



Jennifer Lill

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one north A TEKsystems Company

Islands of Context

Finding Your Organization's True North

PRESENTED BY: **Jennifer Lill**



“

What you see and what you hear
depends a great deal on where you are
standing. It also depends on what sort of
person you are.

The Magician's Nephew, C. S. Lewis





THE ASSEMBLY 2025

A ONE NORTH EVENT



Today's Session

- 01 Human Intelligence

- 02 Information Technology

- 03 The Commonsense Problem

- 04 The AI Challenge

- 05 Generative Engine Optimization

- 06 Agentic Frameworks

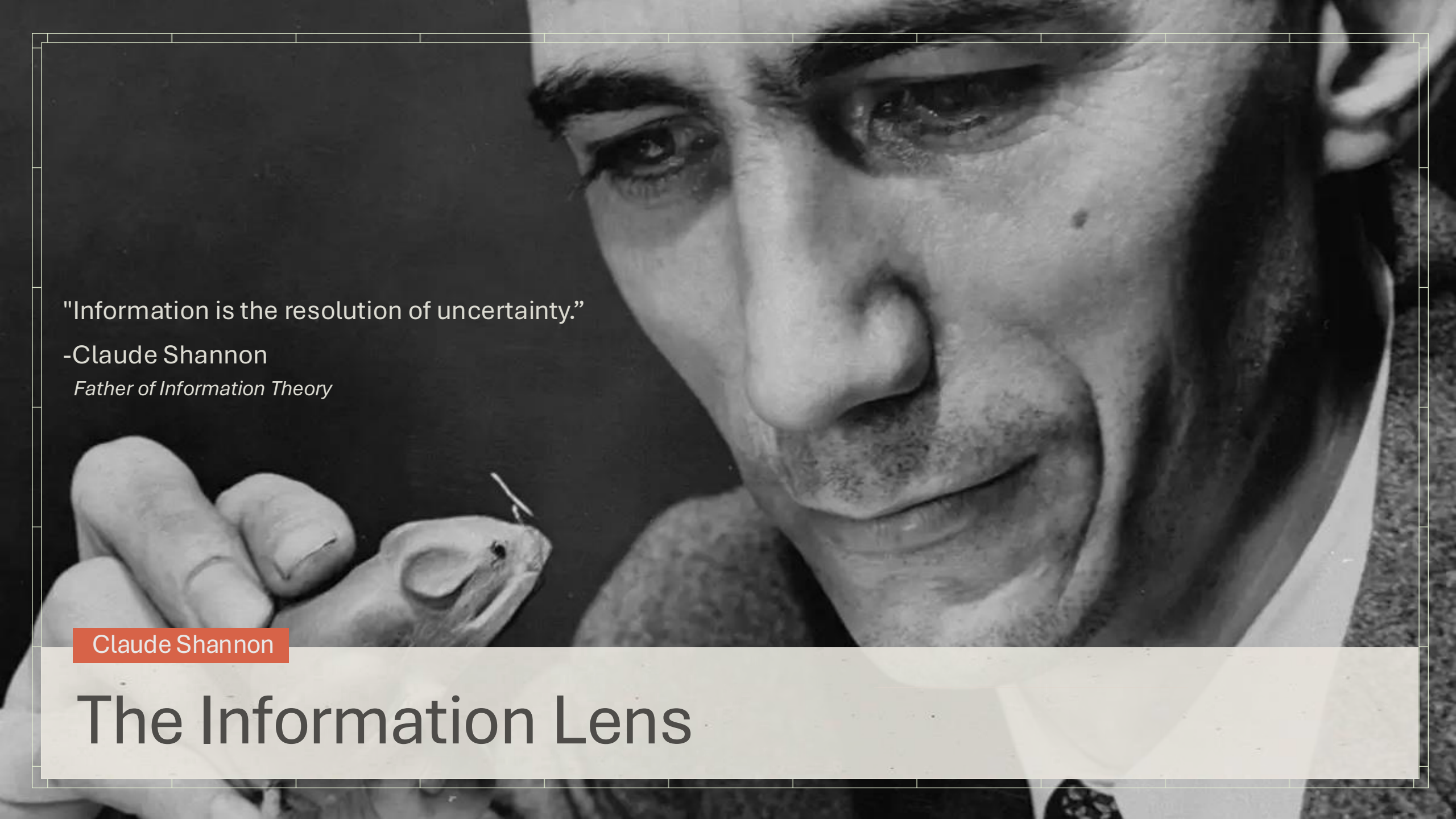




THE ASSEMBLY 2025

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A black and white close-up photograph of Claude Shannon. He is looking down with a focused expression at a small, light-colored object he is holding between his fingers. The object appears to be a small, curved piece of material, possibly a component of a device or a biological specimen. The lighting is dramatic, highlighting the contours of his face and the texture of the object.

"Information is the resolution of uncertainty."

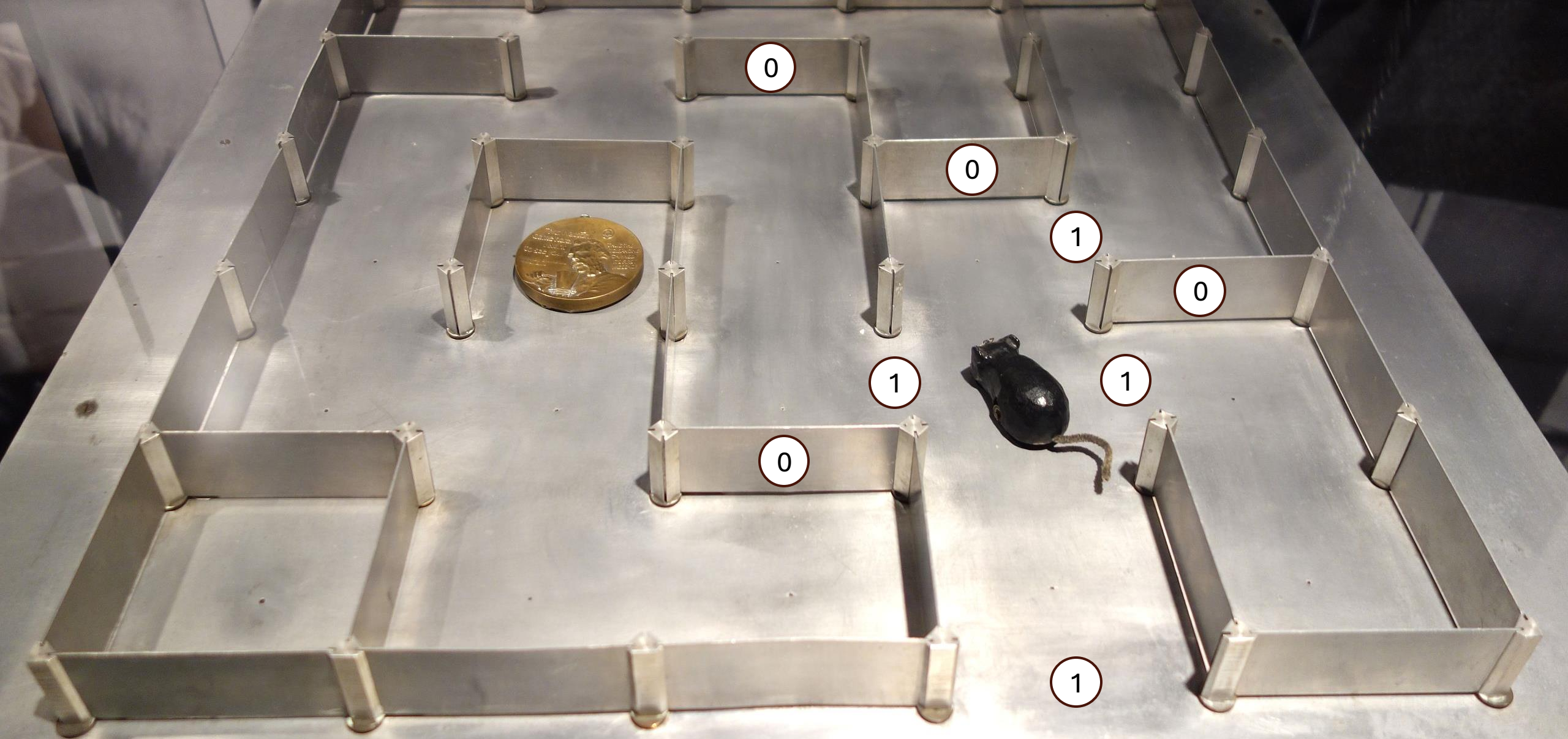
-Claude Shannon

Father of Information Theory

Claude Shannon

The Information Lens



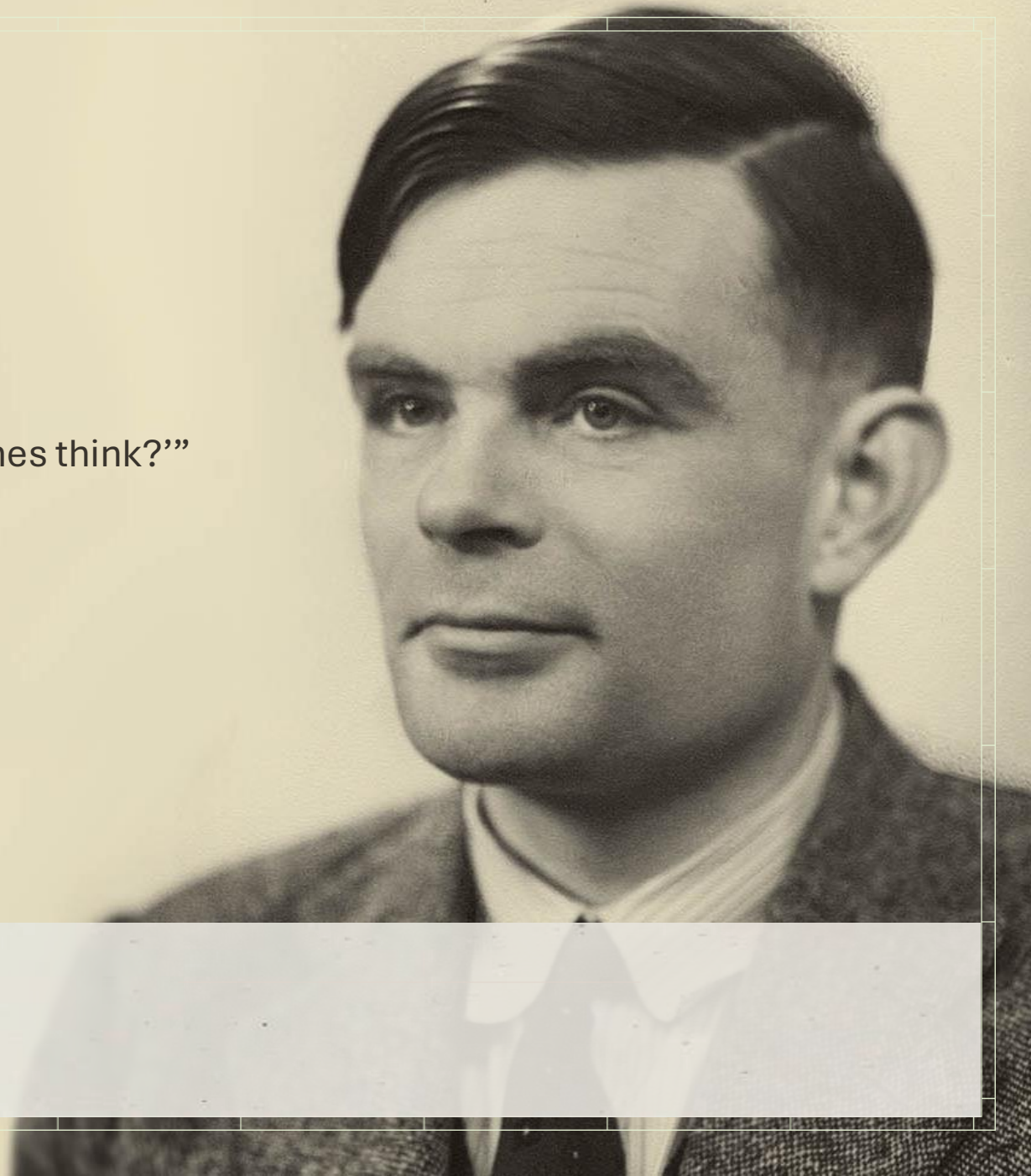


“I propose to consider the question, ‘Can machines think?’”

-Alan Turing
Father of the Computer

Alan Turing

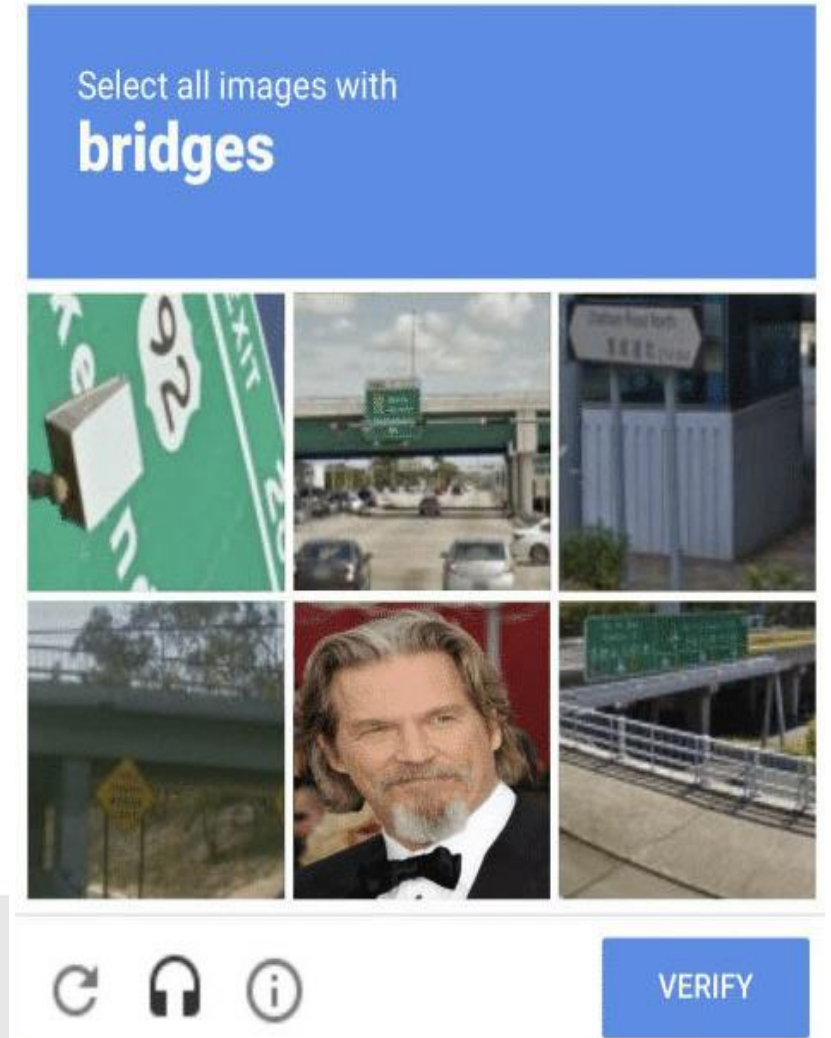
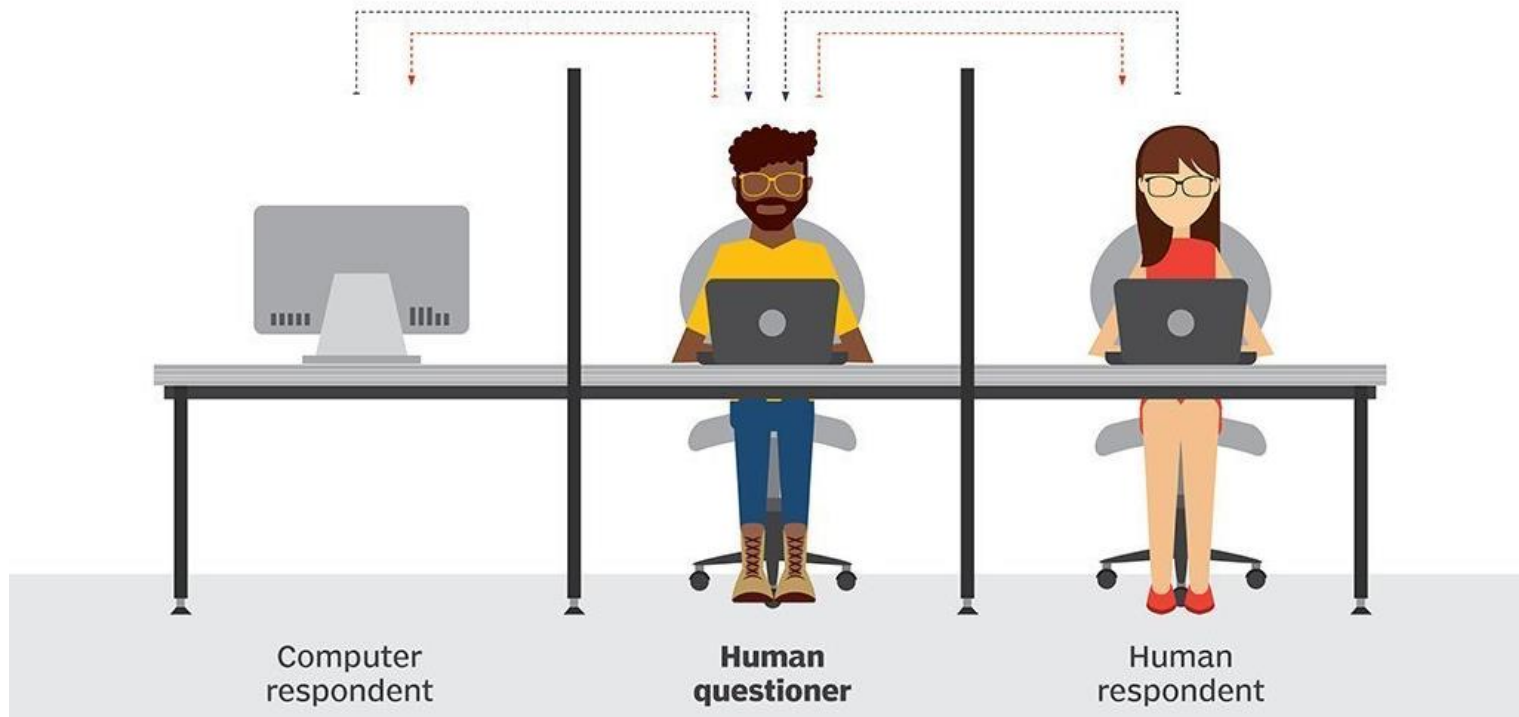
The Philosophical Lens



Turing test

During the Turing test, the human questioner asks a series of questions to both respondents. After the specified time, the questioner tries to decide which terminal is operated by the human respondent and which terminal is operated by the computer.

■ QUESTION TO RESPONDENTS ■ ANSWERS TO QUESTIONER



A low-angle shot of Herbert Dreyfus, an older man with glasses, pointing his right index finger upwards. He is standing behind a wooden podium. In the background is a large green chalkboard with faint, handwritten numbers and symbols. The lighting is warm, and the overall tone is academic.

Herbert Dreyfus

The Symbolic Lens



It was Jack's birthday.

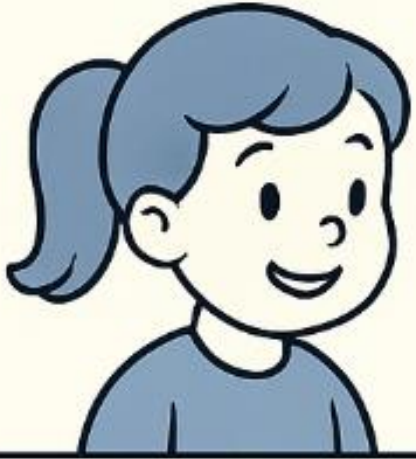
Mary and Jane were going to Jack's house.

"Let's take him a kite," said Mary.

"No," said Jane,

"He has already got one,
he'll make you take it back."

4-year-old child
Effortlessly understanding



It was Jack's birthday.
Mary and Jane were going
to Jack's house.

"Let's take him a kite,"
said Mary.

"No." said Jane, "He has
already got one, he'll
make you take it back."

Human Intelligence

What a 4-Year-Old Human Understands

- They're going to Jack's house for a birthday party (not just a casual visit).
- The kite suggestion is for a birthday gift (social context).
- "He has already got one" refers to the kite (reference resolution).
- "Take it back" means returning a purchased item to a store (retail knowledge).
- Some items, like kites, are "one is enough" objects (unlike money or donuts).



The A.I. Challenge

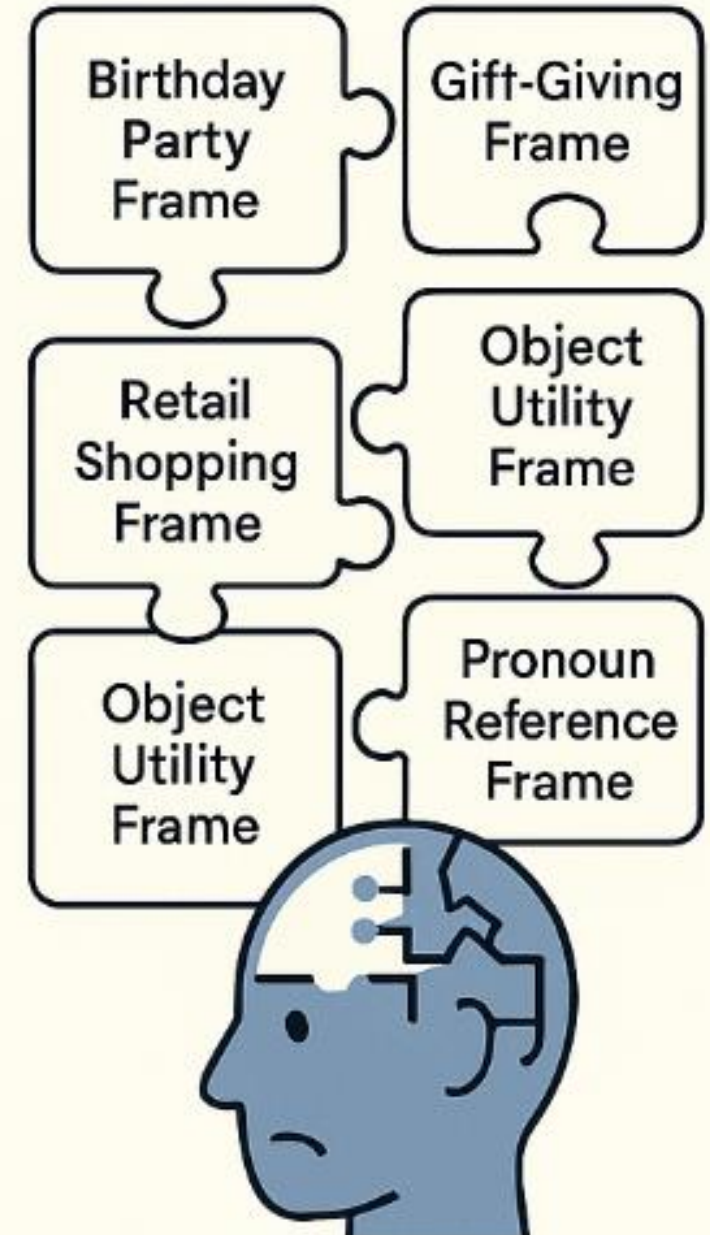
This simple 32-word story requires extensive contextual knowledge about:

- Social traditions (birthday parties include gifts)
- Reference tracking (pronouns like "one" and "it" referring to the kite)
- Retail behavior (store return policies)
- Object categorization ("one is enough" vs. "more is better" items)

Contextual Frameworks: The layers of information required for an artificial intelligence to understand all the ways in which a human perceives a story.

The Storage Problem: AI systems would need vast databases of common-sense knowledge to navigate even simple narratives that children understand effortlessly.

AI system Struggling to process



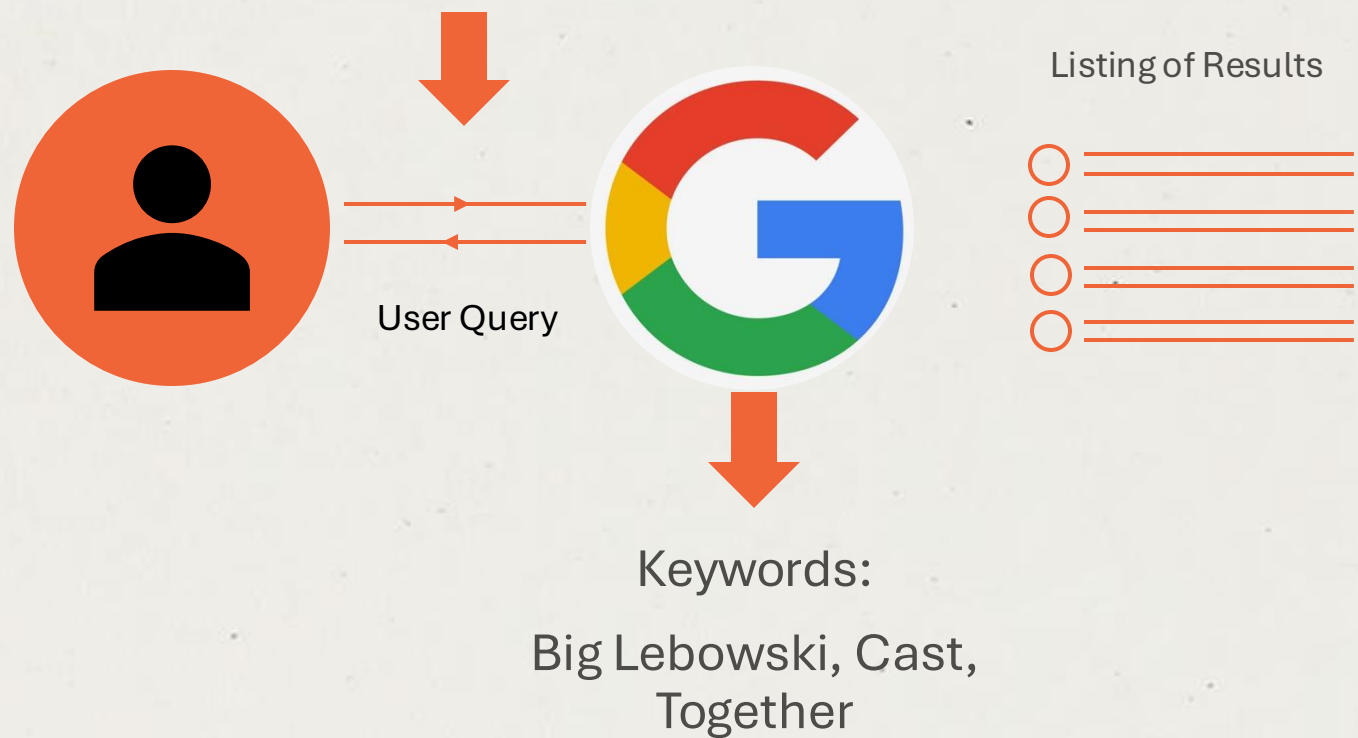


Larry Page & Sergey Brin

The Algorithmic Lens

Traditional Search

“What other movies are the cast of
The Big Lebowski in together?”



ultimatemovieyear.com
https://www.ultimatemovieyear.com › home2 › how-the-...

How the characters of 'The Big Lebowski' tie the movie together

Mar 5, 2020 — Jeff Bridges, Steve Buscemi, and John Goodman maintain their roll in 1998's **"The Big Lebowski."** (Gramercy Pictures/MovieStillsDB.com).

People also ask

- How many Coen brother movies are there?
- What movies influenced The Big Lebowski?
- Who is Sam Elliott supposed to be in The Big Lebowski?
- What is the sequel to The Big Lebowski?

Feedback

Reddit · r/movies
60+ comments · 6 years ago

Which completely unrelated movies have the largest ...

Both Star Wars: **The Force Awakens** and **Ex Machina** have Oscar Isaac and Domhnall Gleeson in them, and both **Django Unchained** and **The Legend of Tarzan** have ...

68 answers · Top answer: **The Losers** has Chris Evans, Zoe Saldania, and Idris Elba, so does **Avengers:In...**

The Big Lebowski and **Road House** : r/movies - Reddit 22 answers Aug 22, 2019

Jeff Bridges wearing the same T shirt in 3 different ... 27 answers Jan 13, 2018

More results from www.reddit.com

Wikipedia
https://en.wikipedia.org › wiki › The_Big_Lebowski

The Big Lebowski

Cast · **Jeff Bridges** as **Jeffrey "The Dude" Lebowski** · John Goodman as Walter Sobchak · Julianne Moore as Maude Lebowski · Steve Buscemi as Donny Kerabatsos · David ...

SD Straight Dope Message Board
https://boards.straightdope.com › movies-with-overlapp...

Movies with overlapping casts - Page 2 - Cafe Society

Feb 20, 2025 — ... The Big Lebowski after casting all three in **Barton Fink**. No Buscemi but the other two are also in **O' Brother Where Art Thou**, and of course ...

The State Journal-Register
https://www.sj-r.com › story › movies › 2012/04/05 › r...

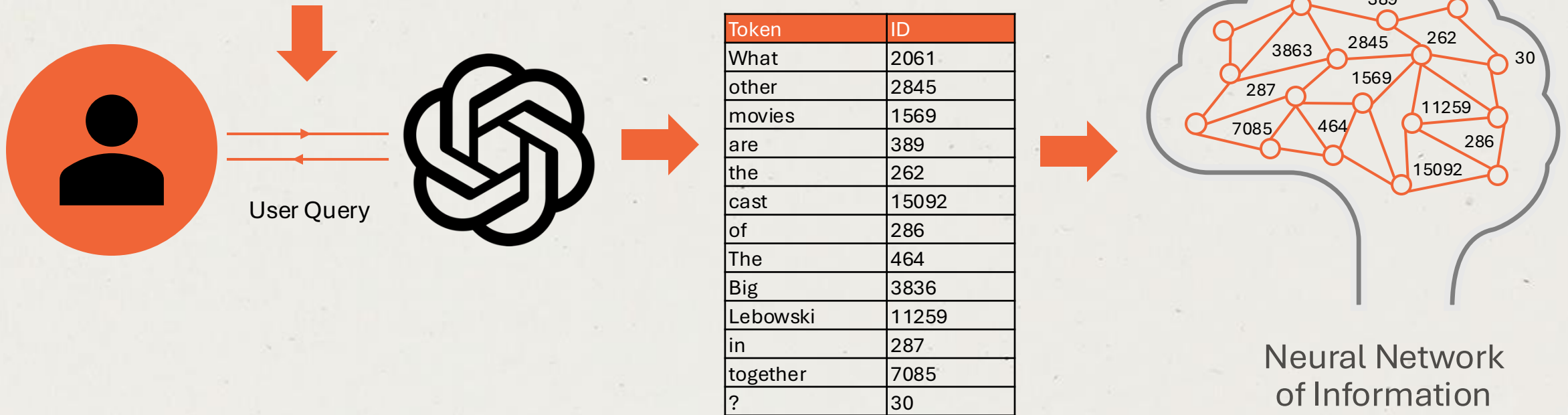
Reunited, and it feels so ... something

Tara Reid (Vicky): She was briefly in **big movies** ("**Josie and the Pussycats**," "**The Big Lebowski**") and **big TV shows** ("**Scrubs**"). Last seen doing "Celebrity Big ...

The IMDb logo is displayed in a large, bold, black sans-serif font, centered on a bright yellow background. The letters are thick and blocky, with a slight shadow effect on the right side of the 'b'.

Large Language Models

“What other movies are the cast of
The Big Lebowski in together?”



Large Language Models (LLMs)

Film	Goodman	Bridges	Turturro	Buscemi
<i>The Big Lebowski</i>	✓	✓	✓	✓
<i>Barton Fink</i>	✓	✗	✓	✓ (small role)
<i>O Brother, Where Art Thou?</i>	✓	✗	✓	✗
<i>Monsters, Inc./University</i>	✓ (voice)	✗	✗	✓ (voice)
<i>Hudsucker Proxy</i>	✓	✗	✓ (cameo)	✓ (cameo)
<i>Transformers: The Last Knight</i>	✓ (voice)	✗	✓	✗
<i>Miller's Crossing</i>	✗	✗	✓	✓



The Race for Reliability



Training-based generalist model with Natural Language Processing capabilities revolutionizes conversational AI

Nov
2022



perplexity

AI search engine focused on providing cited answers

Dec
2022



Claude

Training-based models focused on high-quality responses with low hallucination levels, with customizable options

2023



Hybrid Search + AI combines web search indexes with trained models to create a hybrid algorithm for responses

2024



Americans are adopting AI into their lives!

45%

of Americans have used
AI in the past 30 days

36%

report using AI
to complete everyday tasks

18%

have used AI to assist
in shopping online

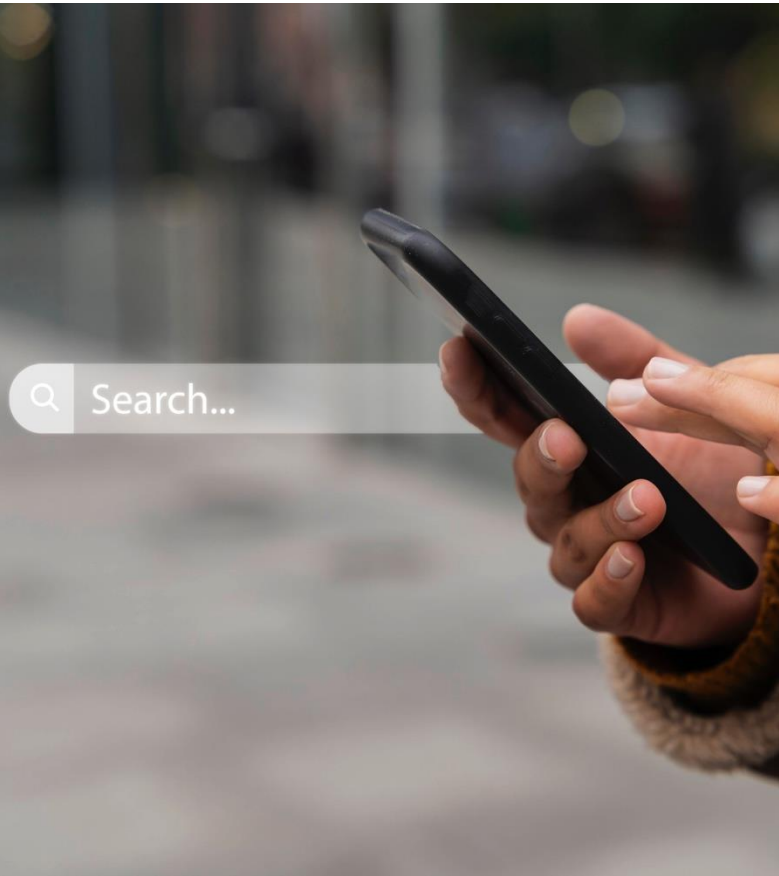




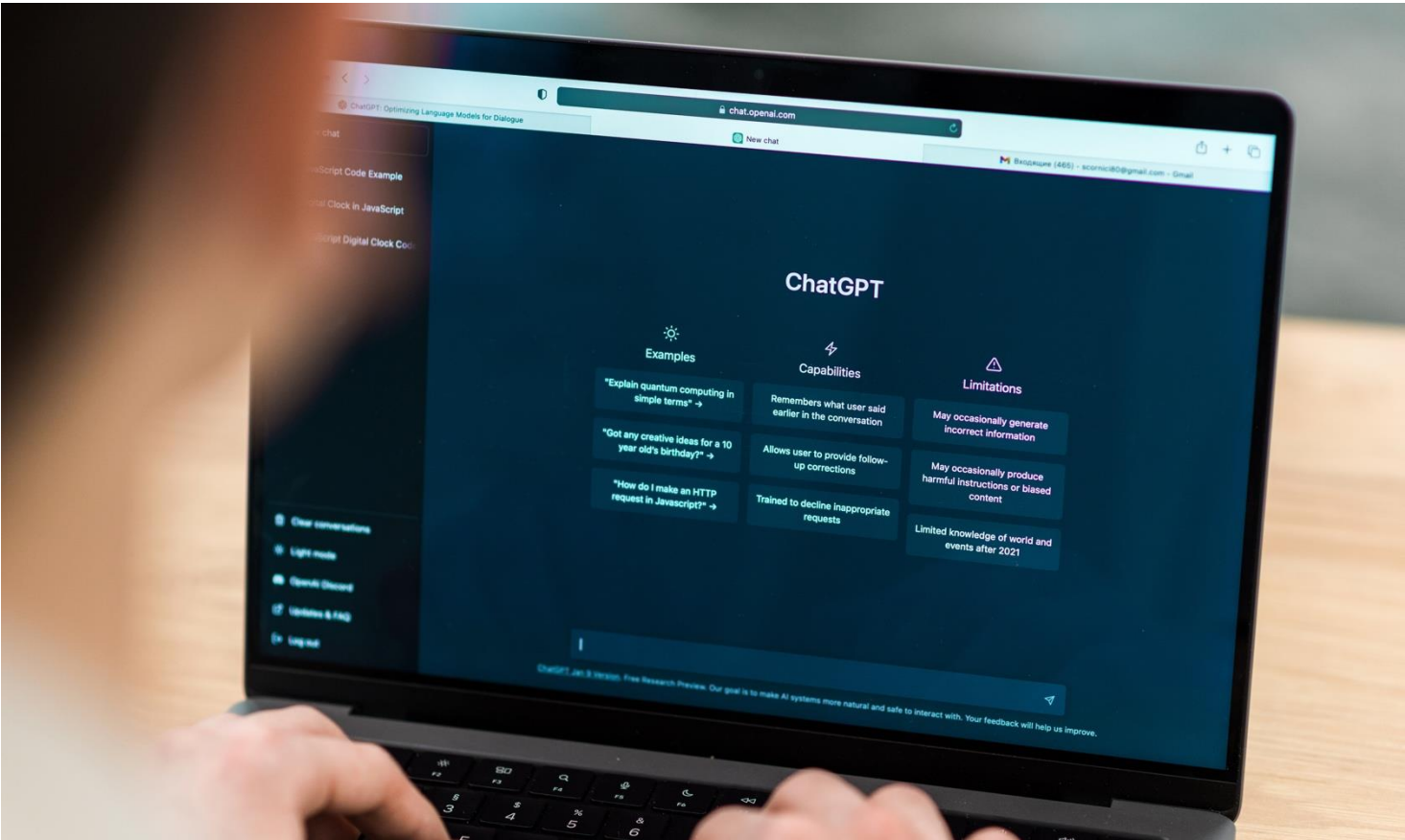
One North

The New Optimization Lens

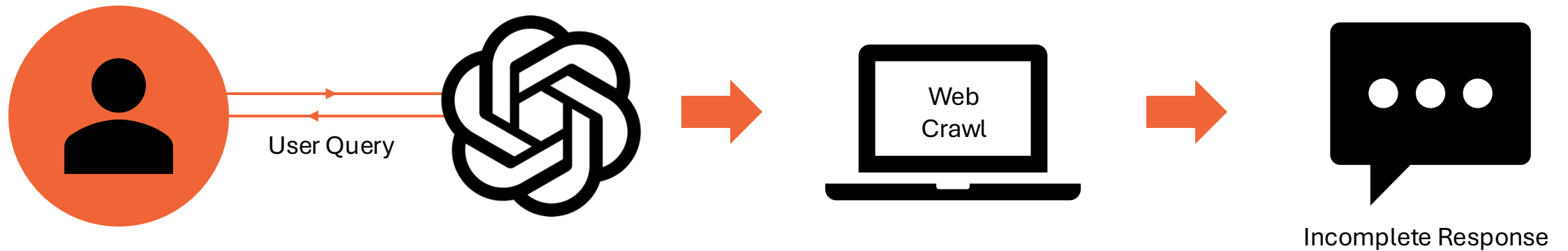
Search Engine Optimization (SEO)



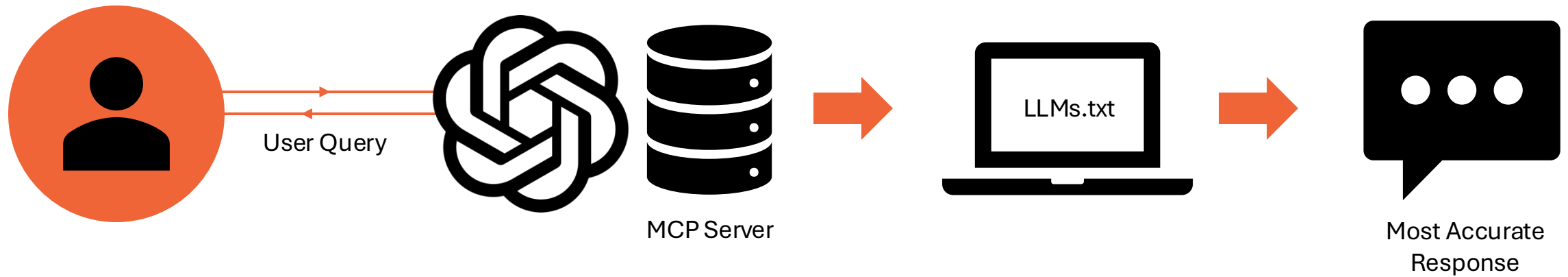
Generative Engine Optimization (GEO)



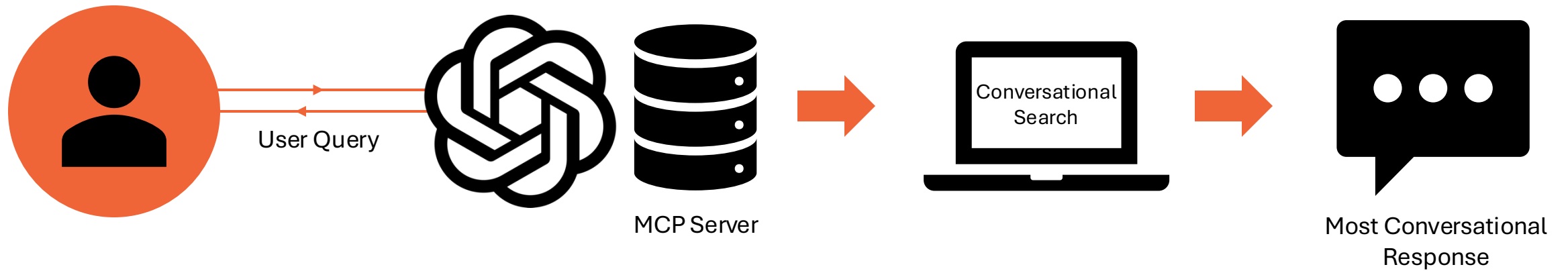
Optimization Options for AI-Enabled Search



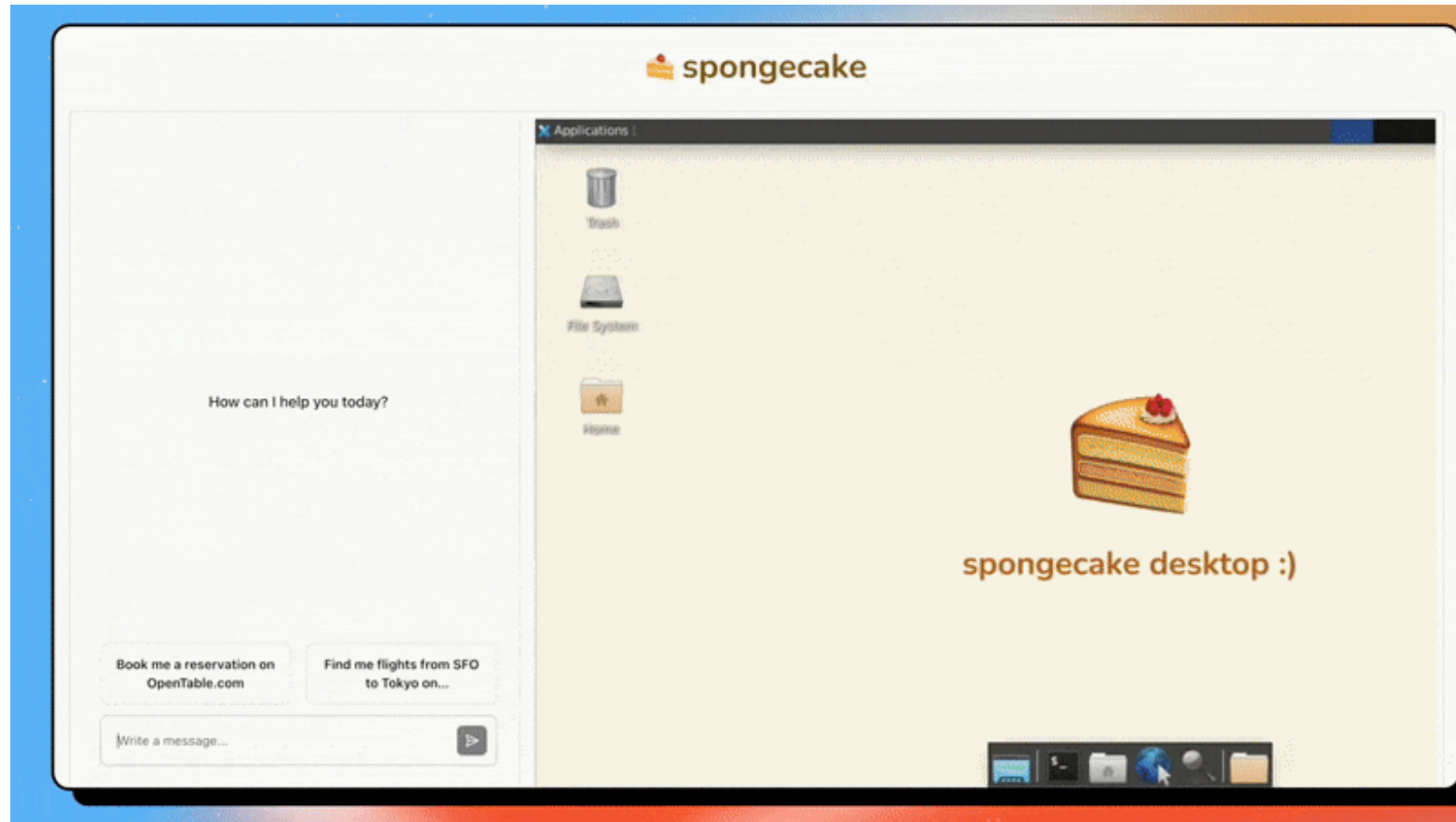
Optimization for Accurate Response

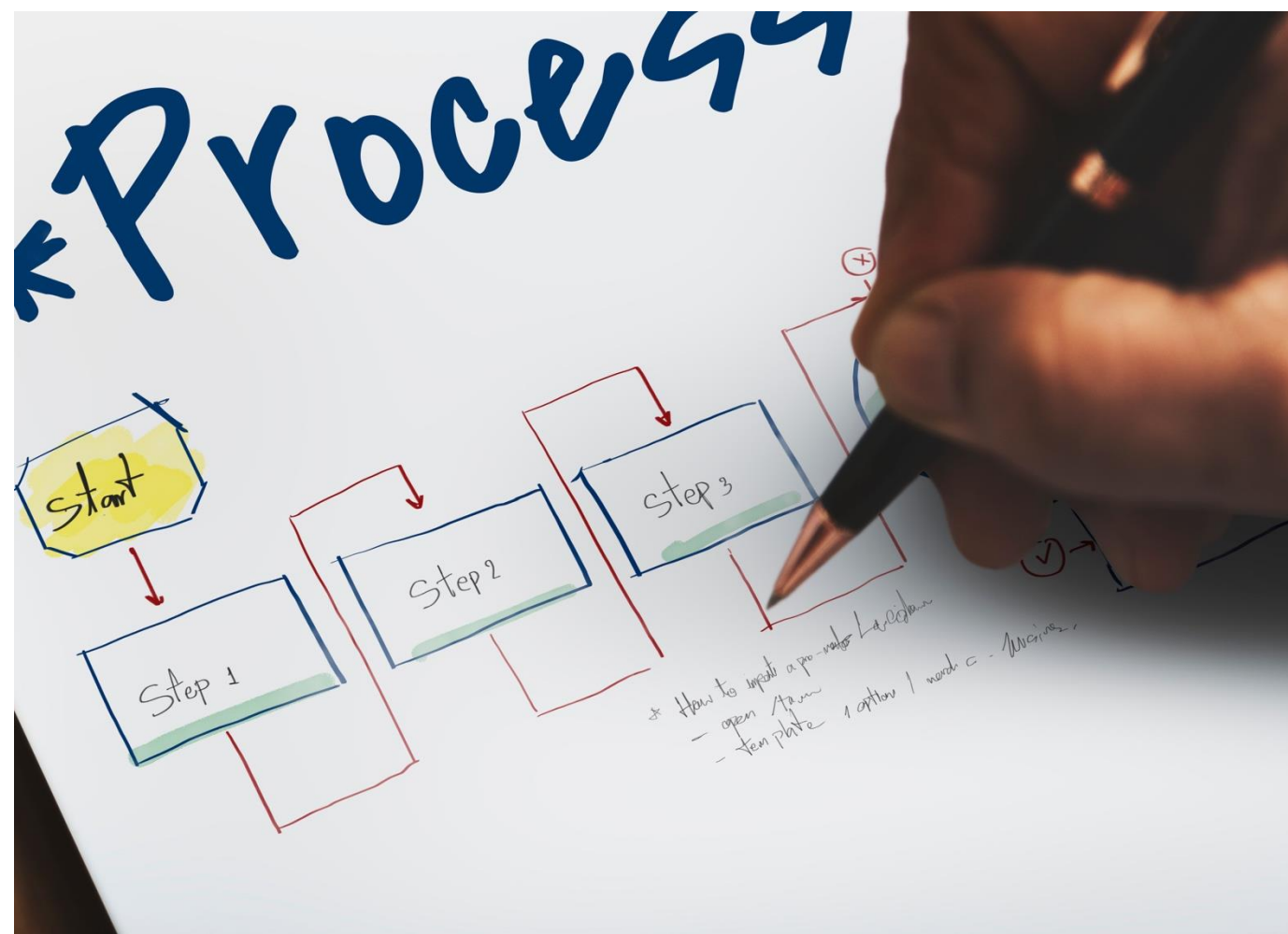


Optimization for Conversational Response

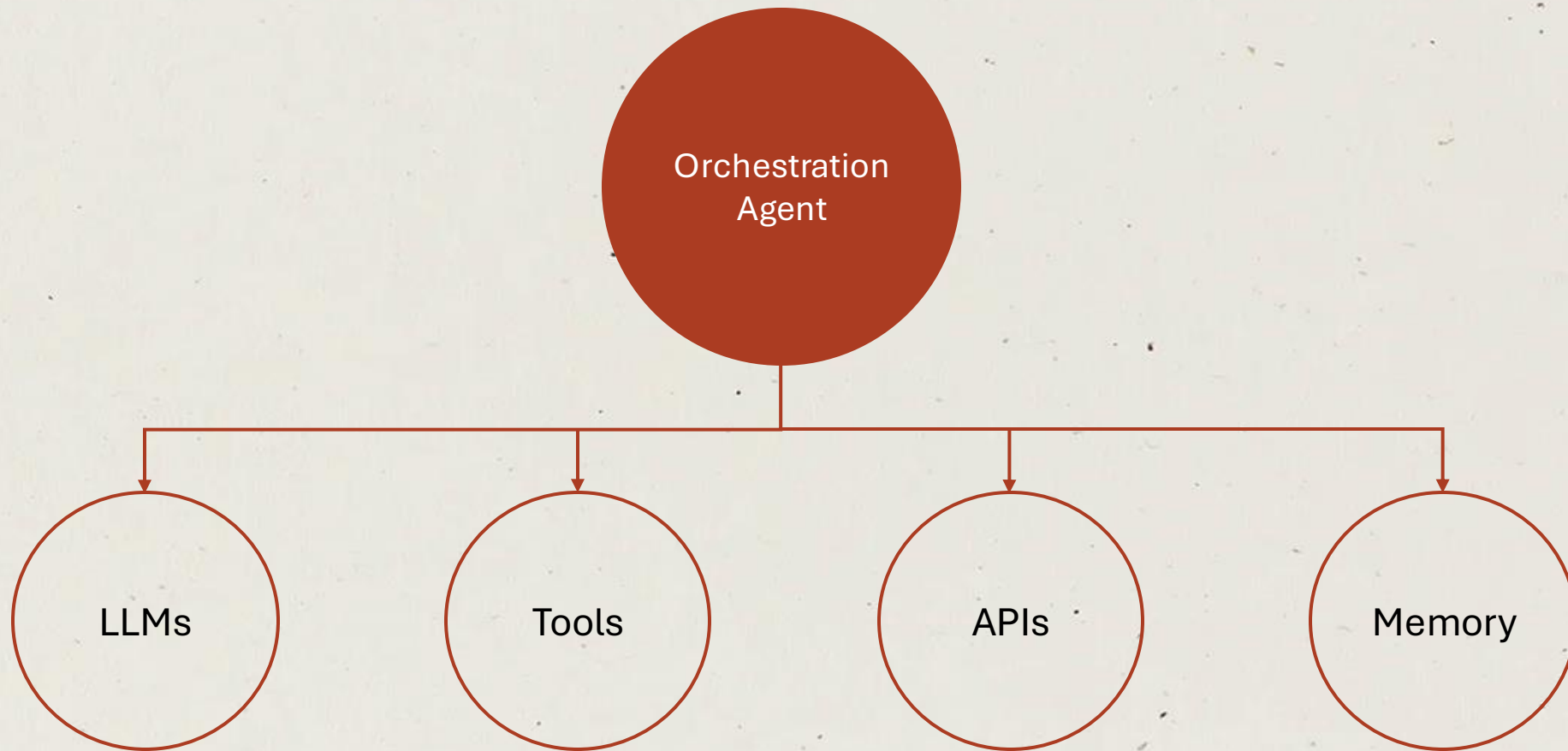


Autonomous AI Agents

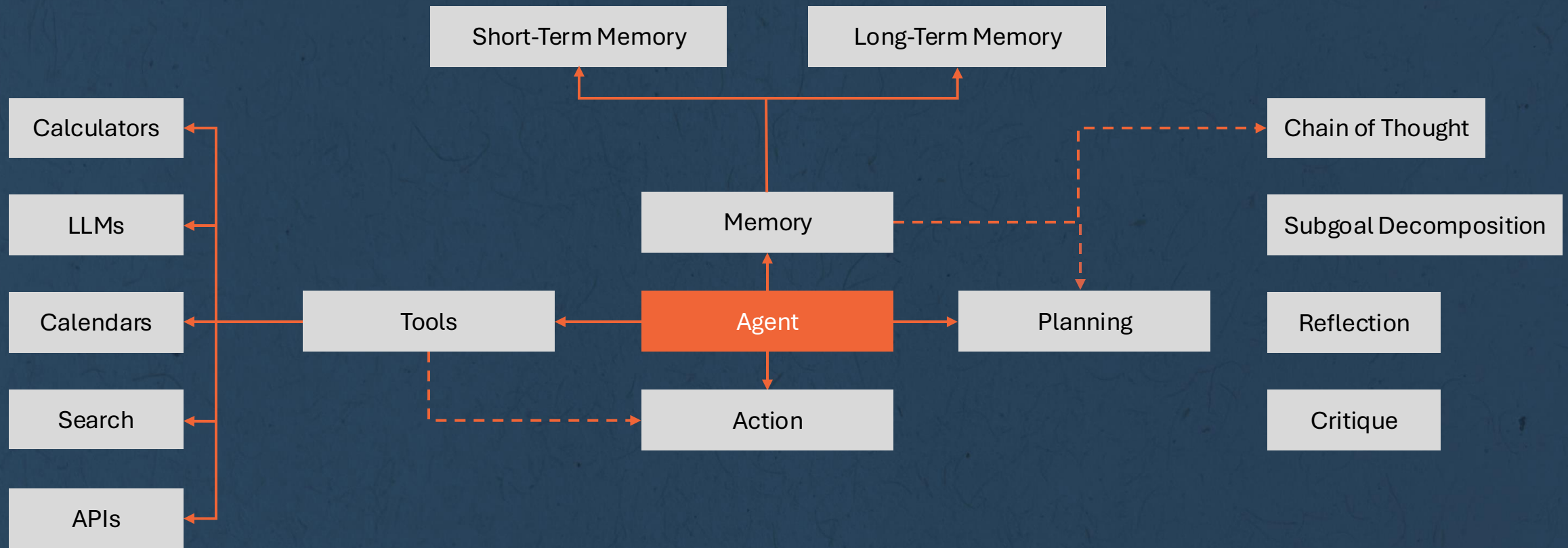




Agentic Framework Components



Agentic Framework



A portrait of Eric Horvitz, a middle-aged man with grey hair, smiling. He is wearing a light blue button-down shirt. The background is a blurred whiteboard with some faint writing and a wooden bookshelf on the left.

Eric Horvitz

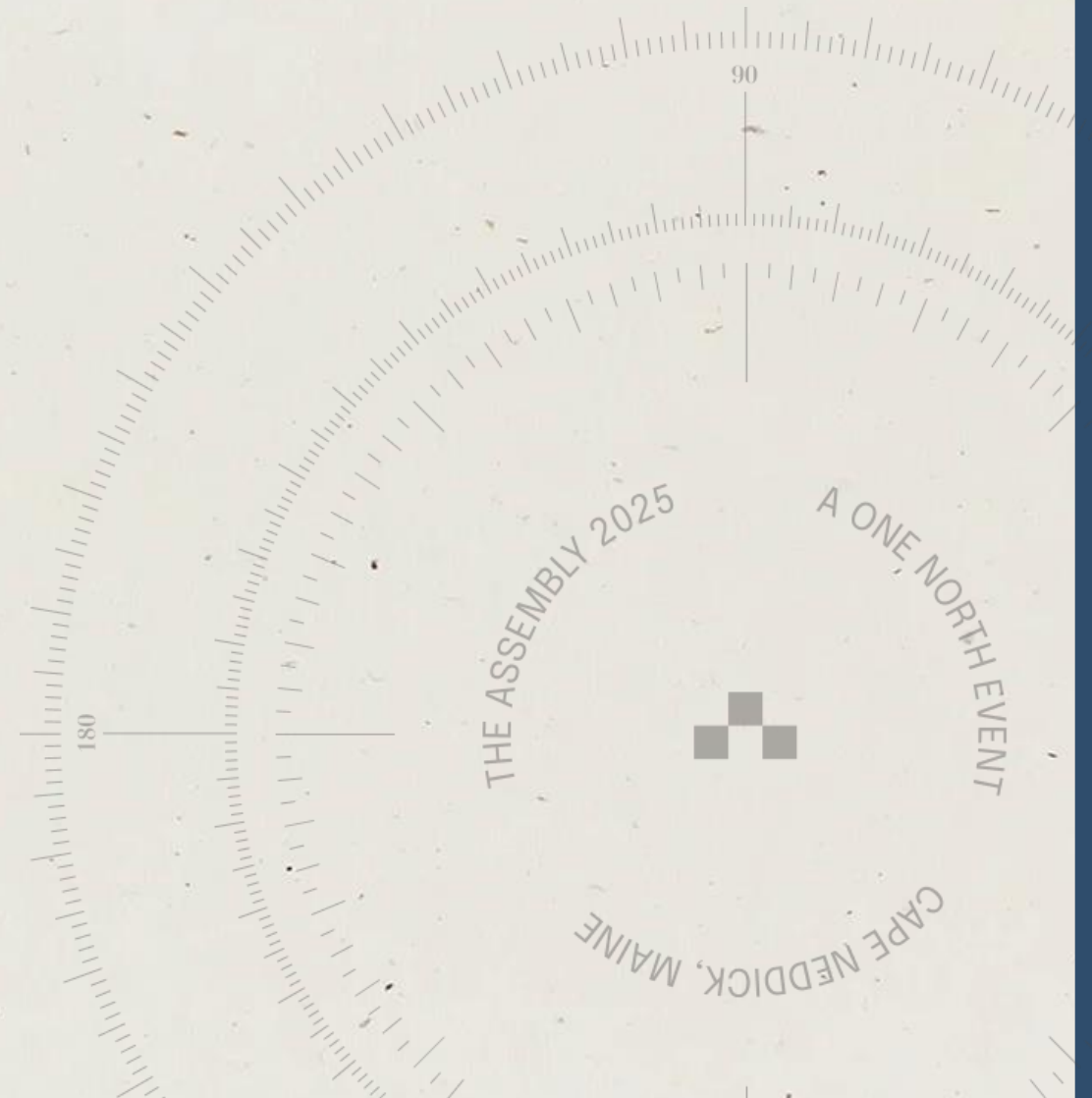
The Human Lens



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Thank You!

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.



On Deck

SET SAIL WITH: **Kathy Grunditz + Zach Schloss**

COURSE: **Ancient Brains: Leveraging
Behavioral Bias Through Research**

