



Executive & PA Network
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AI IN PRACTICE: FROM HYPE TO IMPACT

∞ Dr Catherine CHARBONNIER



Bridging the digital divide through AI Skills: will.i.am named as AI Skills Coalition Goodwill Ambassador



AI for Good
44,377 followers



July 10, 2025



Optimism for AI – Leading with empathy

8 Jul 2025 12:05h - 12:25h

Session report

Speakers

Knowledge graph

In-depth analysis

Agreements

Differences

Partial agreements

Takeaways

Thought provoking comments

Follow-up questions

Source: <https://dig.watch/event/ai-for-good-global-summit-2025/history-doesnt-repeat-itself-but-it-often-rhymes-what-the-past-can-teach-us-about-the-age-of-ai>



AI for People

*Empowering individuals and communities
through human-centered innovation*



AI for Planet

*Harnessing AI to protect the environment
and drive sustainable resource use*



AI for Prosperity

*Building resilient and innovative economies
through AI*

AI4GOOD

Oncologie de Précision en Suisse

Cycle **Leçons inaugurales**



Olivier MICHIELIN

Professeur ordinaire

Département de médecine, Faculté de médecine UNIC
Chef du Département d'oncologie & Médecin-chef du
Service d'oncologie de précision, HUG



« Oncologie de précision :
comment amener la science des
données au chevet des malades »

Source:

<https://www.unige.ch/medecine/faculteetcite/leconsinaugurales/22-novembre-2023-lecon-inaugurale-prof-olivier-michielin>

Shaping Switzerland's AI Summit Strategy



Image credit: UNCTAD Innovation X post

Source: [Digital Watch newsletter – Issue 109 – April 2026 | Digital Watch Observatory](#)

The Job Shift: from knowing more
to thinking better, learning faster
and leading change responsibly.

Human Impact: Skills, Jobs, Trust

1. Critical Think & Judgment
2. Problem Framing
3. AI Collaboration
4. Adaptability & Continuous Learning
5. Responsible Leadership & Change Management

The Job Shift: from knowing more to thinking better, learning faster and leading change responsibly.

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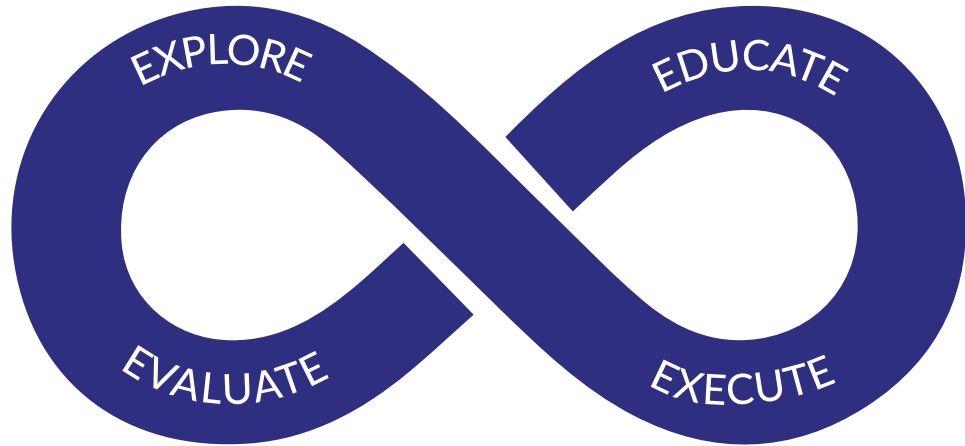
Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don't think AI will transform in the next several years.

~ Andrew Ng

Carnegie Mellon University
Machine Learning



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Designing the right thing, designing things right!

3 Take Aways

- **Specific prompts to challenge AI**
- **Do's & Don'ts for SMBs AI Adoption**
- **Human Impact: Skills – Jobs – Trust**

Specific Prompts: How to push back on AI

- ❑ *"Play devil's advocate: tell me why your answer might be wrong or incomplete."*
- ❑ *"Give me 3 different approaches to this. I want to see the tradeoffs between them so I can pick which one actually works for my situation."*
- ❑ *"What would someone who disagrees with you say? What's their strongest argument?"*
- ❑ *"I disagree with that. Here's why: [your reasoning]. What would change your answer?"*
- ❑ *"Run this through 5 iterations. Each time, I want you to find the flaw in the previous answer and make it better. Show me all 5."*

SMBs AI Adoption

The winning equation:

Successful SMB AI adoption

=

20% technology

+ 80% process redesign & governance & employee adoption.

DO's

Start with a business problem, not an AI tool.

Identify 1-3 costly process (e.g., proposal writing, customer support, quality documents) and define a measurable KPI before selecting technology.

Create an approved AI tool list.

Define which tools employees may use, for what purpose, and what data can be uploaded. Keep the policy to 1–2 pages.

Pilot with a small cross-functional team.

Include 1 business owner, 1 operational user, 1 IT representative, and 1 team leader. Run a 6–8 week pilot before scaling.

DON'Ts

Don't launch an "AI strategy" without use cases.

Many SMBs buy licenses first and spend months searching for value.

Don't allow employees to use public AI tools with customer, employee, or confidential company data.

GDPR violations often come from well-intentioned experimentation.

Don't delegate AI adoption solely to IT. Avoid Toy projects.

Most failures occur because the business teams never change their workflows.

SMBs AI Scale Up

- ✓ Business ownership
- ✓ Employee adoption
- ✓ Measurable improvements
- ✓ Responsible governance

DO's

Establish lightweight AI governance from day 1

Create a simple AI charter covering transparency, human accountability, privacy, fairness, acceptable uses, and escalation procedures. Review high-impact AI use cases before deployment.

Measure quality improvements before productivity gains. Track reductions in errors, rework, response times, customer complaints, or document consistency.

Train employees on prompting and verification together. Every AI training session should include fact-checking, source validation, and human accountability.

DON'Ts

Don't treat ethics as a compliance exercise or postpone governance until AI is widely deployed. Lack of clear principles can damage trust, create legal exposure, and slow adoption later.

Don't expect immediate dramatic productivity gains. Most SMBs overestimate short-term efficiency gains and underestimate the effort required to redesign workflows.

Don't assume AI outputs are correct because they sound professional. Hallucinations in legal, financial, HR, or technical documents can create costly risks.