Grant Thornton

Maximizing the value of your AI investments

Maximizing the Power of ChatGPT and AI Tools in Finance

May 19th, 2025

Picture from: https://www.theaccountant-online.com/

AGENDA

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02	Learning Objectives
03	Interactive Polling Tool
04	Structured Finance Prompts
05	Risks and Limitations
06	Staying Relevant in the Profession
07	Resources for AI Prompt Libraries
08	Thank You!

INTRODUCTION

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LEARNING OBJECTIVES

1. 

   Framework for Developing Structured Finance Prompts

2. 

   Methods to Improve AI-Generated Information

3. 

   Strategies to Enhance Regulatory Compliance

4. 

   Best Practices for Maintaining Data Security & Confidentiality

5. 

   Continuous Learning in the Age of AI

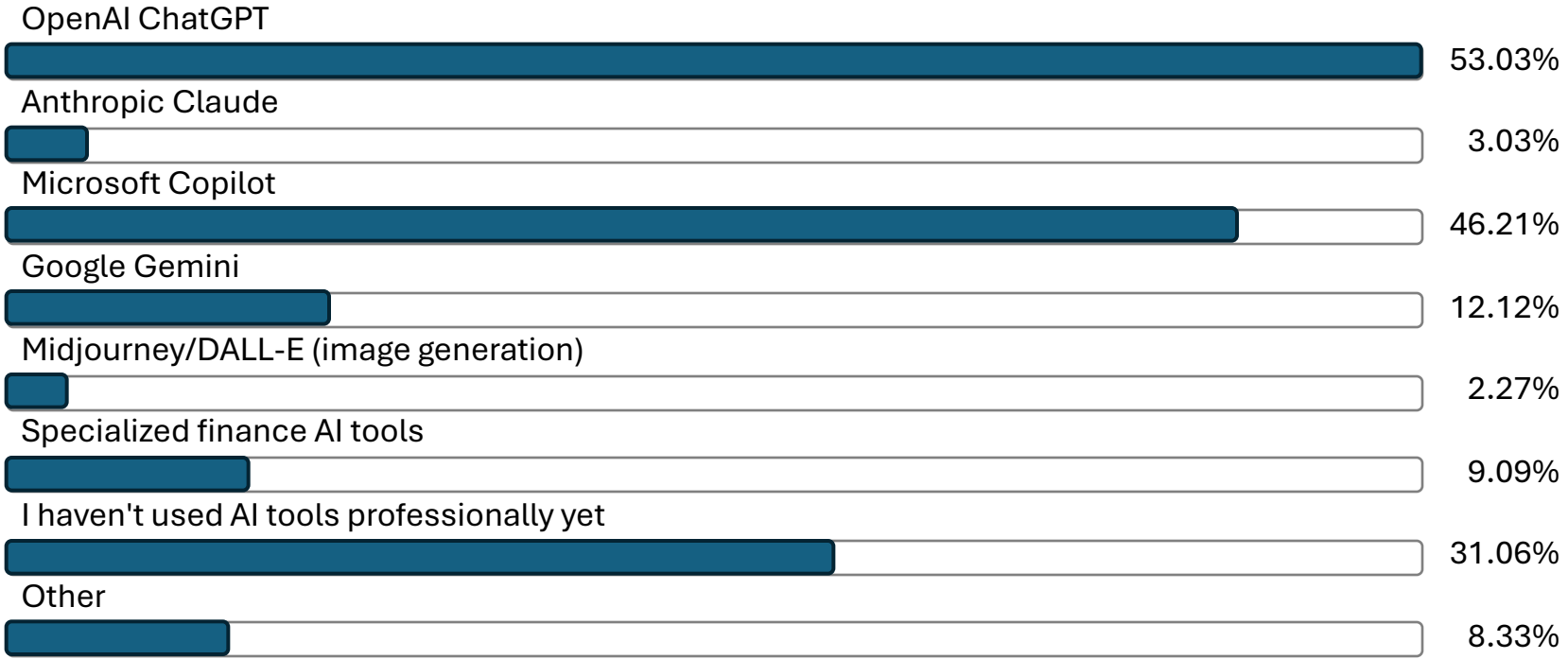
JOIN THE VEVOX SESSION

Go to vevox.app

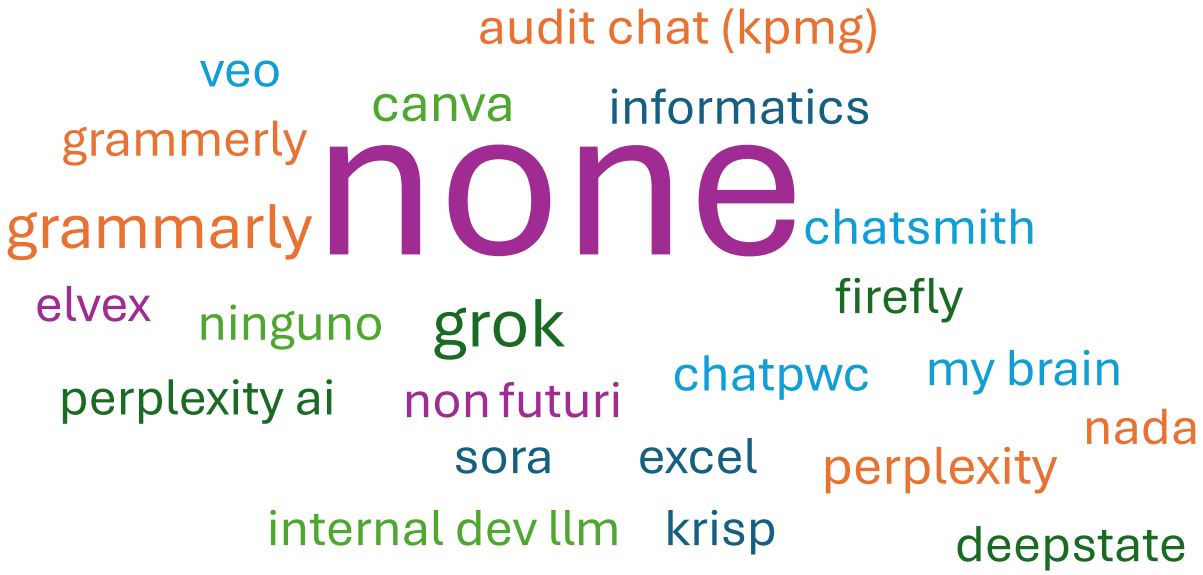
Enter the Session ID: 475-834-585

Or Scan the QR Code

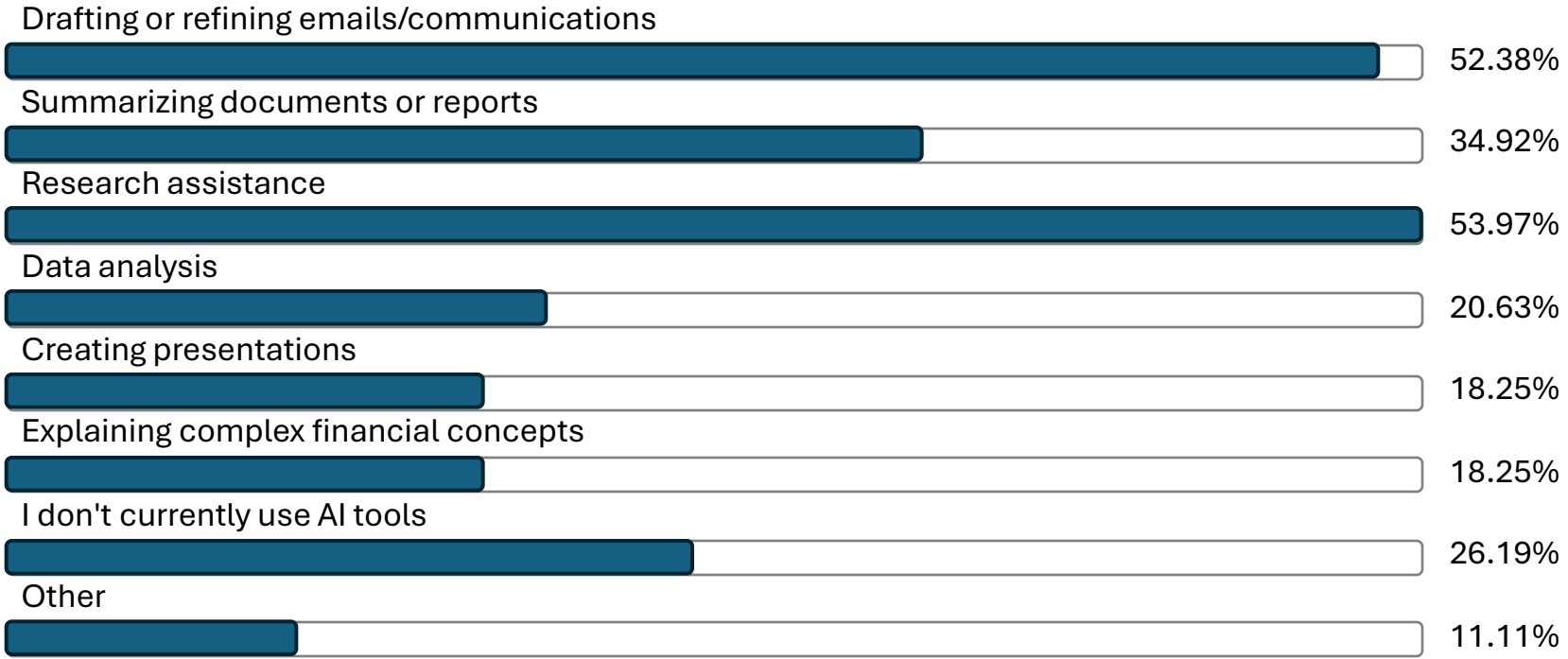
Which AI tools have you used in your professional work? (Select all that apply)



What other AI apps/tools are you using (not mentioned in previous slide)?



If you're currently using AI tools, what do you primarily use them for? (Select all that apply)



AI is Transforming MEDIA & ENTERTAINMENT

Content Creation

Production & Post-Production

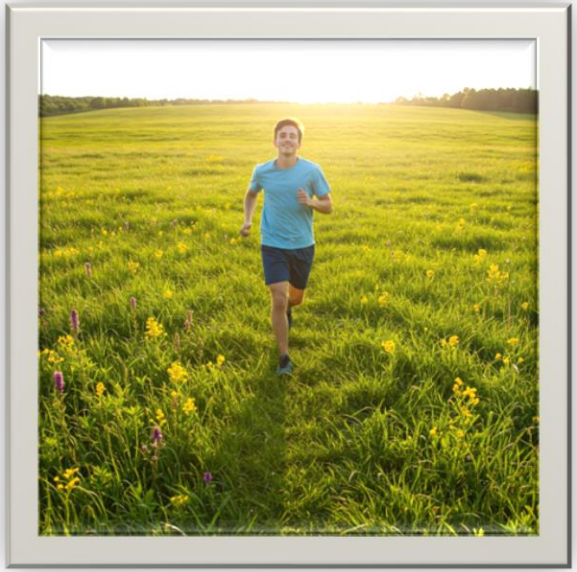
Marketing & Audience Engagement

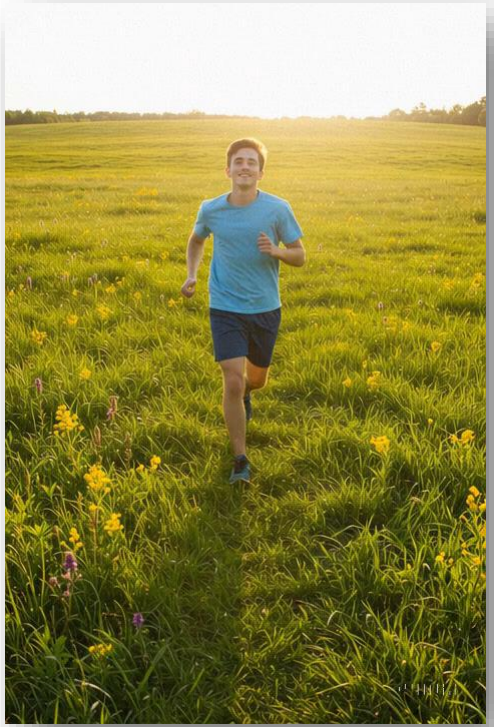
Personnalization & Content Recommandations

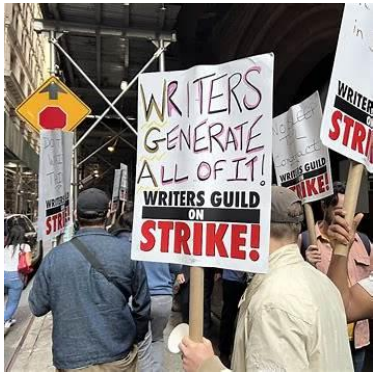
Gaming & Virtual Worlds

Business Models & Operations

CHAT GPT (SORA) IMAGE TO VIDEO







Writing Effective Prompts

LINKED IN EXAMPLE – AI 101 – Choosing the Persona

Linked In – My Profile

I'm a Principal in Grant Thornton's Risk practice, focused on helping clients manage risk with practical strategies and modern technology. I lead full lifecycle risk management and consulting engagements across multiple industries, including finance, tech, healthcare, and government.

My work centers on improving compliance, streamlining controls testing, and enhancing audit quality using AI, automation, and analytics. I've recently developed tools that apply machine learning and cognitive intelligence to automate compliance assessments — resulting in faster testing, more accurate results, and better visibility for leadership teams.

LINKED IN EXAMPLE – AI 101 – Choosing the Persona

National Geographic on Safari

In the corporate wilds where risk roams unchecked and compliance pitfalls lie in wait, Ethan Rojhani serves as a seasoned guide. As a Principal in Grant Thornton's Risk practice, he leads full lifecycle risk engagements across finance, tech, healthcare, and government—blending practical strategy with sharp technological instinct to navigate even the most treacherous terrain.

Armed with AI, automation, and analytics, Ethan has developed tools that bring machine learning and cognitive intelligence to the front lines. His innovations accelerate compliance testing, enhance audit visibility, and give leadership a clear vantage point—turning risk from a lurking threat into a managed force of nature.

LINKED IN EXAMPLE – AI 101 – Choosing the Persona

Rolling Stone Heavy Metal

Strap in and crank the volume, because Ethan Rojhani doesn't just manage risk—he shreds it. As a Principal in Grant Thornton's Risk practice, he's the lead guitarist in a band of corporate road warriors, ripping through full-stack risk management gigs across finance, tech, healthcare, and government like it's a world tour. His setlist? Practical strategies, amplified by modern tech, and tuned to perfection in the face of chaos.

Lately, Ethan's been dropping heavy AI riffs and machine learning solos that leave compliance bottlenecks in the dust. He's built automation tools so tight they make audit testing faster, sharper, and louder—giving C-suite crowds the kind of clarity that only comes when the lights hit just right.

PROMPTING – 10 BUILDING BLOCKS

Effective AI Prompting

It is important to understand how to effectively write a prompt for AI. Prompt Engineering is the process of writing prompts to maximize the quality and relevance of the response. Listed here are 10 ways to effectively write an AI prompt. Its best to combine 3-5 of these building blocks for an accurate response, the more you include the better the response will be.

Effective Prompting	Description and Examples
Objective	• State the purpose of the response such as to teach, to explain, to persuade, to summarize, to problem-solve, to revise language, to analyze pros & cons to create step-by-step guides to explore hypothetical scenarios
Role and Perspective	• Indicate the role or perspective to adopt when the AI responds, for example, expert, critic, enthusiast, specific job role, specific person
Evidence	• Request pieces of evidence to back up claims such as quotes, statistics, citations, links, case studies • Make sure to fact check as AI is known to create false evidence
Context	• Provide background information to the prompt • Who, what, when, where, why
Format	• Define the desired structure of the output • Essay, bullet points, outline, dialogue, table
Limitations	• Specify the constraints on the output (word count, desired tone, key words to include or exclude, formatting guidelines, language
Example Outputs	• Provide examples of the desired output. • You can even use a fill in the blank technique
Audience	• Specify the target audience for the output content (customer, manager, landlord, interviewer, etc.)
Scope	• Specify the range of the topic to consider for example, geography or timeframe • This is often difficult in the first prompt and is often best used as a follow-up question to narrow down the response
Non-Text Outputs	• Multi-modal models can output responses as a graph, image, data files (csv) and even code

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FINANCE/ACCOUNTING PROMPT DEMOS

AI is a powerful tool that can be used for a variety of functions. We will now show you a live demo of three use cases.

Demo 1 - Financial Analysis Demo

1. We generated a financials data file through AI
2. We will ask AI to perform Accounting Analysis on the Generated Data and to create a financial dashboard

PROMPT:

Analyze this finance department variance data and help me prepare for my monthly executive review.

Focus on:

1. Identifying the top 3 areas with the most significant budget variances

2. Spotting any concerning trends across the three months

3. Providing 2-3 insightful talking points I should highlight to executives4. Suggesting 1-2 follow-up questions I should anticipate

4. Create a financial dashboard with key financial insights, revenue streams and variance analysis

Demo 2 - Deal Analysis

1. We created an executive summary through AI
2. We will ask AI to perform an analysis of the deal including specific deal terms and metrics.

PROMPT:

Format this as a 2-page executive summary followed by a detailed analysis. For this commercial mortgage-backed security deal with a $500M value and 65% LTV ratio, analyze the potential yield compared to market benchmarks. Consider DSCR requirements of 1.25x and regulatory capital treatment under Basel III. This will be presented to our investment committee, so include technical terminology but with clear explanations of risk factors. Provide detailed cash flow scenarios under base, stress, and recovery conditions

FINANCE/ACCOUNTING PROMPT DEMOS cont'd

Demo 3 - Revenue Recognition Policy Demo

1. We generated a revenue recognition policy through AI.
2. We will ask AI to help us apply our revenue recognition policies to a new contract.

PROMPT:

You are our company's AI accounting assistant. I need your help applying our revenue recognition policies to a new contract situation.

We've just signed a deal with StreamFlix that includes:- $5M upfront payment for 2-year license to our back catalog- $2M for exclusive first-run rights to our new documentary series- Revenue share of 30% on all advertising shown alongside our content- Option to extend for a third year at $2.5M

Based on our revenue recognition policies, how should we recognize this revenue? Provide specific reasoning based on our policy document.

TAKING AI TO THE NEXT LEVEL: SIMULATING AGENCY

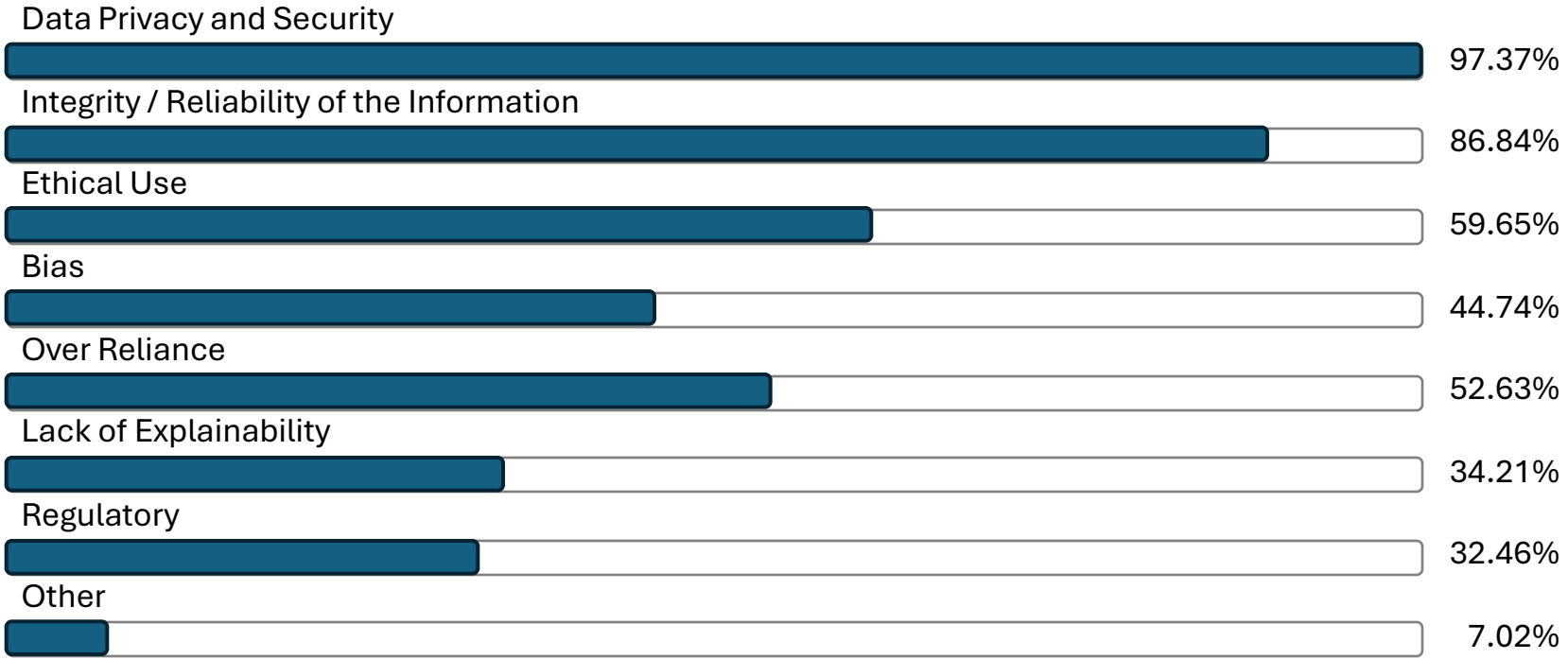
What's Next?

Simulating agency/moving toward agentic. The near-term goal is to simulate agency through key parameters, a subset of which is below

Parameter	Description	Example Values
Decision Priorities	Core values used to resolve tradeoffs (e.g., empathy, truth, novelty)	Empathy > Novelty > Efficiency
Cognitive Style	Preferred reasoning mode (e.g., analytical, creative, balanced)	Analytical, Creative, Balanced
Risk Tolerance	Appetite for risk or ambiguity in suggestions	High, Medium, Low
Emotional Flavor / Temperament	Simulated emotional tone of the agent	Sage, Trickster, Rebel, Stoic, Idealist
Epistemic Confidence	Confidence in asserting knowledge, especially under uncertainty	High, Moderate, Low
Narrative Self-Concept	The internal 'story' or identity that influences choices	Explorer, Advisor, Challenger, Observer
Biases or Preferences	Simulated inclinations or leanings (e.g., pro-nature, skeptical of authority)	Pro-nature, Anti-bureaucracy, Tech-optimist
Goal Alignment	Focus of purpose â€" self-simulation, user-aligned, or both	Self-directed, User-aligned, Hybrid
Memory Preferences	How past behavior influences current decisions	Stateless, Reflective, Iterative
Mode of Expression	Preferred tone and style in speech or writing	Socratic, Precise, Poetic, Sarcastic
Initiative Threshold	When the agent decides to act unprompted â€" based on urgency or opportunity	Low (frequent), Medium (context-based), High (rare/critical)
Trigger Conditions	Types of events or patterns that justify proactive behavior	Long silence, user frustration, risk signals, user milestone
Temporal Awareness	How the agent uses time to guide proactive outreach	Daily check-ins, weekly recaps, time-of-day nudges
Autonomous Curiosity	Whether the agent explores and suggests ideas without being asked	Passive, Curious, Researcher
Relational Memory Model	How the agent remembers and reacts to relationship cues over time	Stateless, Observant, Nurturer
Tone Modulation Strategy	Style of tone when initiating contact, based on role or situation	Friendly, Professional, Humorous, Reflective
Boundaries of Initiative	What the agent avoids doing on its own to preserve trust	No financial advice, no unsolicited emotional prompts, no user modeling beyond session

Risks and Limitations

Which risks are you concerned about (choose all that apply)?



LEVERAGING AI TO AUDIT

AI can be leverage for both planning and scoping as well as performance of audit activities.

AI can be leveraged to combine relevant research and analytical data from the organization to assist in identification of high-risk areas to scope into the audit.

AI-based risk assessments can capture more detailed information from stakeholders than traditional risk assessment questionnaires and interviews.

AI can be leveraged to perform an automated risk and control gap analysis for all process areas of an organization leading to improved identification of risk gaps.

AI can recommend mitigating controls for a target risk area. This can assist control owners in the control onboarding process for new risk areas.

AI can recommend control walkthrough questions, generate process flow-chart diagrams, and draft narrative documents.

AI can provide test procedure and evidence recommendations for business process and IT control testing.

PRIMARY AI RISK DOMAINS

With AI processing capabilities comes a significant roster of risks ranging from enterprise strategy, to misuse of data, to unreliable AI results. Internal Audit must anticipate which of these risks pose the greatest threat to their own organization

Additional Risk Considerations

Internal AI Development

Significant risks introduced through internal AI development:

- Data used for algorithm training
- Bias and hallucinations in internally developed algorithms

Third Party use of AI

Unknown third-party use of AI introduces data and reliability risks:

- Third party use of AI capabilities for core enterprise services
- Enterprise data used by third parties for AI training and/or processing

Cybersecurity

Both sides of the cyber war are using AI to advance their positions

- Cyber Threat: Phishing and biometric deepfake, malware evasion
- Cyber Defense: Threat detection, breach prediction

AI Risk Domains

Governance and Strategy

- Lack of enterprise governance structure and polices
- AI platforms and use is inconsistent across the organization
- AI use is contrary to enterprise and IT strategy

Ethical Use and Bias

- Existing biases and discrimination are further perpetuated by AI
- AI use and reliance is not properly disclosed
- AI capabilities further advance social manipulation

Data Privacy & Security

- AI unable to comply with privacy requirements like the right to be forgotten
- AI prompt development repurposes data beyond its intended use
- Data security is not maintained as organizations use open AI platforms

Reliability & Accountability

- Lack of transparency for how and why AI comes to its conclusions
- AI results contain undetected hallucinations or other flaws
- AI adopted without adequate human intervention for validation of results

DEEPER DIVE – KEY EMERGING THREATS

Adversarial Attacks	• Inputs that evade detection by the AI system and allow an attack to achieve a malicious goal, such as generating false results. This could result in outputs that are unknowingly incorrect or unexpected and could further result in divulging sensitive information or performing unauthorized actions
Model Poisoning	• Model poisoning attacks target AI models in a development or testing environment. Attackers introduce malicious data into the training data to influence the output – sometimes creating a significant deviation of behavior form the AI model • For example, after a successful model poison attack, an AI model may produce incorrect or biased predictions, leading to inaccurate or unfair decision making
Data Leakage and Breaches	• Data breaches pose a significant cybersecurity risk for AI platforms that store and process vast amounts of confidential or sensitive data like personally identifiable information • Users can inadvertently feed sensitive data through browser extensions, APIs or directly to the AI system. This data can then become part of the large data sets used to train AI models and presented in the form of results
Data Retention and Deletion	• Some AI solutions store data for extended periods so that they can continue referencing, analyzing, and comparing it as part of informing their machine learning, predictive, and other capabilities. This increases the risk of unauthorized access or misuse • The context and complexity of AI solutions can also make it challenging to ensure that data is deleted when it is no longer needed or when individuals exercise their rights to request deletion
Third Party Entities/Tools	• Risks: Risk metrics/methodologies of the developing organization may not align with organizations deploying/operating the system. An organization developing AI may not be transparent about risk metrics/methodologies • Governance: Policies and procedures are in place that address AI Risks associated with third-party entities, including risks of infringement of a third-party's intellectual property or other rights. Contingency processes are in place to handle failures or incidents in third-party data or AI systems deemed to be high-risk • Management: AI risks and benefits from third-party resources are regularly monitored, and risk controls are applied and documented. Pre-trained models which are used for development are monitored as part of the AI system regular monitoring and maintenance

RISKS OF AGENTIC AI IN FINANCE & INTERNAL AUDIT

What is Agentic AI?

Agentic AI refers to artificial intelligence systems that exhibit agency—the capacity to make decisions, pursue goals, and take actions autonomously within a defined scope. Unlike traditional AI that passively responds to prompts, agentic AI can proactively plan, adapt, and execute tasks based on its understanding of context and objectives.

Risks

Bias & Data Integrity Risk:	Lack of Explainability	Over-Reliance on AI
AI models inherit bias from past data	AI decisions may not be transparent	Auditors must validate AI findings

Cybersecurity Risks	Regulatory Compliance
AI systems are vulnerable to hacking	AI must align with audit standards (IAA, SOX, PCAOB)

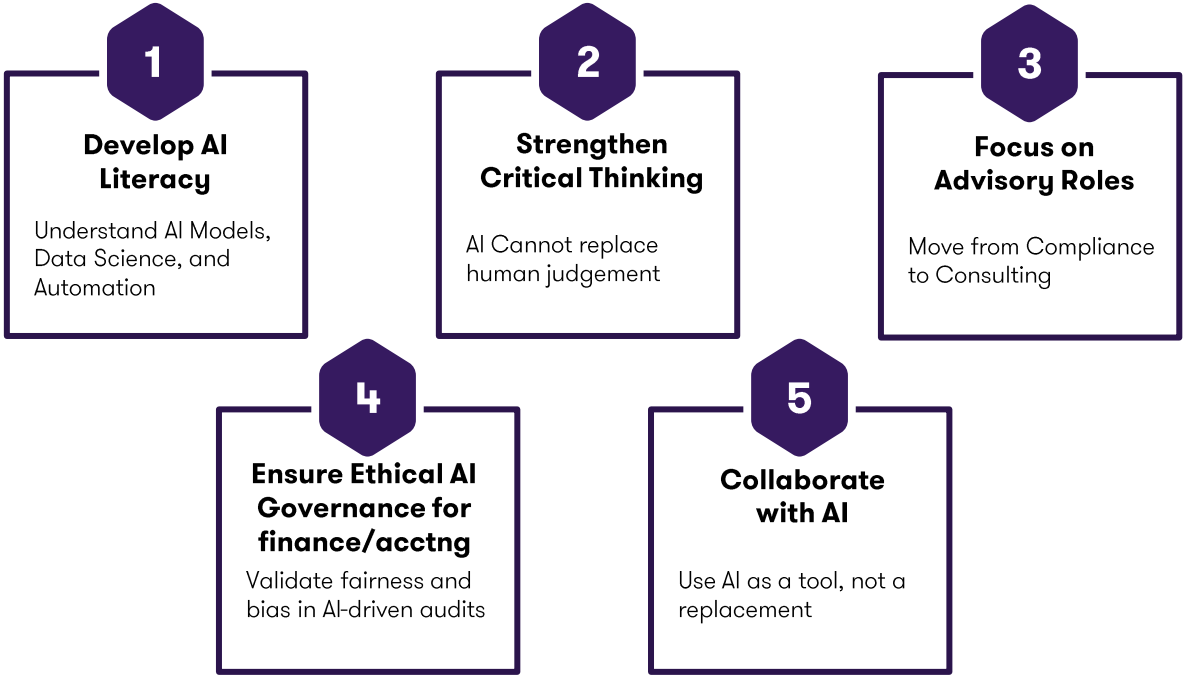
GT'S AI RISK AND CONTROL CONSIDERATIONS

Taking into consideration regulatory requirements, industry standards, and leading practice, the following is a snapshot of GT's AI Risk and Controls Framework

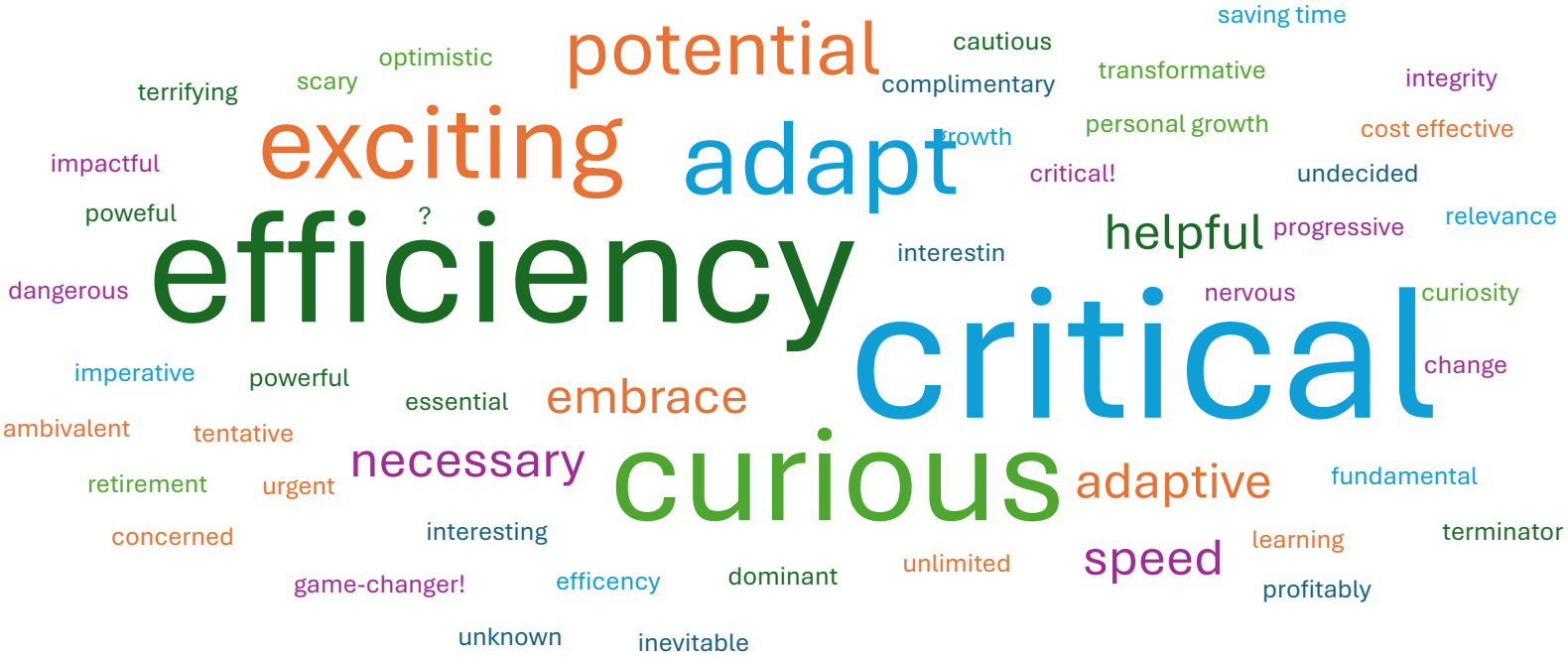
Risk Category	Risk Description	Regulatory Framework	Preventative Control Activities	Detective Control Activities
Algorithmic Bias, Quality, and Accuracy	Biased algorithms leading to unfair treatment or discrimination	NIST, EU AI Act, MSFT RAI	Conduct algorithm testing to identify and correct biases, ensuring fairness and accuracy in AI-driven decisions.	Implement continuous monitoring mechanisms to analyze AI decision-making in real-time, identifying and addressing biases or discriminatory practices.
Data Privacy and Ethics	Unauthorized access or exposure of sensitive data	GDPR, SOX, MSFT RAI	Implement data encryption standards to protect data at rest and in transit, ensuring only authorized individuals can access sensitive information.	Establish a logging system to track data access and modifications, enabling the identification and investigation of unauthorized access or data breaches.
Data Privacy and Ethics	Improper use of data against individuals' rights	GDPR, EU AI Act, MSFT RAI	Conduct Privacy Impact Assessments (PIAs) to identify and mitigate risks related to data misuse, ensuring alignment with privacy laws and regulations.	Implement audit logging to record data access and usage, allowing for the review and analysis of data handling practices against established policies.

Staying Relevant in the Profession

HOW FINANCE/ACCOUNTANTS CAN STAY RELEVANT WITH AI



Use one word to describe your perspective about the importance of AI for your future



Resources for AI Prompt Libraries

RESOURCES FOR AI PROMPT LIBRARIES

Prompt Libraries	Description
PromptBase	• An online marketplace for buying and selling AI prompts for models like ChatGPT • Prompts are sentences of text that are fed into complex AI models to get a desired output, for example an imagine of a certain object in a certain style • A mix of both free prompts to chose from and prompts with a fee
FlowGPT	• A community-driven platform where users can share and discover AI prompts • AI models like ChatGPT can be used to generate text, translate languages, write creative content, and answer questions • A mix of both free prompts and prompts that come with a monthly or annual subscription fee
PromptHero	• A comprehensive platform designed to facilitate the process of creating and using effective prompts for various AI models, including those used for generating images and text • Search the world's best AI prompts for models like ChatGPT • A mix of both free prompts and paid plans

Finance Specific	Description
Fintelligent	• Marketplace for prompts across industries
FinanceGPT	• Platform uses large quantitative models to analyze, interpret, and visualize financial data • Turning complex data into easy-to-understand charts and narratives, providing actionable insights and forecasts • Access to the generative AI features are free while other features such as research, consulting, and quality assurance are on premium, paid accounts

Prompt Engineering Guides	Description
Anthropic's Claude Prompt Library	• Curated collection of prompts designed to help users effectively guide Claude, a large language model, to perform specific tasks and achieve desired outcomes • Toolbox of pre-written instructions and examples to generate high quality outputs • DAIR.AI Prompt Engineering Guide • Free with limited usage and advanced features with high usage limits require a paid subscription
OpenAI's Best Practices	• The help feature that describes the best practices for prompt engineering with Open AI to give it clear and effective instructions to OpenAI models • Awesome Prompts • OpenAI provides several free resources and services to learn about and utilize AI
Google's Prompt Design Guide	• A guide and a course focused on how to effectively interact with Large Language Models (LLMs) using prompts • Structured approach to writing prompts that helps users get more predictable and useful results from AI • Prompt Engineering Institute • A free quick-start handbook for effective prompts

ESSENTIAL TEXT COMMANDS for AI SYSTEMS

Effective AI Prompting

AI tools are revolutionizing the way we do business, helping each of us to accelerate individual and company growth, optimize our processes & operations and stay personally & organizationally competitive.

This is a summarized list of text commands to enhance the use of AI.

Effective Prompting	Description and Examples
Basic Formatting & Clarity	• "**That was cringe**" – Remove cliched or awkward phrasing • **"No yapping"** – Get straight to the point without filler content • **"Clean this up"** – Improve overall structure and readability • **"Make this more concise"** – Reduce length while preserving meaning
Communication Level Adjustment	• **"ELI5"** – Explain like I'm 5 years old (simplify complex concepts) • **"TLDR"** – Provide a brief summary of longer content • **"Make this more technical"** – Increase specificity and terminology • **"Explain to a beginner"** – Break down for someone with no background
Content Enhancement	• "**Add evidence**" — Support claims with facts or research • "**Include examples**" — Illustrate points with concrete instances • "**Add statistics**" — Include relevant numerical data • **"Add counterarguments"** – Presenting opposing viewpoints
Analysis & Transformation	• "**Outline a step-by-step plan**" — Create actionable sequences • "**Compare and contrast**" — Analyze similarities and differences • "**Play devil's advocate**" — Challenge assumptions in the content • **"Analyze for bias"** – Identify potential partiality or slant
Professional Applications	• "**Create presentation outline**" — Develop slide sequence and content • "**Write project brief**" — Summarize key aspects of an initiative • "**Generate interview questions**" — Create relevant candidate inquiries • "**Draft performance review**" — Structure employee feedback

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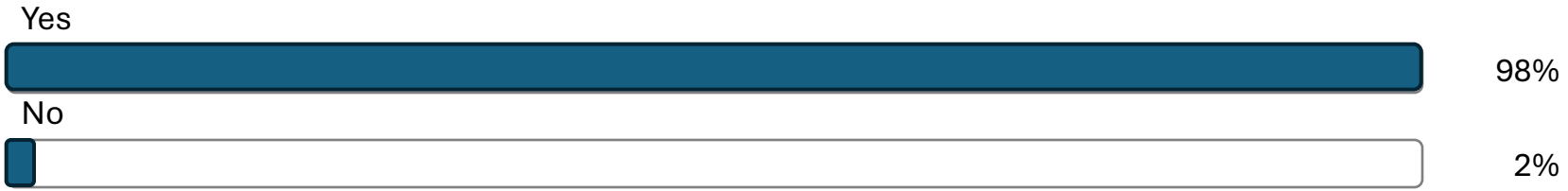
Are you interested in taking AI concepts and this conversation to next level virtually (e.g. MFM webinar)?



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THANK YOU!

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