



## Business transformation using AI – Change management

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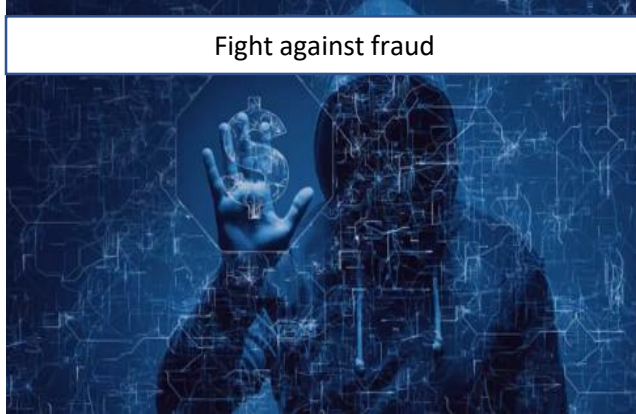
# What we mean by artificial intelligence





# Why should you care? Key AI applications changing our world

Fight against fraud



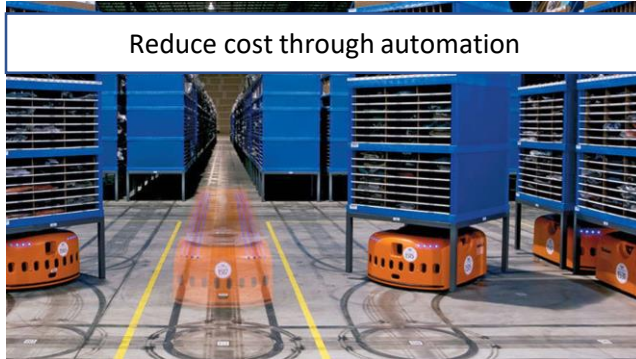
Mass personalization at scale



Dynamic pricing & pricing optimization



Reduce cost through automation



Shift to services business models



Explore dangerous environments



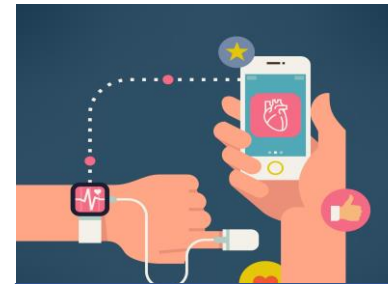
Improve access to care



... and Education



IoT health monitoring








IoT for maintenance



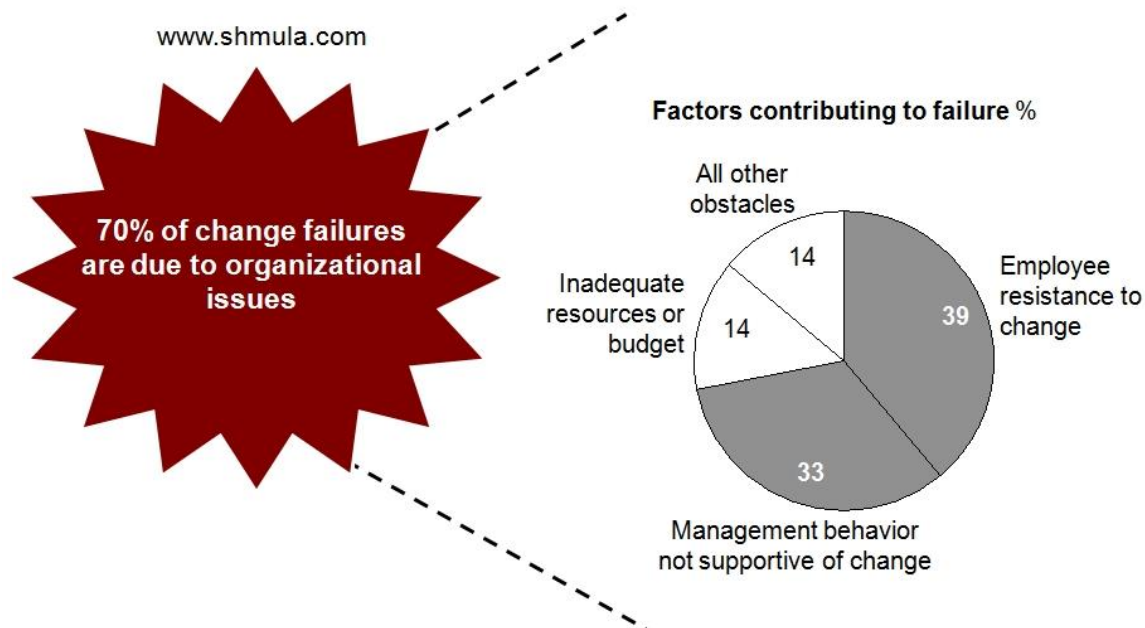
# How we created this model



|   |   |
|---|---|
|    | <b>Madhuri Panwar:</b> Chicago - 20 years of experience with Transformation leveraging Technology/Automation, Data and Analytics using Agile delivery approach.   |
|    | <b>Delphine Nguyen:</b> Geneva - Over 16 years of experience in the IT industry, mostly in EMEA marketing & business development roles, including leading HP EMEA online supplies business for 5.5 years.   |
|    | <b>Amit Abbi:</b> Melbourne - Over 14 years of experience in the IT industry. Currently employed by IBM Australia as a Solution Architect for the Salesforce platform.  |
|   | <b>Warren Norris:</b> Dallas - Over 30 years of experience in Technology in development, project management, and solution architecture.   |
|  | <b>Giacomo Bertaina:</b> Nashville - 24 years of experience in B2C / B2B brand and digital marketing, customer experience, CRM, and measurement and analytics strategy and planning with Fortune 500 companies in multiple industries in the USA, Latin America, Asia & Europe. |

# Transformation using AI requires adequate change management

- AI is at the core of the 4<sup>th</sup> industrial revolution. Data is the new electricity!
- Companies have to adapt or risk becoming irrelevant.
- Business transformation through AI is complex & long (>5 years)
- Like any large transformation, most companies fail in the process, due to change management issues.

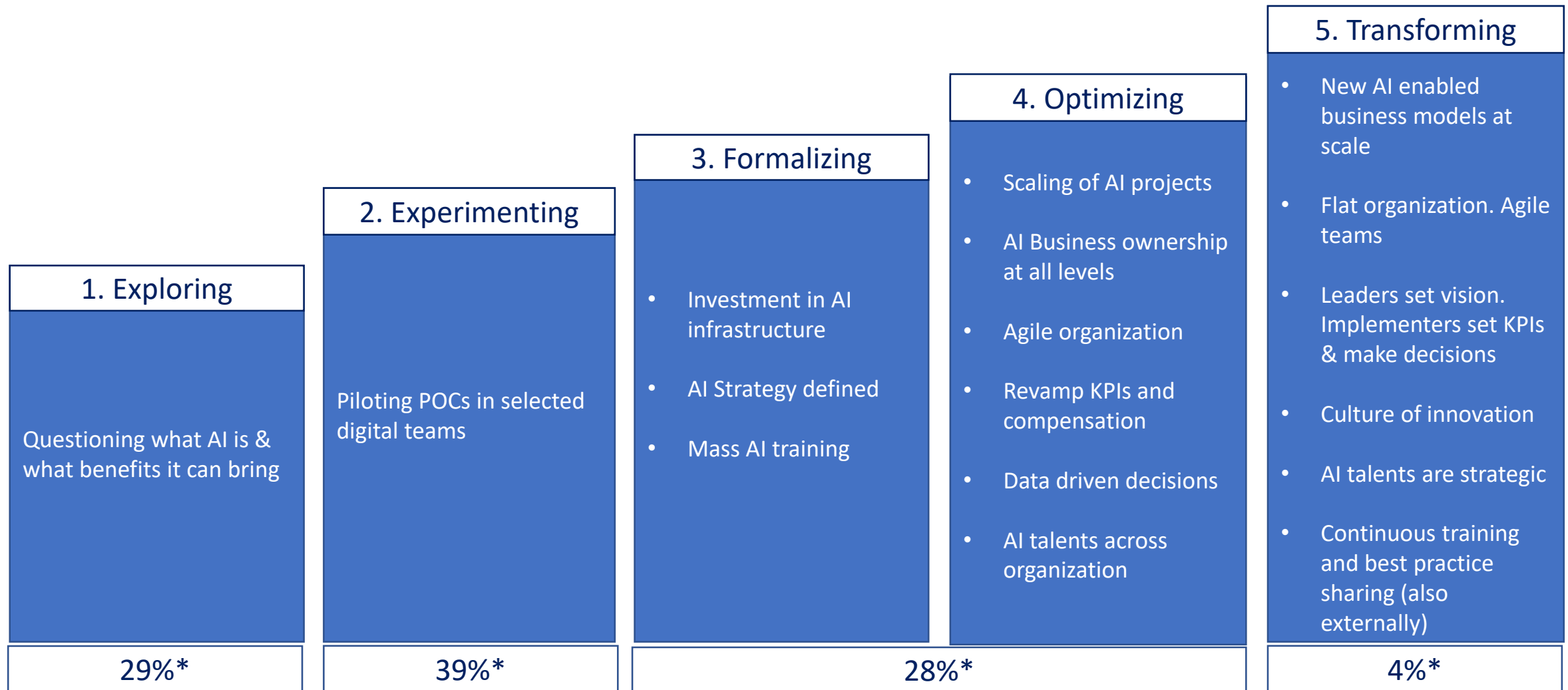


# Benchmarks

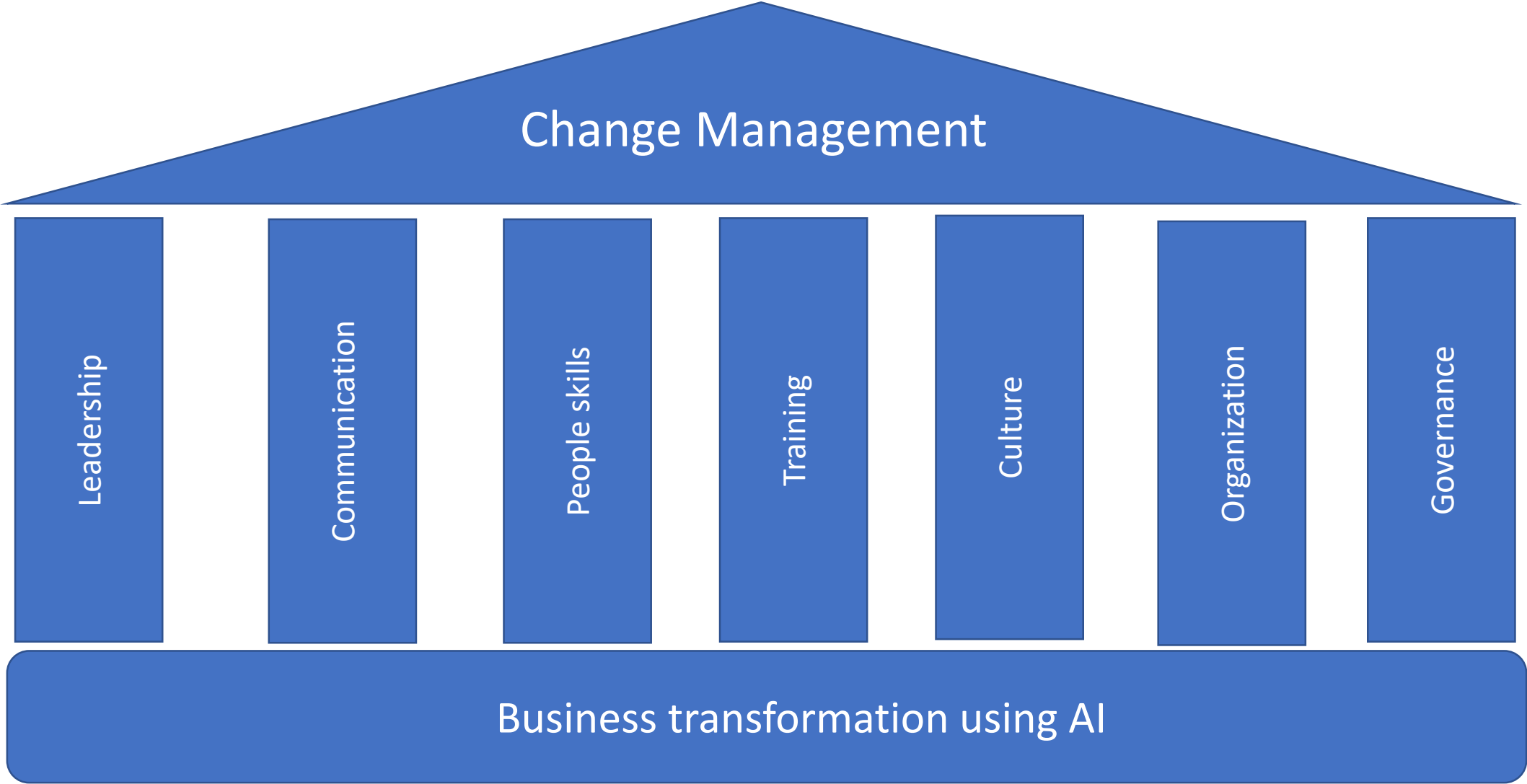




# Becoming an AI driven organization – Maturity model



# Change Management – key pillars






# Where do you stand today?

| 1. Exploring                |   | 2. Experimenting  | 3. Formalizing  | 4. Optimizing  | 5. Transforming<br>(Disrupting / Pioneering)  |
|-----------------------------|---|---|---|--|---|
| AI Maturity stage           | Seeking to understand how AI can be applied | One or several POCs across the organization.<br>Lack of required infrastructure to scale. | Investment in the required AI infrastructure, data and technology   | Successful scaling of AI models.<br>Focus shifts to AI enabled “Business Model innovation”.  | Whole organization leverages AI holistically.<br>Implementing AI enabled new business models at scale.  |
| Change Management - Summary | No formal change management                 | Isolated cross-functional digital team acting as change champion                          | <ul style="list-style-type: none"> <li>• Clear change management strategy, vision and goals.</li> <li>• Investment in communication &amp; training.</li> <li>• Change approach still siloed.</li> <li>• Resistance and power politics in play Unclear Rs &amp; Rs.</li> </ul> | <ul style="list-style-type: none"> <li>• Business “owns” the change and accountable for outcomes.</li> <li>• Agile organization. Interdisciplinary collaboration Culture of experimentation &amp; continuous learning</li> <li>• Empowered teams make key decisions and drive results.</li> <li>• Revamped KPI’s, measurement &amp; compensation.</li> </ul> | <ul style="list-style-type: none"> <li>• Growth mindset, culture of innovation &amp; customer focus deeply embedded. Change part of the Organizational DNA.</li> <li>• Flat Hierarchy &amp; agile teams.</li> <li>• People and machines working in harmony</li> </ul> |

# So now...How do I start?

1

Execute pilot projects




2

Build an AI team  
(internal / external)



3

Provide broad AI training



4

Develop an AI strategy



5

Develop communication





THANK YOU