

AI-Assisted Transformation in 2025

Insights, Tools and Growth

sideways6

an  interact company





Get the most from the session

Introduce yourself on the chat

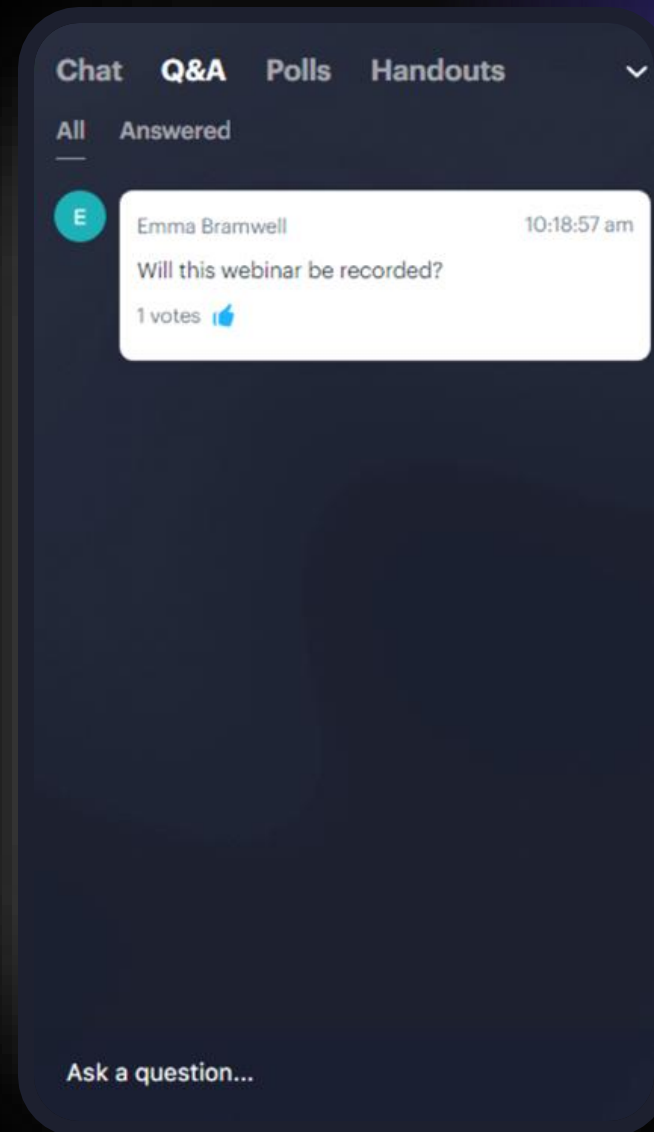
The session is recorded

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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an  interact company

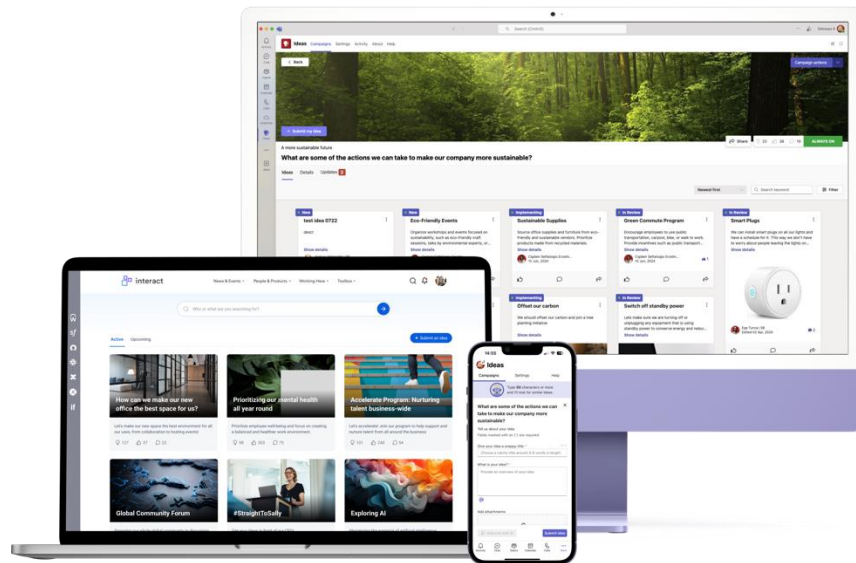
 Follow Phil



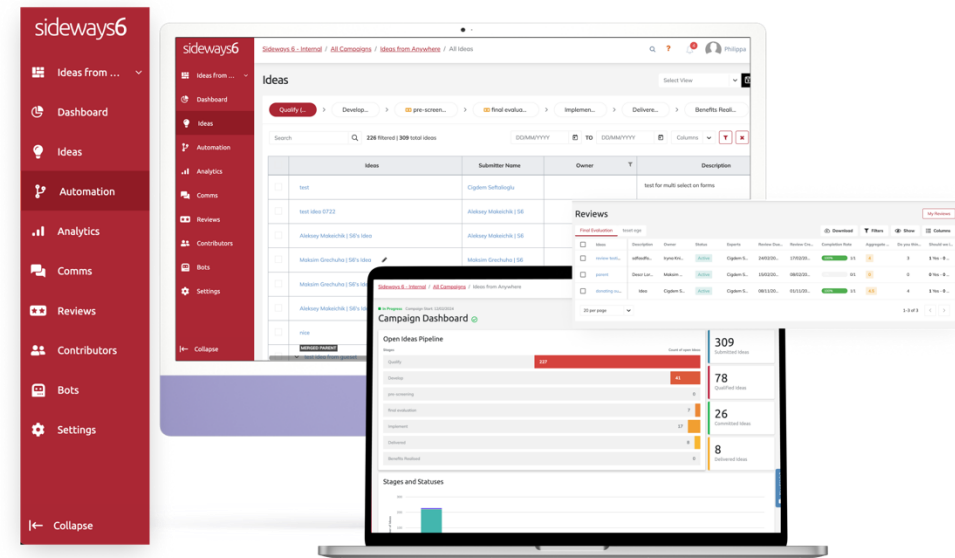
The #1 integrated employee ideas platform



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

**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.

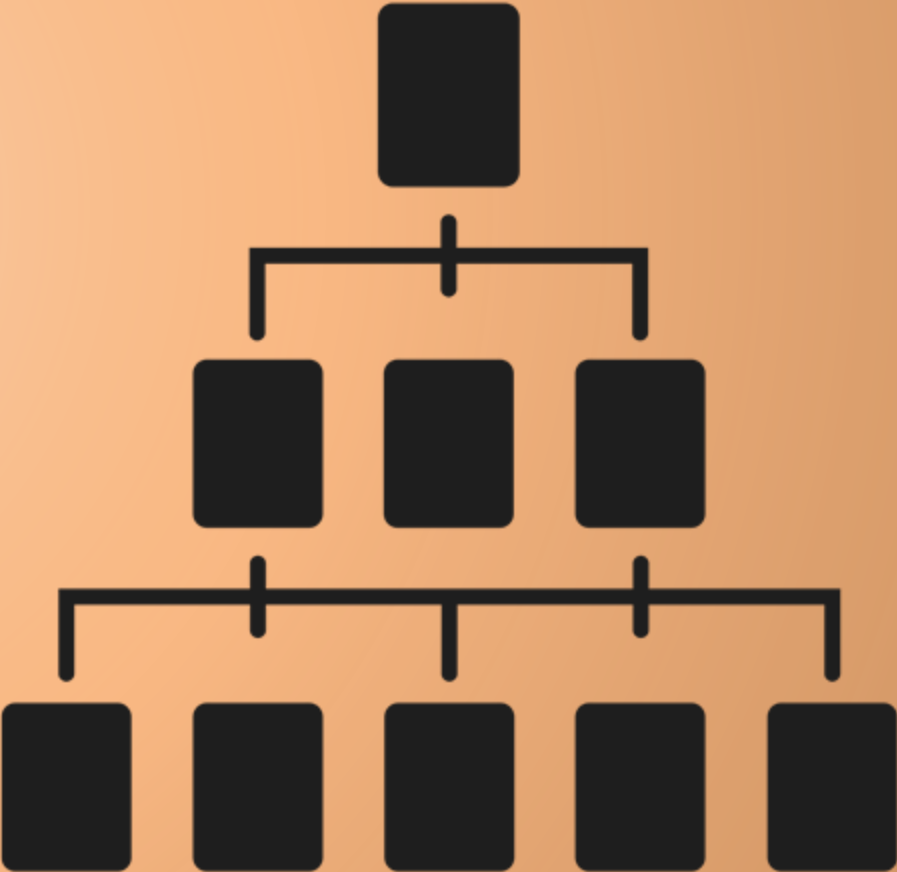
4/ IDENTIFYING REAL USE CASES

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

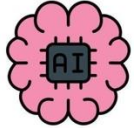
Andrea-Victoria Noelle
Philips Personal Health
November 2024



Follow Victoria

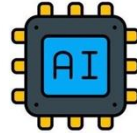


A structured approach to AI in Philips Personal Health



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,
- Prioritize and assign resources to deliver
- Provide status reports
- Keep benefits analysis
- Identify trends, common asks & prevent solution fragmentation and keep track of what's in use.



Prototyping

- Creates rapid prototypes and concept testing based on the prioritization decisions
- Translate selected PoCs into scalable project charters to pass on to IT
- Manage expectations around transition from PoC to scaled solution



Architecture, Data, Scaling

- Define business architecture of in-house models in use vs. 3rd party solutions
- Govern the data architecture used in AI
- Manage technological components necessary to run AI models
- Owns and expands Data Lake, currently containing 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

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

Legal

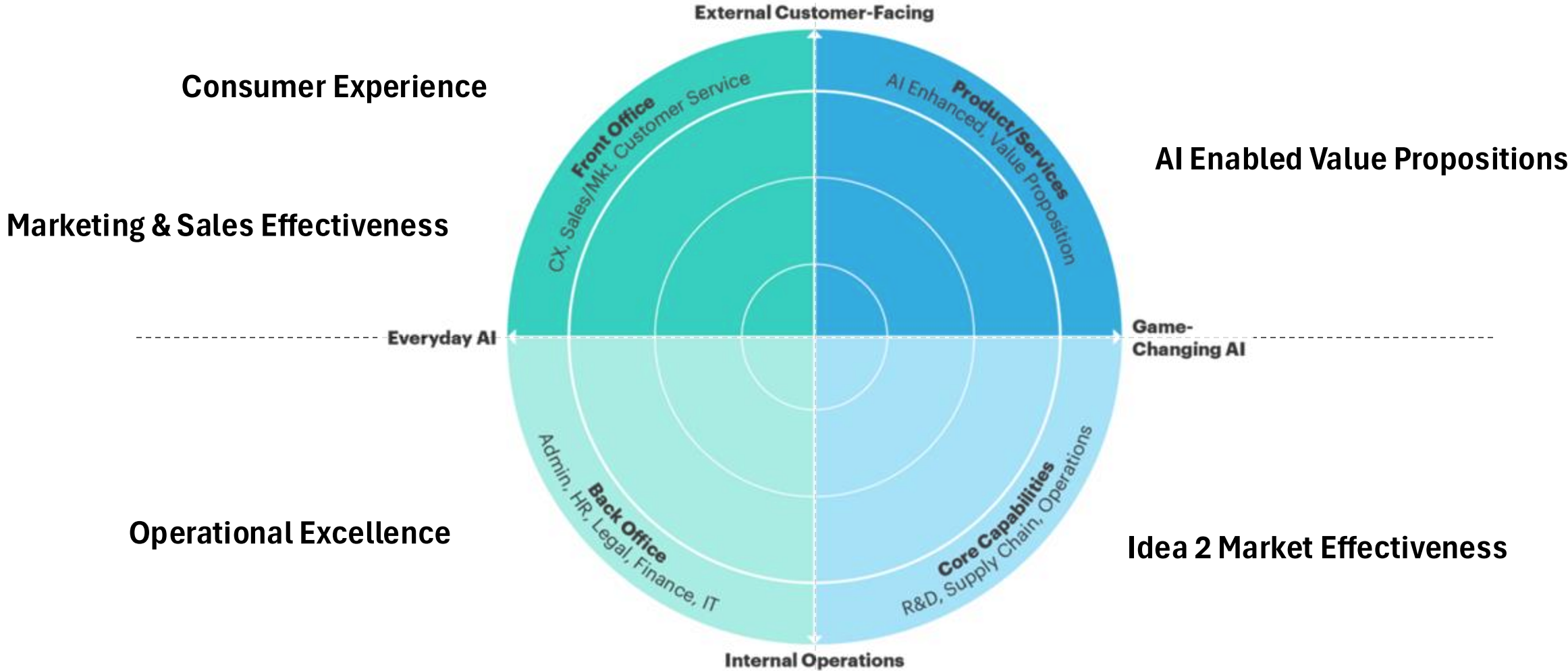
Privacy

Security

Quality

Focus Areas

Some examples...



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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



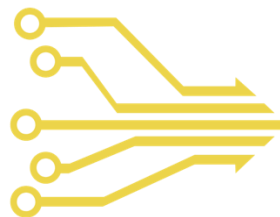


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Three main use cases for AI at BNU



Redefine roles



Streamline tasks



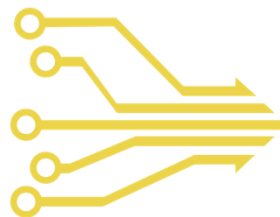


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Three main use cases for AI at BNU



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

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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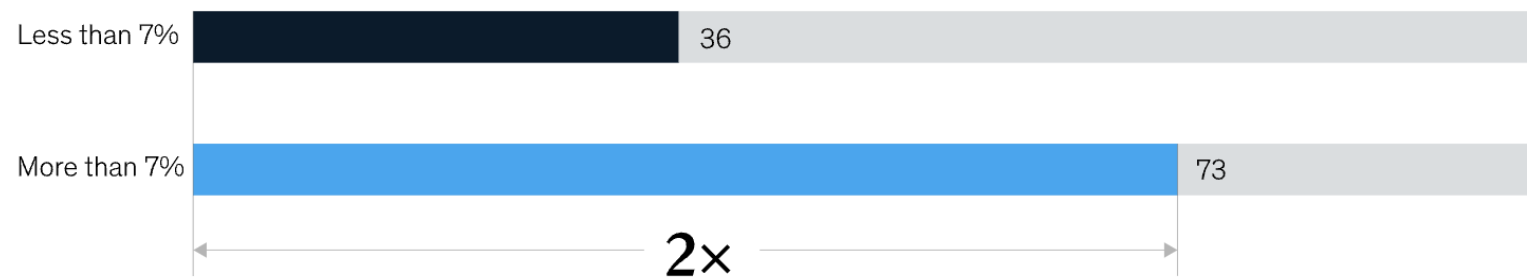
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 Follow Will



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!