GenAI and You!

Highlights from CIDM's 2024 benchmark survey on GenAI and technical communication

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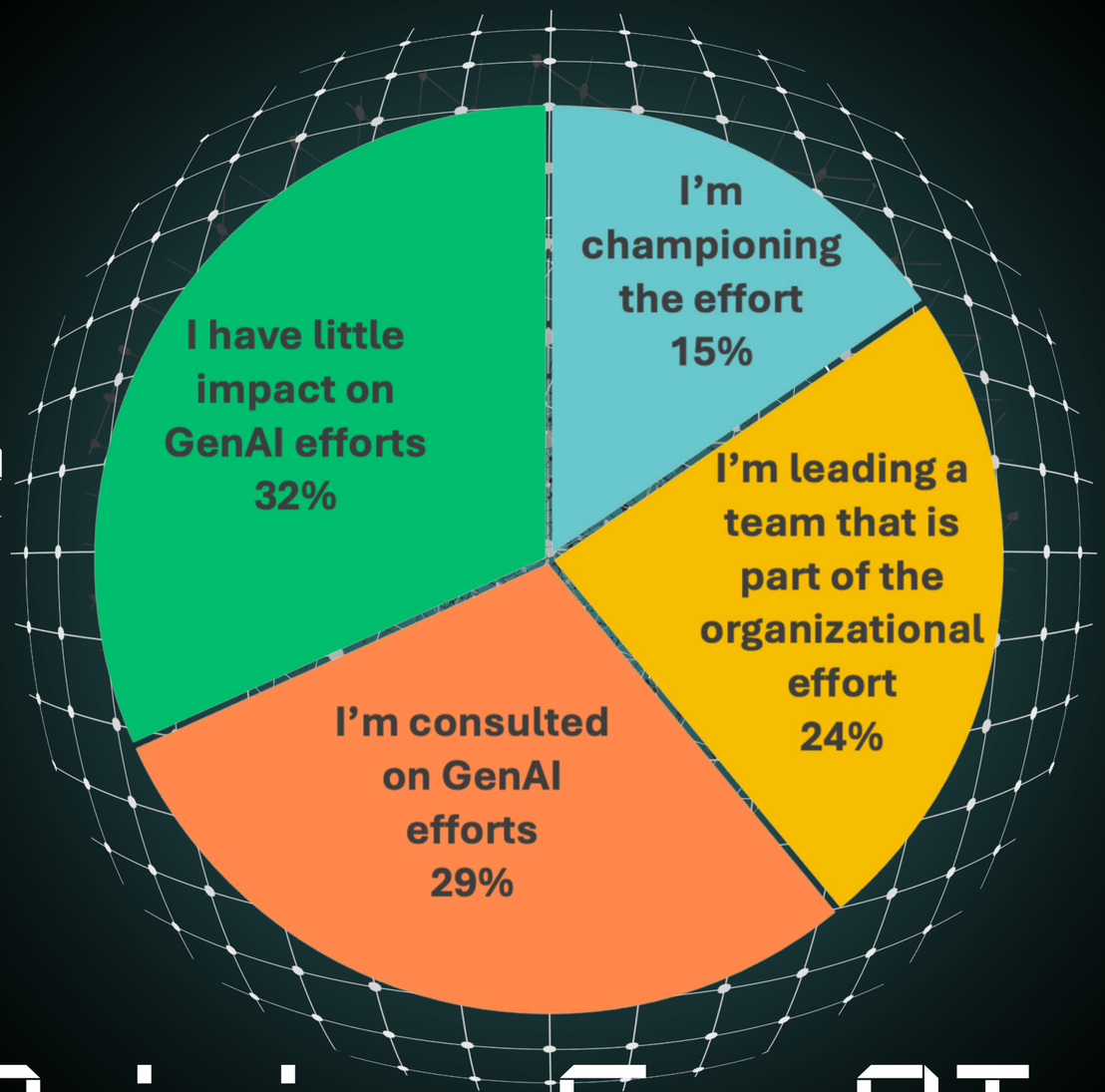
The Survey

- 107 industry professionals representing hardware, software, and manufacturing sectors
- Participants include those who:
  - Have implemented GenAI, are investigating GenAI, and are not looking to implement GenAI
  - Are championing, leading, managing, and consulting on GenAI efforts

68% of participants are active in GenAI efforts

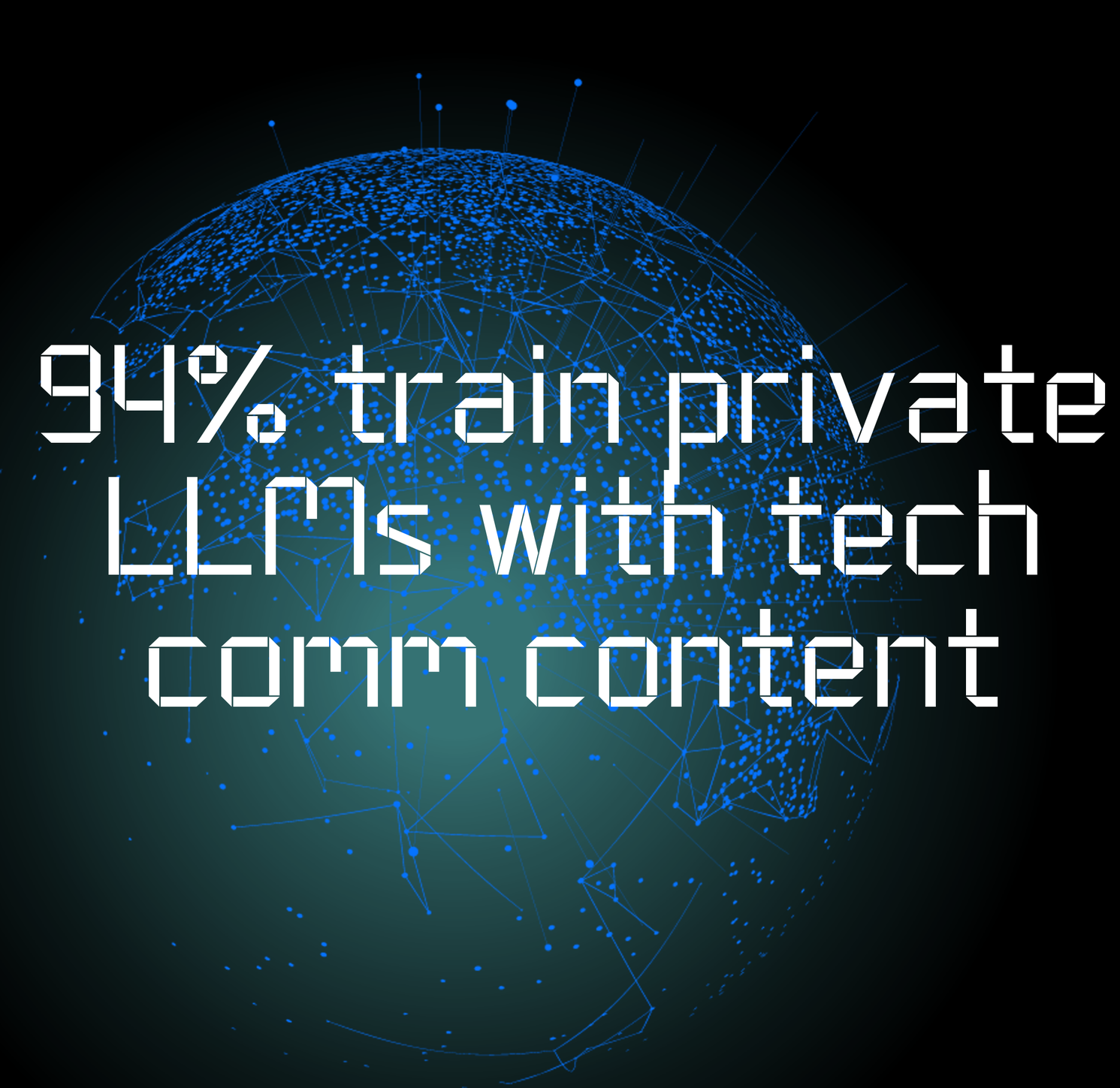


Technical communication professionals are driving GenAI efforts as champions, leaders, and consultants

Driving GenAI

- Private LLMs are built on the foundation of the public ones.
- They help secure your data and allow you to control fine-tuning and RAG.
- Legal agreements prevent the LLM companies from training the public models on your data.

73% of organizations use private LLMs

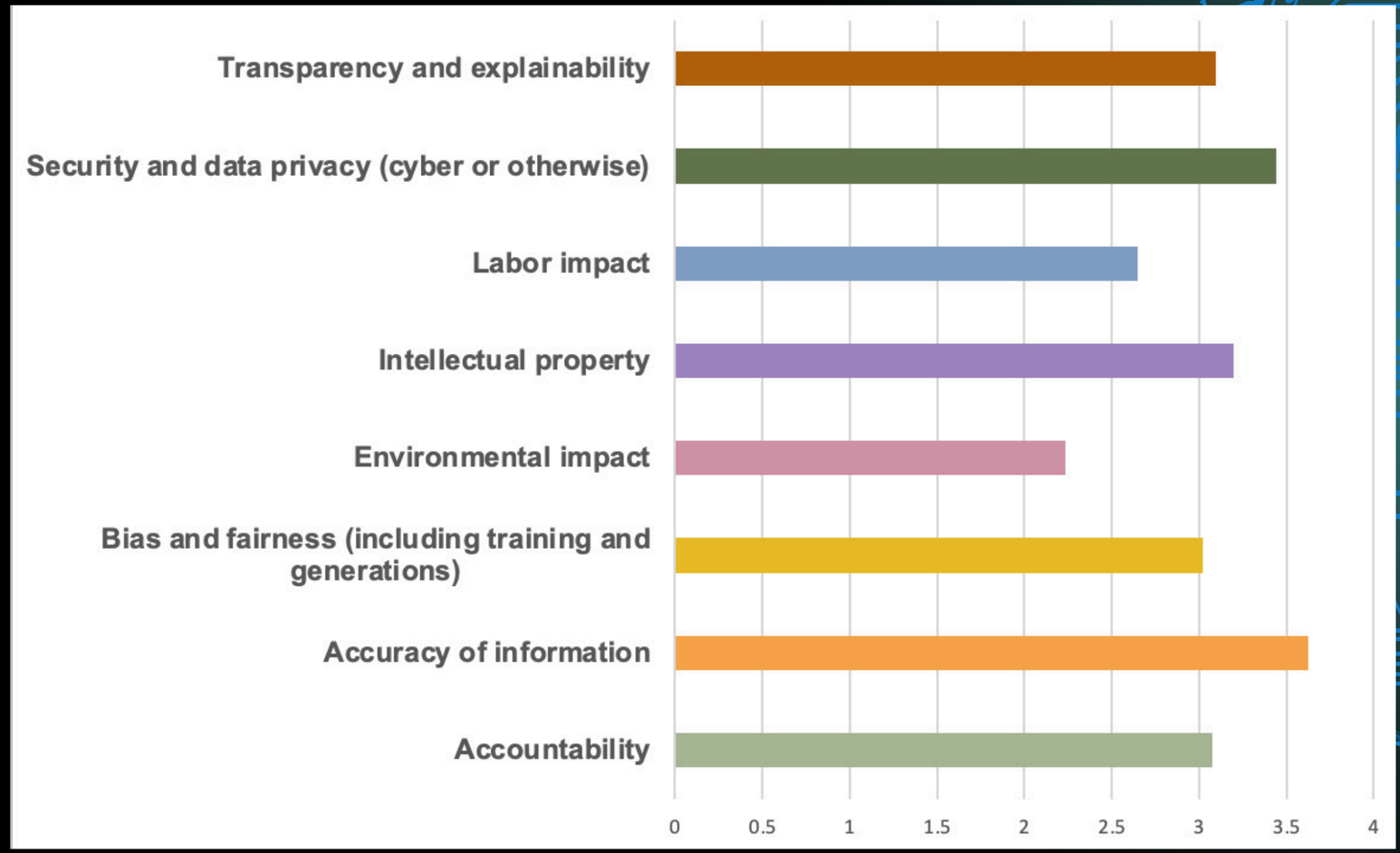


94% train private LLMs with tech comm content

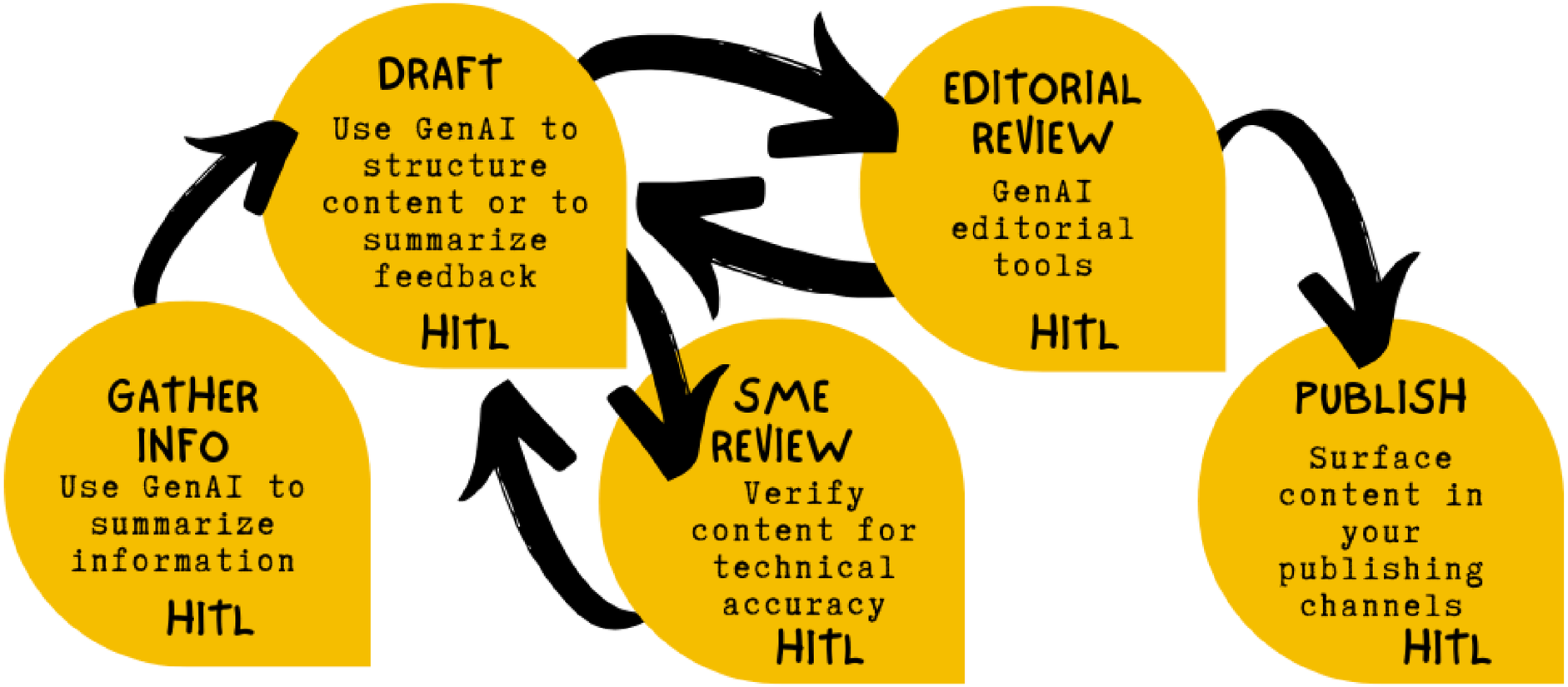
- Private LLMs need to be fine-tuned and trained on technical specifications using natural language, which is provided in technical communications content.
- RAG and GenAI powered chatbots are only possible with a well-organized and tagged database of technical content. These databases are created by the technical communication teams.

Ethical Considerations at Implementation

- Data security, intellectual property, and accuracy top the list.
- Accuracy of information is a critical element for technical communication to add high-value work to their organization.
- Private LLMs are a reliable solution for many of these concerns.



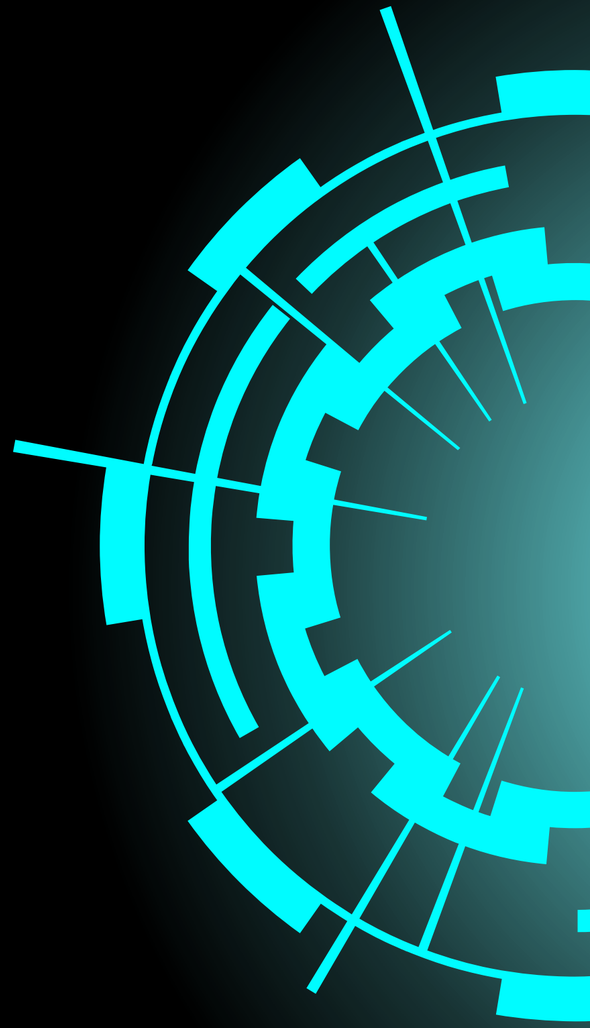
Post-GenAI Content Creation Process



HITL: HUMAN IN THE LOOP

Incorporating GenAI into Your Content Strategy

- Offered several times a year
- 8 sessions, once a week
- Morning and afternoon classes available
- Learning objectives:
  - Evaluate the strengths and weaknesses of GenAI
  - Monitor the trends in GenAI
  - Identify use cases for GenAI
  - Evaluate GenAI models
  - Communicate to leadership about GenAI
  - Write a business case for GenAI
  - Understand legality and ethical concerns and mitigations
  - Write a content strategy as it applies to GenAI
  - Build an implementation plan for incorporating GenAI



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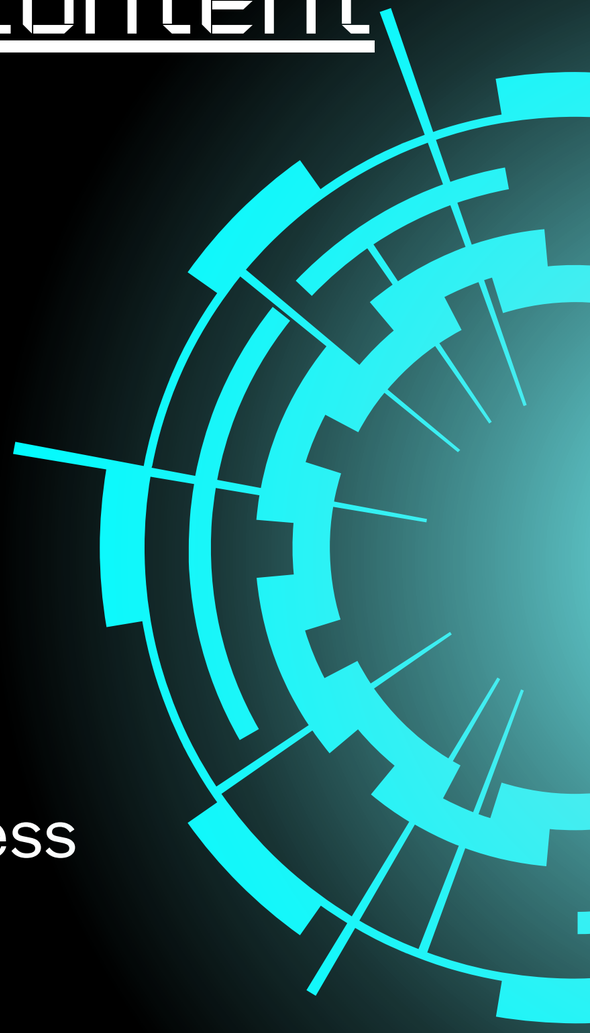
Using GenAI to Write and Deliver Content

- Offered several times a year
- 8 sessions, once a week
- Morning and afternoon classes available
- Learning objectives:
  - How to write for GenAI
  - Prompt engineering
  - How to specialize and train a model
  - Implementing GenAI into your content creation process
  - How to use GenAI in your content creation process
  - How to use GenAI in your content delivery strategy



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Contact Us

- CIDM offers several industry conferences, webinars, and monthly members roundtable discussions.
- Sign up for *CIDM Matters,* a free industry newsletter:
  - https://www.infomanagementcenter.com/join-us/subscribe/
- Join CIDM for membership benefits:
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- Comtech Services provides consulting and training to prepare your content for GenAI:
  - Content strategy & information modeling
  - Taxonomy development
  - Process maturity
  - DITA implementation
  - User studies
  - Competitive analysis & benchmarking studies
  - Workshops and training

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