

5 Principles To Transform Your Organization with AI



Rebecca Hinds,
PhD

75%

of individuals report
productivity gains

But

13%

of organizations report
significant value from using AI

The New York Times.

Companies Are Pouring Billions Into AI. Here's Why They're Not Seeing Returns

Forbes

Companies Are Pouring Billions Into A.I. It Has Yet to Pay Off.

5 Principles To Transform Your Organization with AI



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PhD

Principle

01

Treat AI is a
Mindset Shift,
Not Just a
Technology
Shift

ARTIFICIAL INTELLIGENCE

~~ARTIFICIAL~~
INTELLIGENCE

Amplified

Augmented

~~ARTIFICIAL~~
INTELLIGENCE

AI is like a _____ ?



53%
see AI as a tool

53%
see AI as a tool

vs.

9%
see AI as a
teammate

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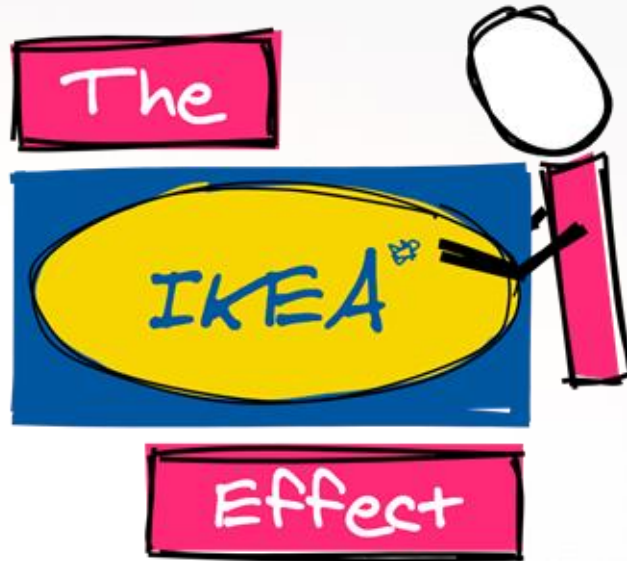
But they
are

33%
more likely to report
productivity gains

36% of AI sessions
fail

41%

**of Y-Combinator AI startups are
automating tasks that workers
would rather keep human**





Perry Klebahn

“My Idea”



Perry Klebahn

The ~~“My~~ Idea”

Principle

02

Embed AI in
the Flow of
Work—Don't
Bolt It On

The Toggle Tax

X? toggles per day

1,200 toggles per day

40%

of US workers report
encountering
“workslop” monthly

The Toggle Tax

For your most important work, how many toggles does it take to use AI?

Principle

03

Drive Change
Bottom-Up,
Not Just
Top-Down

Who is **most likely**
to drive AI adoption?

Likelihood of adopting AI when:

A leader adopts AI



Likelihood of adopting AI when:

A leader adopts AI



2.4x

A team member
adopts AI



3.2x

Likelihood of adopting AI when:

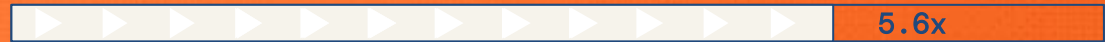
A leader adopts AI



A team member
adopts AI



A cross-functional
team member adopts
AI



Traditional,
Top-Down Efforts

30 - 35%

Reached

Vs.

Influencers

?

Reached

Traditional,
Top-Down Efforts

30 - 35%

Reached

Vs.

Influencers

60 - 70%

Reached

Principle

04

Beware
Vanity
Metrics and
Measure
What Matters

Zapier

Evaluation based on:



Efficiency



Quality



Employee experience

Intent Diversity

How can AI
make **me**
more
productive?

How can AI
help **us** work
better
together?

Tragedy of the Commons

A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



A.I. MAKES A SINGLE
BULLET POINT OUT OF
THIS LONG EMAIL I CAN
PRETEND I READ.



Udemy “Learns AI” week

Prizes for:



Highest impact
experiment



Best before-and-after
prompt



Best peer feedback

Creativity



Discursive
diversity



Coordination



Discursive
diversity

High-performing organizations are up to

5.5x more likely

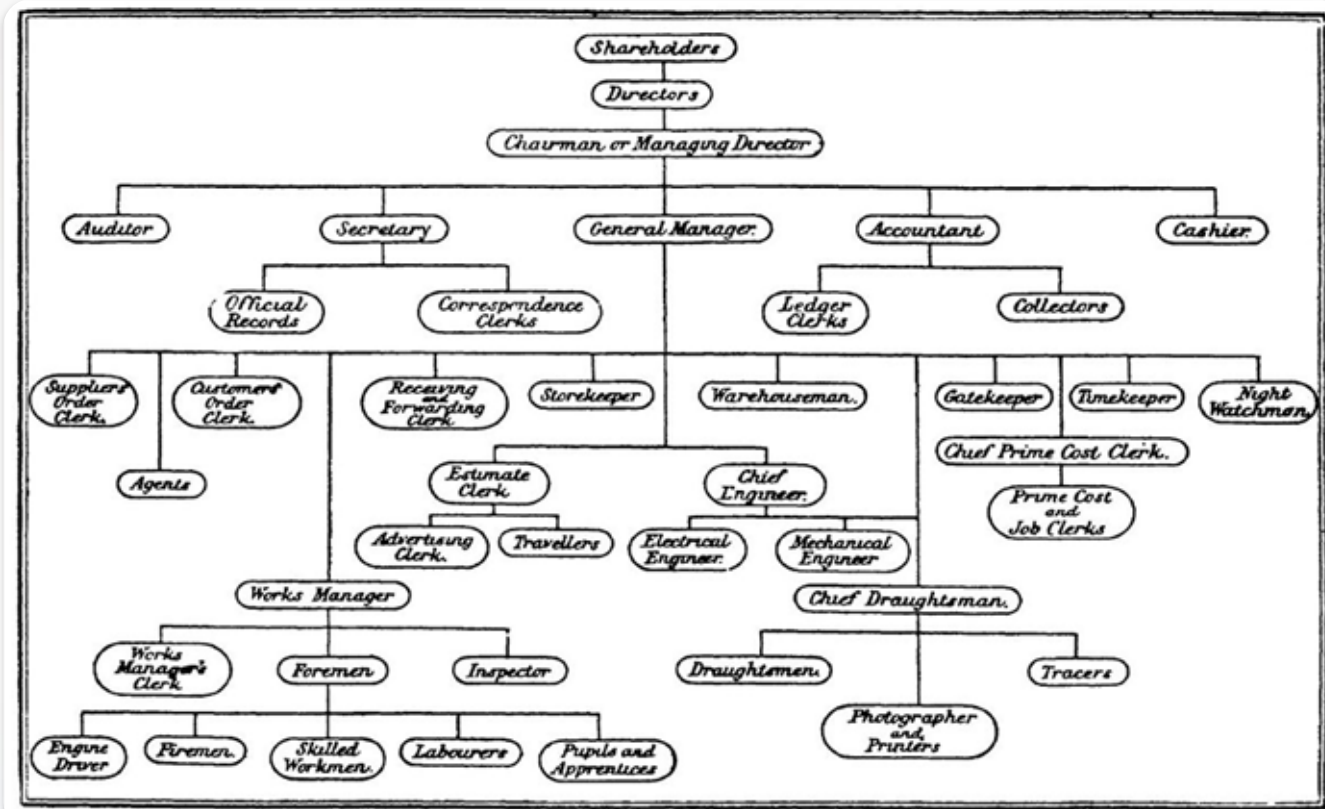
to reward effective collaboration

What gets
measured, gets
managed

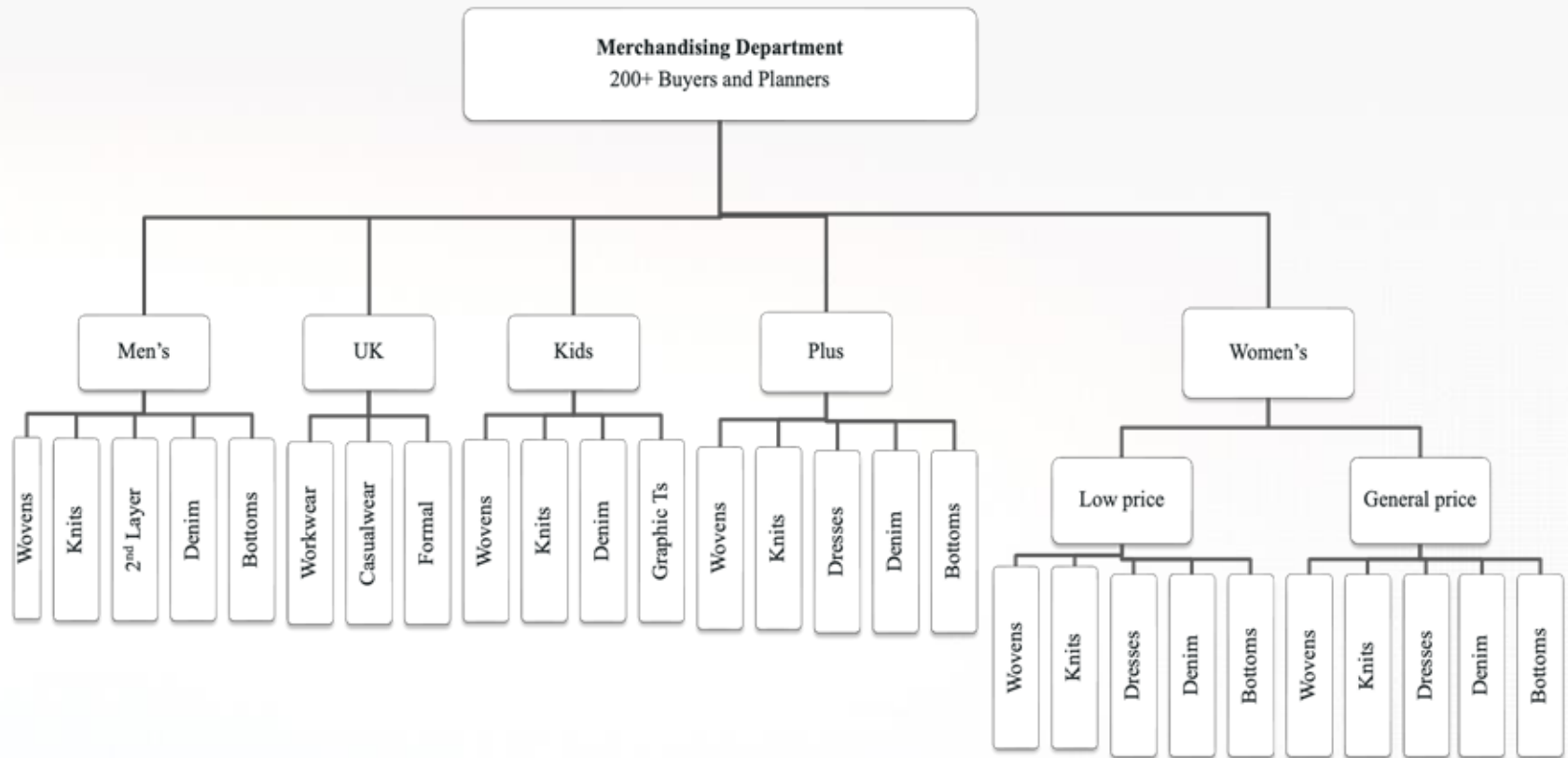
Principle

05

Redraw Your
Org Chart to
Harness AI



Labor E. & F.N. Spm.



Which
**cross-functional
relationship**
matters most for AI
adoption?

Break Down the Walls Between IT and HR

“
Merging HR and Digital isn't just about consolidation – it's a **deliberate move to close the gap** between the people who shape culture and those who build the systems that support it.

Tracey Franklin,
Chief People and Digital Technology
Officer, Moderna



Ryan Craig
CHRO, Elevance Health

The “Wade Bot”

Employees guessed correctly only

59%

of the time

The “Wade Bot”

Employees guessed correctly only

59%

of the time

But

They rated the bot

less helpful

5 Principles for Effective AI Transformation

01

Treat AI as a mindset shift, not just a technology shift

02

Embed AI into the flow of work

03

Avoid AI vanity metrics, and measure what matters

04

Drive top-down and bottom-up change

05

Redraw your org chart to harness AI