



Dr Chris Brauer for  
Microsoft Future Decoded

# How to introduce AI to your organization.



# It's not what computers can do, but what they should do.



In the beginning, there was data  
Start with the business problem

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The value of the opportunity, the ethics of the responsibility  
Define and prioritize use cases

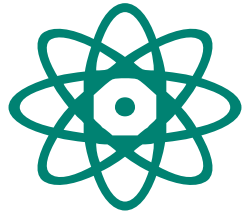
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Augment your workforce with continuous learning  
Buy, build, or borrow?

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# In the beginning, there was data

Start with the business problem

1. Business problem assessment

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2. Benefits of embracing AI possibilities

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3. Practical application

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High Risk  
 High Value  
 Non-Linear Ethics  
 Unsupervised  
 E.G Autonomous Robots

..... Recommended Path For Industry

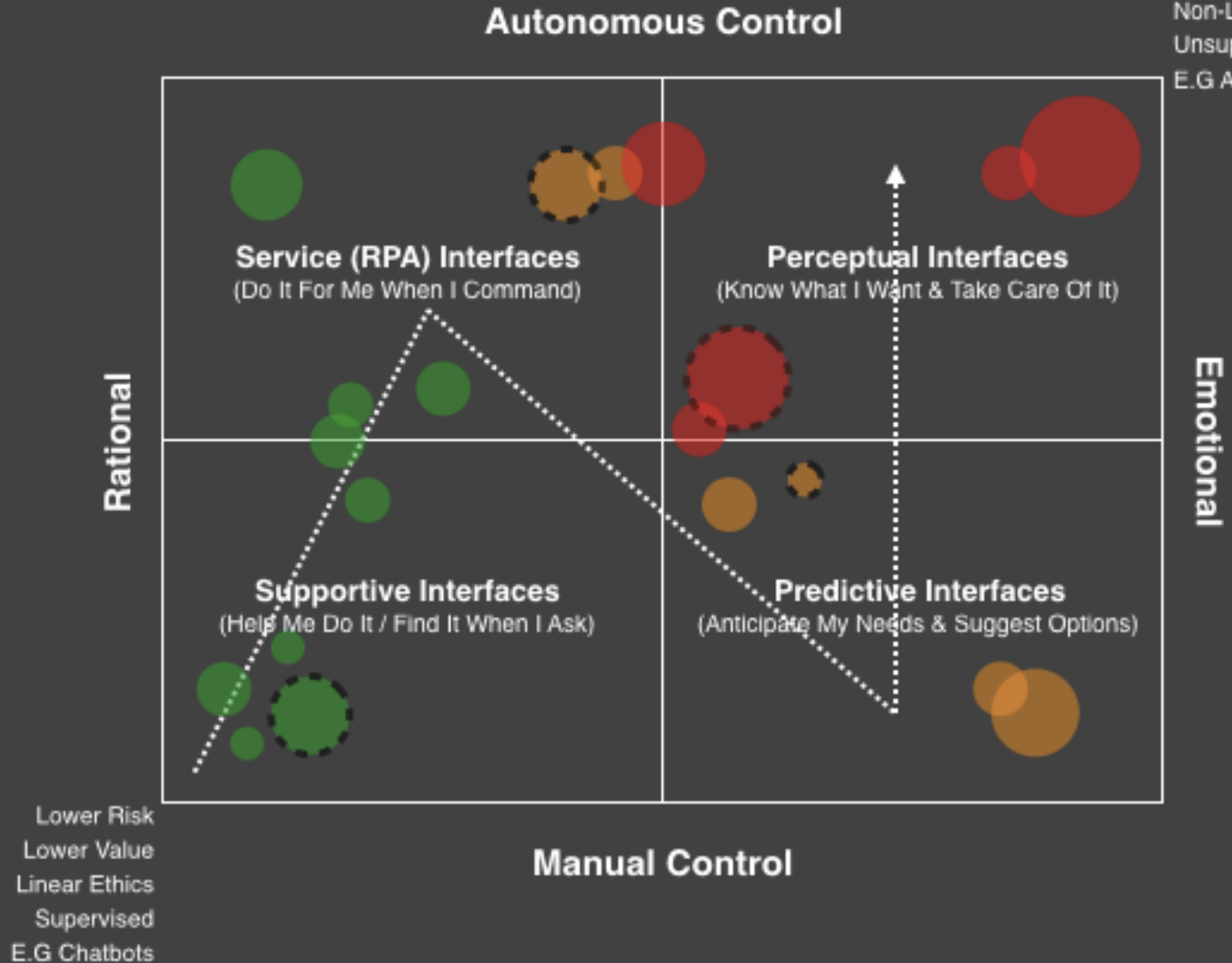
- - - - - Data Is Available And Clean

**Green Circle:** Simple automations / RPAs using democratised software and services, largely 'borrow' or 'buy' strategy. Low data (or no) data volumes required.

**Brown Circle:** Complex Algorithmic computation, largely using a combination of 'Borrow' and 'Build' techniques. Smaller quantities of data required.

**Red Circle:** Ethically complex algorithmic computation, using almost entirely bespoke Builds. Requires large volumes of unstructured data. Deep-learning sits in this space.

# Business problem assessment



## Organizations that embrace AI potential and possibilities are;

- 22% more likely to have a culture of transparency between leaders and employees
- 10% more likely to prioritize diversity and inclusion in their organization
- 22% more likely to have internal ethical guidelines
- 13% more likely to ensure AI is used responsibly



*“The other element that I think I'm seeing particularly with clients, is **people are very focused on the human interface**...Often when I work with them in a strategic way, we talk about how actually your starting from the wrong end. You should be starting from the other end which is the data.”*

- Matt Dyke, Founder and CSO, AnalogFolk

**AnalogFolk**





# The value of the opportunity, the ethics of the responsibility

Re-evaluate the routines and also the backlog- what opportunities are there to leverage AI?

1. Raise healthy scepticism

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2. How do you decide when to use AI?

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3. Practical application

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## Raise healthy skepticism while adopting an optimistic outlook.

Employees who successfully augment their work performance are both highly skeptical and optimistic. They are active risk takers and open to possibilities.

36% of employees are **skeptical** about AI in the workplace, while 18% of the same group surveyed are also **optimistic**





# How do you decide when to use AI?

*“When AI first comes up as a solution we start with a “no”, and then maybe it turns into a “maybe.” Only when we determine it is an impossible problem then do we really consider AI. That’s what makes those solutions **such exciting opportunities.**”*

- Miguel Alvarez, AnalogFolk





*"I do think that AI technologies are not inherently ethical in themselves. In the same way... web technologies are not inherently ethical, so **we have to be careful how we govern, how we adopt AI and be very open about how we ensure that no malpractice occur[s].**"*  
- Rex Johnson, Confused.com

**Confused.com**





# Augment existing skills with continuous learning

Buy, build, or borrow?

1. Address the disconnect.

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2. Encourage continuous learning.

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3. Practical application

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# Address disconnect between leaders and employees.

- **Resilience** is 13% more important to leaders than it is to employees
- **Creativity** is 14% more important to leaders than to employees.
- As a future skill, **emotional intelligence** is generally more important to leaders across all industries, particularly in retail where 19% more leaders than employees feel emotional intelligence will be important



# More leaders than employees think their organizations have a culture of continuous learning

Love for learning should be encouraged and reinforced at every level of the organization.

Only **18%** of workers said they were **actively reskilling** to keep up with future changes caused by AI, this is **28%** among leaders



*“For our employees, which is a small team (we’re not anywhere near the size of MSFT) so we must think about how you can most effectively use the resources you have. I think there’s an interesting part of AI, which is around automation and that really excited the teams outside of the technology team.”*

- Louise O’Shea , CEO, Confused.com

**Confused.com**





# Things to do next

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Thank you

