

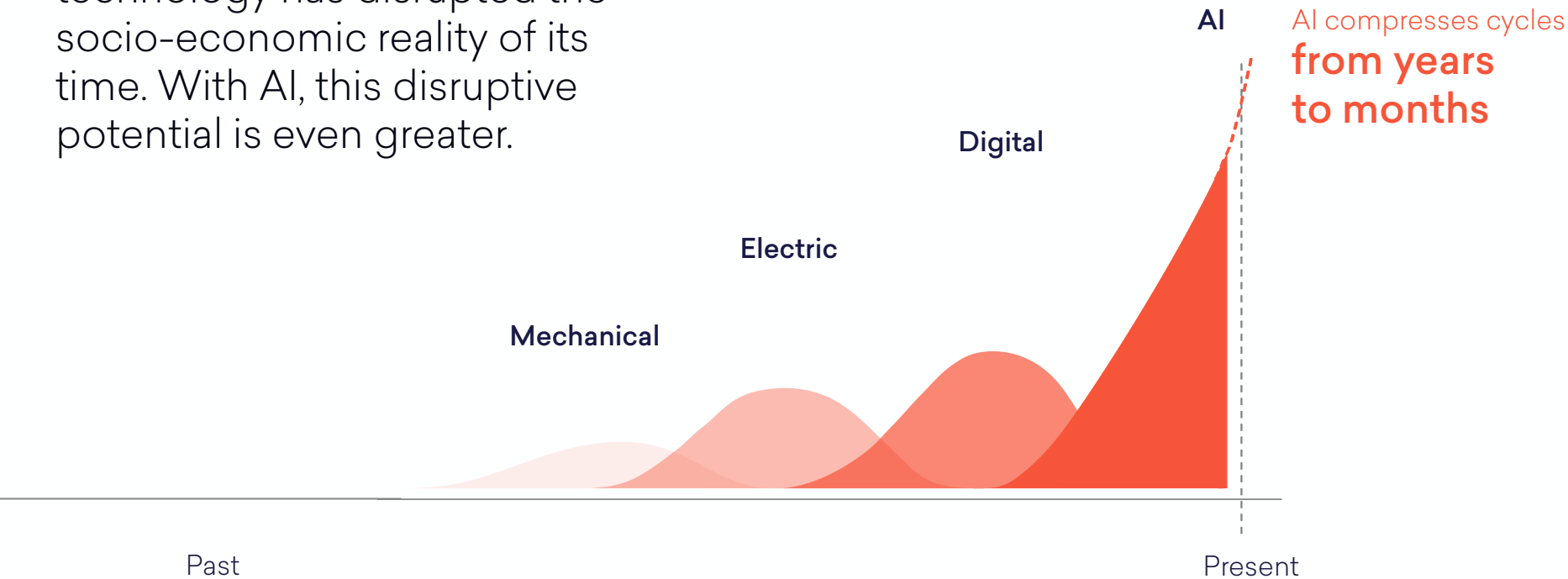
Your AI Future: Design it with responsibility

A call to action for **executives** in the age of AI

Fast AI disruption brings immense power and even greater responsibility

Leaders must ensure that the development and use of AI technologies serve human needs and remain aligned with the company's core principles and strategic goals

Throughout history, every major technology has disrupted the socio-economic reality of its time. With AI, this disruptive potential is even greater.



The issue begins when leaders avoid owning the future we want, leaving technology's purpose and impact without human direction.

The way each company chooses to transition into the unknown in the AI era will drastically shape its future

Some will do it proactively, responsibly and with purpose, which will allow them to decide how to do it and design their future.

By contrast, most will be reactive. By the time they respond, AI itself will have decided their new role. There will be no room left for creation or strategy.

History shows us that the paradigm of technology **Blitzscaling** might reshape society for the worse.

A design-led approach to technology adoption by nature aligns innovation with people, ethics, and long-term value.

Social media platforms like Facebook and Instagram prioritized engagement-driven algorithms over societal well-being. The result: increased polarization, weakened trust in institutions, and measurable negative impacts on mental health. Without design and ethical direction, technology became a social liability instead of a collective good.

“Blitzscaling”

- Prioritize **speed over efficiency** to achieve massive scale.
- Capture the market quickly, often at high cost and risk.
- The goal is to establish a **winner-takes-all / monopoly-like position** before competitors can catch up.

It ties into broader concepts in startup theory like:

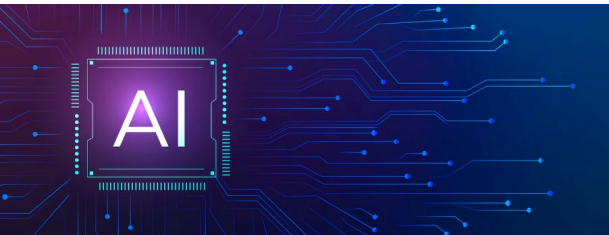
Network effects → the value of the product grows as more people use it.

Power law dynamics → a small number of companies capture most of the value.

Market dominance strategy → being the category-defining company is worth more than being efficient early on.

Understanding AI is not the responsibility of your tech team.

Company executives must lead with a deep understanding of AI's implications



The cascading effect on companies where CEOs don't lead with an understanding of AI

Existing assumptions on business are already obsolete

Believing that intelligence is scarce or that processes must remain linear collapses in the face of agentic AI



Lack of understanding leads to business disruption

Leaders confuse tools with transformation, missing the shift in mental models and operating logic



Lack of strategy = destruction of value

Pilots proliferate but value fragments; leaders must define the “why” and “where” before scaling the “how.”



Companies will misalign efforts

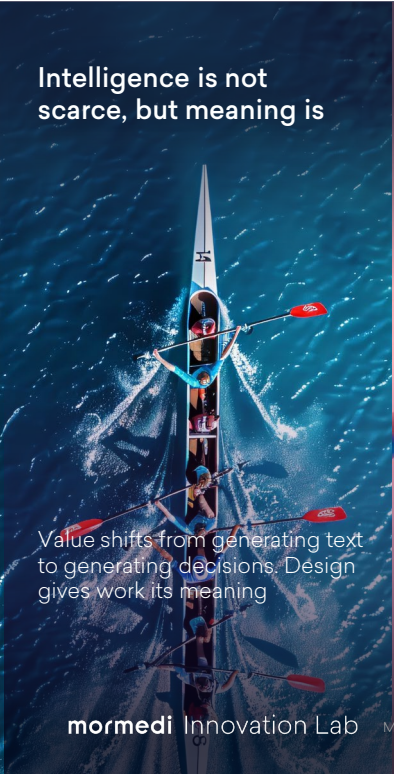
Budgets, permissions, and incentives rarely align with cross-functional AI deployment; without design, efforts stall in silos.

Technology must serve humanity-centred goals

Design turns technologies into desired outcomes

It is leadership's responsibility to encode intent into systems

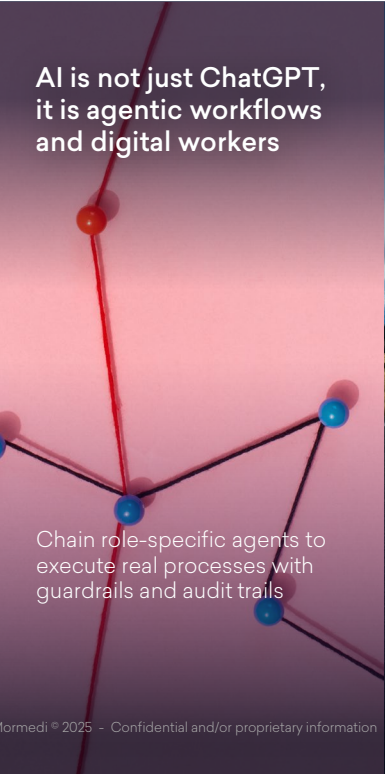
There are **5 realities about the current state of AI** that every company leader must understand to transform their company



Intelligence is not scarce, but meaning is

Value shifts from generating text to generating decisions. Design gives work its meaning

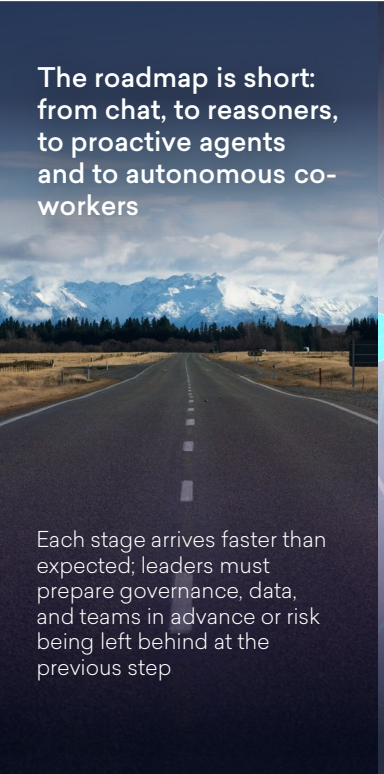
mormedi Innovation Lab



AI is not just ChatGPT, it is agentic workflows and digital workers

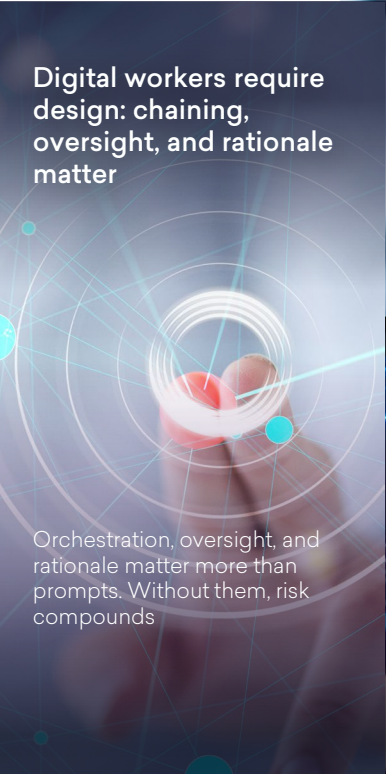
Chain role-specific agents to execute real processes with guardrails and audit trails

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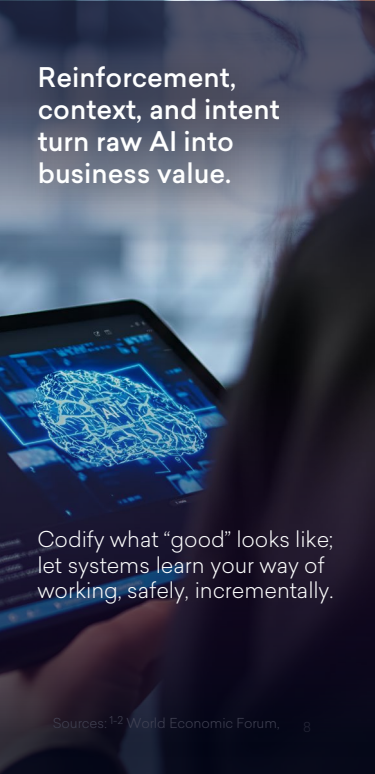
The roadmap is short: from chat, to reasoners, to proactive agents and to autonomous co-workers

Each stage arrives faster than expected; leaders must prepare governance, data, and teams in advance or risk being left behind at the previous step



Digital workers require design: chaining, oversight, and rationale matter

Orchestration, oversight, and rationale matter more than prompts. Without them, risk compounds



Reinforcement, context, and intent turn raw AI into business value.

Codify what "good" looks like; let systems learn your way of working, safely, incrementally.

Sources: ^{1,2} World Economic Forum, ³

Today's technology already
**allows us to
automate up to
98% of repetitive
office tasks**

But that raw, laboratory-grade
intelligence needs to be specialized,
trained with reinforcement learning,
and adapted to the context of each
company. **Here's how...**

To succeed, AI adoption should be considered from these 6 angles

2

Design the employee experience

AI is not just a tool but a shift in how organizations think and operate. Cultural transformation and leadership vision make adoption sustainable and aligned with long-term goals.

E.g. Lokalise | Hybrid AI + human localization

- Faster time-to-market across 250+ languages
- Strong cultural loop where humans set quality standards, AI scales them

1

Design the interaction

Design ensures that technology translates into adoption, usability, and real outcomes. Without design, even the most powerful AI fails to integrate into daily work.

E.g. Apple | iPod design

- Human adoption over specs
- Dominant category share

0

Design based on responsibility aligned to the company vision

4

Design how humans add value

The true value of AI emerges when humans focus on creativity, strategy, and empathy, while digital co-workers handle the repetitive. This redefinition is where competitive advantage compounds.

E.g. Global Insurance | LLM-driven claims automation

- Humans move from manual data entry to exception handling & product design
- AI agents orchestrate end-to-end claim processing with full audit trails

3

Design the new way of doing business

AI is not just for optimization; when integrated across functions, it opens doors to entirely new revenue streams and business models.

E.g. Ferrari | Generative AI with AWS

- AI used for car design + personalized services
- Integration of customer data creates new premium experiences and revenue channels

5

Design how to use efficiencies

Efficiency gains are only valuable if time and resources are reinvested into higher-value work. Automation must liberate, not just cut costs.

E.g. Omega Healthcare | UiPath Automation

- 15,000+ hours saved per month in billing & documentation
- Staff redeployed to higher-value clinical and patient support activities

At Mormedi, we focus on developing tailored AI solutions that **move your P&L from day one.**

We design the right innovation and business strategy to help you **achieve your transformation vision in the mid to long term.**

And we guide you through today's **disruption with clarity and direction.**

AI Hybrid Organizations: From assisted software to autonomous work

A leap in capability: the autonomous execution of work

The raw intelligence of pre-training, combined with fine-tuning and reinforcement learning, now allows us to automate up to 98% of all repetitive computer-based tasks.



Value requires contextual learning, not generic “agents”

Als must learn your company’s context and know-how just as your employees do, through onboarding, experience, and feedback.



Avoid failed pilots: redesign the teams

Hybrid organizations must rethink how people and Als collaborate efficiently.

Humans lead in supervision, strategy, and planning, while Als execute.

*Hybrid Organizations represent **the most significant business shift of the decade***

We deploy top talent and cutting-edge technology

Specialization is the key to success

It's the only way to automate complex processes with over 95% accuracy.

We retrain AI models to specialize in your industry and company.

We design and implement task-specific cognitive architectures.

Our AIs act autonomously and free your teams

Our AIs are doers, not assistants or copilots.

Through advanced computer-use systems, our AIs can log in, type, click, download, listen, and speak, performing real actions on software or websites, automating tasks previously done by humans and freeing your teams to focus on higher-value supervision.

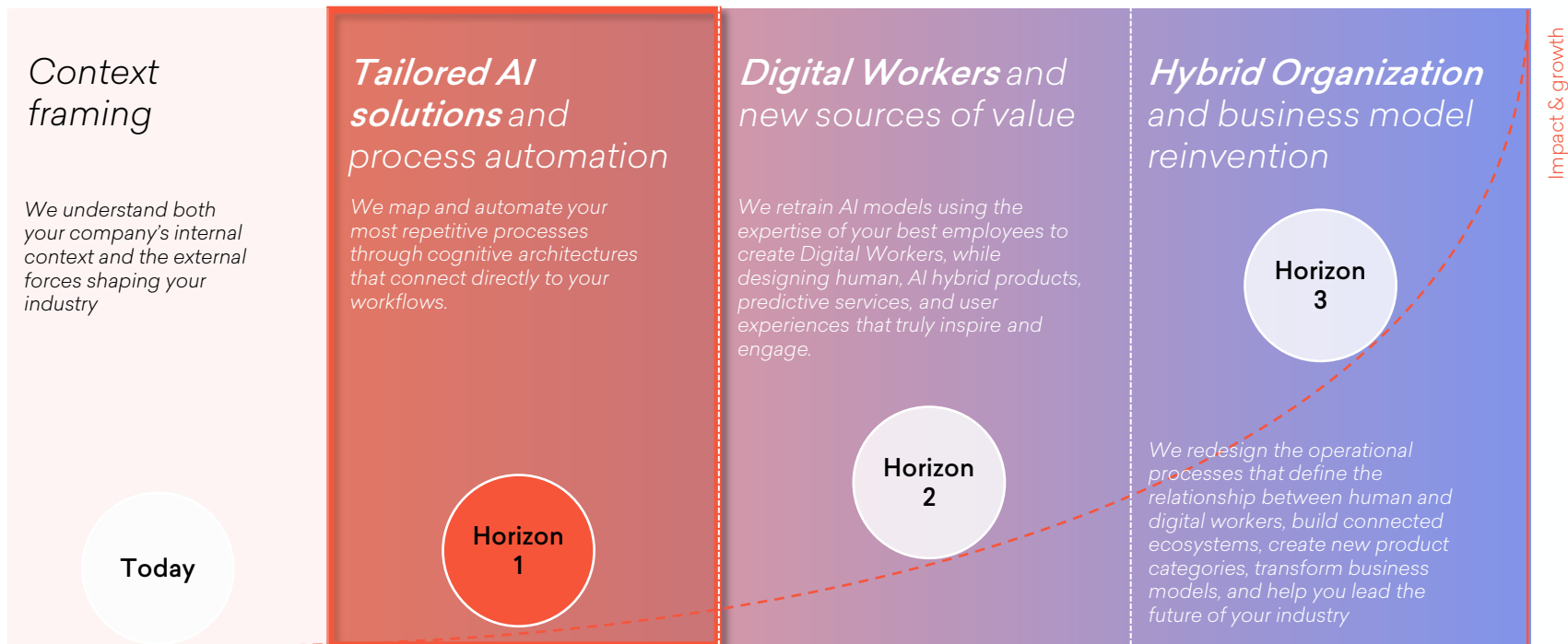
We guarantee compliance and continuous improvement

We always include auditable and transparent systems, accessible to non-technical professionals.

Each correction becomes new feedback for retraining, enabling continuous improvement.

We deliver the source code so you can deploy AIs on your own infrastructure, ensuring your data never leaves your environment

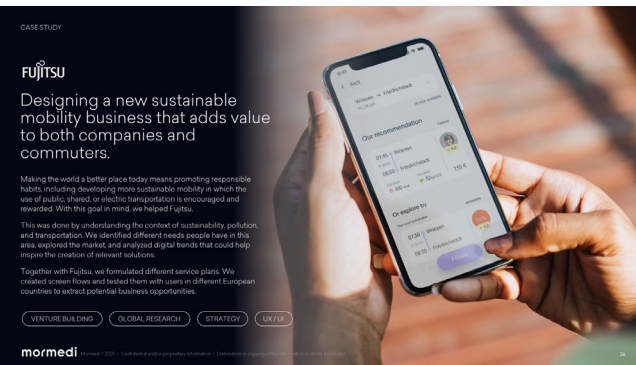
We help you focus on short-term ROI while laying the foundations to address the next horizons in the mid to long term.



Mormedi has supported industry leaders across sectors in **transformational projects**; from reimagining human-machine work to crafting novel value propositions for new markets

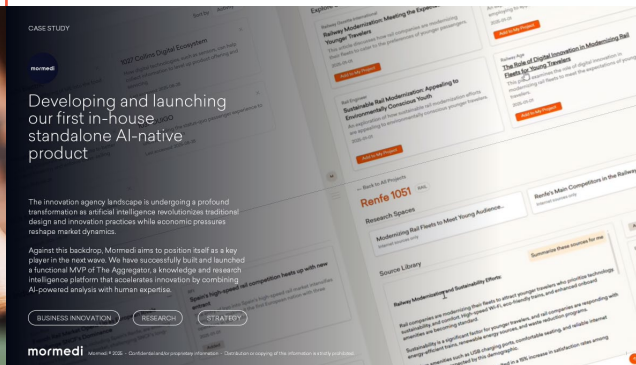
0. Design based on ethics + company vision

Designing a new MaaS business to reduce companies' carbon footprint and increase employee wellness



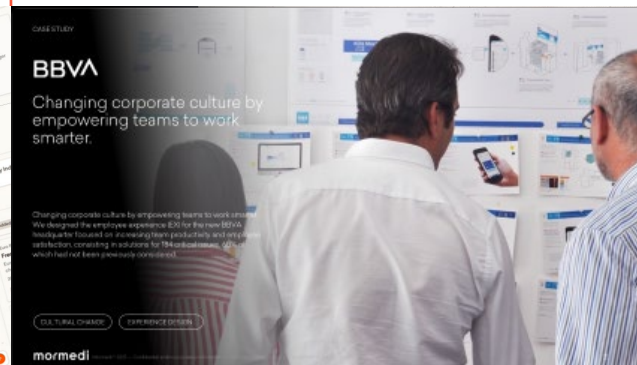
1. Design the interaction

Developing AI native internal tools to streamline processes and free up designers to do what matters most



2. Design the employee experience

Designing a new way to operate and redefining the way teams work and collaborate



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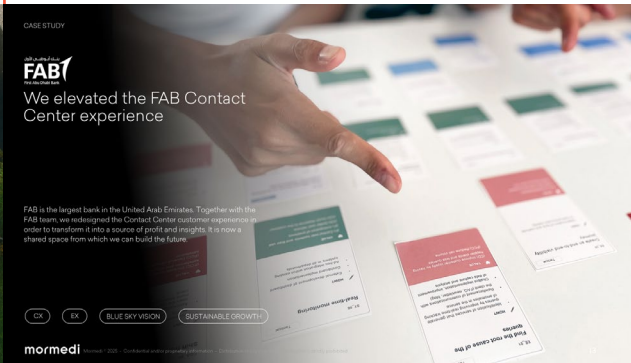
3. Design the new way of doing business

Defining a new market for Repsol's pioneering recovered methanol



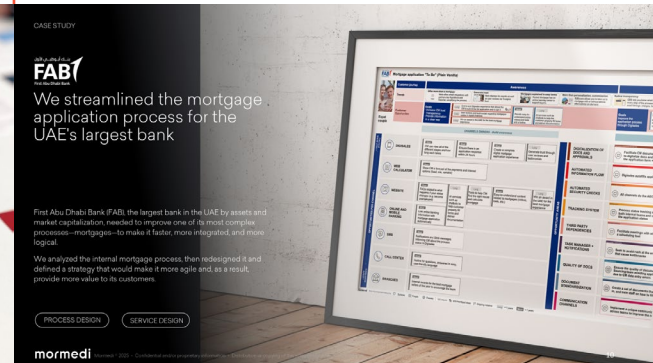
4. Design how humans add value

Elevating the FAB contact center experience and optimizing operations



5. Design how to use efficiencies

Streamlining the mortgage application process for the UAE's largest bank



5 key takeaways for executives to successfully navigate the AI transition

- 1** Design the role of AI in your organization before deploying it
Run an intent workshop to align your executives, set the AI vision, scope & guardrails.
- 2** From tools to Digital Workers: chain agents into accountable teams
Identify and map your most repetitive processes, prioritize them by ROI, and launch a POC to validate impact.
- 3** Codify expertise: turn human experience into digital performance
Learn from your best employees to create your first Digital Workers and measure their impact through ROI.
- 4** Ship safely: sandbox, synthetic data, staged rollout, full audit
Define pilot cohorts (5, 25 to 100 users) with success metrics.
- 5** Scale, redesign teams and reinvest liberated time into new value creation
automation creates a new opportunity for value creation, and that opportunity must be intentionally designed.

At Mormedi, we've spent 25+ years proving that the most powerful solutions come from deeply understanding human needs and complex systems

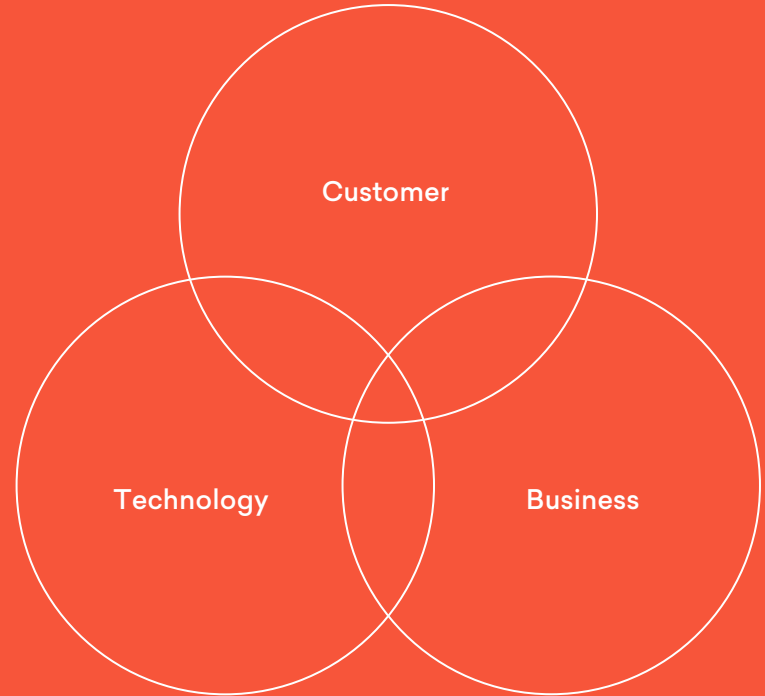
Now we're applying that same expertise to AI, turning complex challenges into elegant, adoptable, value-driven solutions.

As AI threatens to remake humanity itself, that understanding isn't just our methodology: it's our mission.

We help our clients understand the future in today's dynamic landscape by examining it through three distinct lenses: the customer, the technology and the business.

As well as the broader cultural and geopolitical landscape. These perspectives will provide you with unique insights into how people are evolving, the transformative role of technology, and the economic factors that will drive various industries.

This holistic perspective will enable you to adapt, anticipate, and innovate in an ever-evolving world.



Mormedi can be your partner in navigating the AI revolution through strategy, design, and ecosystem innovation.



Strategic future-proofing

Mormedi can help you stay ahead of regulatory, technological, and societal shifts by **designing resilient strategies and services that adapt to a rapidly evolving energy landscape.**



Customer experiences

By placing people at the center, Mormedi **designs intuitive and engaging experiences that build trust** and make sustainable energy choices more accessible and appealing to end users.



Business design

Mormedi collaborates with clients to **reimagine business models and value propositions** that align with low-carbon goals while **unlocking new revenue streams in the energy economy.**



Ecosystem-driven growth

Recognizing that no company can transition alone, Mormedi helps organizations **navigate and co-create value within complex networks of partners, regulators, and innovators.**



Seamless optichannel journeys

Mormedi **crafts seamless, consistent experiences across physical and digital touchpoints**, ensuring that customers can interact with energy services when, where, and how they choose.

Why us?



End-to-end support

From insight-driven concept development to design, build, and launch.



Cross-industry experience

With a global perspective, supported by a network of sector experts.



Proven methodology

Agilely delivering and validating designs through an iterative process, that focuses on the needs of humanity and business.



Experience in delivery

With technology companies and leaders in industries from mobility to financial services.

A selection of our trusted
business innovation clients

ROADIS

FUJITSU

 **Collins
Aerospace**

 **MITSUBISHI
ELECTRIC**

repsol

بنك أبوظبي الأول
FAB
First Abu Dhabi Bank

Unlock the full potential of AI-driven transformation

We help companies understand the opportunities and design new solutions that meet evolving customer and stakeholder expectations.

Let's work together!

Let's shape your future together

Contact our Business Innovation team



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VP Business Innovation



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Lead Strategic Designer



Luciana Díaz

Strategic Designer

Gracias, Thanks, ありがとう,
Danke, 謝謝, Obrigado, Merci,
Graziñas

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