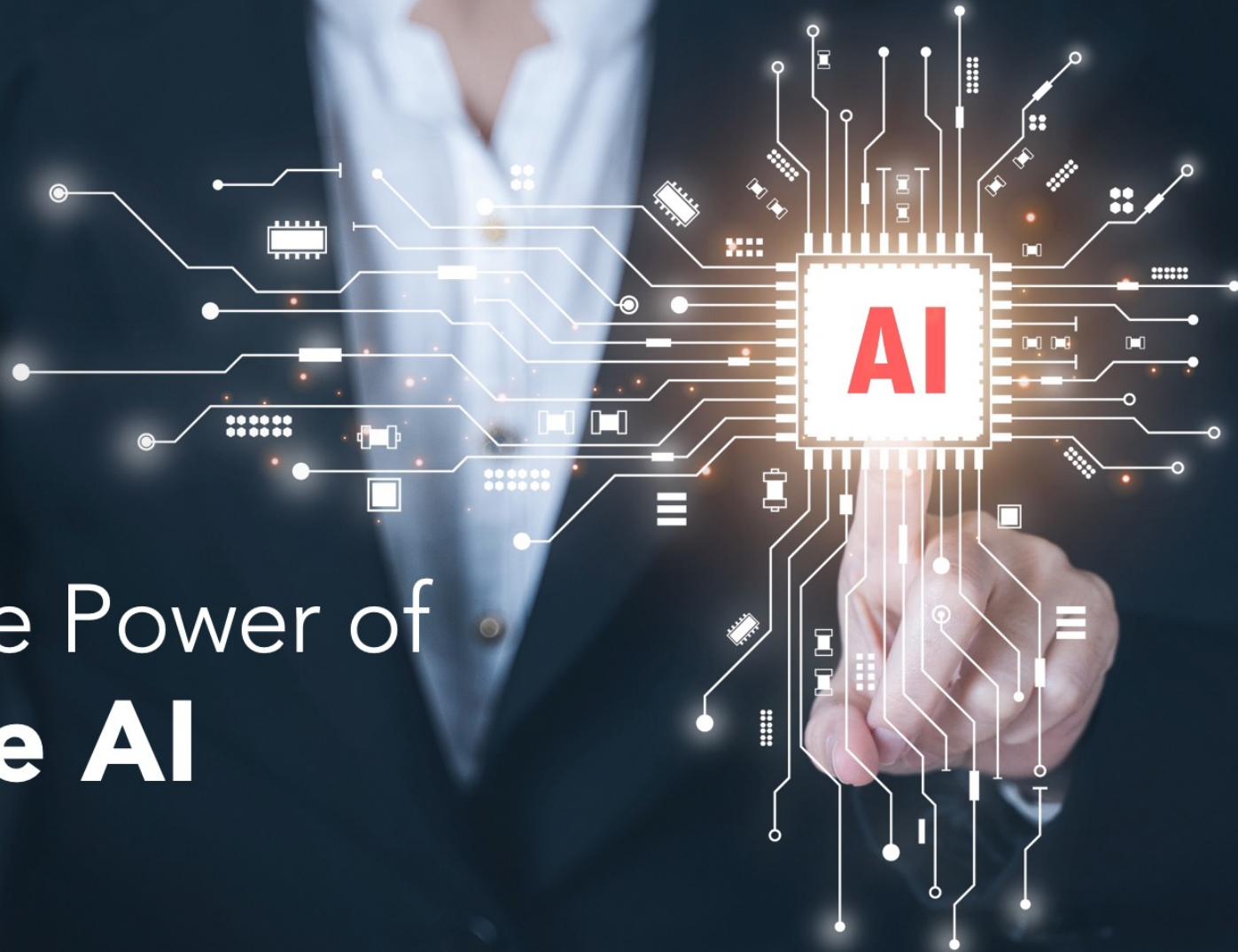


Unlocking the Power of Generative AI

August 16, 2023

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Do change
right
the *first* time.

Hello & welcome



Edson
Chaves



Rasshmi
Shankar

We are a global change consultancy focused on the **people** side of change...



TOP 10 GLOBAL RATING

Daggerwing was named a Global Leader in communications and change management consulting*



70% FORTUNE 500

Percentage of core Daggerwing clients in the Fortune 500



35 COUNTRIES

Breadth of countries where Daggerwing has worked with clients over the past 3 years

Our agenda for today...

In this time, you will understand:

WHY

it's so important for your organization to begin exploring GenAI

WHAT

principles you can apply to navigate the people side of this change

HOW

you can start to make progress today

But first let's briefly talk about **what GenAI is and what it can do**



What is **GENERATIVE AI?**

When you hear the
term 'GenAI'
what thoughts
or feelings come
to mind?

Excited, optimistic, indifferent, cautious, anxious, terrified?

QUICK POLL

Humans should fear AI—but not for the reasons we can imagine

Risk projections can't see around the corners of technology. So how does humanity design a world for dangers that are unknown?

Workplace AI: How artificial intelligence will transform the workday

There is a lot of fear and uncertainty around GenAI

'The Godfather of A.I.' Leaves Google and Warns of Danger Ahead

For half a century, Geoffrey Hinton nurtured the technology at the heart of chatbots like ChatGPT. Now he worries it will cause serious harm.

ChatGPT may reset the world of work as businesses rush to own artificial intelligence

The next 10 years of generative AI could end reality as we know it

ARTIFICIAL INTELLIGENCE

Hope, fear, and AI

We polled 2,000 people about how they're using AI, what they want it to do, and what scares them about it the most.

A.I.'s Threat to Jobs Prompts Question of Who Protects Workers

Tens of millions of jobs could be automated by generative artificial intelligence. The makers of new technologies are looking to the government to step in.

Is AI endangering your job? Study reveals 20 occupations most at risk

Welcome to the 'generative AI' era. Resistance is futile

AI anxiety: The workers who fear losing their jobs to artificial intelligence

ChatGPT's Mind-Boggling, Possibly Dystopian Impact on the Media World

**And the risks
are real for
people and
businesses**

Regulatory Uncertainty

Security & Privacy Concerns

Quality Control

Economic Concerns

Legal & Ethical Concerns

Reputational Damage

MISINFORMATION

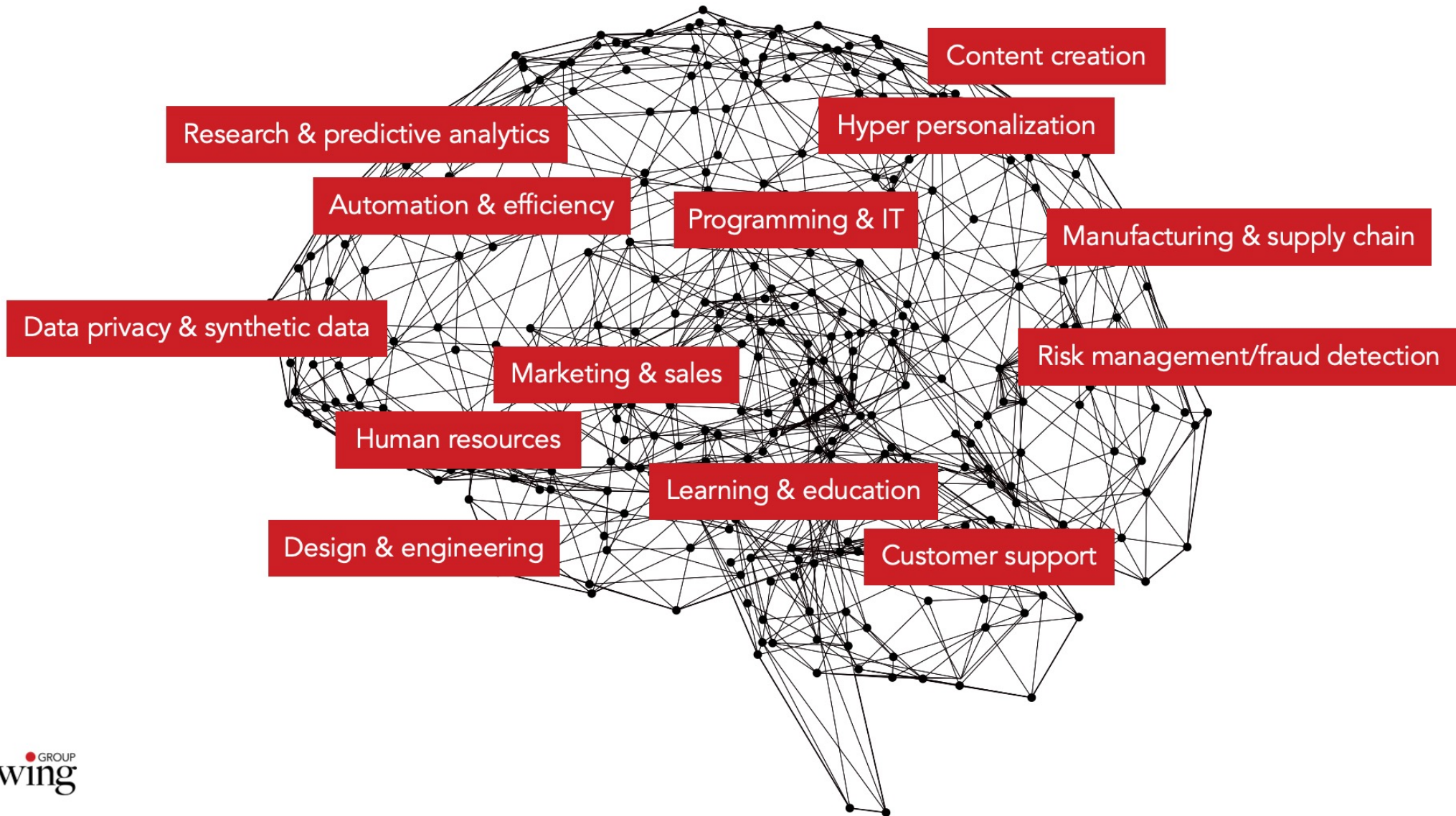
Capability Gap

BIAS & FAIRNESS

JOB DISPLACEMENT

Return on Investment

But GenAI also represents a ton of opportunity...



Examples of what **ChatGPT** can do

Product recommendations

Summarize large bodies of text

Create code to solve a specific problem

Create songs

Resume and interview screening

Translate text into multiple languages

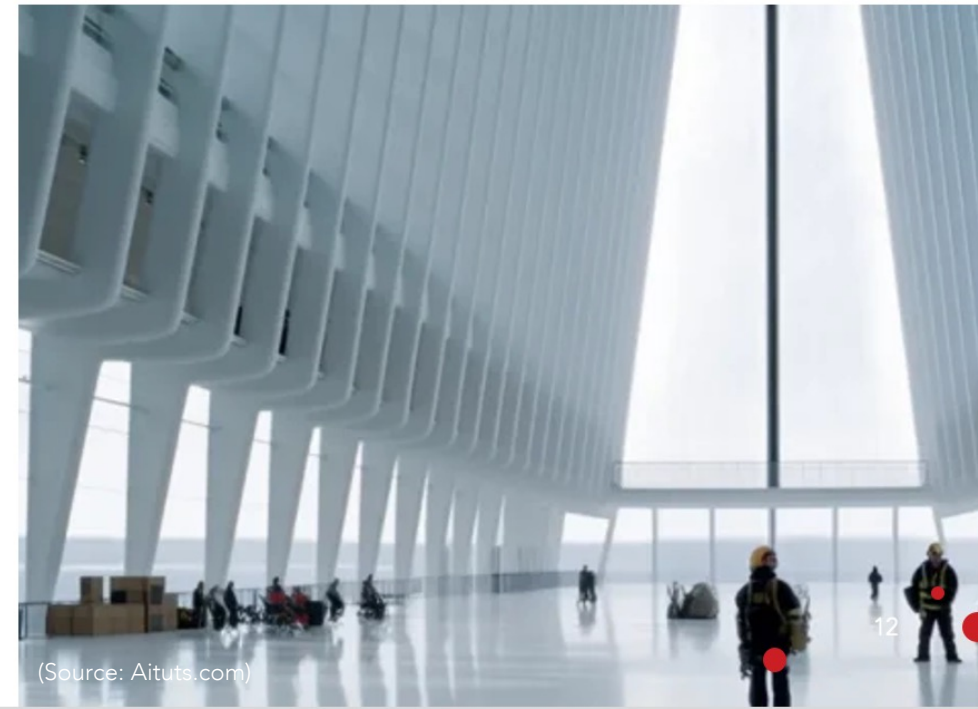
Draft and edit content (email, presentations, scripts)

Lead qualification

Training assistance

Midjourney examples

Photo realistic images

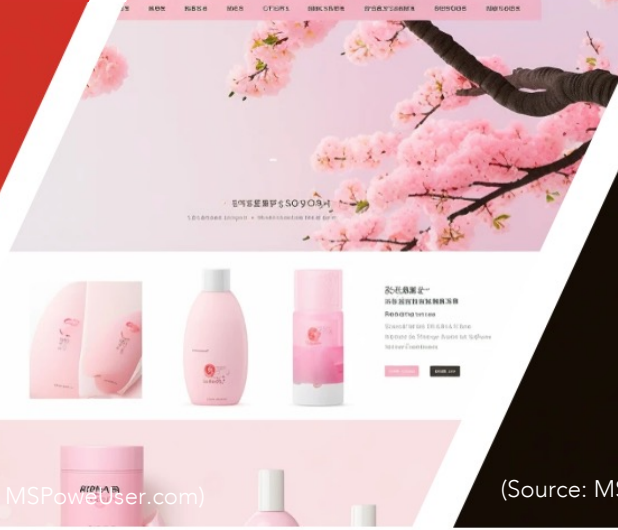




(Source: MSPowerUser.com)



(Source: MSPowerUser.com)

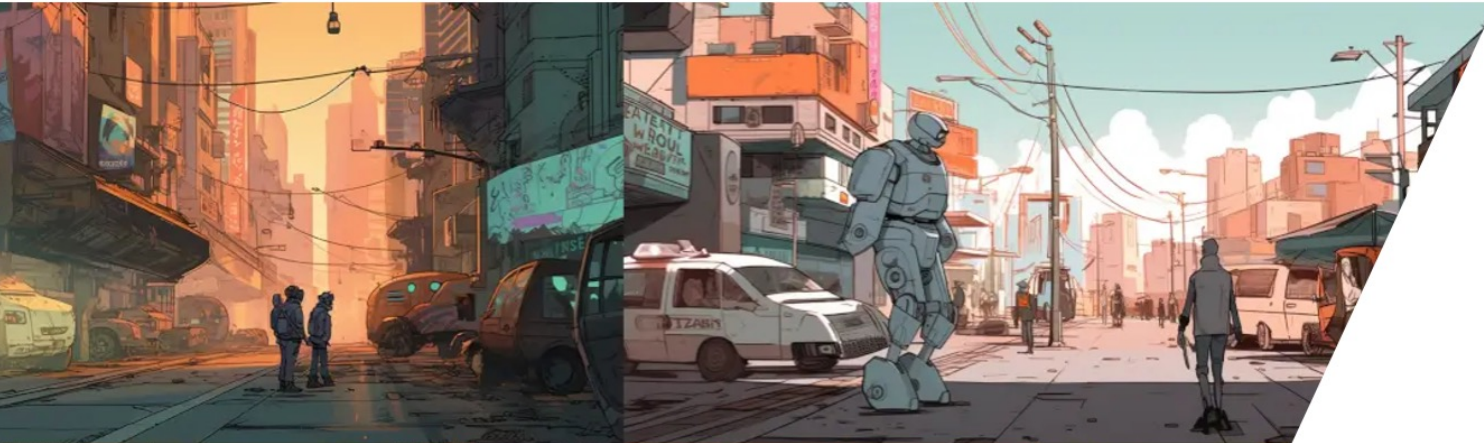


(Source: MSPowerUser.com)



(Source: MSPowerUser.com)

SPARO



(Source: CreativeIndie.com)

Midjourney examples

Logos, Websites and Storyboarding

And it's advancing so quickly...

Released
February 2022

Released
April 2022

Released
July 2022

Released
November 2022

Released
March 2023

Released
May 2022



v1

v2

v3

v4

v5

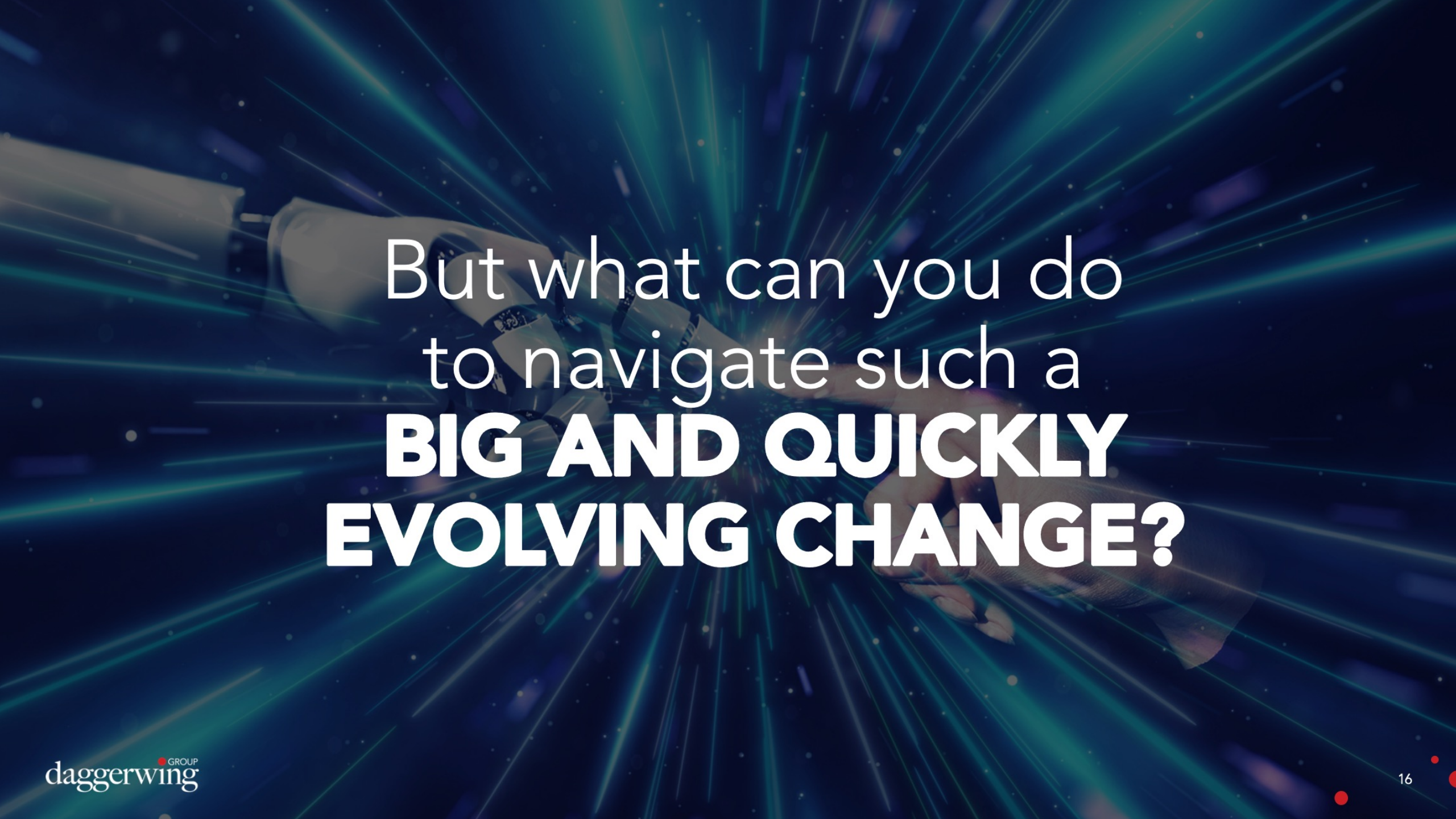
v5.1

A woman with dark hair in a bun, wearing a blue and white striped long-sleeved shirt, is smiling and looking at a white robot head. She is working on the robot's internal components, which include various wires and a circuit board. The robot's head is open, revealing its internal structure. The background is a blurred industrial setting with red and blue lights.

The bottom line?



The bottom line?
**YOU CAN'T
IGNORE IT.**



But what can you do
to navigate such a
**BIG AND QUICKLY
EVOLVING CHANGE?**

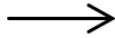


LEARN from the past.
EXPERIMENT for the Future.

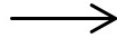
Our Do Change Right Checklist – Factors for Driving Lasting Change



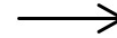
Make it
CLEAR



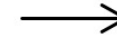
Make it
PERSONAL



Make it
EASY



Make it
MOTIVATING



Make it
STICK

So, *how* do you get started?

Based on the checklist, we've defined five steps organizations should take to prepare for and unlock the power of GenAI

1

STEP 1:

Chart an **AI vision and strategy** that works for you



Make it
CLEAR



2

STEP 2:

Prepare
your people
now



Make it
PERSONAL

+



Make it
EASY



3

STEP 3:

Empower
ground up
innovation



Make it
MOTIVATING



4

STEP 4:

Adapt, rinse
and **repeat**



Make it
STICK



5

STEP 5:

**Talk about
it, again
and again**



Make it
STICK



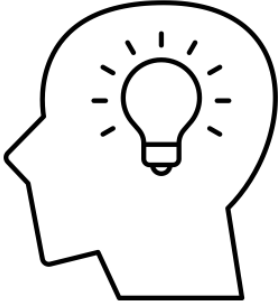


KEY MINDSETS for enabling GenAI

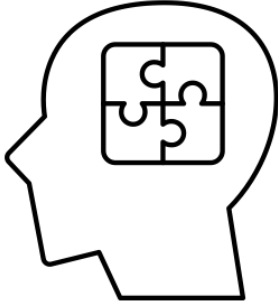
Along with the right steps, implementing GenAI at scale and making it stick also requires the **right mindsets**



Growth Mindset



Curiosity and Experimentation Mindset



Problem-Solving Mindset



Collaborative Attitude Mindset

KEY

Questions to
Ask Yourself

Remember, you'll need to **start somewhere** – so start by asking yourself:

1

How might GenAI support your **business vision and strategy**?

2

What are the **potential risks** associated with implementing GenAI

3

Do you have the **right internal capabilities, mindsets and culture** to effectively leverage GenAI

4

What do your employees, customers and partners currently **think and feel** as it relates to GenAI?

5

How will you **communicate your vision and strategy**, along with the **changes and benefits** brought by GenAI to employees, customers, partners?

6

What kind of communication and learning will you need to deliver to your organization to **support employees along their GenAI journey**?

7

What steps can you take now to **set your organization up for success**?

Q&A

Thank you.

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The logo for Daggerwing Group features the word "daggerwing" in a white, lowercase serif font. A small red circle is positioned above the letter "i". To the right of "daggerwing", the word "GROUP" is written in a smaller, uppercase, sans-serif font. Below the main text, the words "GLOBAL CHANGE CONSULTANCY" are written in a very small, uppercase, sans-serif font.

GROUP
daggerwing
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