid-like layout. The sticky notes are in shades of blue, pink, green, yellow, and orange, each containing handwritten notes. The notes appear to be brainstorming ideas or comments, potentially for a project or discussion session. The scene looks like it's from a workshop or collaborative meeting where multiple participants might have contributed their thoughts on different topics.

# Leveraging multimodality

## Takeaways



1. How might you incorporate **AI-based reflexivity tools** into your existing learning and development programmes to enhance employee growth and self-awareness, especially in remote or hybrid work environments?
2. How could your team use **GPT Vision** to accelerate the creation of customised training content for different departments or roles?
3. Think about the ways **virtual agents** could scale personalised employee training, support, and engagement in your organisation. Consider how **avatars** might be used to provide real-time assistance, answer frequently asked questions, or guide employees through complex processes.

The slide in this image gives the colour coding for the post-its. Can you confirm you understand the colour coding?

can you now add your own thoughts, suggestions and recommendations based upon the ideas in each post-it note.



Certainly! Here are some thoughts, suggestions, and recommendations inspired by the ideas on each sticky note, organized by category:

## Blue (AI-based Reflexivity Tools)

The notes in this category focus on using AI to encourage self-reflection, support coaching, and improve learning and development (L&D). Here are some recommendations:

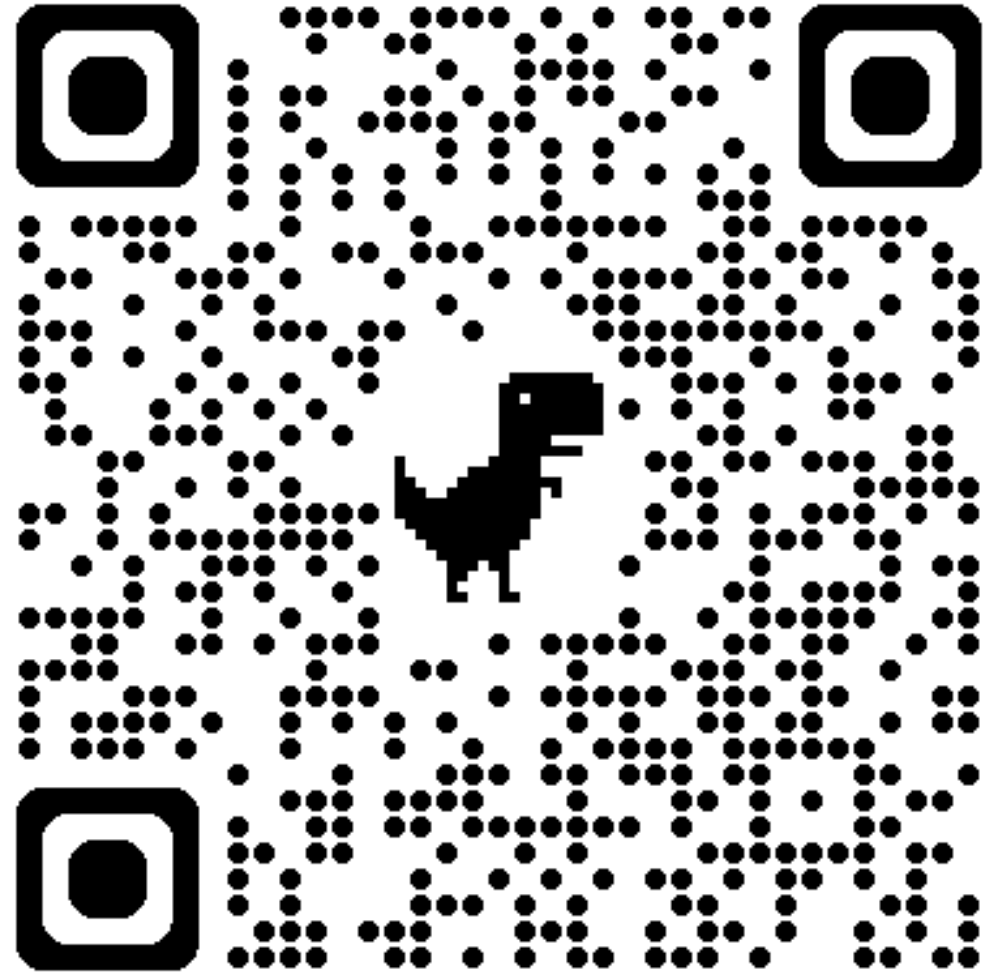
1. **AI for Reflexivity in Learning:** Develop a framework for incorporating AI-based reflexivity tools that help employees self-assess and reflect on their skills, achievements, and areas for improvement. This could involve periodic "check-in" questions from AI that encourage users to think about recent challenges and successes, fostering a habit of reflective practice.
2. **Personalized Coaching for Managers and Employees:** A personalized AI assistant could act as a "virtual coach," delivering feedback based on individual goals, team dynamics, or industry benchmarks. This could enhance manager development programs by providing targeted advice, scenarios, and reflection exercises based on real-world performance data.
3. **Customizable Reflective Agents:** Consider creating a modular "reflective AI agent" that can be tailored for different departments or roles. For example, the AI could prompt sales managers to reflect on client interactions, while prompting engineers to consider problem-solving approaches. This can make AI reflection exercises feel more relevant and personalized.

<https://chatgpt.com/g/g-9GlthNTpm-imagine>

[bit.ly/4aHe3TZ](https://bit.ly/4aHe3TZ)



Imagine!





# Imagine!

<https://chatgpt.com/g/g-9GlthNTpm-imagine>

What do you  
do?

Tell me more  
about how you  
work.

# Using GPT Vision in Innovation classes

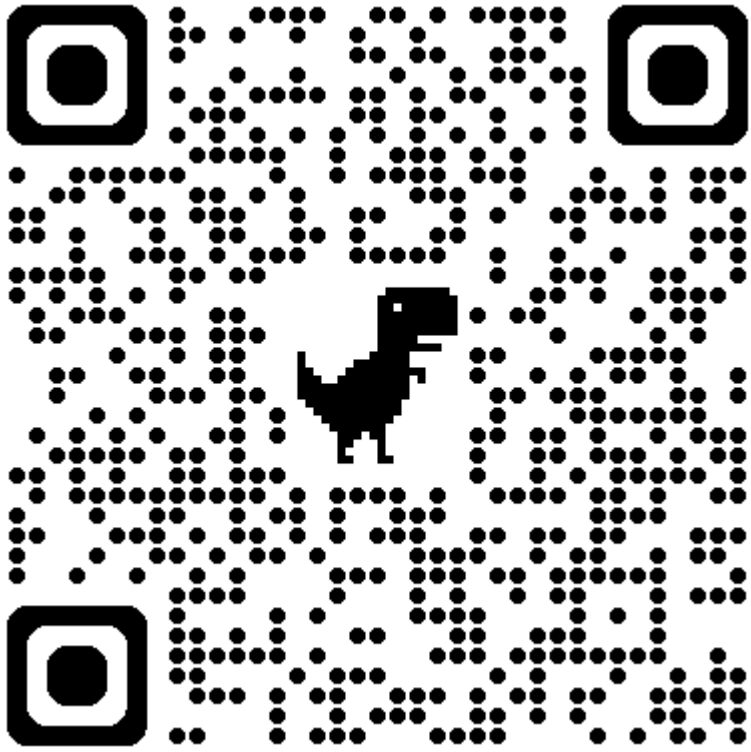


# Innovation Management activities

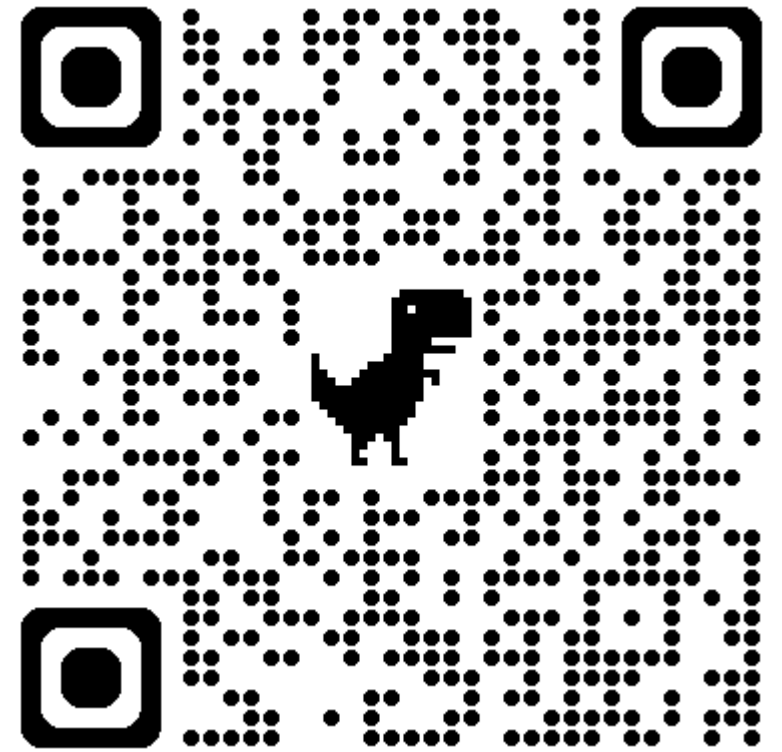
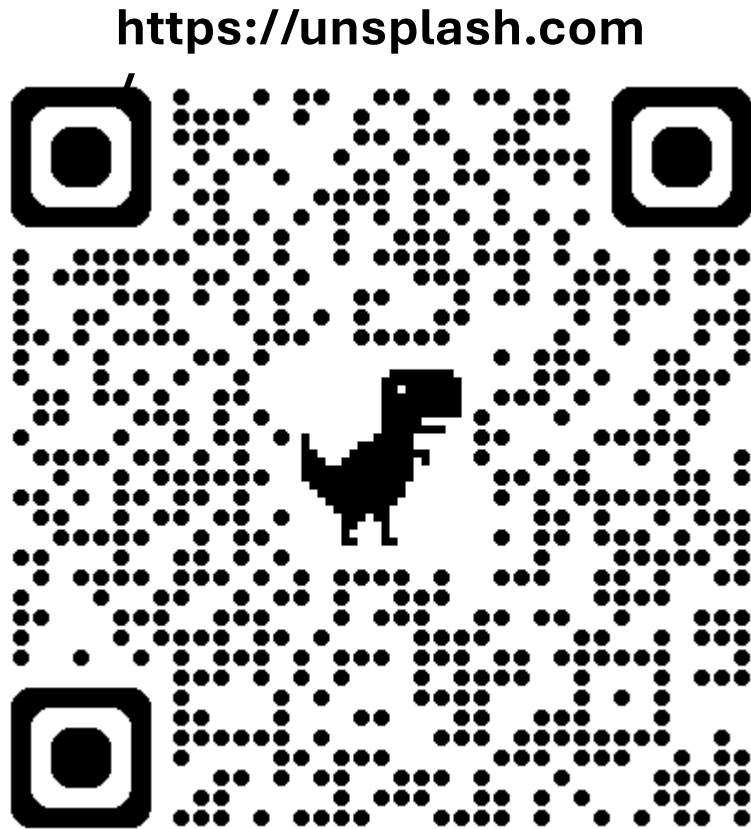
**Activity 1:** Trend spotting through images

**Activity 2:** Visual problem-solving workshop

**Activity 3:** Reverse engineering innovation



<https://www.pexels.com/>



<https://pixabay.com/>





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# Avatars: Working with Soul Machines



# Dr Mark Sagar

Dr Mark Sagar is currently Director for the Auckland Bioengineering Institute's Laboratory for Animate Technologies, though he may arguably be best known as our resident **two-time Oscar winner**.

# Soul Machines Studio



A blue banner announcing an award. At the top left is the Kiwibank logo and text: 'Kiwibank New Zealander of the Year Awards Ngā Tohu Pou Kōhure o Aotearoa'. At the top right are navigation links: 'Awards', 'Alumni', 'About', 'Judges', 'Subscribe', 'Nominate here'. In the center, the text reads: 'Mark Sagar PhD FRSNZ' in large yellow font, followed by 'New Zealand Innovator of the Year 2022' in a white script font. On the right is a portrait of Dr Mark Sagar in a grey t-shirt. At the bottom left, it says 'Spark New Zealand Innovator of the Year Te Pou Whakairo o te Tau'.

Dr Mark Sagar has a passion for recreating the human face, whether on a screen or on a sketchpad.

It has taken him from a Mechanical Engineering PhD to key technical roles in **Weta**, producing films like **Avatar** and **King Kong**. His contributions to the motion picture industry were recently recognised with an **Academy Award**.



# Soul Machines Studio

The screenshot displays the Soul Machines Studio interface. At the top left, the user is logged in as 'University of Auckland'. The top right shows a greeting 'Hello, Guy Bate' and icons for help and settings.

**Left Sidebar:**

- Project name
- Digital Person
  - Avatar
  - Behavior
  - Knowledge
  - Language & voice
- Deployment
  - User interface
  - Camera behavior
  - Orchestration

**Main Content Area:**

- Project name:** A text input field containing 'Lifesciences Industry Deal Gurj'.
- Avatar:** A notification states: 'Selecting an avatar with a later HumanOS version will enable the use of latest features.'
- Custom avatars:** A grid of 12 avatar thumbnails. Each thumbnail includes a name and version: Ariana (HumanOS 2.6), Bob 1 (HumanOS 2.6), Bronwyn (HumanOS 2.6), Competent (HumanOS 2.6), Harper (HumanOS 2.2), Jack 2 (HumanOS 2.6), Jack 3 (HumanOS 2.6), Jack 4 (HumanOS 2.6), and Jack (HumanOS 2.6).

**Right Panel (Preview):**

- Buttons: 'Update preview', 'Save', and 'Deploy now →'.
- Large image of a digital female avatar with brown hair, wearing a white shirt and a green blazer.
- Notification: 'Turn your microphone and camera on'. Text: 'Your Digital Person will then hear and see you, which will better enable you to test their full emotionally interactive behavior. You can always turn them off and on later if you need to.' Buttons: 'Maybe later', 'Microphone on', and 'Microphone and camera on'.
- Bottom icons: Microphone off, Camera off, and a help icon.

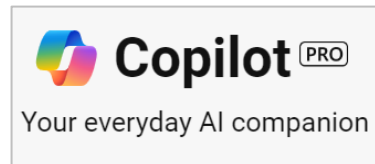
# Background to KuyLee – working hypotheses

- **Innovative teaching with AI:** KuyLee, an anthropomorphic AI avatar, supports self-directed learning and addresses knowledge gaps in science commercialisation
- **Multimodal learning benefits:** KuyLee combines visual, verbal, and emotional cues to enhance comprehension and knowledge application
- **Adaptive:** KuyLee offers responsive conversational input to support diverse student interests and learning preferences

## Initial 'pain points':

SCIENT-706

BUSDEV-782





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**Thank you!**

