

# AI-Assisted Transformation in 2025

## Insights, Tools and Growth

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# Get the most from the session

Introduce yourself on the chat

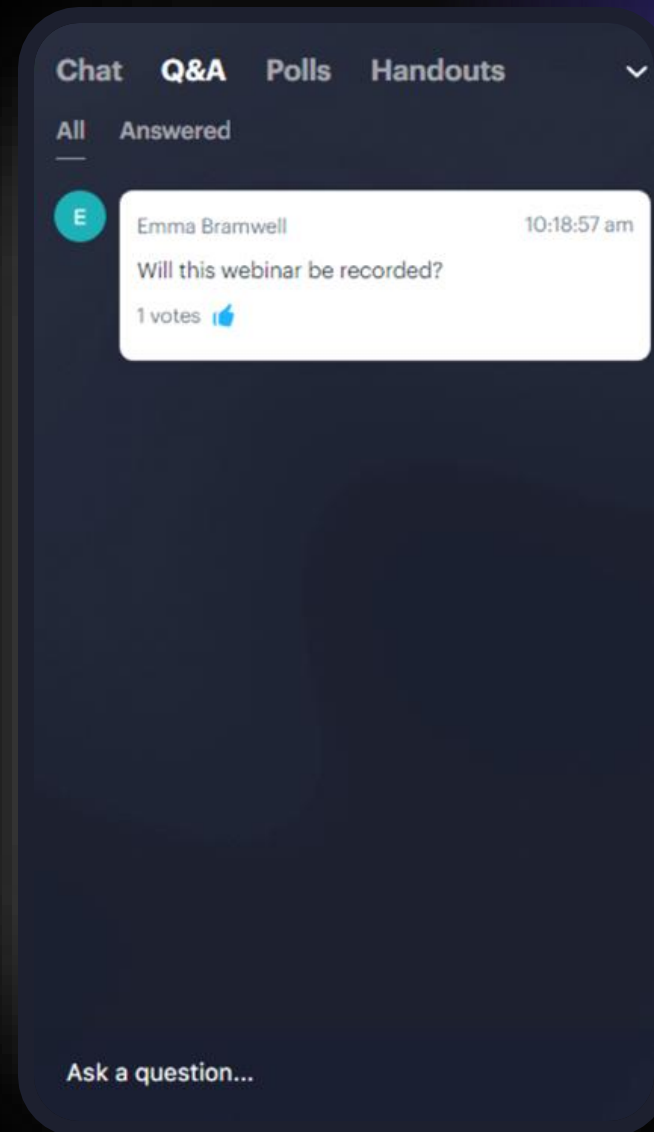
The session is recorded

Ask all the questions

Vote on other questions

Take part in our two polls

Relax, and enjoy!



# Hi, from Sideways 6



**Philippa Pollock**  
Head of Marketing

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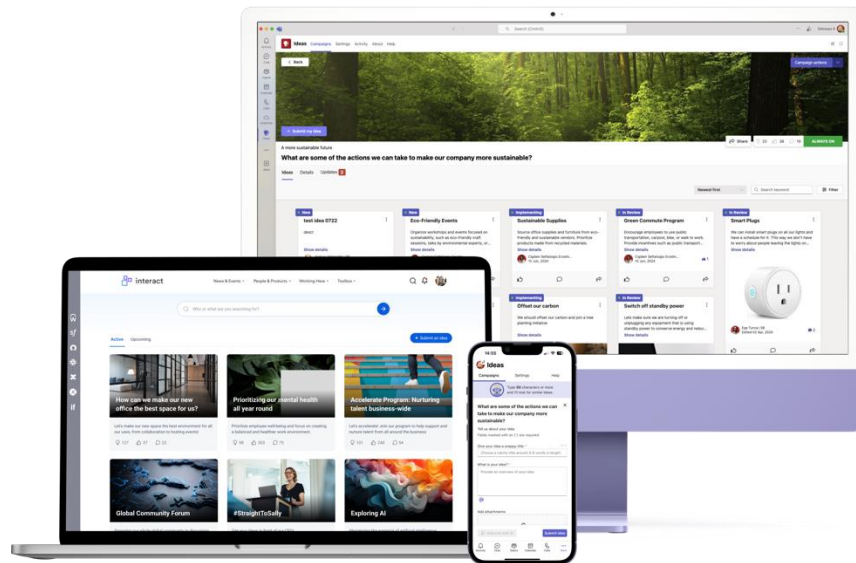
 Follow Phil



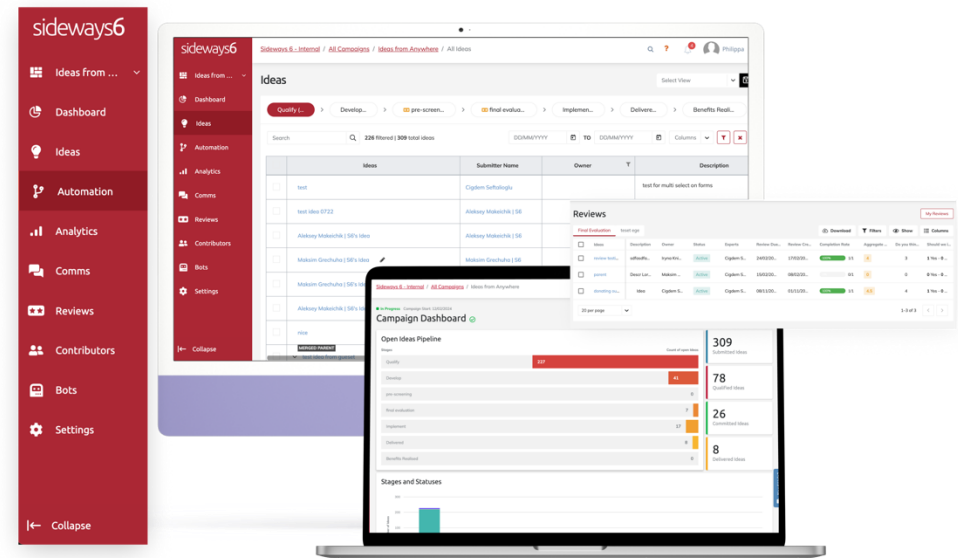
# The #1 integrated employee ideas platform



The 'Front End'  
home for ideas



The 'Back End'  
powerful idea management



# Some of the Changemakers we work with



# Exchanging ideas | Speakers



**Leena Pankhania**

GenAI  
Strategy Lead



**Dr. Andrea-Victoria Noelle**

Head of Strategy,  
Business Development



**Sandy Gill**

Head of  
Transformation



**Will Read**

CEO



**Greg Stortz**

Director of  
Engagement



# Poll 1

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**Where does your  
company stand in  
adopting AI?**



# 5 ways companies can **increase the adoption of AI** across their organization



**Leena Pankhania**

GenAI Strategy Lead

**AND** Digital

 Follow Leena





# 1/ UPSKILLING

Encouraging adoption across the workforce.

## Super Users

Find champions (tech and non tech) that act as super users in the organisation.

## Select Tools

Select reputable tools that are role appropriate for teams to use.

## Provide Training Opportunities

Invest in company wide adoption programmes.



## 2/ FOCUSING ON BEING DATA DRIVEN

Start with data.

- Invest in data quality and accessibility
- Foster a data-first culture
- Use data to show AI's value



### 3/ ACCELERATORS

Run a hackathon.

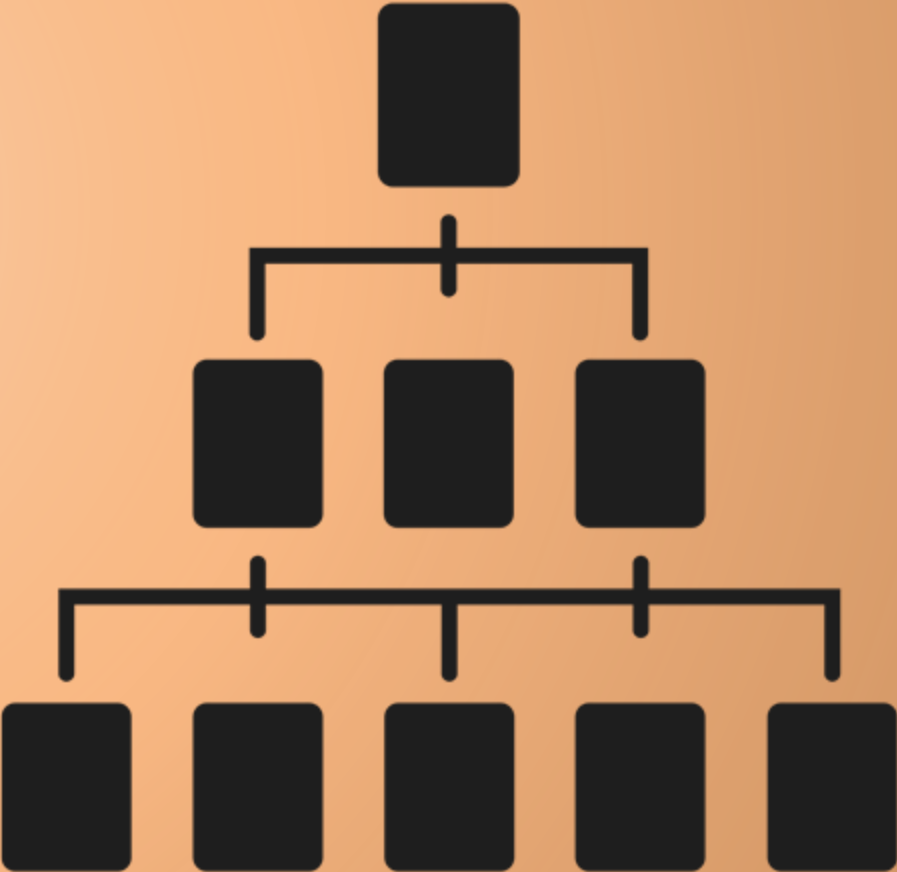
## 4/ IDENTIFYING REAL USE CASES

Not every use case is an AI use case.



# 5/ GOVERNANCE

Put guardrails in place that empower employees to experiment with AI in a secure manner.



# PHILIPS

## Leading the AI Approach

**Andrea-Victoria Noelle**  
Philips Personal Health  
November 2024



Follow Victoria



# A structured approach to AI in Philips Personal Health



Community of practice

- Learn and train others – prompt design, AI talks
- Communications
- Triage use cases and suggest steps
- Share best practices
- Bring in new ideas
- Offer forum support to end users
- Keep the hype on!



AI portfolio & roadmap

- Create AI roadmap
- Keep an overview of AI use cases in a consistent fashion
- Govern intake process incl. project charters.



Prototyping

- Creates rapid prototypes and concept testing based on the prioritization decisions
- Translate selected PoCs



Architecture, Scaling

- Define business architecture of in-house models in use vs. 3<sup>rd</sup> party solutions
- Govern the data structure used in AI
- Identify technological requirements necessary for AI models
- AI expands Data footprint by ingesting data from 20 different sources



Strategy and governance

- Create and maintain AI Strategy
- Establish data policies and digital foundation
- Monitor industry and provide external benchmarking
- Establish governance framework and update frequently based on industry evolution and self-governance.
- Cybersecurity

**Being recorded and coming soon**

Partnering up E2E across Business and IT through respective platforms and architecture.

Legal

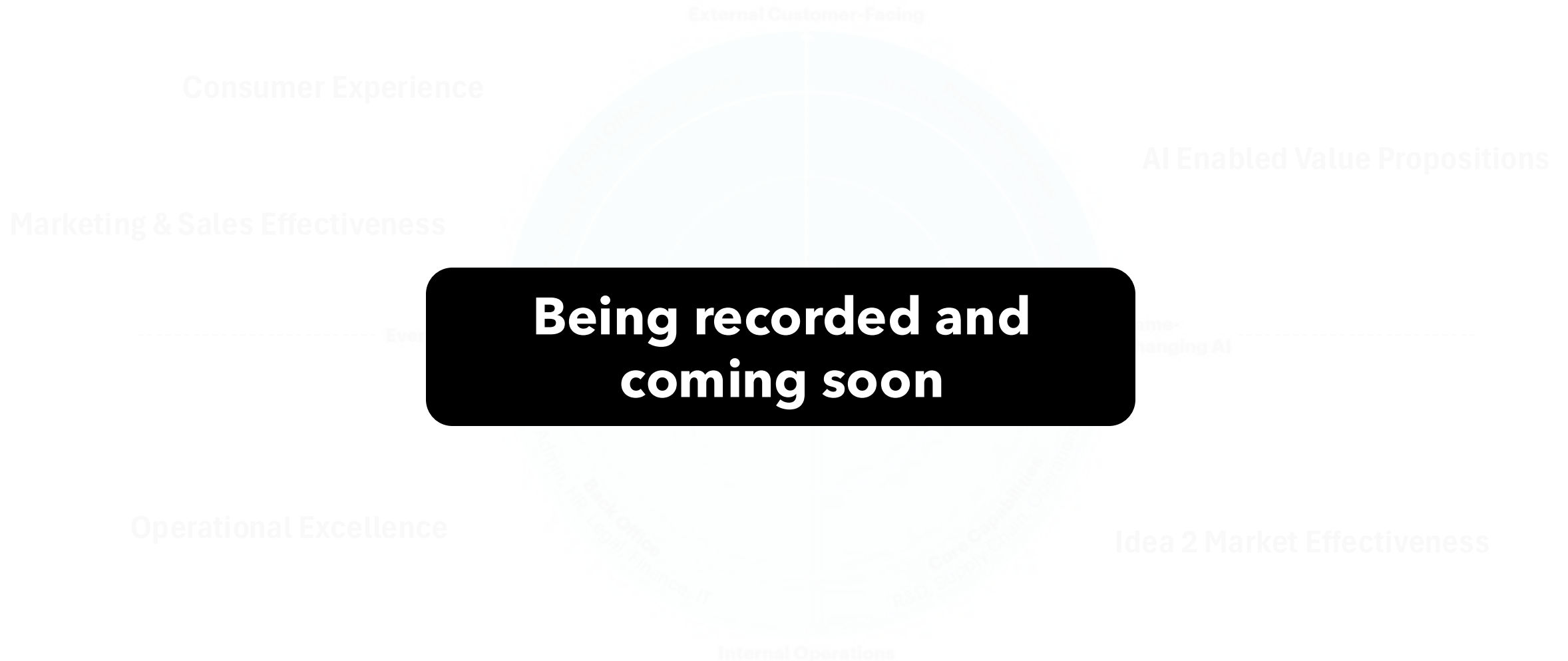
Privacy

Security

Quality

# Focus Areas

Some examples...





# The Big Picture of AI in Transformation



**Sandy Gill**

Head of Transformation



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Follow Sandy





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AI isn't about replacing people; it's about enabling us to do more with less, **to focus on what really matters**





## Four Opportunities and Challenges

1. **Resource Constraints** - In other sectors, companies **implementing AI** have seen up to a **20%** boost in productivity (McKinsey, 2023), through automated administrative processes.





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3. **Communication** – **86%** of executives and employees cite **lack of collaboration or ineffective communication** as the primary cause of workplace failures. (*Source: Deloitte*)





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- 3. Communication** – **86%** of executives and employees cite **lack of collaboration or ineffective communication** as the primary cause of workplace failures. *(Source: Deloitte)*
- 4. Productivity** – Organisations **can lose up to 30% of their productivity** due to departmental **silos**. *(Source: HBR).*





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## “Work Smart, Not Hard” Approach

Know what it is you need to be smart in. What can you accomplish? How wide is the impact? How significant is the impact?



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## Three main use cases for AI at BNU



Redefine roles





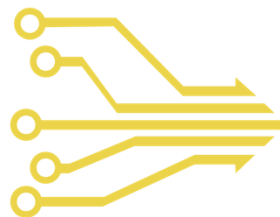


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## Three main use cases for AI at BNU



Redefine roles



Streamline tasks



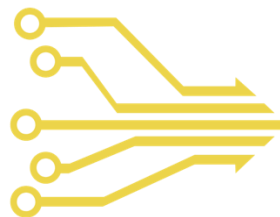


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Redefine roles



Streamline tasks



Achieve sustainable growth





## Self Service

Empower users to access tools, resources independently

- Increases efficiency by saving resource
- Enhances the student experience by providing 24/7 support.
- Reduces dependency on support staff and managers.

## Redefining roles

Eliminate administrative elements in roles by:

- Using AI to assist with drafting policies or starting new documentation from scratch
- AI-generated templates saves valuable time and helps drive efficiency in teams
- Improves risk preparedness and ensures projects remain aligned with project scope

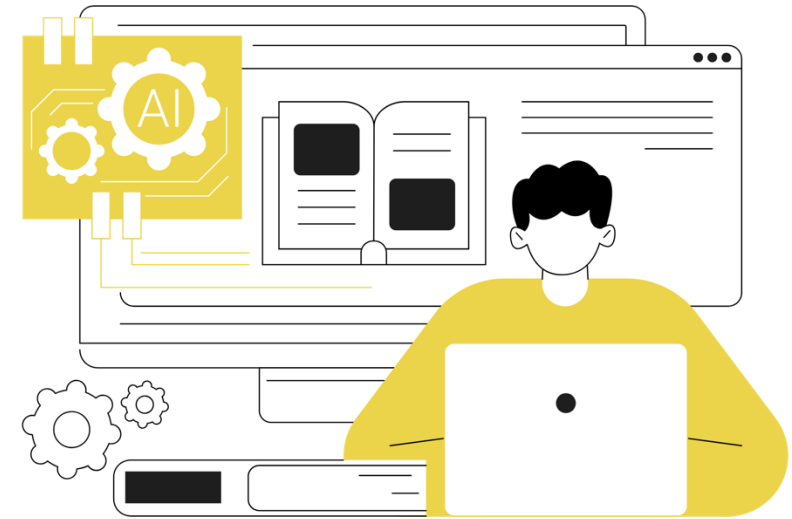


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# Future thinking

## Using AI in 2025

- Smart workflows
- Focus on education and experimentation
- Hone in on “Soft Skills”



# Poll 2

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**What is your biggest AI challenge as you head into 2025?**



# Getting better ideas to transform and engage employees with AI



**Will Read**

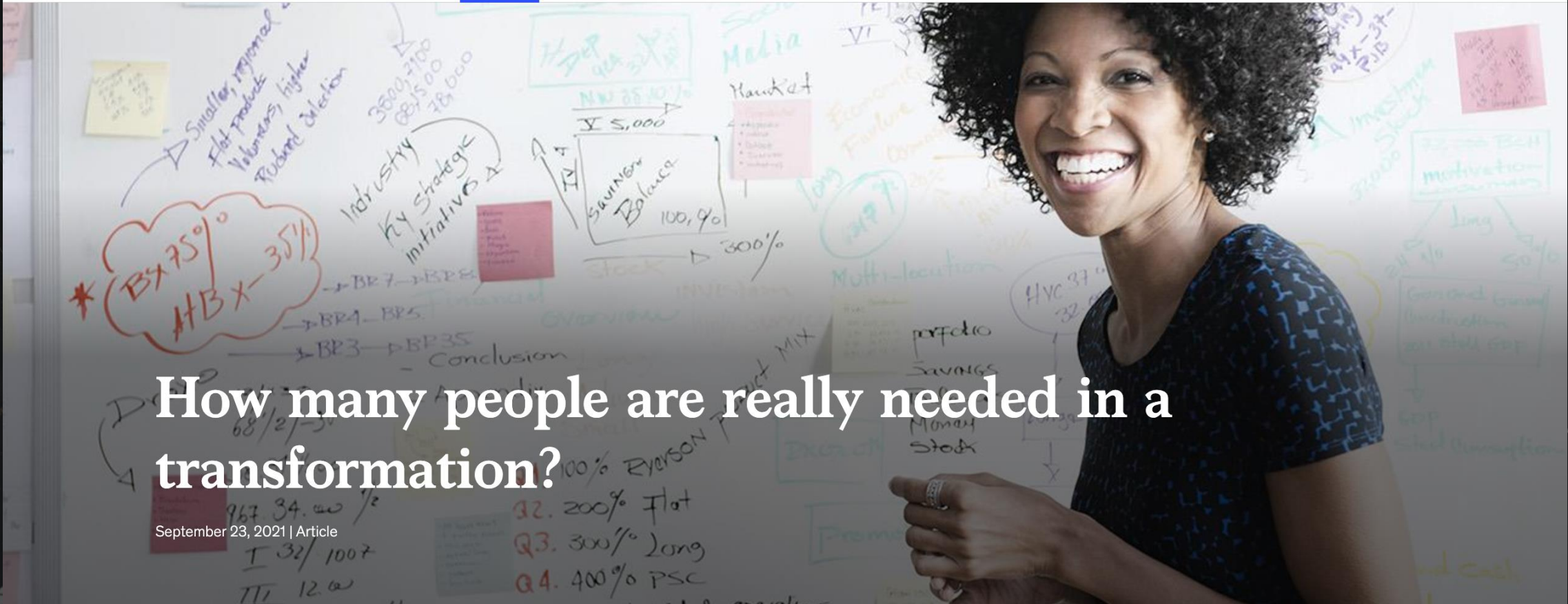
CEO

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 Follow Will



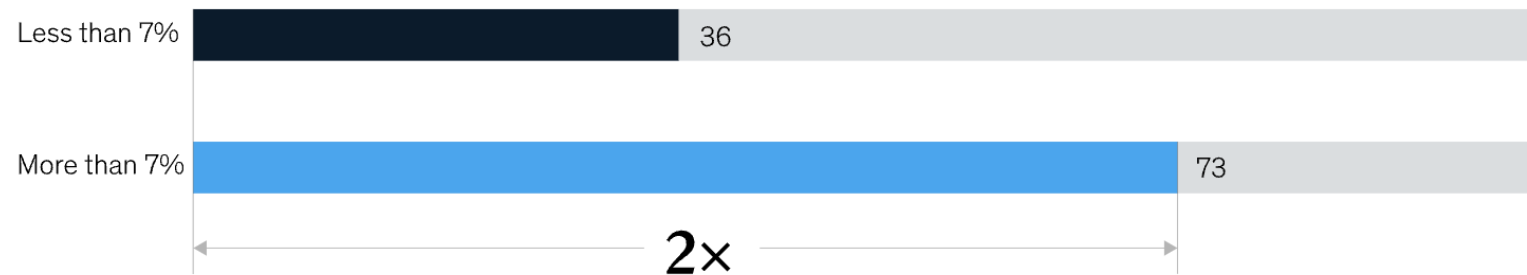


# How many people are really needed in a transformation?

September 23, 2021 | Article

**Transformations involving at least 7 percent of employees are twice as likely to have positive excess total returns to shareholders as those that involve a smaller share.**

**Companies with positive excess total returns to shareholders (TRS) relative to industry benchmarks, by share of employees owning transformation milestones or initiatives, % (n = 60 companies)**



McKinsey  
& Company







# Four ways to use AI to make ideas programs easy and effective

Free, ungated content

# The Playbook for Successful Idea Programs in 2025



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# Q&A: Making AI your sidekick, not your replacement



**Greg Stortz**

Director of Engagement



 Follow Greg





# Q1

How can comms teams use AI without losing the human touch?



## Q2

What are some ways AI can improve team collaboration without causing job fears?



## Q3 (final)

Have you got any examples of AI making internal comms teams more effective?

# Poll results



# Q&A

# Book a 30-min demo



Find out how you can use AI to capture, manage and bring employee ideas to life



Demo with one of the team:



Will



John



Sean



Joe



Ellie



Gary

Thanks for joining



We'll be back in  
2025!