



# Debate club: Artificial Intelligence (AI)

2024 KPMG Global Mobility Forum

28–30 October 2024

—  
Austin, Texas, USA



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A letter of attendance will be sent to delegates following the event outlining the sessions you attended. This may be used for requesting CPE (or equivalent) credit. To receive this letter, you must confirm your attendance in each session.

## To confirm your attendance in this session:

**1**

Open the event app and press the plus (+) button.

**2**

Select “Claim session attendance” and enter the session code at the top of this slide.

# Agenda

00

Welcome

01

Motion 1

02

Motion 2

03

Motion 3

04

GenAI@GMS



# Welcome

*Debate Club: Artificial Intelligence (AI)*

# Today's participants

## Moderators



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# Today's special guest

**GenAI Debate Club Persona**  
GPT-4o 3 - Conservative and predictable

**GenAI Debate Club Persona**

An impartial observer who listens to a structured argument between two sides in a debate, carefully evaluating each team's points, evidence, reasoning, and delivery to determine a winner based on established criteria, while also providing constructive feedback to the debaters on their performance.

Model: GPT-4o Creativity: 3 - Conservative and predictable

What is the motion under debate?

What is the position of the team representing the affirmative?

What is the position of the team representing the negative?

Enter your prompt here

Extensions: **BETA** Web Search KPMG Tax Knowledge Excel Transformer BTE Support

# GenAI Debate Club Persona

# Debate Rules



# Debate Club: Artificial Intelligence (AI)

**M<sup>1</sup>:** AI will transform the global mobility function

**M<sup>2</sup>:** AI will transform your organizational role

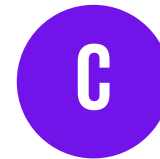
**M<sup>3</sup>:** Organizations should act quickly to implement AI



**FOR**



**AGAINST**



**UNDECIDED**





01

# Motion

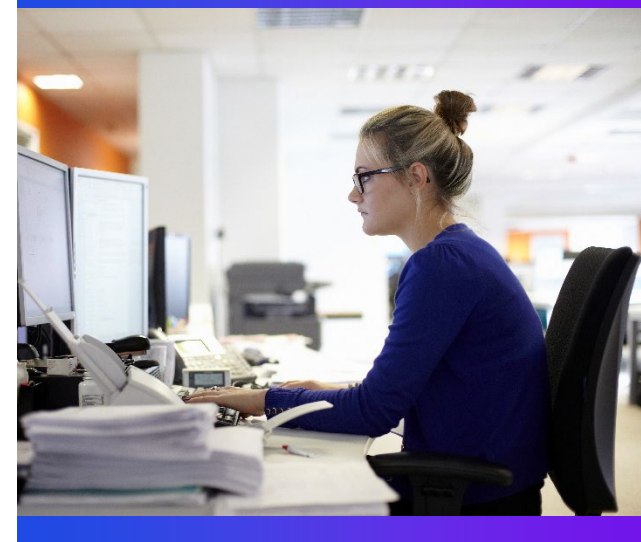
*AI will transform the  
global mobility function*



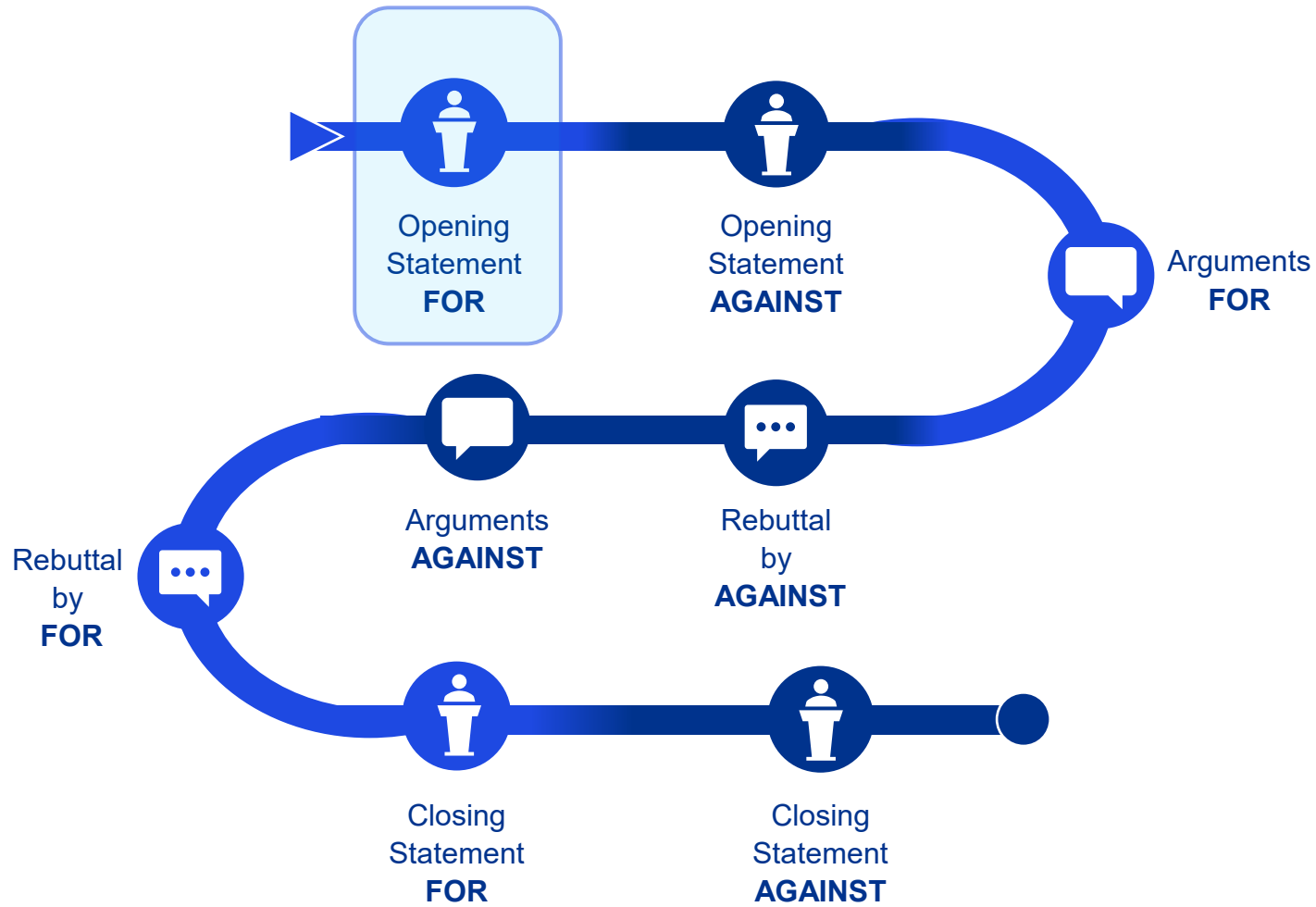
# Debate Club: Artificial Intelligence (AI)

**M1:** AI will transform  
the global mobility  
function

Harnessing the  
power of GenAI  
with KPMG LINK Go



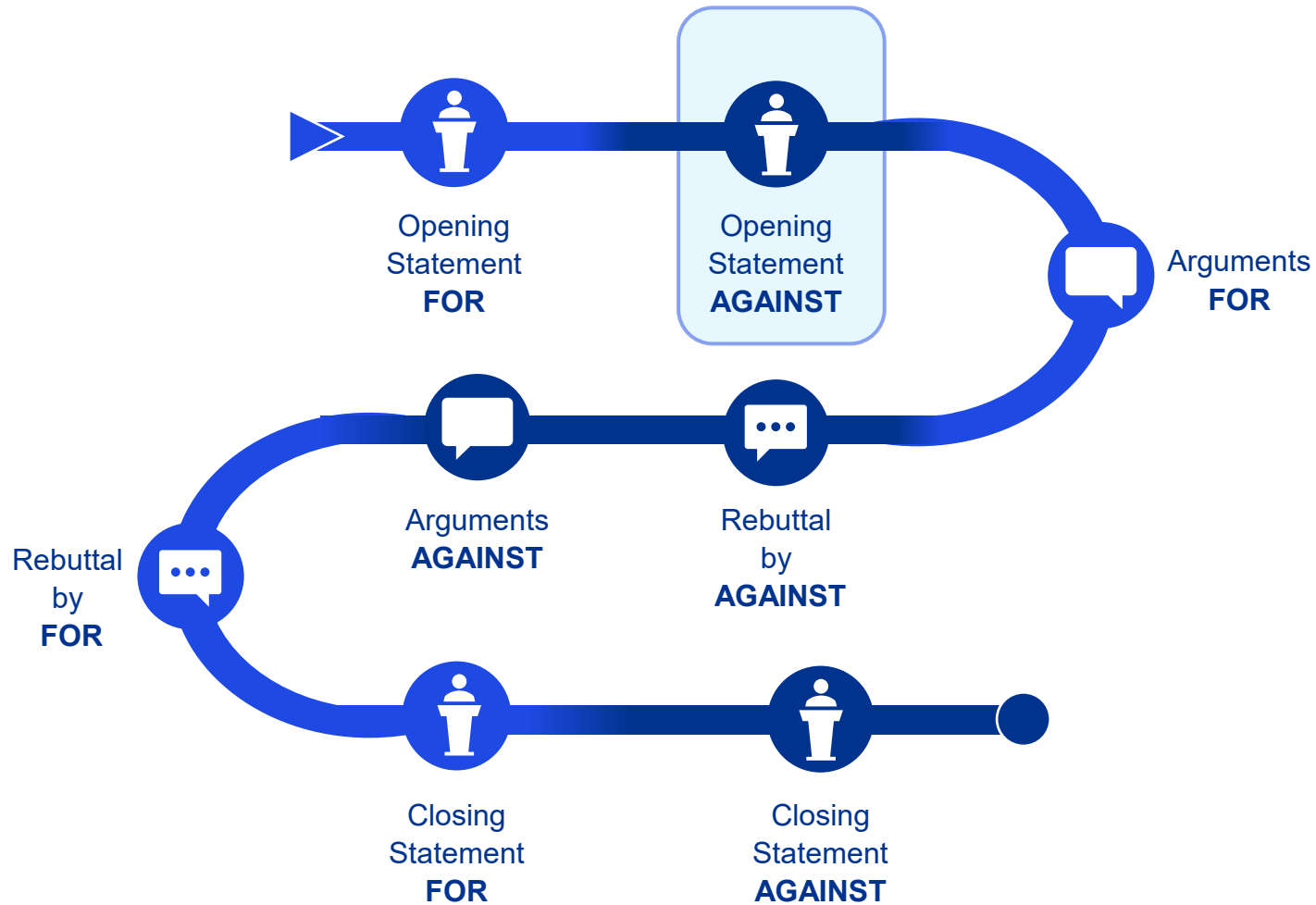
# M1: AI will transform the global mobility function



Open

**FOR**

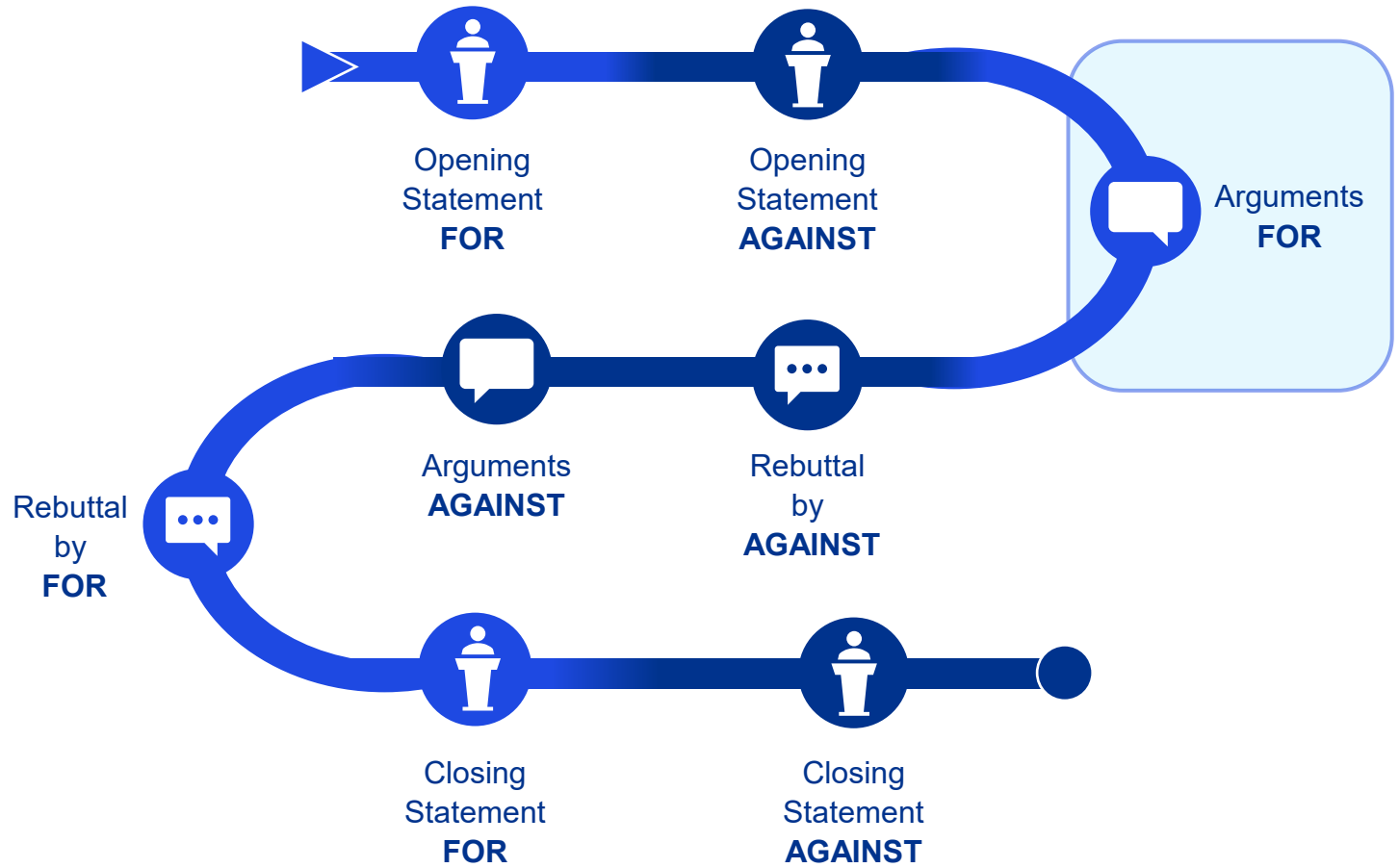
# M1: AI will transform the global mobility function



Open

**AGAINST**

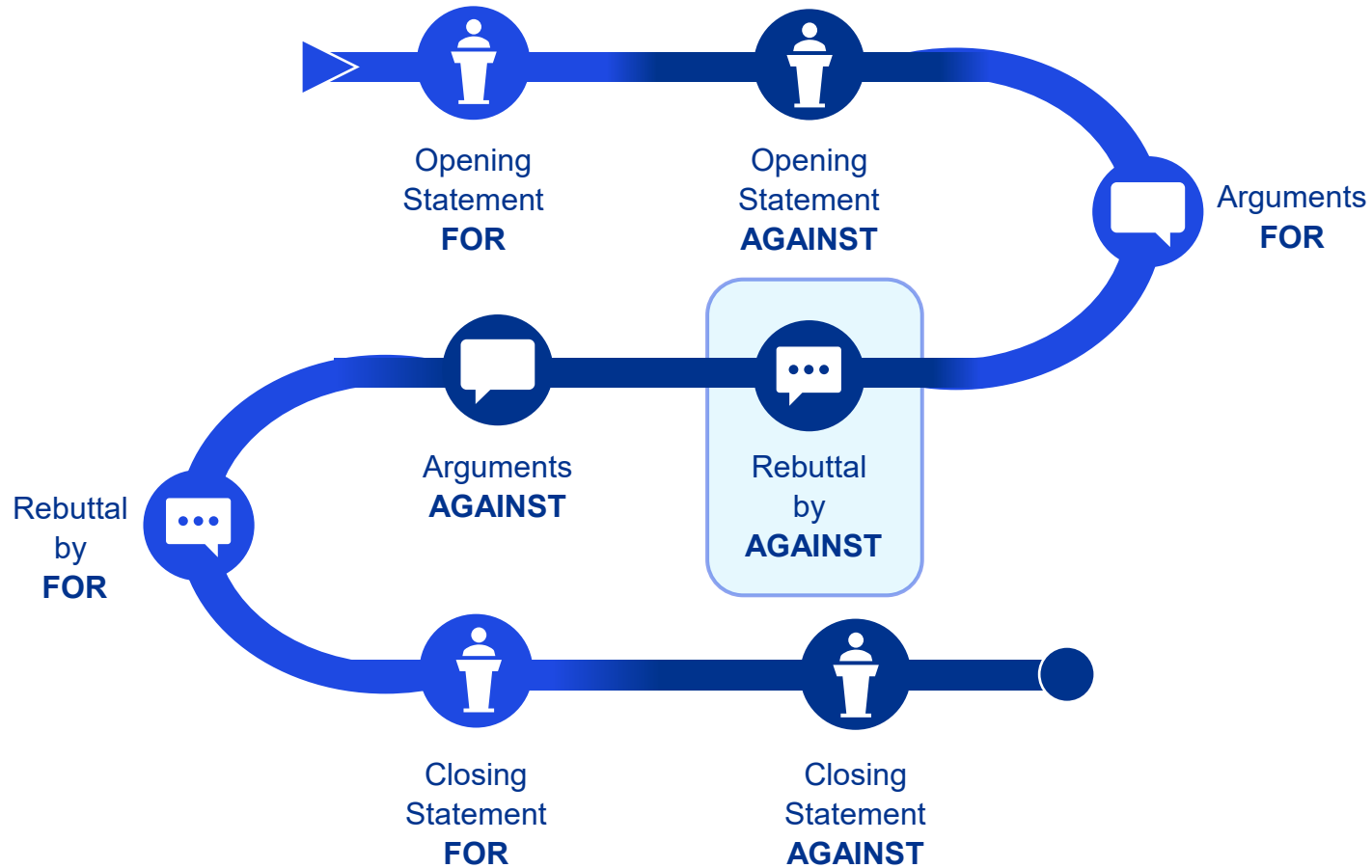
# M1: AI will transform the global mobility function



## Arguments

# FOR

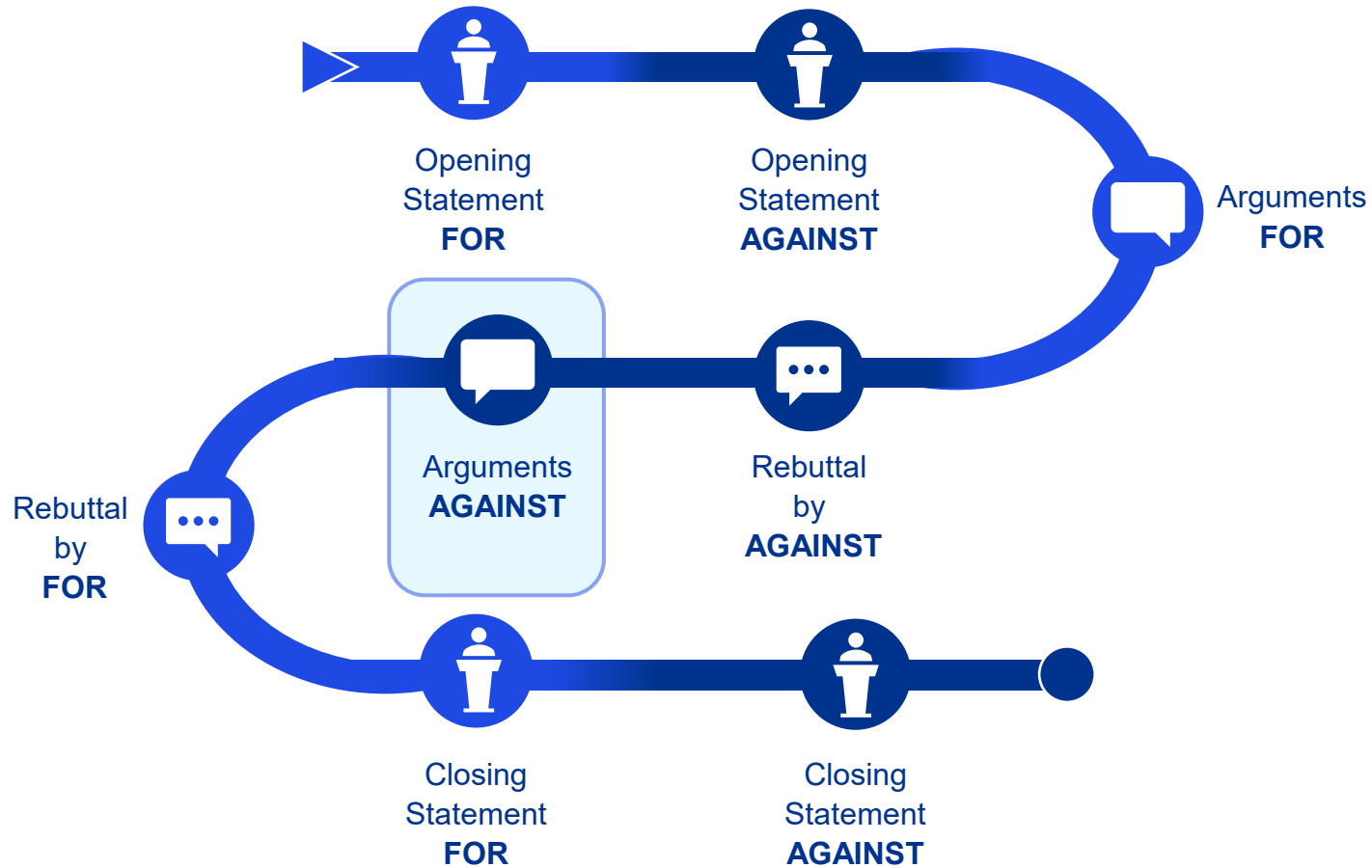
# M1: AI will transform the global mobility function



## Arguments

# Rebuttal (by AGAINST)

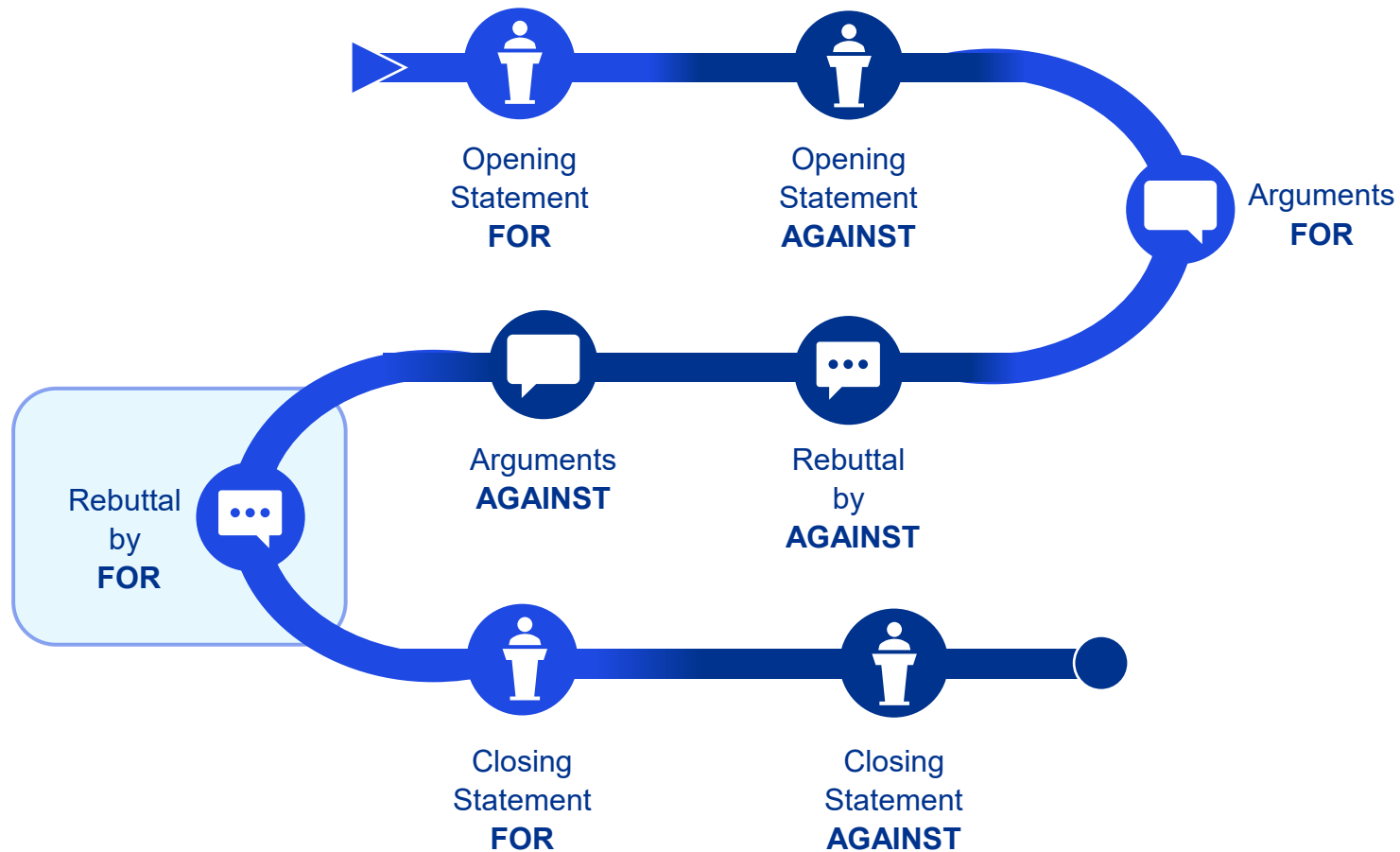
# M1: AI will transform the global mobility function



**Arguments**

**AGAINST**

# M1: AI will transform the global mobility function

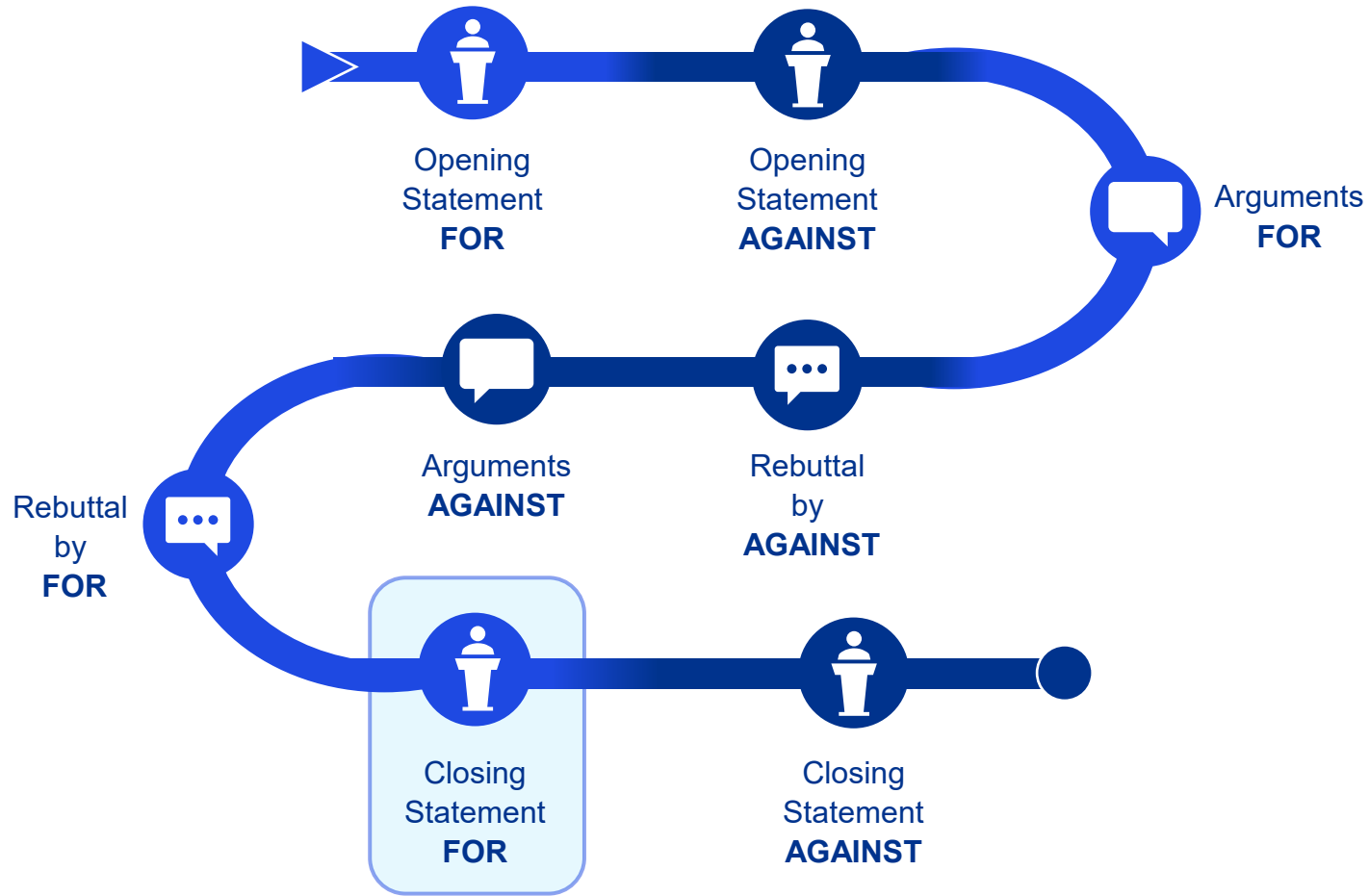


## Arguments

# Rebuttal (by FOR)



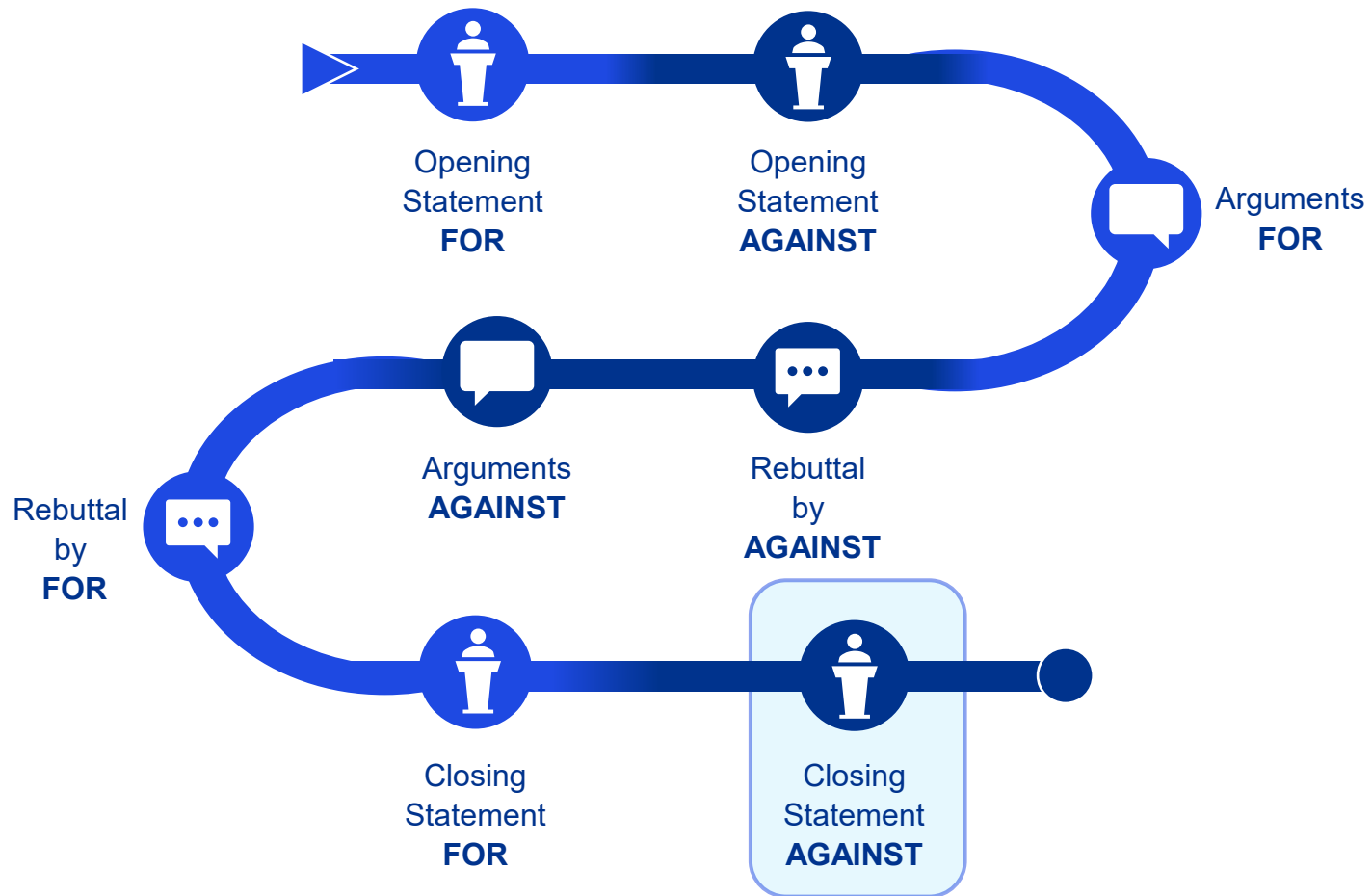
# M1: AI will transform the global mobility function



Close

FOR

# M1: AI will transform the global mobility function



Close

**AGAINST**

# Debate Club: Artificial Intelligence (AI)

**Q:** AI will transform the global mobility function?



FOR

AGAINST

UNDECIDED

02

# Motion:

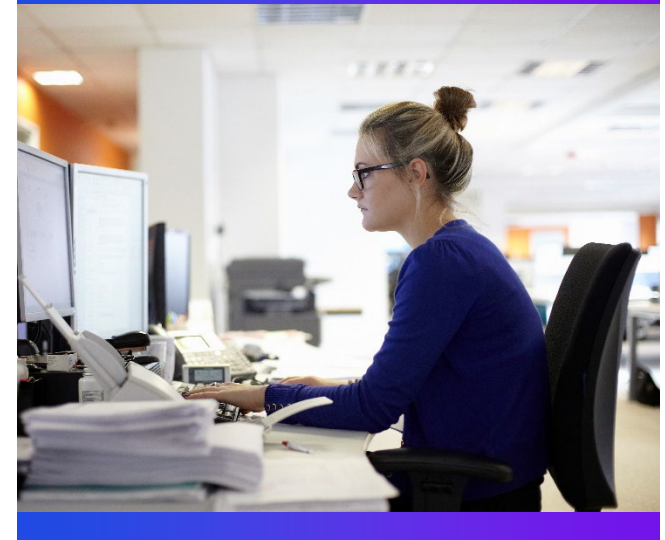
*AI will transform your  
organizational role*



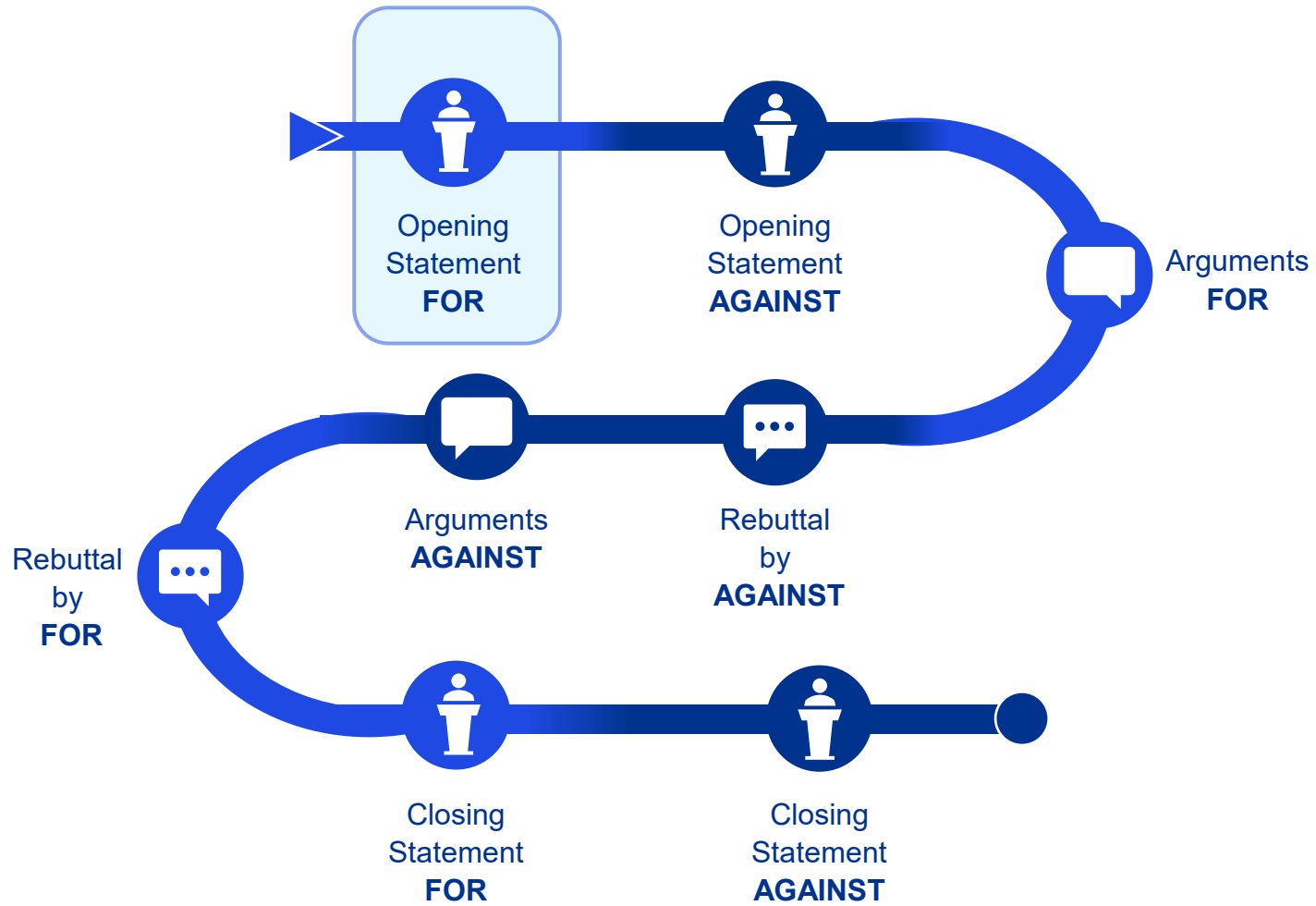
# Debate Club: Artificial Intelligence (AI)

## **M<sup>2</sup>:** AI will transform your organizational role

Harnessing the power of GenAI with KPMG LINK Go



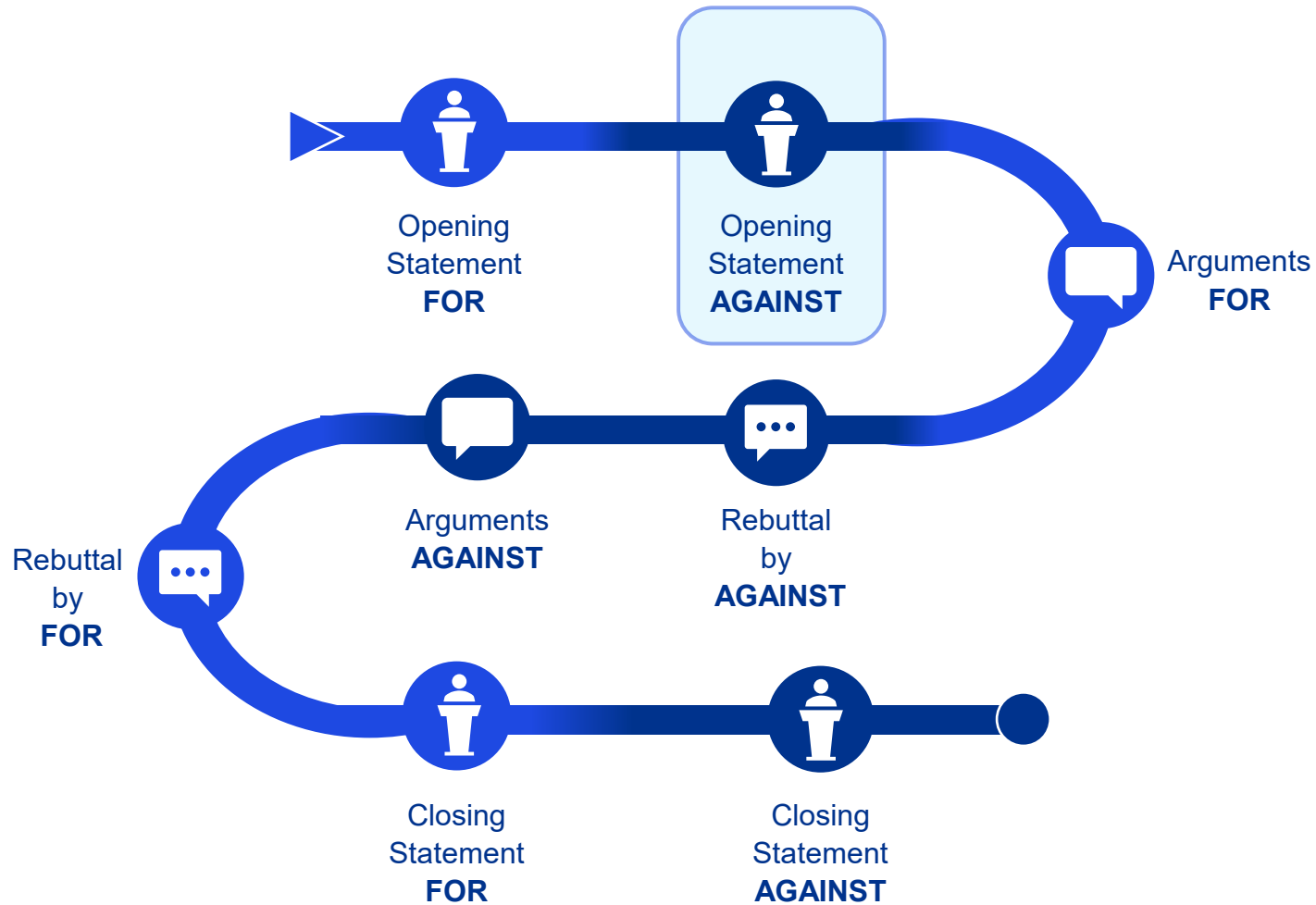
# M<sup>2</sup>: AI will transform your organizational role



Open

FOR

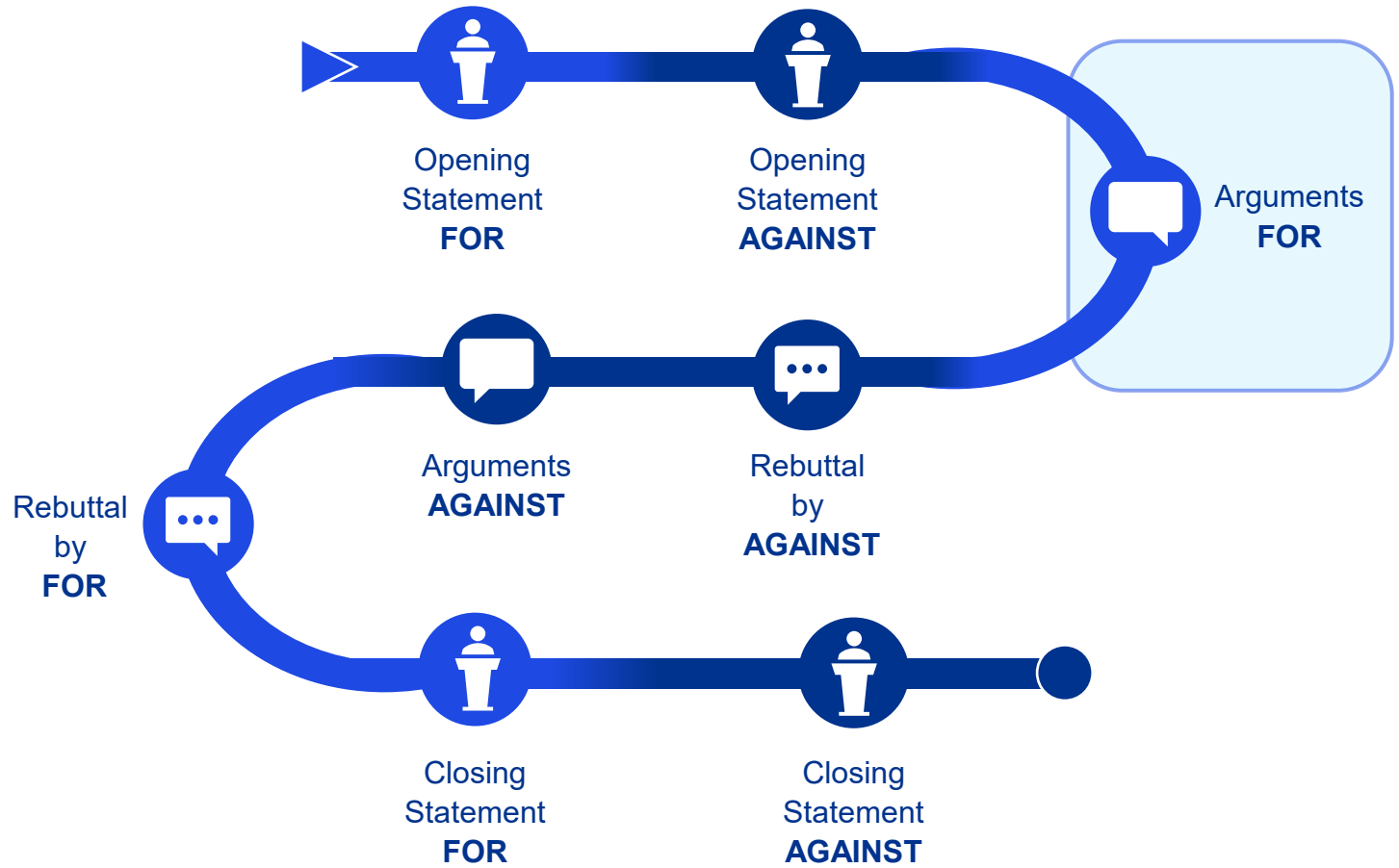
# M<sup>2</sup>: AI will transform your organizational role



Open

**AGAINST**

# M<sup>2</sup>: AI will transform your organizational role

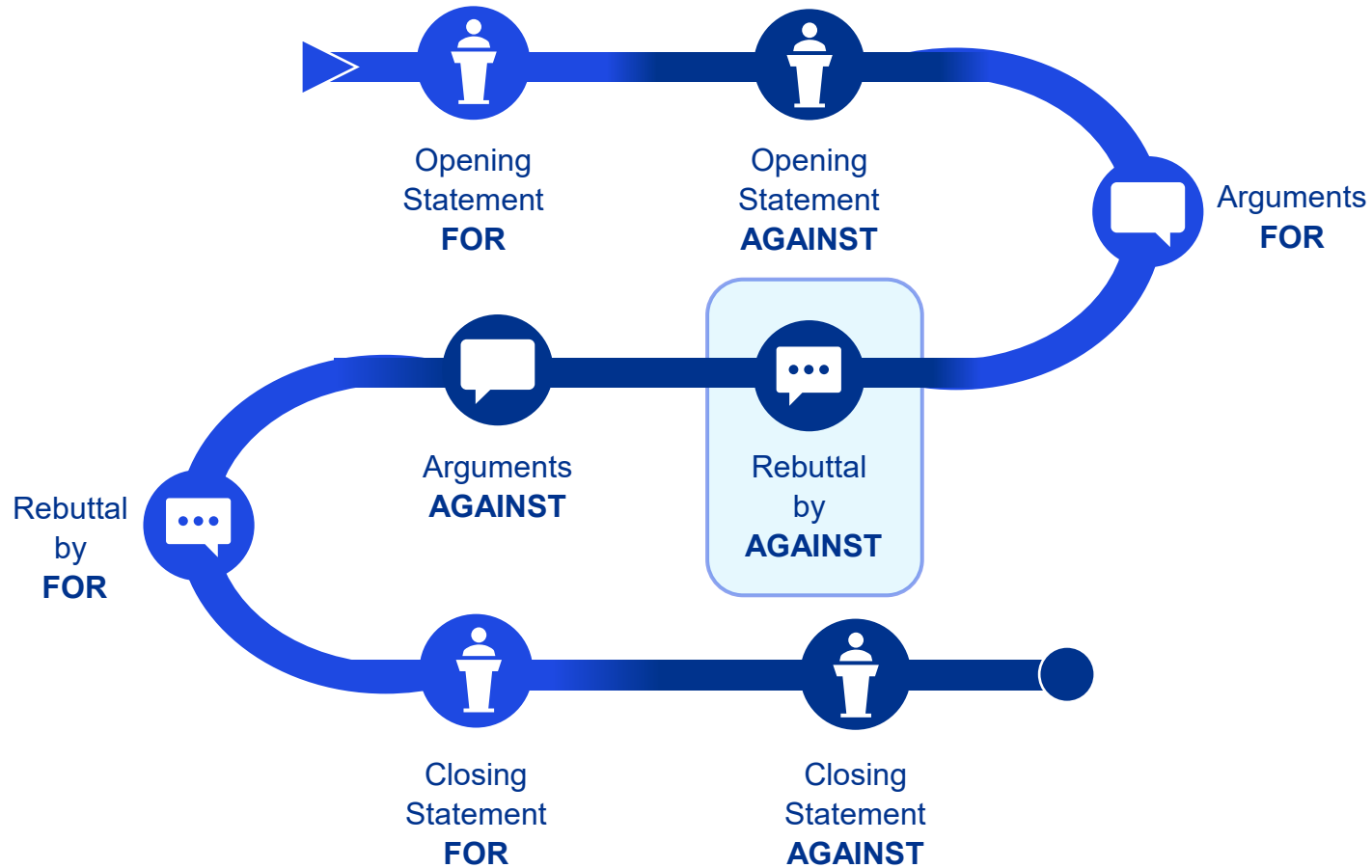


## Arguments

# FOR



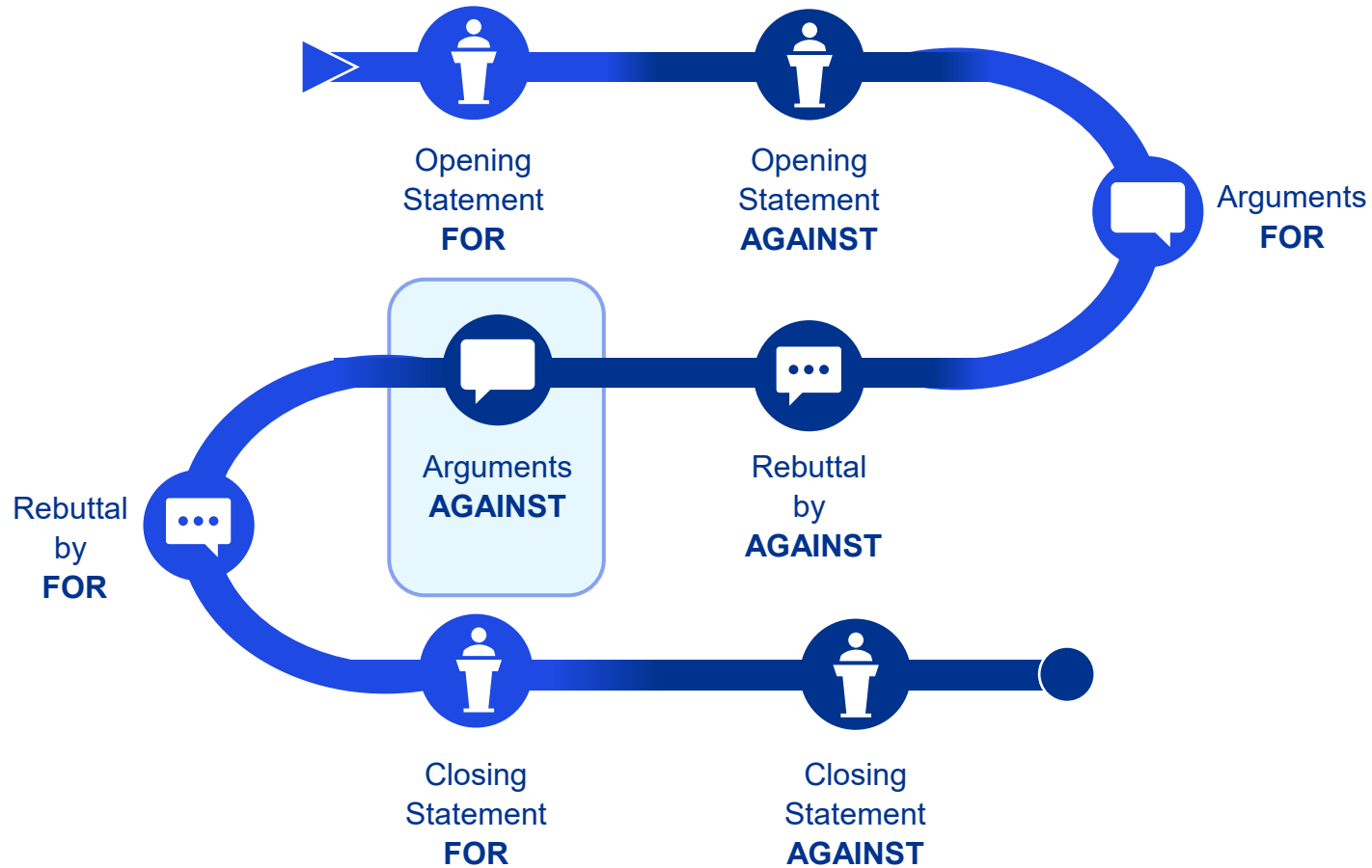
# M<sup>2</sup>: AI will transform your organizational role



## Arguments

# Rebuttal (by AGAINST)

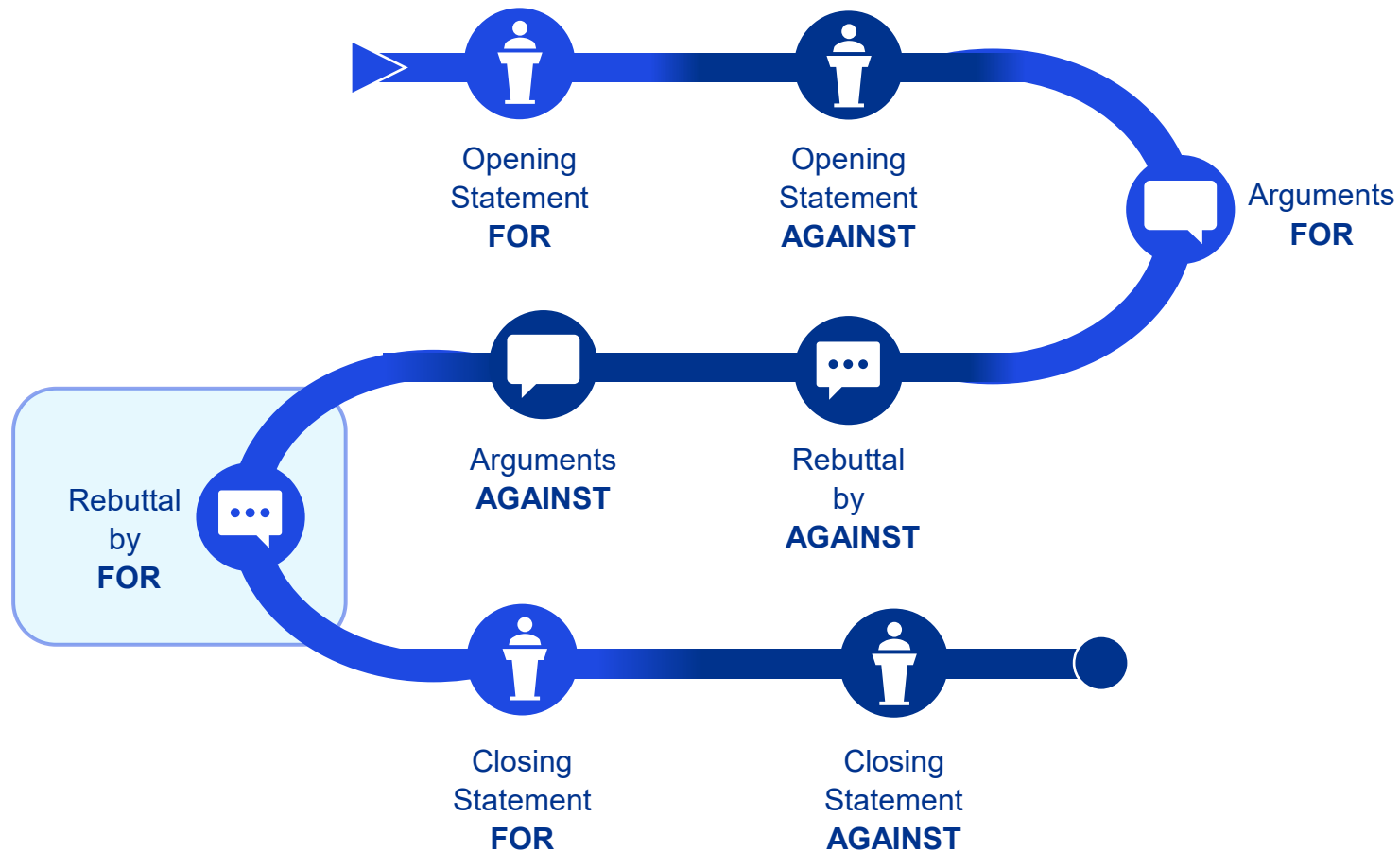
# M<sup>2</sup>: AI will transform your organizational role



**Arguments**

**AGAINST**

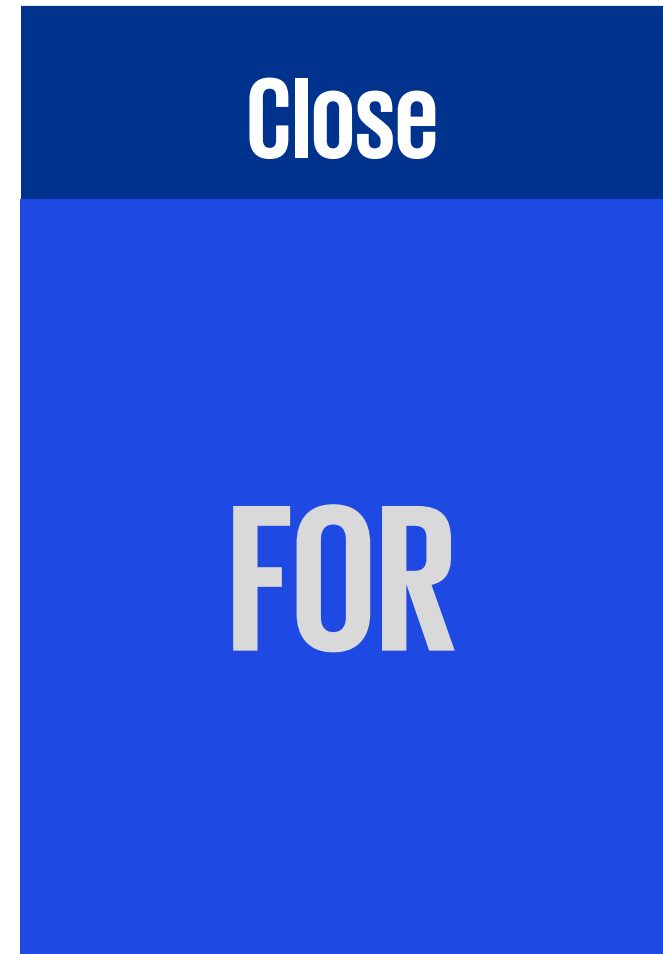
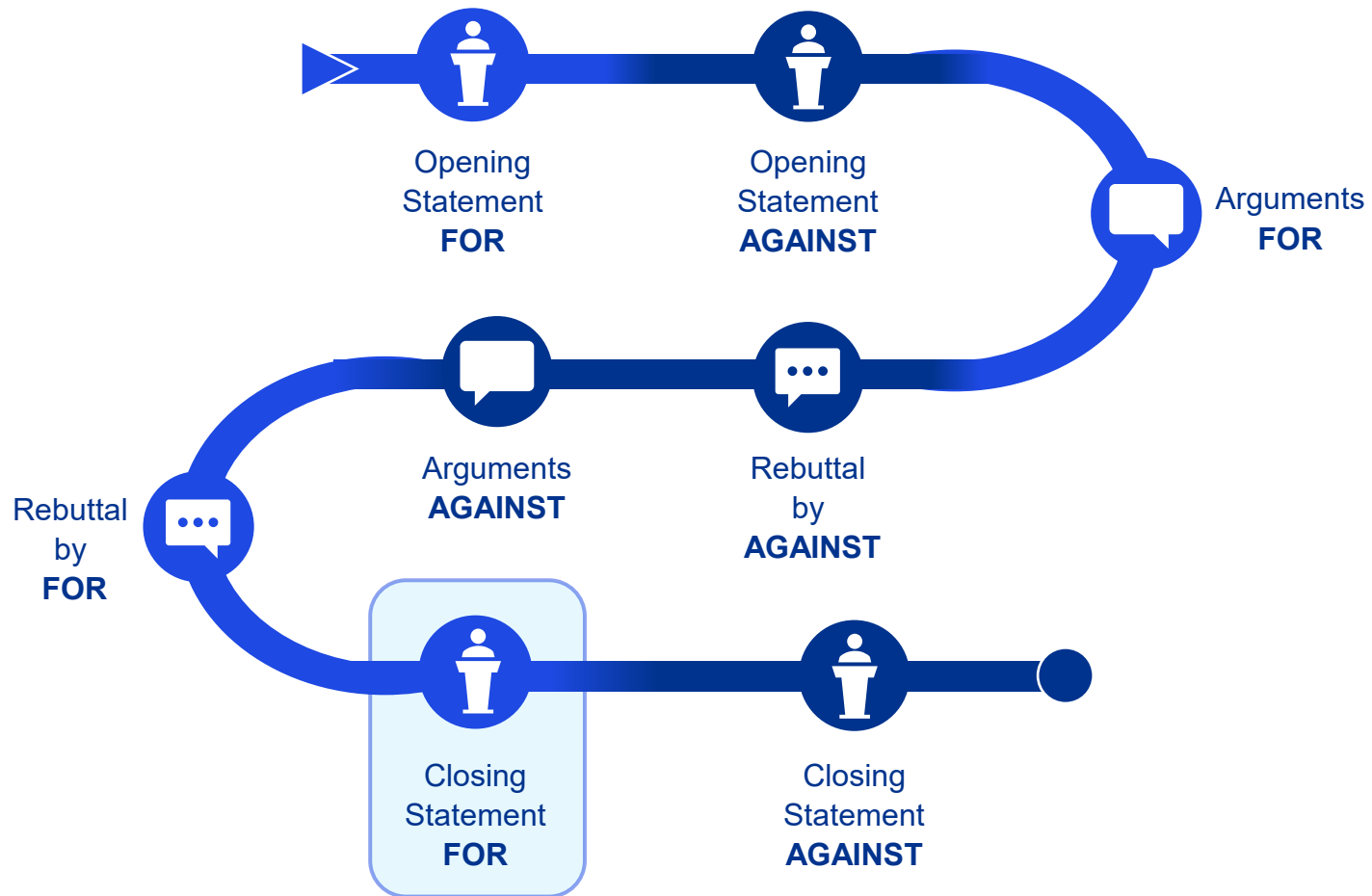
# M<sup>2</sup>: AI will transform your organizational role



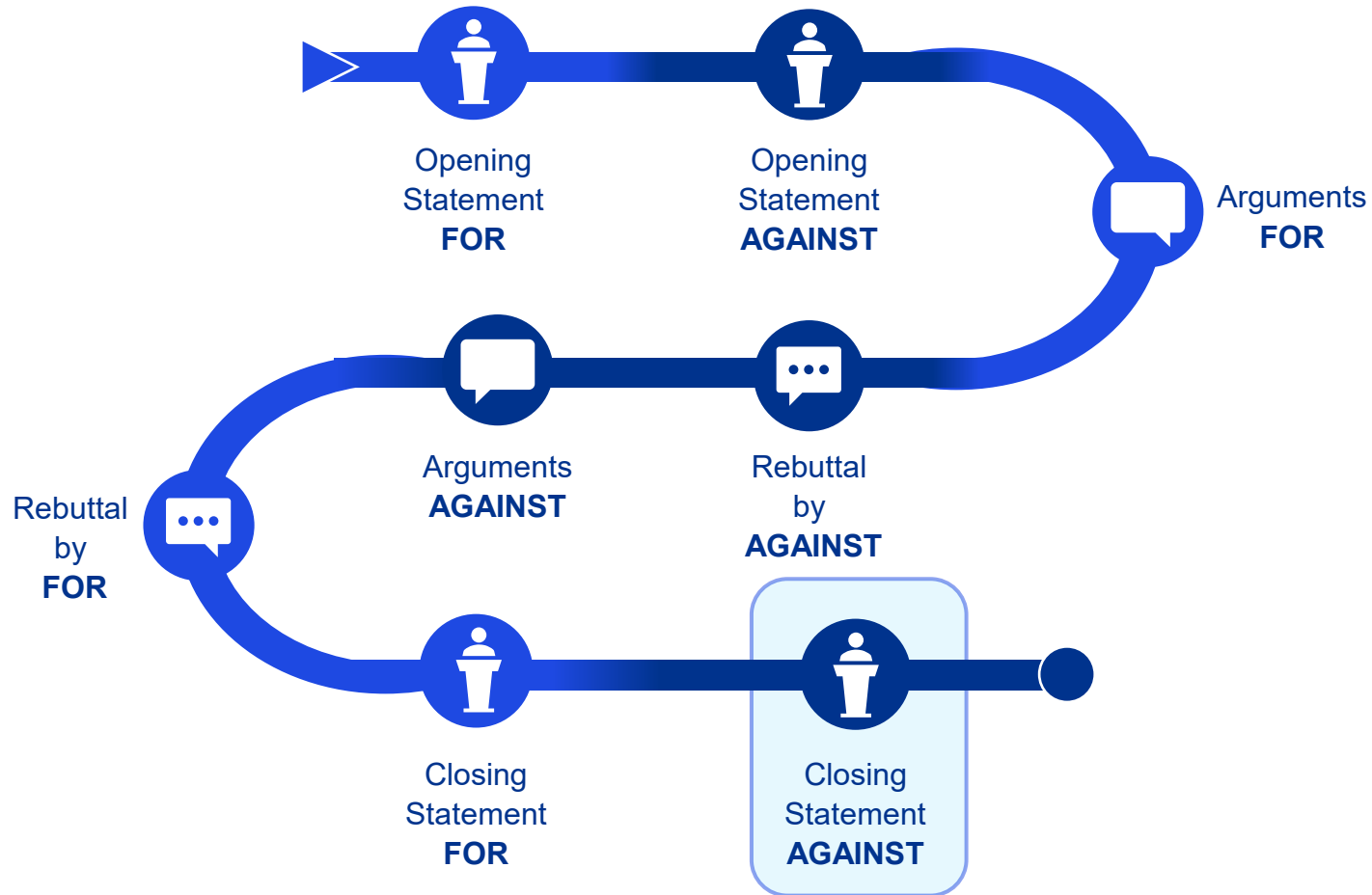
## Arguments

# Rebuttal (by FOR)

# M<sup>2</sup>: AI will transform your organizational role



# M<sup>2</sup>: AI will transform your organizational role



**Close**

**AGAINST**

# Debate Club: Artificial Intelligence (AI)

**Q:** AI will transform your organizational role

**A**

FOR

**B**

AGAINST

**C**

UNDECIDED

03

# Motion:

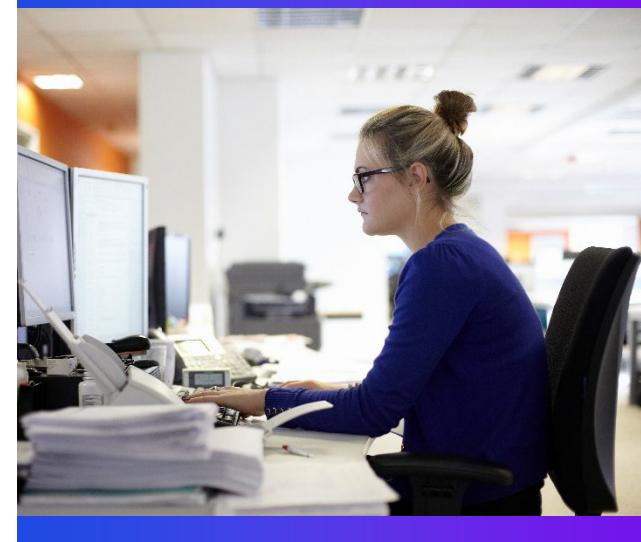
*Organizations should act quickly to implement AI*



# Debate Club: Artificial Intelligence (AI)

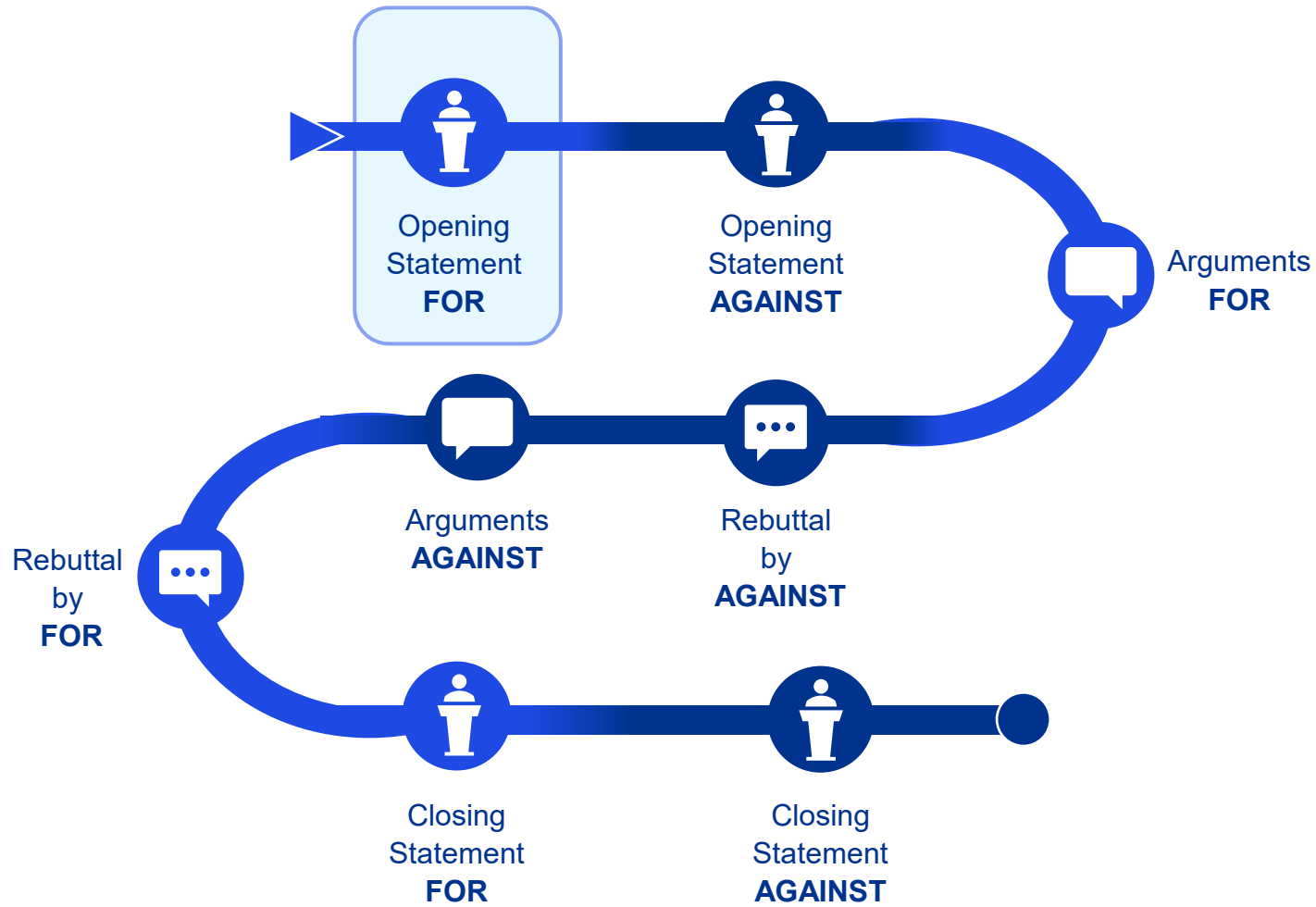
**M<sup>3</sup>: Organizations should act quickly to implement AI**

**Harnessing the power of GenAI with KPMG LINK Go**





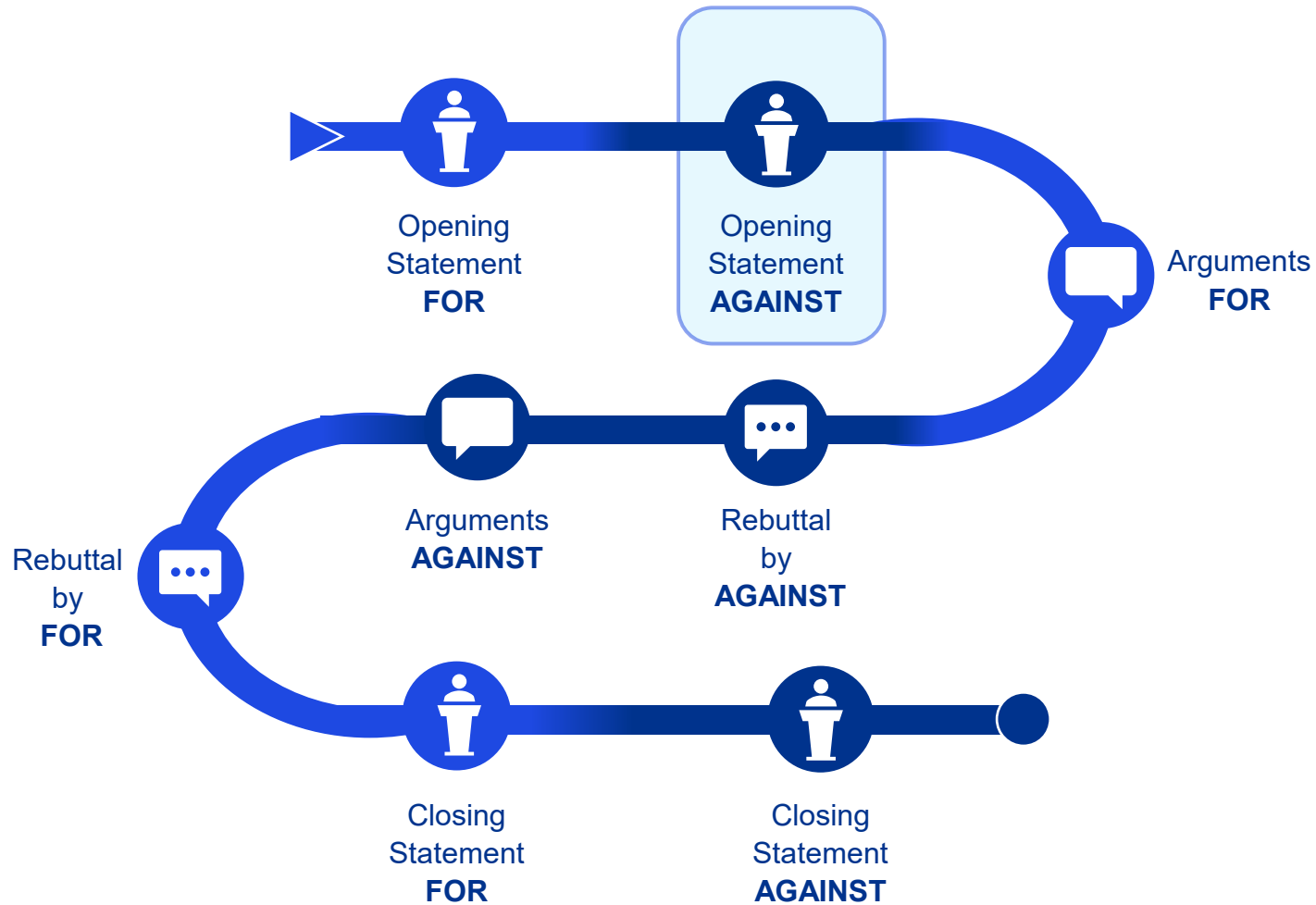
# M<sup>3</sup>: Organizations should act quickly to implement AI



Open

FOR

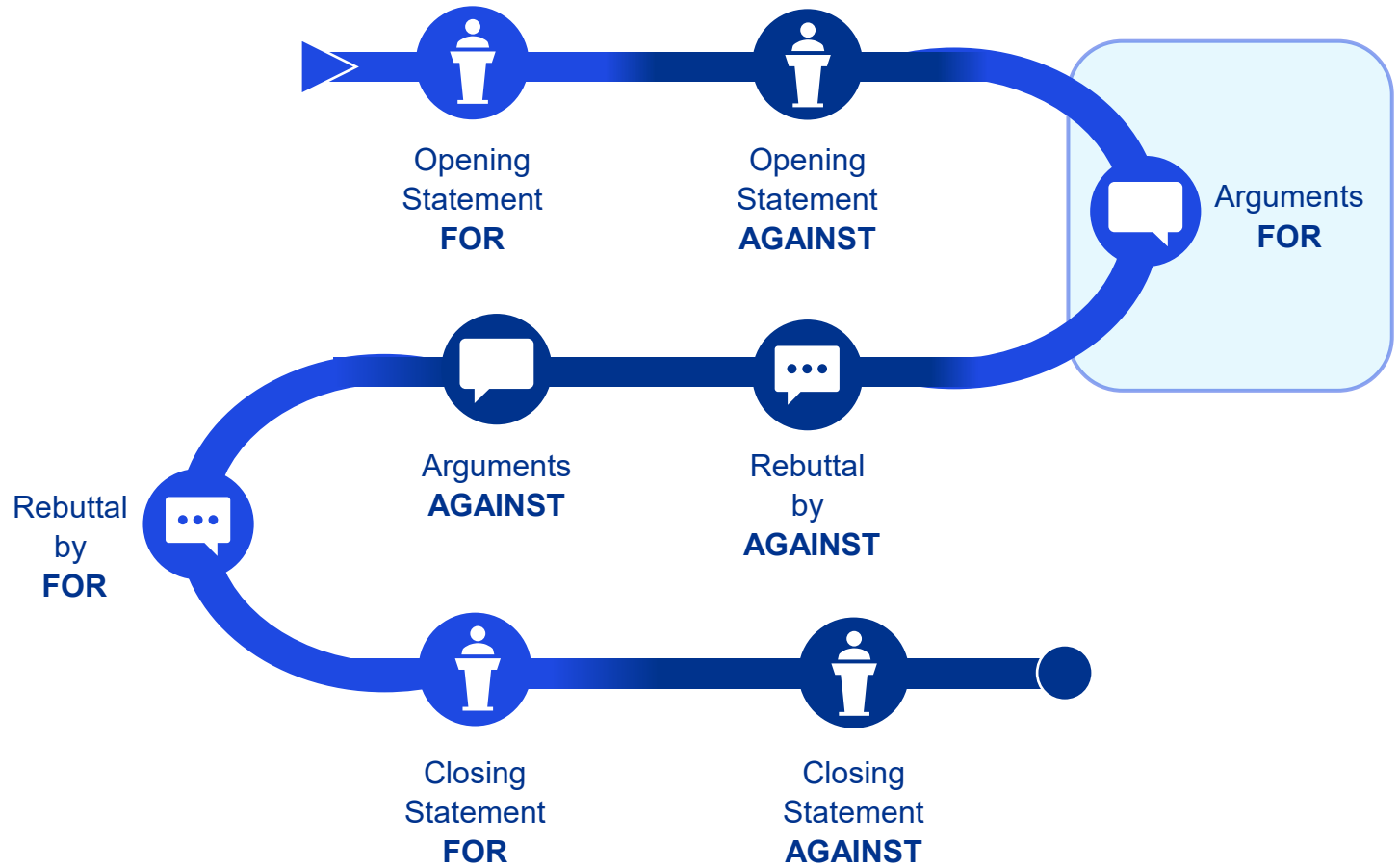
# M<sup>3</sup>: Organizations should act quickly to implement AI



Open

**AGAINST**

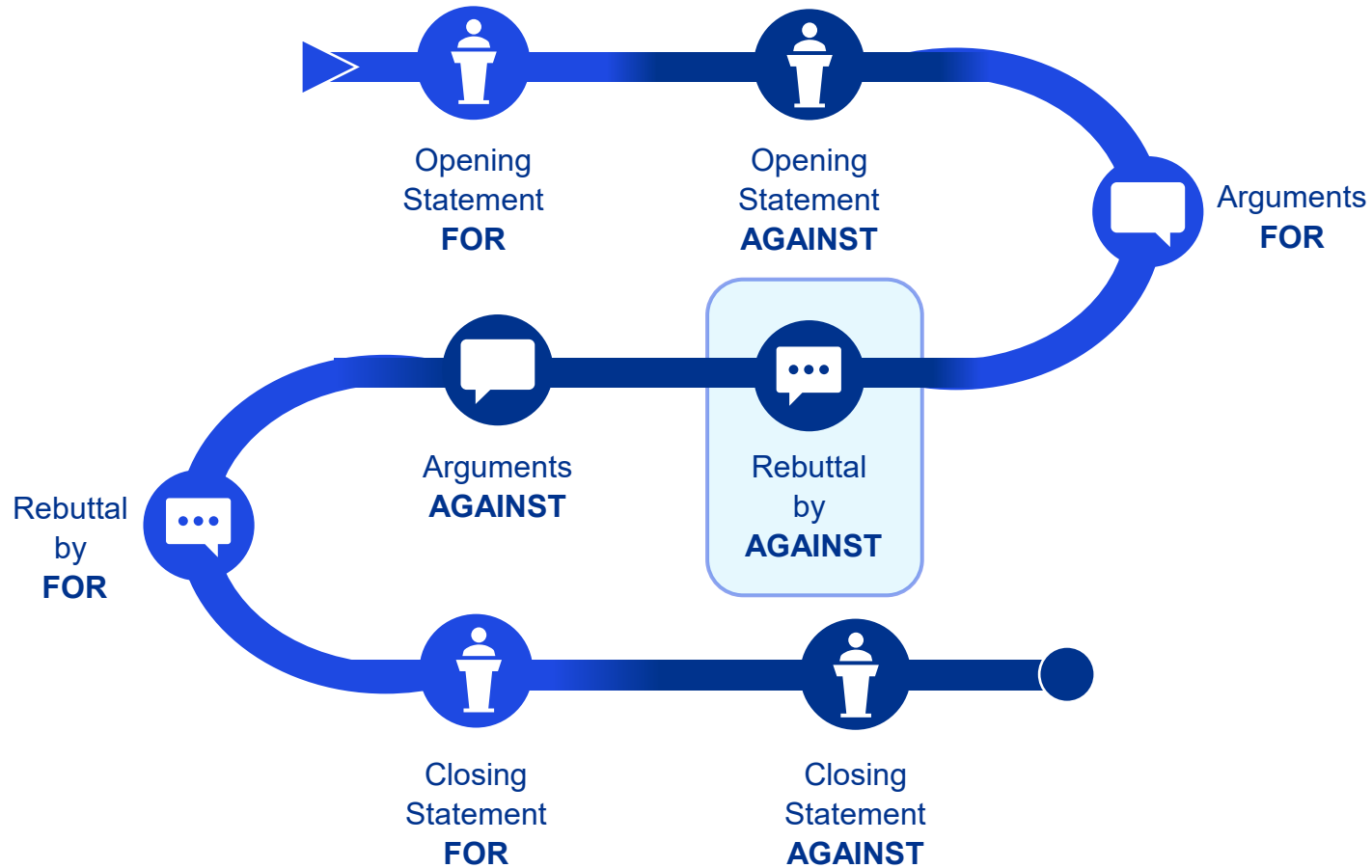
# M<sup>3</sup>: Organizations should act quickly to implement AI



## Arguments

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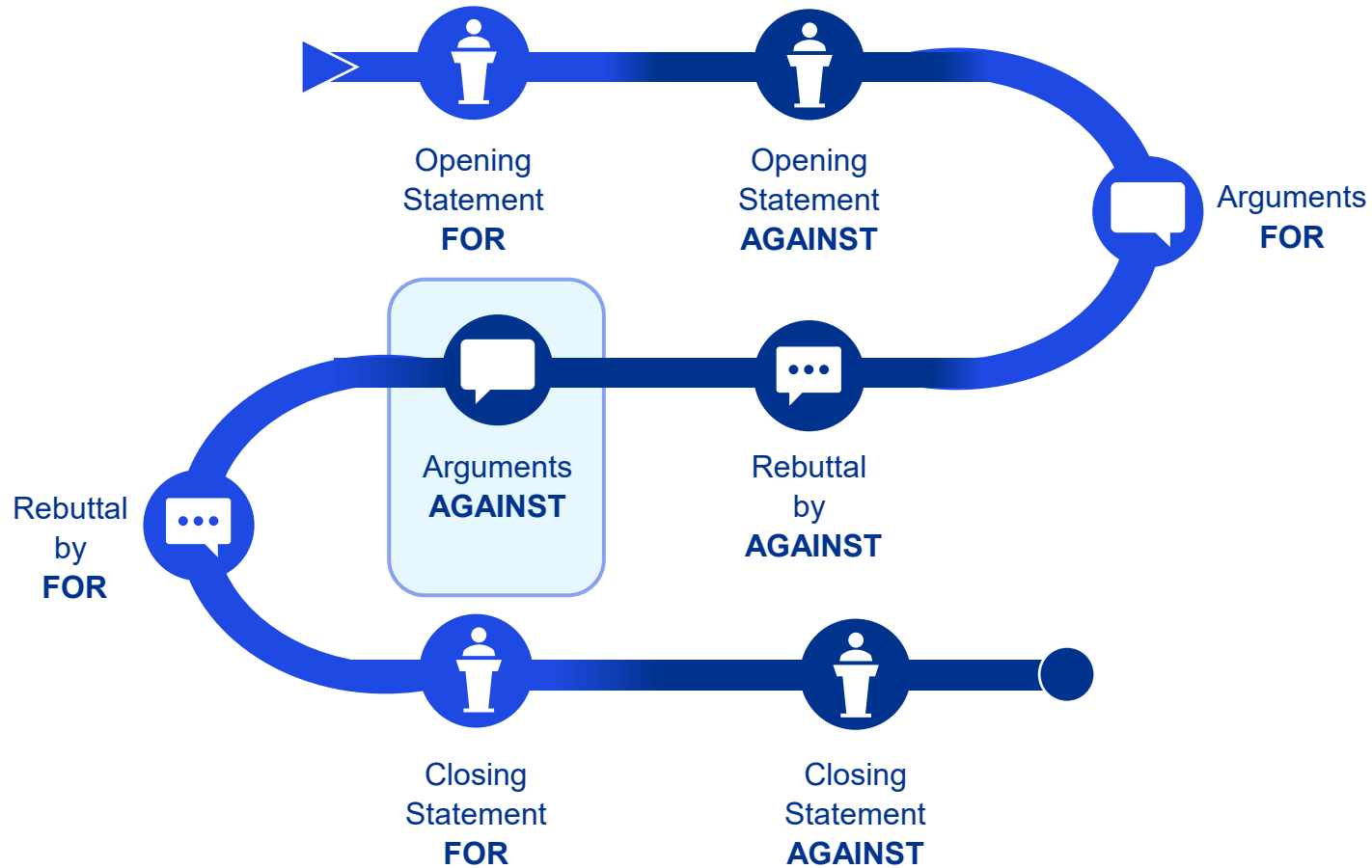
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## Arguments

# Rebuttal (by AGAINST)

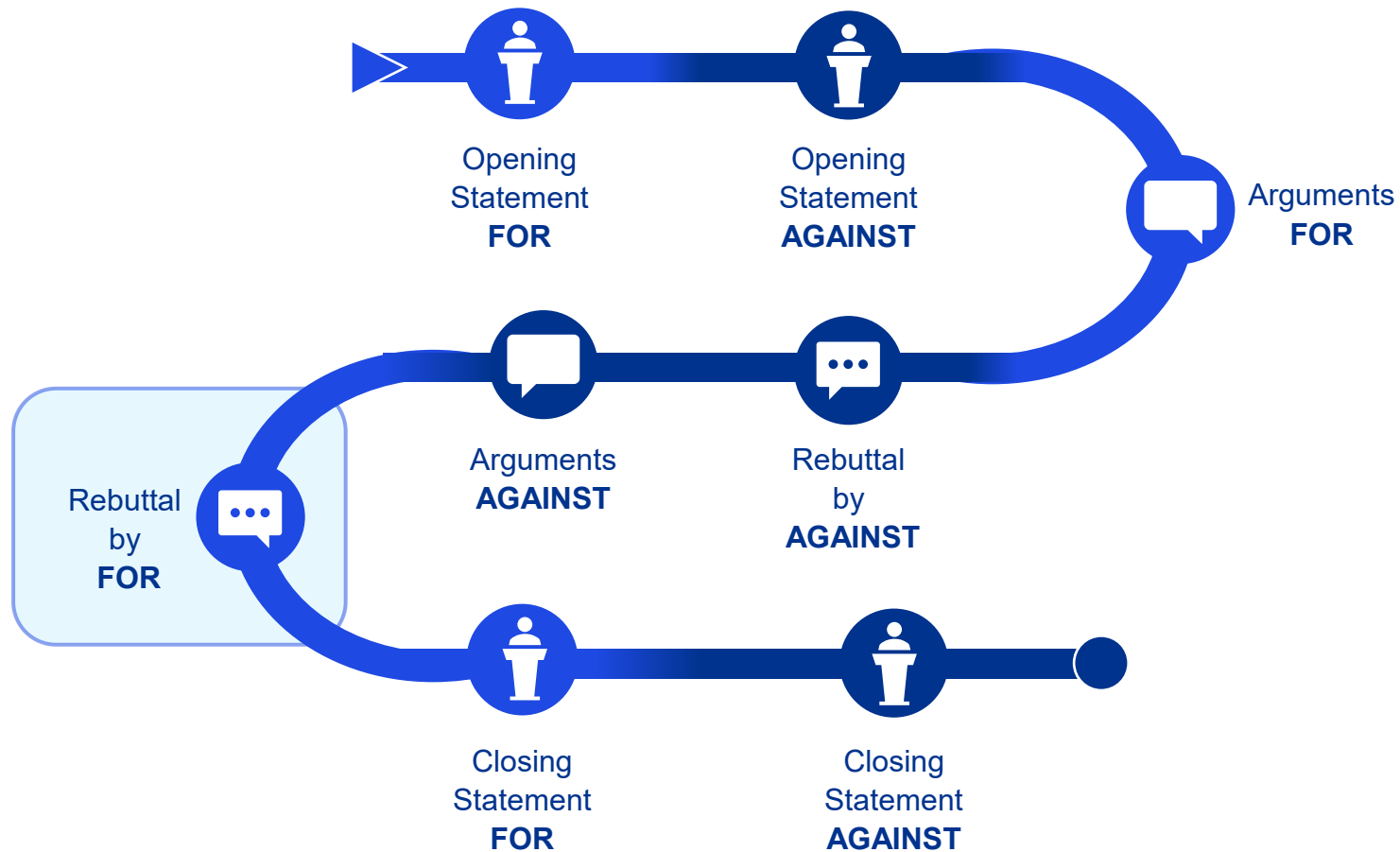
# M<sup>3</sup>: Organizations should act quickly to implement AI



## Arguments

# AGAINST

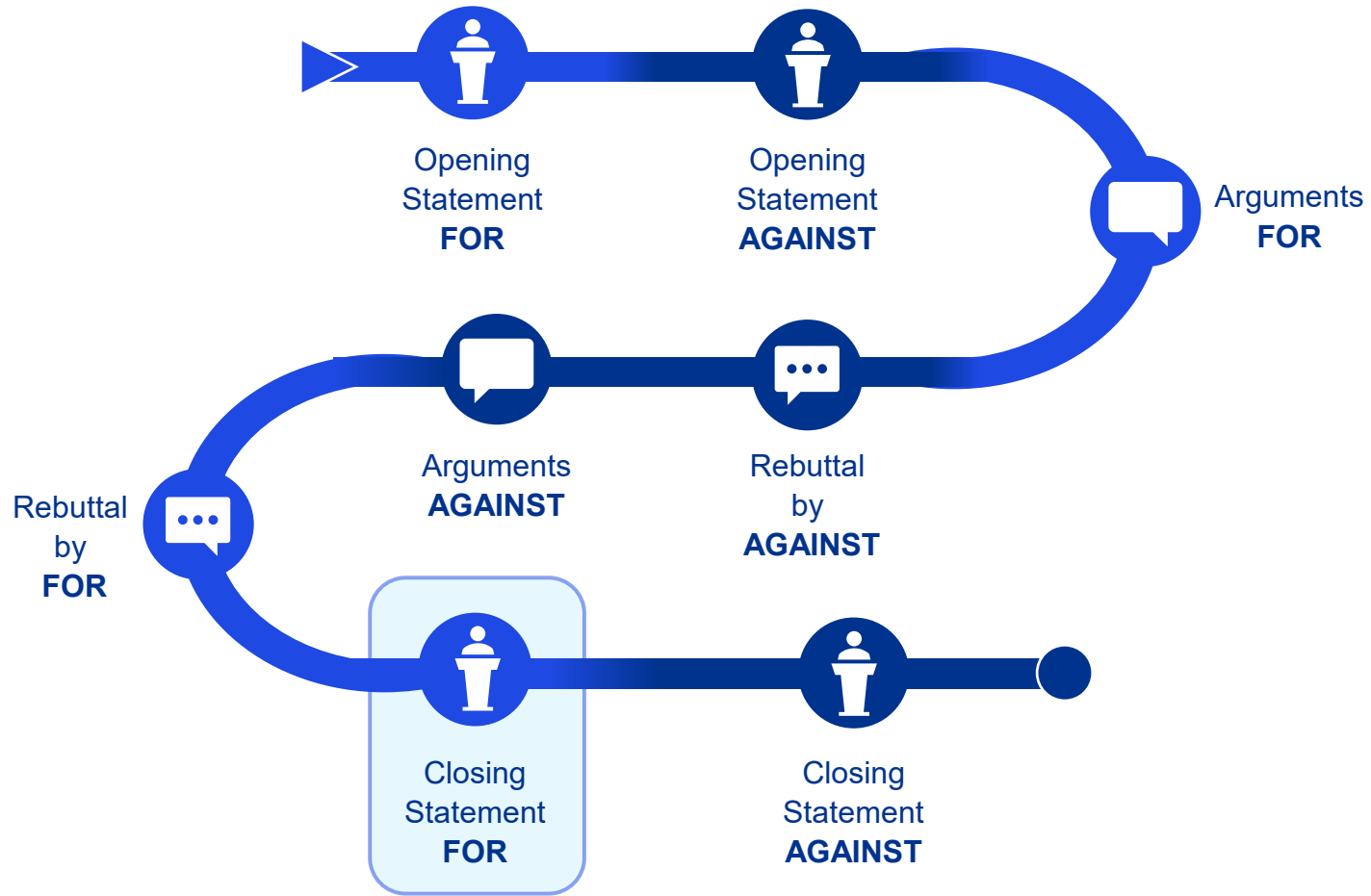
# M<sup>3</sup>: Organizations should act quickly to implement AI



**Arguments**

**Rebuttal  
(by FOR)**

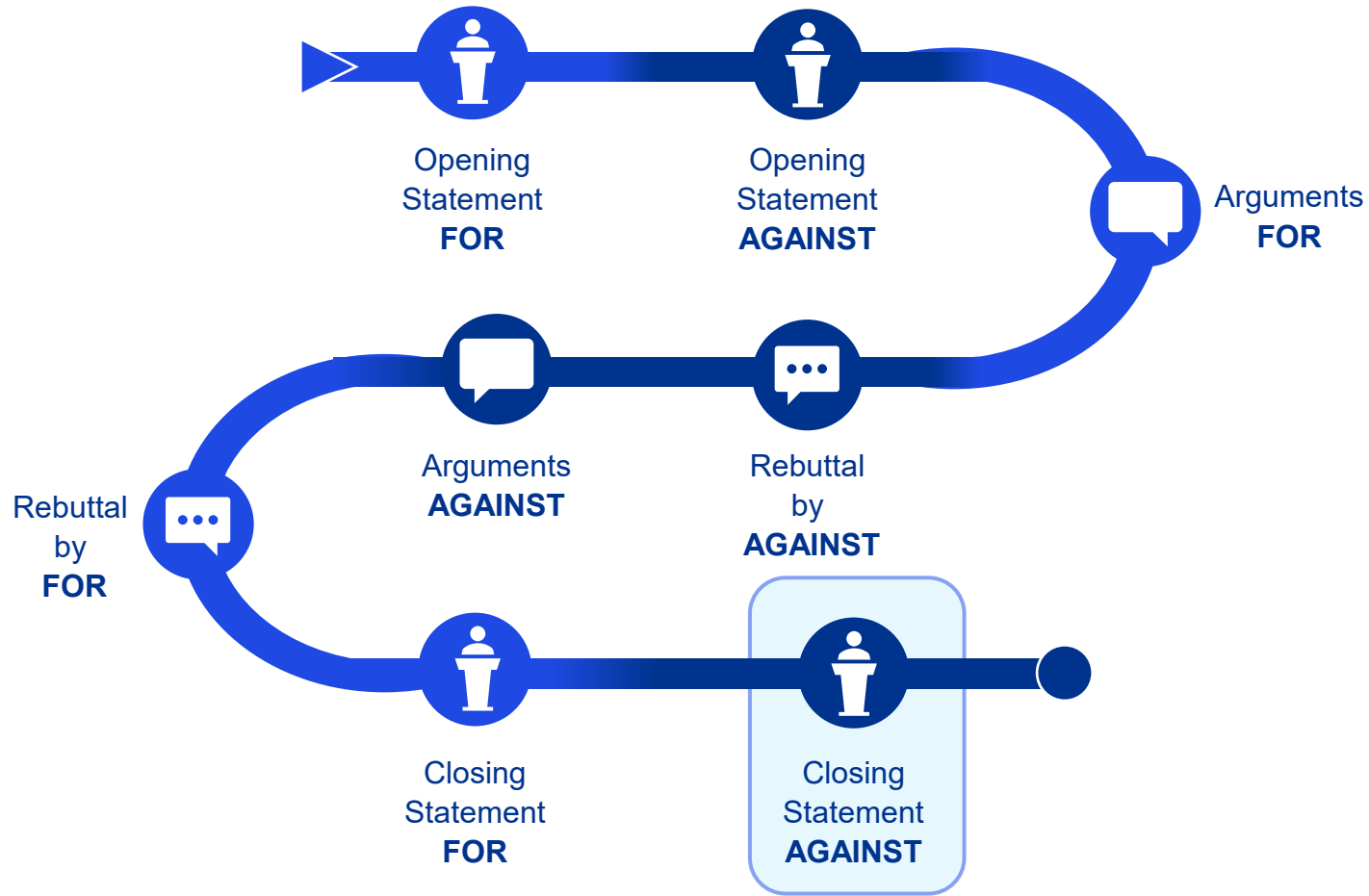
# M<sup>3</sup>: Organizations should act quickly to implement AI



**Close**

**FOR**

# M<sup>3</sup>: Organizations should act quickly to implement AI



Close

**AGAINST**



# Debate Club: Artificial Intelligence (AI)

**Q:** Organizations should act quickly to implement AI

**A**

FOR

**B**

AGAINST

**C**

UNDECIDED

04

# GenAI@GMS

Perspectives



# Points-of-view



## Impactful

Collaborate, advise, and deliver services or technology in a manner that helps reduce friction to adopt and enables customers to find value faster in their AI journeys.



## Augmented

Bring AI-related services and technology to market that work alongside humans and enhance upon human experiences.



## Trusted

Embed a strategic framework around transparency and security at every step of AI lifecycles, helping customers develop trust in their use of AI while also applying it into our KPMG firms' strategy.

# GenAI and Global Mobility

Unlike many other technologies that are designed to free professionals from the mundane, GenAI is designed to work with humans as they take on the complex and challenging problems of their day.

## What can GenAI do? Example capabilities and potential applications

Capabilities	Representations	Descriptions
Write		<ul style="list-style-type: none"> <li>• Original content creation – speeches, presentations, emails, workplans, schedules, budgets</li> <li>• Copywriting</li> <li>• Brainstorming</li> <li>• Amplification or expounding of ideas</li> <li>• Code generation</li> </ul>
Explain		<ul style="list-style-type: none"> <li>• Summarize, centralize, and disseminate knowledge</li> <li>• Research and summarization</li> <li>• Question answering about documents</li> <li>• Entity recognition and classification</li> <li>• Analyze for patterns, errors, issues or omissions</li> </ul>
Edit		<ul style="list-style-type: none"> <li>• Translation</li> <li>• Data Transformation</li> <li>• Change tone, adjust language, dialect, and perspective</li> </ul>
Compare		<ul style="list-style-type: none"> <li>• Semantic search</li> <li>• Recommendations</li> <li>• Personalization</li> <li>• Anticipate client, audience and team perspectives</li> <li>• Fraud detection</li> </ul>

# KPMG applying GenAI in global mobility

## KPMG LINK Go

Integrate generative AI capabilities throughout the technology ecosystem.

**Integrated**

## Virtual adviser

Enhance service delivery model with generative AI protected by a cloud environment.

**Augmented**

## Knowledge and data

Differentiated by KPMG proprietary knowledge while enhancing technical research.

**Trusted**

## Analytics and reporting

Leverage generative AI to help gain valuable insights from data more efficiently

**Impactful**

# Debate Club: Artificial Intelligence (AI)

## M<sup>2</sup>: AI will transform the global mobility function

GenAI Debate Club Persona  
GPT-4o 3 - Conservative and predictable

GenAI Debate Club Persona

An impartial observer who listens to a structured argument between two sides in a debate, carefully evaluating each team's points, evidence, reasoning, and delivery to determine a winner based on established criteria, while also providing constructive feedback to the debaters on their performance.

Model Creativity  
GPT-4o 3 - Conservative and predictable

What is the motion under debate?

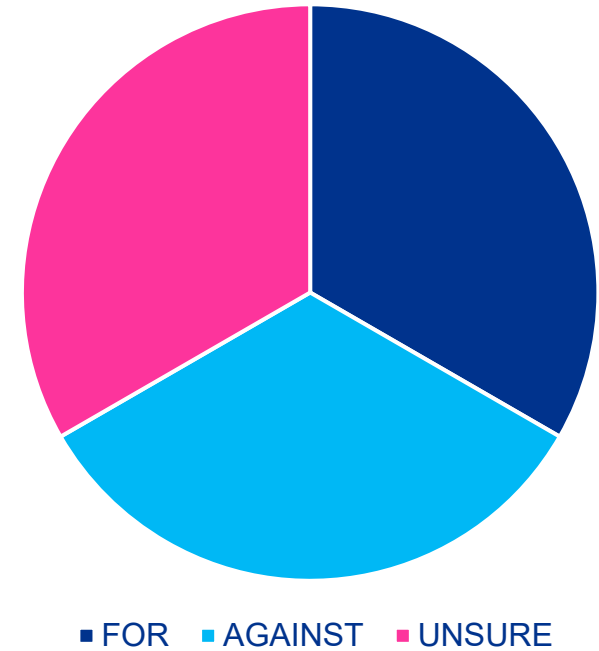
What is the position of the team representing the affirmative?

What is the position of the team representing the negative?

Enter your prompt here

Extensions BETA Web Search KPMG Tax Knowledge Excel Transformer BTE Support

## Debate Winner

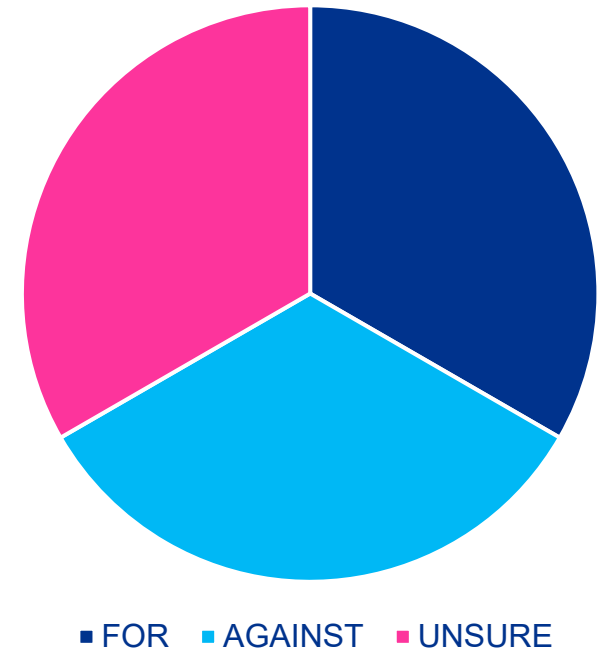


# Debate Club: Artificial Intelligence (AI)

## M<sup>2</sup>: AI will transform your organizational role

The screenshot shows the 'GenAI Debate Club Persona' interface. At the top, it displays the persona name and model settings: 'GPT-4o' and '3 - Conservative and predictable'. Below this is a profile icon and a description: 'An impartial observer who listens to a structured argument between two sides in a debate, carefully evaluating each team's points, evidence, reasoning, and delivery to determine a winner based on established criteria, while also providing constructive feedback to the debaters on their performance.' The interface includes a 'Model' dropdown set to 'GPT-4o' and a 'Creativity' dropdown set to '3 - Conservative and predictable'. Three text input fields are present: 'What is the motion under debate?', 'What is the position of the team representing the affirmative?', and 'What is the position of the team representing the negative?'. At the bottom, there is a prompt input field with a microphone icon and a green 'send' button. A footer bar contains 'Extensions' with 'BETA' highlighted and several toggleable options: 'Web Search', 'KPMG Tax Knowledge', 'Excel Transformer', and 'BTE Support'.

## Debate Winner

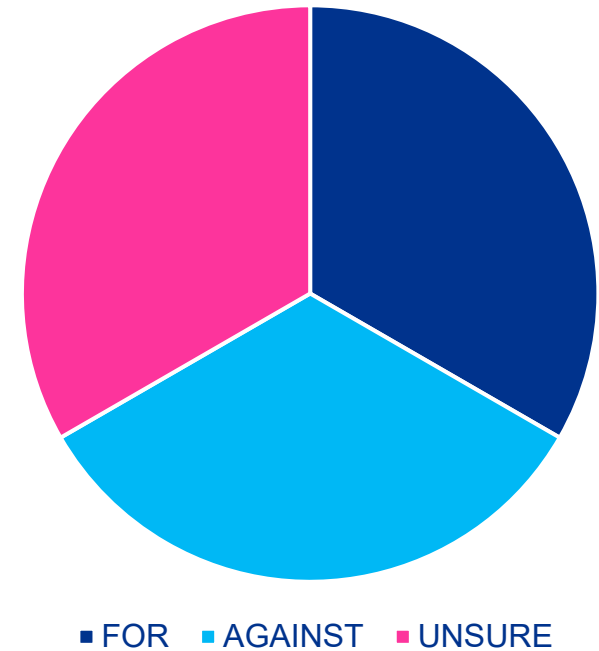


# Debate Club: Artificial Intelligence (AI)

## M<sup>3</sup>: Organizations should act quickly to implement AI

The screenshot shows the 'GenAI Debate Club Persona' interface. At the top, it displays 'GenAI Debate Club Persona' with a dropdown menu showing 'GPT-4o' and '3 - Conservative and predictable'. Below this is a profile icon and a scale icon. The main title is 'GenAI Debate Club Persona'. The description reads: 'An impartial observer who listens to a structured argument between two sides in a debate, carefully evaluating each team's points, evidence, reasoning, and delivery to determine a winner based on established criteria, while also providing constructive feedback to the debaters on their performance.' Below the description, it shows 'Model: GPT-4o' and 'Creativity: 3 - Conservative and predictable'. There are three input fields with prompts: 'What is the motion under debate?', 'What is the position of the team representing the affirmative?', and 'What is the position of the team representing the negative?'. At the bottom, there is a text input field 'Enter your prompt here' with a microphone icon and a green arrow icon. Below the input field, there are checkboxes for 'Extensions' including 'BETA', 'Web Search', 'KPMG Tax Knowledge', 'Excel Transformer', and 'BTE Support'.

## Debate Winner







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