GENERATIVE AI THE GREAT DISRUPTOR

AARON LUKKEN, CHIEF SHERPA
VIKING ADVOCATES, LLC

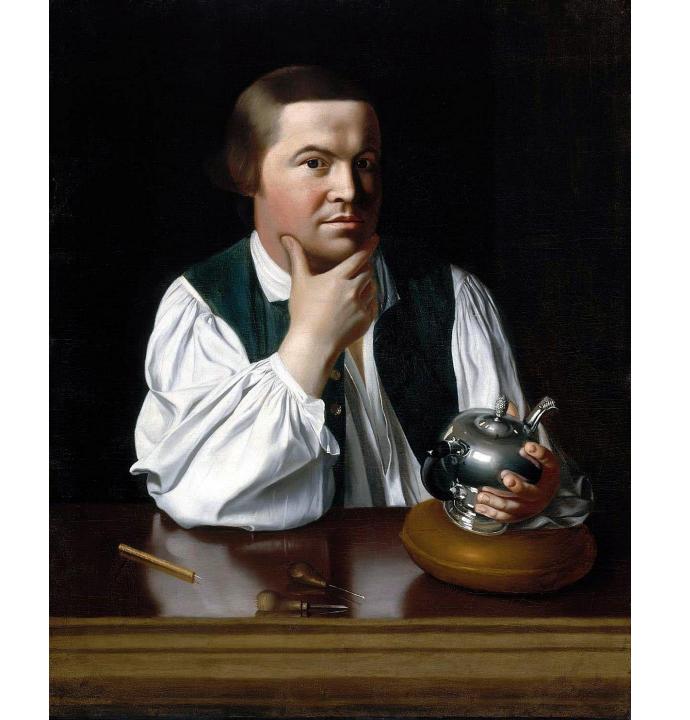
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NATIONAL DOCKETING ASSOCIATION, BOSTON, MASS.

OCTOBER 23, 2023

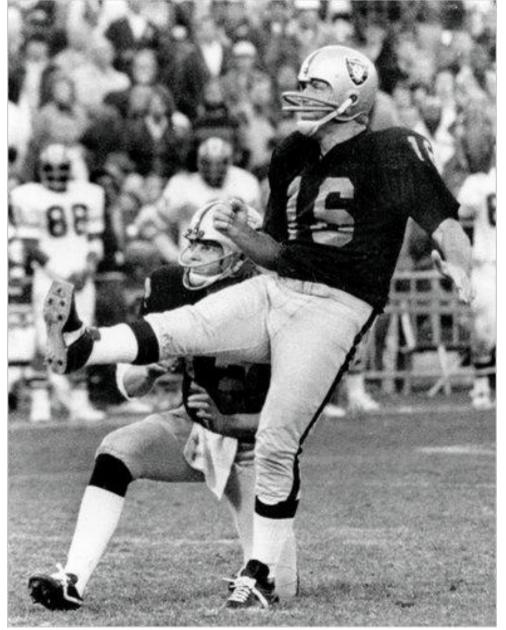










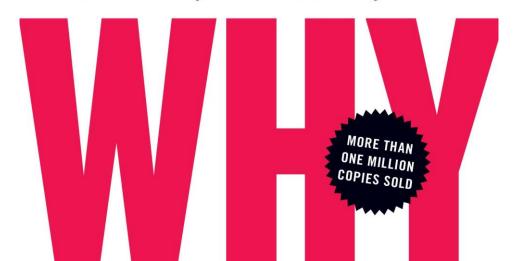


HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

New York Times bestselling author of Leaders Eat Last and Together Is Better



My WHY...

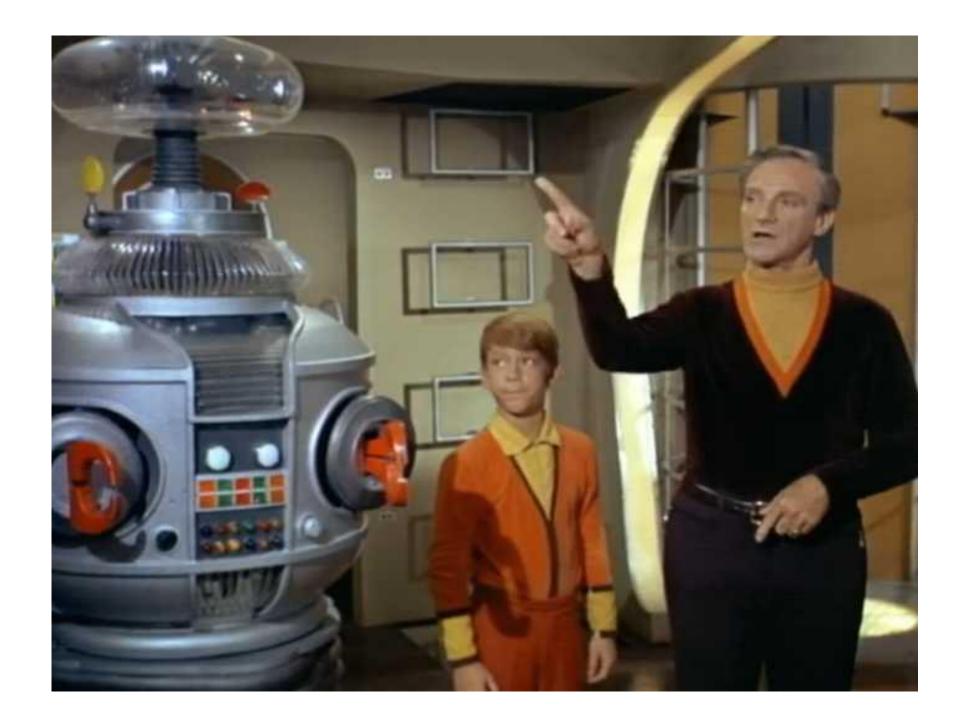
- Protect my clients (all are law firms).
- Make lawyers better at what we do (more accurate & efficient).
- Be every lawyer's Sherpa.



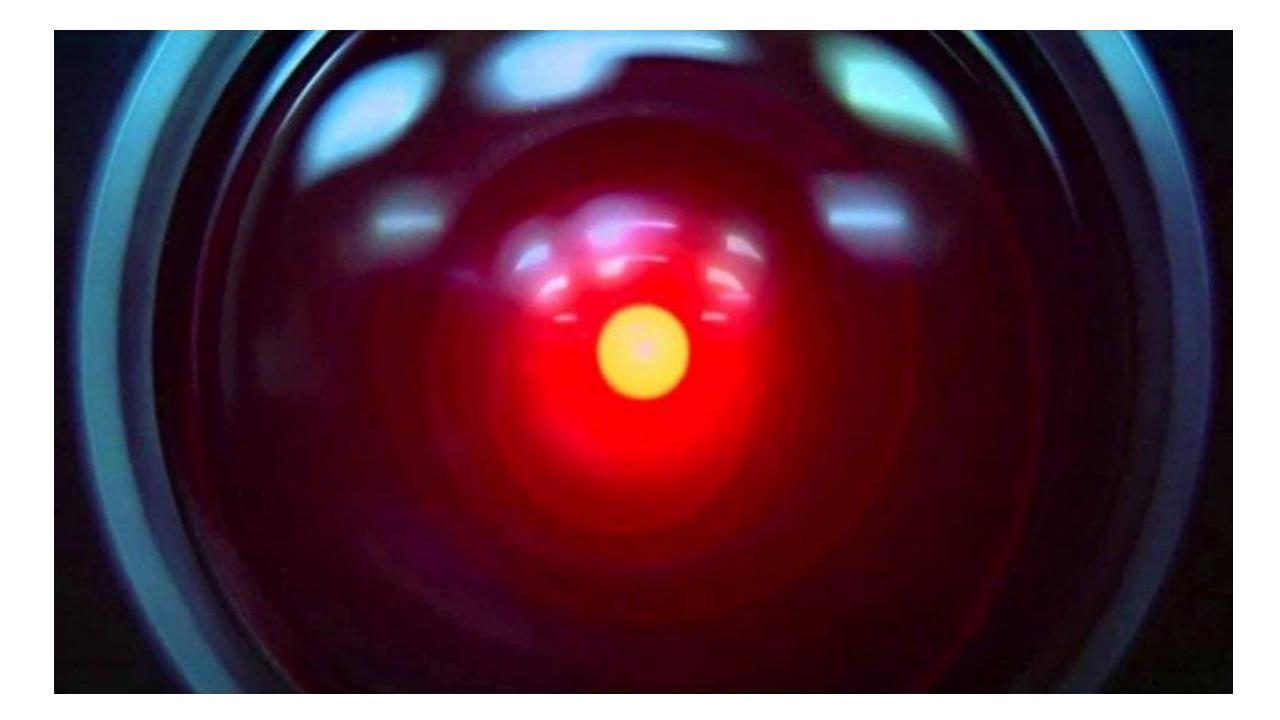


Two points...

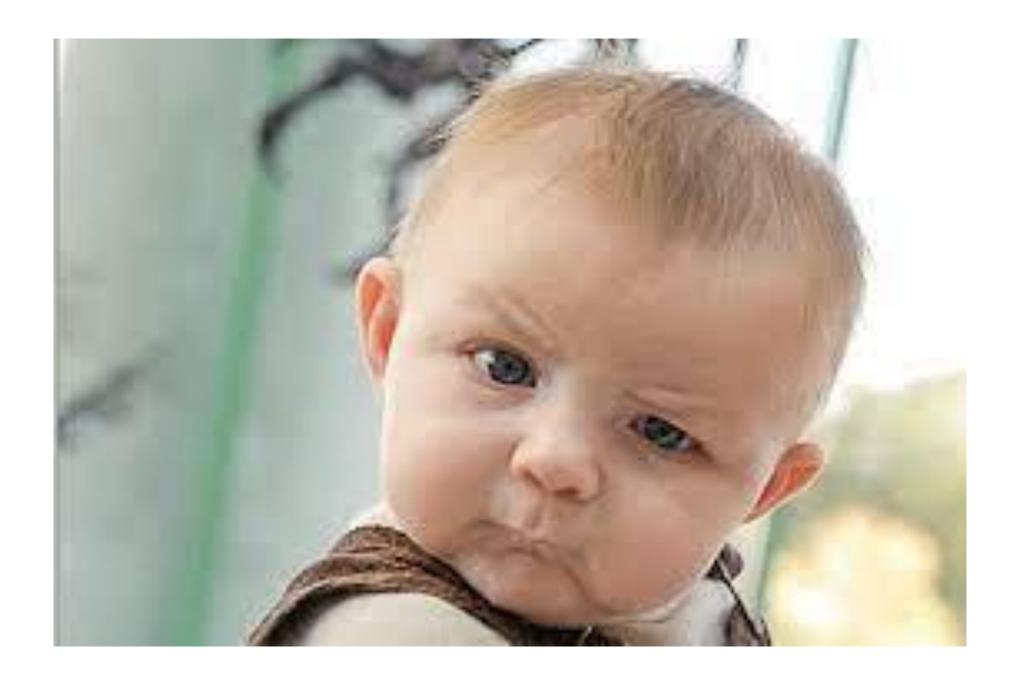
- Remember the guy last spring who briefed a court with nonexistent cases that ChatGPT swore were solid? That's one.
- I had my own run with ChatGPT and Bard last June... it didn't go well for the technology. That's two.











Business | First thing we do, let's bot all the lawyers

Generative AI could radically alter the practice of law

Even if it doesn't replace lawyers en masse



IMAGE: GETTY IMAGES





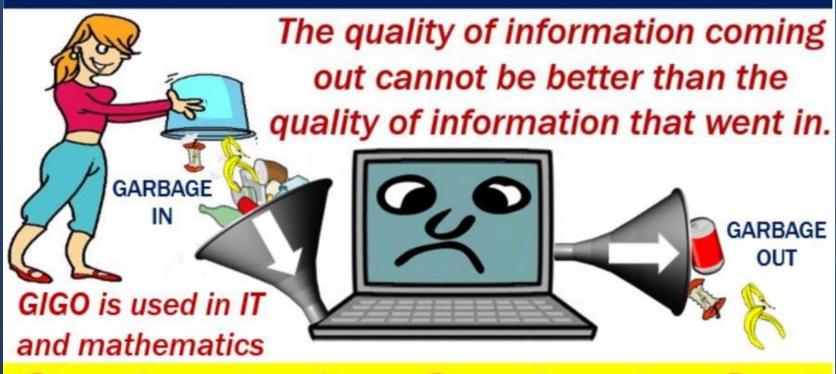








What is GIGO?

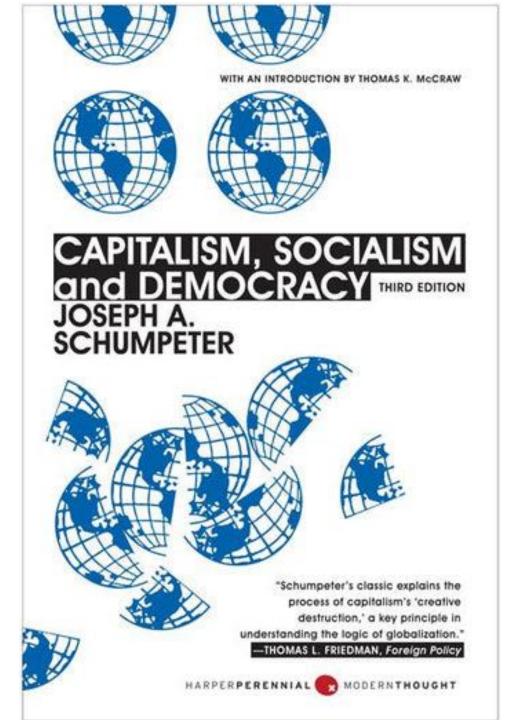


Garbage In, Garbage Out



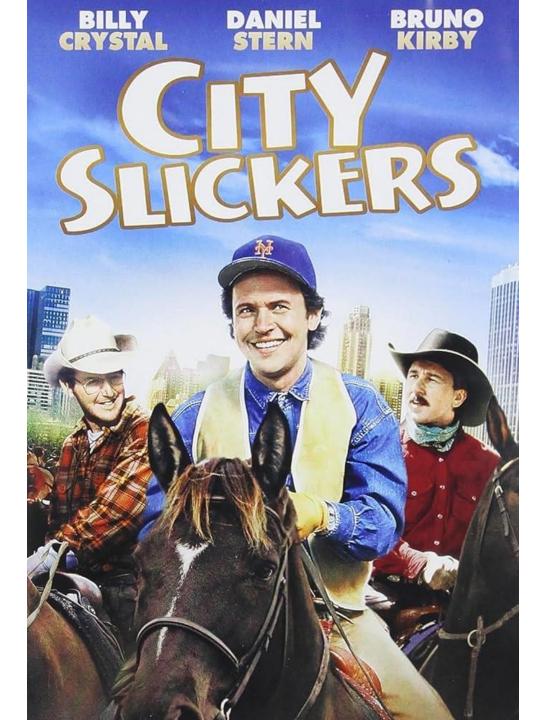


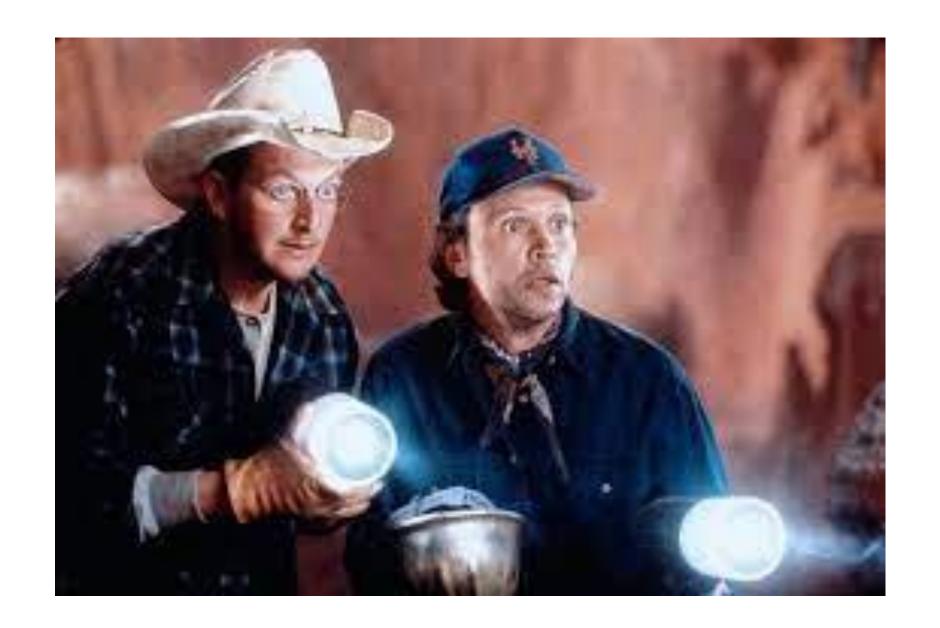
















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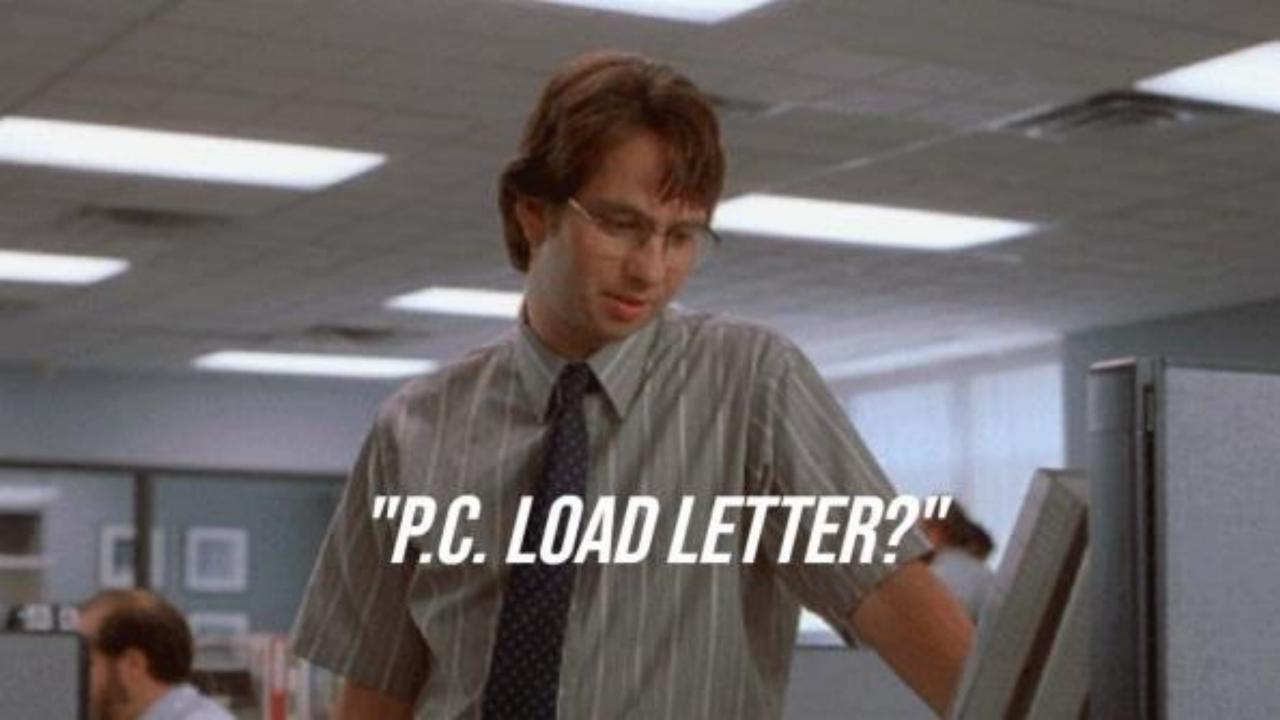
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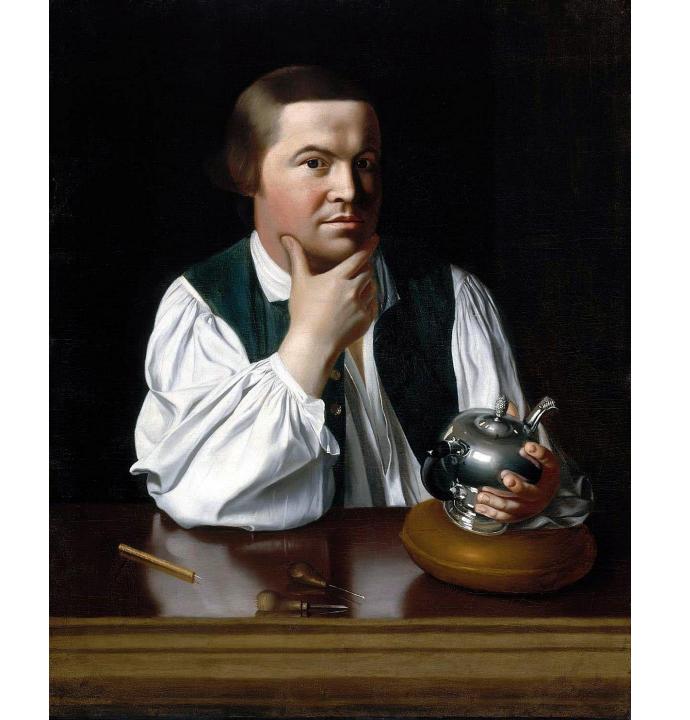






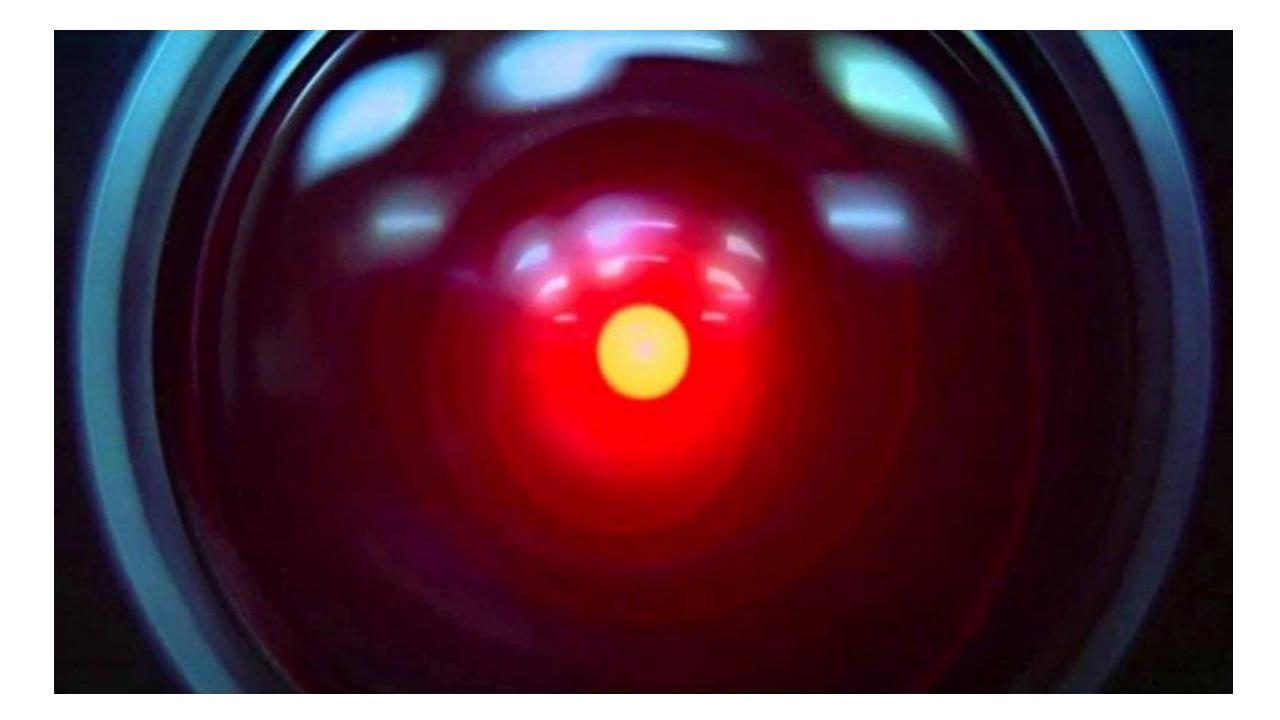
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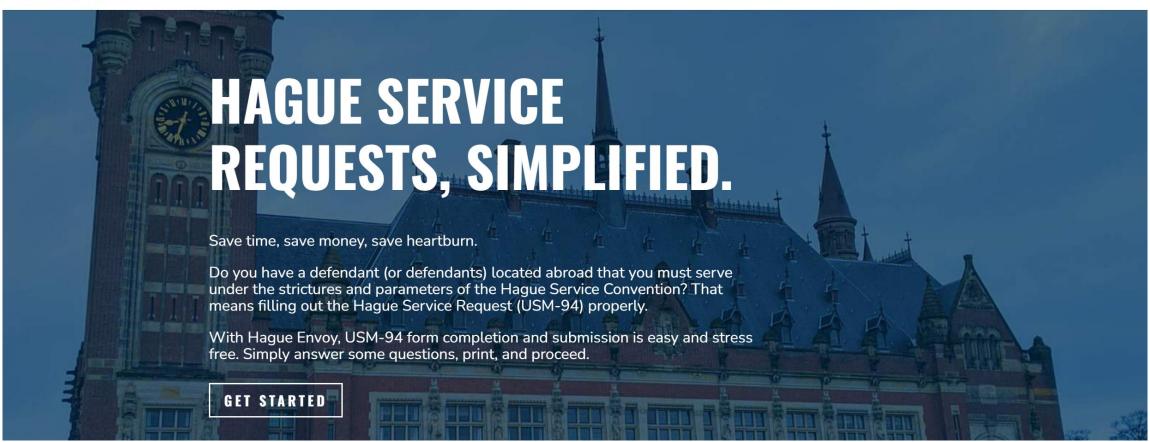
















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Seth Godin bestselling author of Tribes and The Dip

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