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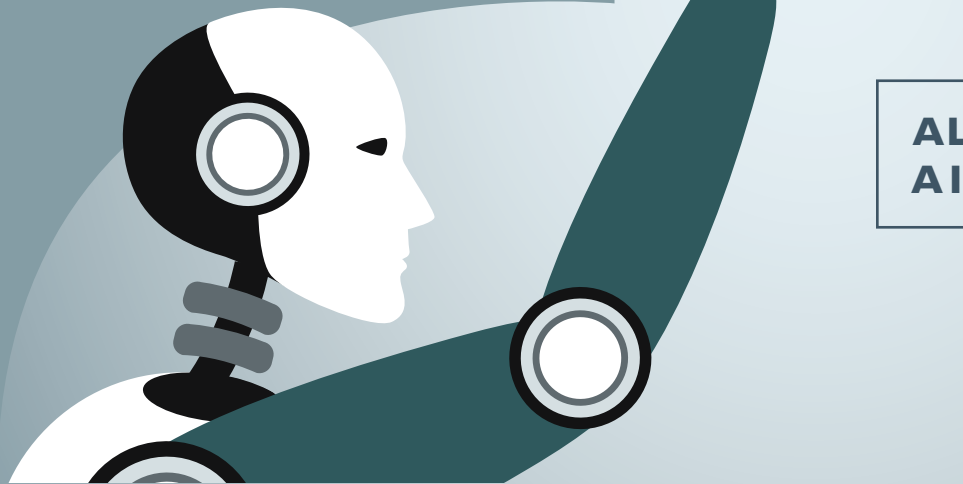
## It's Time to Get Cozy with

# AI

## How will you use it?



ALL-IN WITH  
AI EDITION

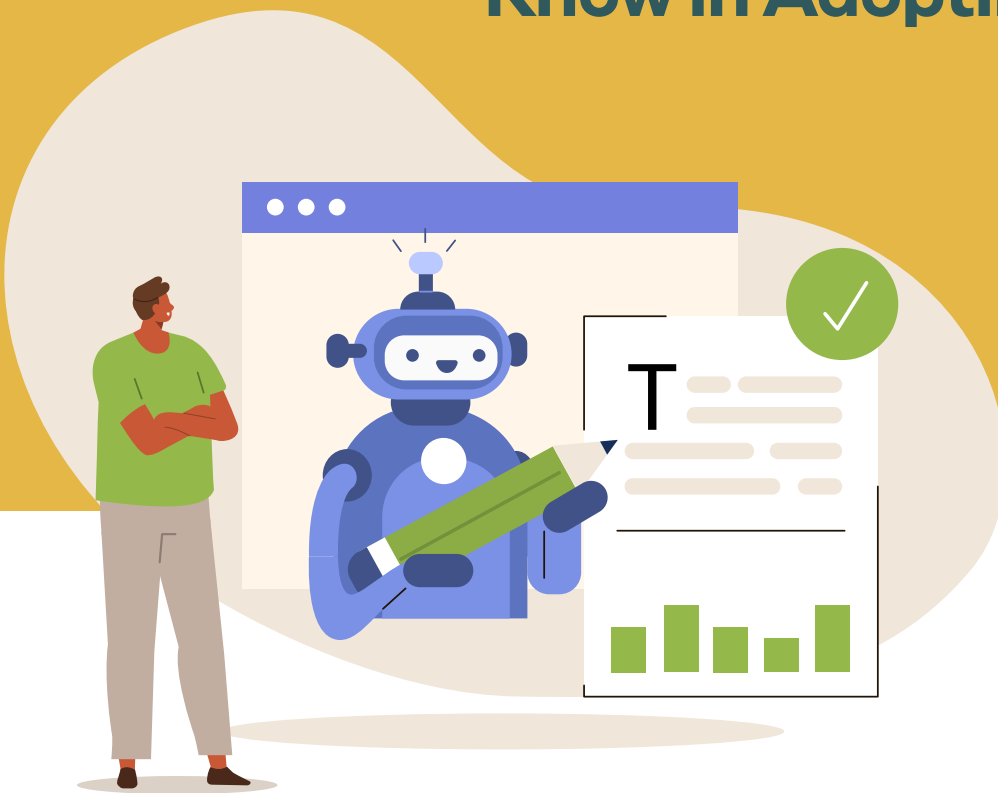




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# It's Time to Get Cozy with

# AI

## How will you use it?

by David Cooper

**K**eypoint Intelligence, a global data and market intelligence leader for the digital imaging industry, recently surveyed more than 450 business leaders across different industries. Their goal was to get a clearer picture of the current impact and future potential of artificial intelligence (AI) in the business world. They found that AI adoption is widespread, but its depth of use in today's organizations significantly varies.

The first takeaway that stood out to Keypoint in their research is the pervasiveness of AI adoption, with 94% of surveyed companies reporting some level of AI use and 13% with deep, companywide use of AI.

"At first glance," they said, "this seems to validate the narrative of an AI revolution in full swing. However, dig a little deeper, and a more complex story emerges. While adoption is widespread, the depth of integration varies

dramatically. Many companies are still in the early stages, with 28% only using some AI features in existing tools like Salesforce. This suggests that while AI has gained a foothold in the business world, we're far from the sci-fi vision of AI-driven enterprises that some

vendors might have us believe." Nevertheless, if you do a little digging of your own, you'll see that it has become crucial for all types of businesses to wake up to AI due to its transformative and demonstrated potential in businesses across industries.



“Like the internet before it, AI is completely transforming how work is done. With the AI market predicted to reach a value of more than \$500 billion in 2024, leaders who are not actively integrating its

the big reasons companies hesitate to embrace or increase their use of AI. Foremost is leadership’s lack of understanding of the technology itself, and consequently, organizations are a bit sleepy on

you a better perspective on where you stand on AI compared to other organizations and industries.

### **Organizations that are leading in the adoption of AI**

- Tech giants and digital companies like Google, Amazon, Microsoft, Apple, Meta, Adobe, and many others not only have deep AI expertise but also lead in developing and deploying advanced AI systems and applications that produce results ranging from personalized recommendations to complex decision-making and autonomous systems.
- Startups founded on the ‘AI-first’ concept are many (e.g., OpenAI, [Anthropic](#)) and they’re growing in industries like fintech, healthtech, and e-commerce. These companies’ business models are built on AI, prioritizing the use of AI to accomplish just about anything. Rather than relying on established processes, legacy systems, or tools (although they still use them), these companies have a more agile approach to the market and use AI to create competitive advantages early in their lifecycles.
- Companies employing advanced use of AI fully understand the need for vast amounts of data and AI expertise to monetize that data. They stay glued to continuous training of their AI models and heavily invest in the right talent, infrastructure, and ethical frameworks to drive their use of artificial intelligence.

### **Industries ahead of the curve in understanding AI**

- Financial services organizations, such as banks and insurance

**While adoption is widespread, the depth of integration varies dramatically. Many companies are still in the early stages, with 28% only using some AI features in existing tools...**



services into their businesses are at serious risk of falling behind,” says Aytekin Tank, [Forbes](#) contributor and founder of Jotform.

So, how do you ‘wake up’ to AI? Many of you can probably identify with another of Keypoint’s findings: “The reality is that most businesses are still grappling with how to meaningfully integrate AI into their operations.” If that’s you, I hope this article helps. I’m diving into

how to use it to their advantage. Clarity is needed for executives to rise and move forward.

### **Understanding of AI is a mixed bag across industries**

The level of corporate understanding and adoption of AI varies a lot depending on factors such as the industry, company size, available resources, and again, the vision of company leadership. The following breakdown might give



companies, use AI for fraud detection, risk analysis, and personalized financial services.

- Retail and e-commerce companies use AI for



face challenges in scaling AI across their organizations. Barriers to full integration range from legacy systems that aren't compatible with AI tools, lack of skilled AI talent,

poor data management practices that limit AI effectiveness, and the proverbial fear of job displacement, which slows AI

as customer service chatbots, predictive maintenance, sales forecasting, and other solitary applications; however, their efforts are often limited to proofs of concept and smaller-scale pilot or test programs.

- Low-risk AI applications are attractive to organizations wanting to start with AI in areas where there is a low risk of failure. They experiment with AI in marketing automation, customer segmentation, and

personalized recommendations for their customers, as well as dynamic pricing and inventory optimization.

- Healthcare organizations are increasingly using AI for diagnostics, personalized treatment plans for patients, and pharmaceutical and drug discoveries.
- Manufacturers are finding substantial benefits through AI systems designed for predictive equipment and machine maintenance, quality control, and process optimization.

### Established enterprises that are transitioning to AI

Other traditional companies in sectors like finance, manufacturing, and retail understand and use AI, but many stop short of full integration. In the process of integrating AI into their operations, they may adopt it for specific uses like fraud detection, customer personalization, or supply chain optimization; however, they often



adoption among employees and their employers.

### Organizations that are experimenting with AI

- AI adopters in various industries like healthcare, logistics, and education are experimenting with AI in isolated ways, such

other areas before scaling AI into more complex areas of their operations, such as relying on AI for decision-making.

### Organizations that are lagging in AI adoption

Small and mid-sized enterprises often struggle with AI adoption

because they have limited resources, including financial resources and talent with necessary AI expertise. As a result, many lack the internal capabilities and capacity to fully understand or implement AI.

As an alternative, they choose to adopt off-the-shelf AI solutions like customer relationship management

understand how to effectively conceive, develop, deploy, and improve AI performance.

- Ethics and compliance are necessary for responsible AI use. Understanding AI ethics, such as ensuring transparency, fairness, and avoiding bias in AI models and systems, remains a growing concern in the AI industry – and in society

- AI as a Service (AlaaS) is helping companies leverage AI without deep AI expertise. AlaaS from cloud providers like Amazon Web Services (AWS), Microsoft Azure, Google Cloud and many other developers offer AI tools and platforms that make AI more accessible and affordable for businesses without the resources, infrastructure, or talent to develop their own AI solutions from scratch.

- The focus on ROI is growing as more companies recognize the need to measure returns on their AI investments. Organizations are becoming more sophisticated in tying their use of AI to measurable

## Some businesses overestimate the capabilities of AI by expecting immediate results without understanding the complexities involved in implementation and the ongoing need to train their AI models.

(CRM) systems and marketing tools or workflow solutions that include AI features. Due to resource limitations, these companies' knowledge of AI's full potential is also limited, obscuring the need for AI as a strategic necessity. Further, many may not fully understand the data requirements, scalability issues, and the potential for returns on their investments in AI.

### Key challenges in understanding and using AI

- AI heavily relies on high-quality, well-structured data and data governance. If a company struggles with effective data management, this inhibits AI performance and outcomes. And deficient data governance poses ethical and compliance risks.
- Lack of AI professionals is a significant barrier to successful deployment. Companies without the requisite talent (e.g., data scientists, machine learning engineers, etc.) may not fully

at large. Organizations often face challenges in balancing AI innovation with responsible use.

- Some businesses overestimate the capabilities of AI by expecting immediate results without understanding the complexities involved in implementation and the ongoing need to train their AI models.

### Some top trends in AI for business

- Overall awareness is growing and improving as more companies successfully deploy AI and share their success stories. Businesses are becoming more familiar with terms like machine learning, natural language processing (NLP), deep learning, and generative AI (GenAI), just to name a few.

outcomes, including cost savings, revenue growth, and higher levels of employee and customer satisfaction.

### Examples of how AI is used by today's companies

AI is enhancing productivity, improving decision-making, and creating new opportunities in countless business sectors. Here are some examples of how AI is demonstrating its versatility and ability to drive innovation, efficiency, and revenue:

- **Retail industry participants** use AI algorithms to generate personalized recommendations for customers by analyzing customer buying behaviors. They also use AI for inventory management and to optimize inventory levels while reducing





# Agriculture is using AI for precision farming, analyzing soil data, weather conditions, and the health of crops, allowing farmers to improve planting, watering, and harvesting success.

waste and ensuring product availability.

- **Healthcare organizations** use AI to analyze medical images and assist doctors in diagnosing diseases such as cancer. And pharmaceutical companies use AI for drug discovery in predicting the effectiveness of drug compounds.
- **Financial services companies**, as mentioned earlier, use AI for fraud detection by spotting fraudulent transactions in real time and analyzing patterns and anomalies in transaction data. Banks also employ AI-powered chatbots and virtual assistants to provide customers with account

information, answer questions, and perform transactions.

- **Manufacturers** are using AI to predict equipment failures before they happen and schedule maintenance, which reduces downtime and maintenance costs. AI systems also analyze production line data in real time to detect defects and ensure product quality.
- **Transportation and logistics companies** use AI to optimize delivery routes, which reduces fuel costs, improves on-time delivery, and optimizes driver scheduling and workloads. Autonomous vehicle creators are rolling out AI-driven vehicles with the potential to revolutionize transportation.
- **Marketing and sales professionals** are using AI to gain customer insights, including buying behaviors, which helps companies tailor

marketing strategies to real-world opportunities. Sales organizations also use AI to predict sales trends and make data-driven decisions.

- **Human resource professionals** use AI in talent recruitment to analyze video interviews to assess a candidate's suitability for a role, and especially to reduce the time, biases, and complexities associated with traditional hiring processes. AI tools also monitor employee engagement and identify factors contributing to job satisfaction or dissatisfaction.
- **Energy companies** use AI to manage and optimize energy grids and more efficiently balance supply and demand. AI helps them predict weather patterns and optimize the performance of solar panels and wind turbines.
- **Agriculture** is using AI for precision farming, analyzing soil data, weather conditions, and the health of crops, allowing

farmers to improve planting, watering, and harvesting success. AI-driven drones and sensors also assist in pest control by monitoring crops for



pests and diseases and allow for timely intervention.

- **Telecommunications companies** use AI to optimize network performance and predict outages. They also employ AI chatbots to field customer inquiries and provide faster customer support.

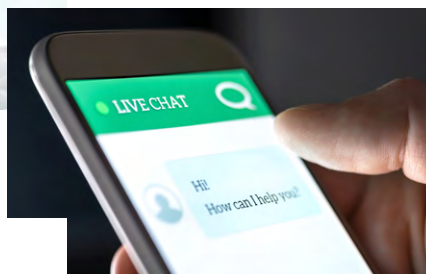
### What's the difference between AI and GenAI?

This may be one of the most asked questions about AI today. Artificial intelligence (AI) and Generative AI (GenAI) are related but different concepts. Here's a brief description about the differences in their core functionalities and purposes.

AI refers to the broad field of machines or systems that mimic

human intelligence, like recognizing patterns, processing data, making decisions, and optimizing processes. It encompasses many techniques, such as machine learning, natural language processing, computer vision, and robotics. In business, AI is broadly used for predictive analytics, automation, recommendation engines (filtering tools that recommend relevant products to customers), fraud detection, and optimizing supply chains.

GenAI is the subset of AI that focuses on generating new content, such as text,



images, music, or code. This is accomplished through models like generative pretrained transformers (GPT) for text and generative adversarial networks (GAN) for images. But forget the long and complex terms! GenAI is much easier to say and understand. Know it as the prolific tool designed to generate (create) things rather than just process or analyze data. In business, GenAI generates personalized marketing content, automates customer support responses, creates product designs, and even assists in coding or content creation for digital platforms.

Here's a great primer on AI from IBM that will quickly bring you up to speed on the basics and history of AI and the series of concepts that are nested within it, including GenAI.

### Learn about your future with AI

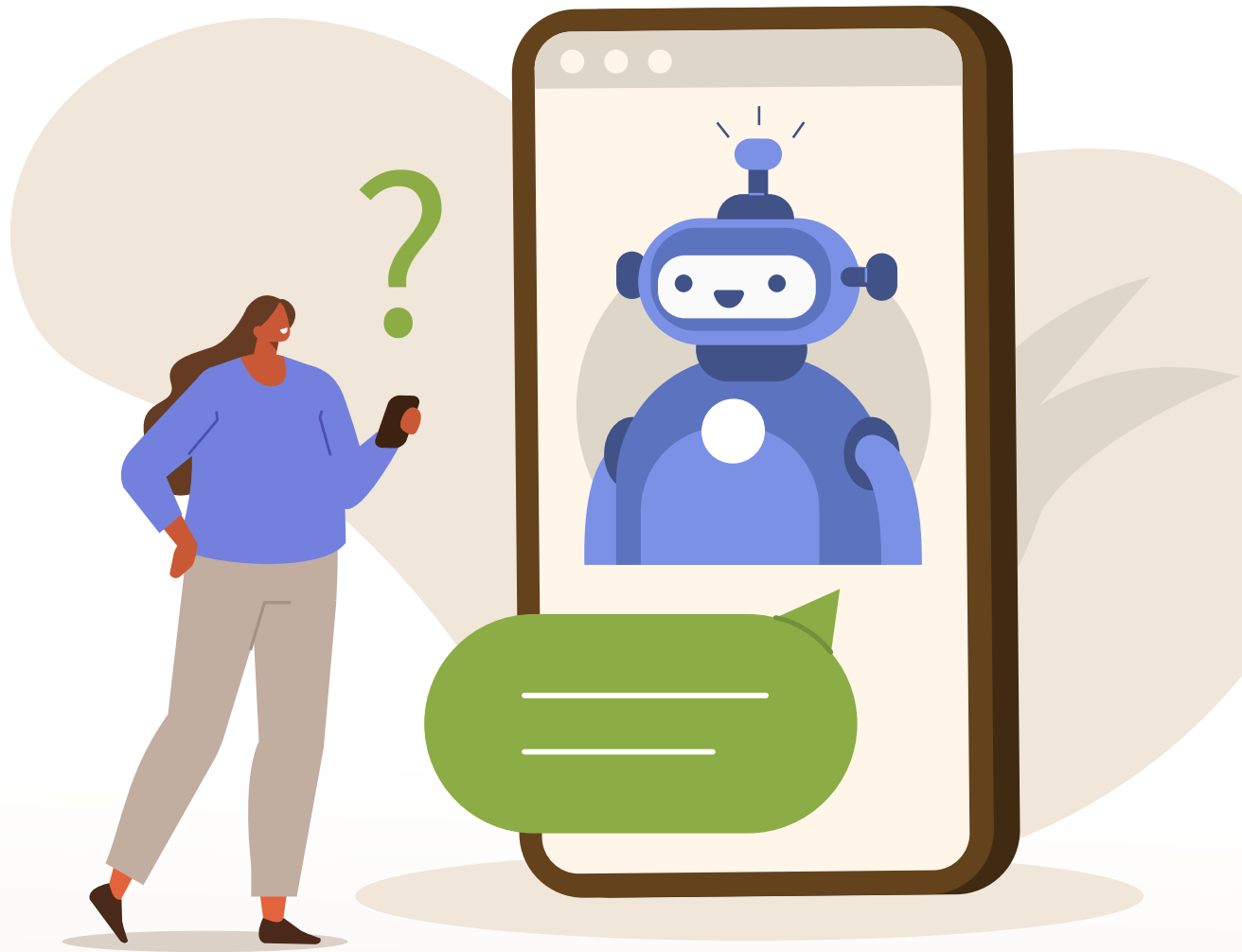
Although leading tech companies and certain business sectors have a solid grasp of AI and its seemingly endless potential, a whole lot of businesses are still in the process of discovering where it can help them most and learning how to use it. And that's okay.

"We're in the middle of a quiet revolution, where AI is steadily being woven into the fabric of business operations," says Keypoint Intelligence, adding that, "As we navigate this new landscape, it's clear that the real AI revolution won't be marked by flashy headlines or miraculous overnight transformations. Instead, it will be built on a foundation of careful implementation, ethical consideration, and high-quality data... one business process at a time."

Education, strategic vision, and talent acquisition are the big building blocks. If you're looking for guidance on how to proceed, feel free to reach out to me at The Cooper Group and I'll help you find a solid source of information.

The key to going 'All In' on AI is finding a source, consultant, or provider with expertise in your industry and specific business sector. I believe you'll find that getting cozy with AI isn't as daunting as it seems.





# What's the Most Important Thing to Know in Adopting AI?

by **David Cooper**

**W**hile there are many factors to consider when adopting or expanding the use of artificial intelligence (AI) for your business, two overarching principles should guide your efforts:

1. A well-defined AI strategy with clear goals and objectives
2. A strong focus on infusing human values into your AI strategy

Each encompasses considerations that, if deeply explored and intentionally pursued, will not only lead your organization and AI initiatives

to success, but will also generate the return you need from your technology investments.

## 8 steps for developing a well-defined AI strategy

### 1. Set down your goals.

As with any business strategy, your approach to AI requires clear business goals and objectives. Start your journey by identifying the specific issues or challenges in areas of your operation that you want AI to solve – and by also identifying business opportunities that you want AI to expose or generate for your company.

Examples might include:

- Improve communications and interactions in supporting your customers.
- Stimulate higher customer engagement levels and increase sales.
- Elevate business processes and operational efficiencies.
- Drive innovation.
- Mitigate financial risks, protect data privacy, and improve cybersecurity.
- Improve employee job satisfaction and performance.
- Optimize supply chain and inventory management.
- Forecast sales and establish more effective sales processes.
- Use more impactful and targeted marketing methods and content.
- Analyze financial, accounting, legal, or other data to identify patterns and risks.
- Automate HR tasks, employee data, talent recruitment, payroll, benefits administration, and more.

The list goes on! Overall, it's important to ensure that your AI strategy aligns with your full business strategy and long-term company vision and goals.

### 2. Get the right people on board.

In terms of protecting your investment, this is the most important step a company take in evaluating AI needs, planning, deployment, training (of people and machines), and AI scaling. Assess whether your current workforce has the skill sets and expertise to work with AI, and if not, it's time for talent acquisition. This may require hiring data scientists, AI specialists, cybersecurity specialists, and other technical experts. Many companies invest in training programs to upskill existing employees on AI-related technologies and methodologies.

### 3. Have the right technology infrastructure in place.

With any new technology, you want to ensure your existing technology infrastructure can handle new applications. Your IT framework needs to be able to support AI implementation with enough computing power, storage, and bandwidth – and give you the ability to scale to meet ongoing needs, company growth, and expansion in your use of AI. Evaluate and choose the right AI tools and platforms that are best suited to your company's needs, now and in the future.

### 4. Foster an internal culture of acceptance and readiness.

Make it a priority to get buy-in from your company's key stakeholders, including senior leadership, to champion your AI initiatives and drive organizational change. And then cultivate a company culture that's open to the changes and innovation that AI is known to create. Ensure that employees at all levels of your organization understand the benefits of AI and are willing to adapt to new technologies and processes in

**As with any business strategy, your approach to AI requires clear business goals and objectives. Start your journey by identifying the specific issues or challenges in areas of your operation that you want AI to solve...**

their jobs. This is accomplished by including employees in the process!

"The savviest leaders prioritize participation by the rank and file throughout the adoption process," said David De Cremer, professor of management and technology at Northeastern University. In his recent article for Harvard Business Review, he said,

“When employees are excluded from that process, they become averse to working with AI, never develop trust in its capabilities, and resist even the positive changes that come from using it. Nonetheless, done correctly, human-AI collaborations represent the most promising way of working.”

**5. Make sure your data sources are clean and ready.**

Artificial intelligence is fueled by data – large volumes of it – and the performance of any AI model or application is only as good as the data sources that feed it. Be sure to assess the quality and quantity of available data that you intend for AI to use so that your AI applications and model produce accurate and effective results. Data security is monumentally critical as well. Strong data governance practices need to be integrated with your AI applications to ensure data security and privacy and compliance with relevant regulations and industry standards.

**6. Thoroughly explore ethical considerations.**

Considering the impact of AI on employees, customers, and society at large, it's important to develop guidelines for the ethical use of AI. Start by becoming intimate with the potential [biases in AI models](#) and implement measures that ensure fairness and transparency by removing discriminatory data and algorithms from your model and applications.

**7. Establish a budget and ROI framework.**

Once you understand the costs involved in AI adoption, including technology, talent, investments in training, and potential infrastructure

upgrades, develop a plan and your expectations for measuring a return on your investments in AI.

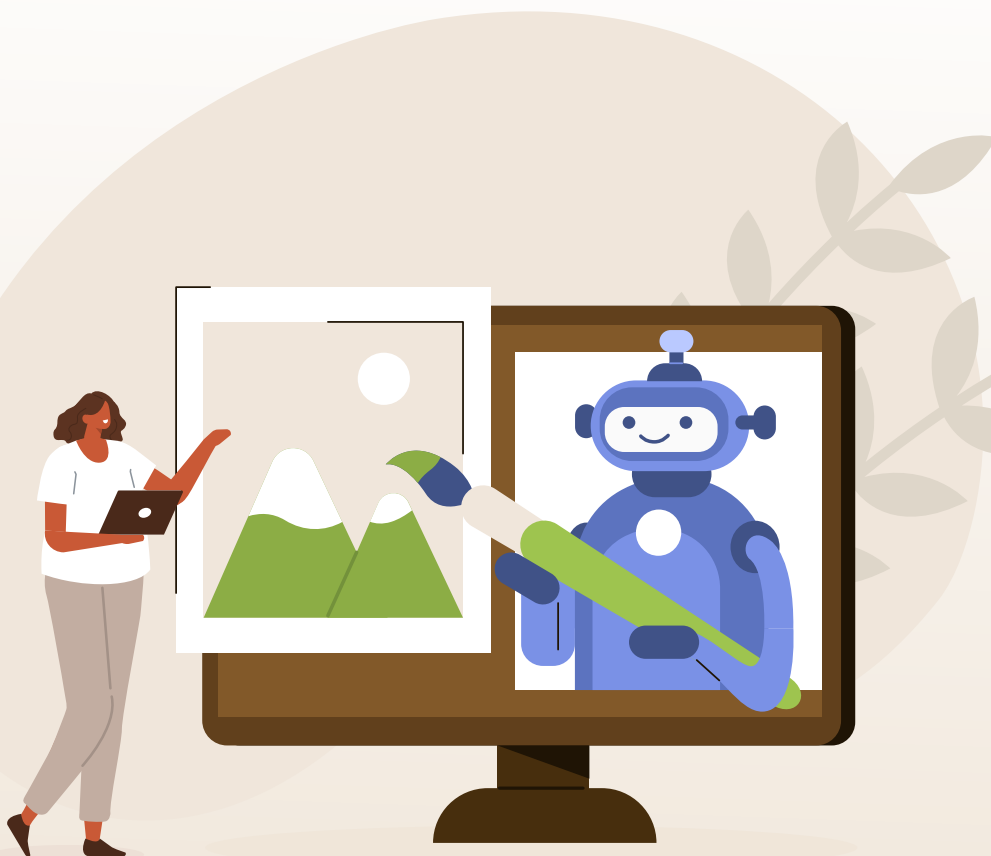
**8. Consider starting small.**

While it's critical to keep scalability in mind, it may be wise to begin your journey into AI with small pilot or test projects. This is what many companies are doing. It allows you to ensure your AI solutions are delivering the value you expect before you scale up. From the get-go, you also need to plan for ongoing maintenance and continuous improvement of your AI solutions so they remain up to date and run on current versions.

**Why and how human values should permeate your AI strategy**

There are some truths about business success that are timeless, and believe it or not, AI is another example of how everything old is new again. I'll let the authors of an excellent Harvard Business Review piece sum this up from their article entitled, "[Bring Human Values to AI](#)" ...

“The idea that technology should be subject to some form of ethical guardrails is far from new. Norbert Wiener, the father of cybernetics, proposed a similar idea in a seminal 1960 Science article, launching an entire academic discipline focused on ensuring that automated tools incorporate the values of their creators. But only today, more than half a century later, are we seeing AI-embedded products being marketed according to how well they embody values such as safety, dignity, fairness, meritocracy, harmlessness, and helpfulness as well as traditional measures of performance, such as speed, scalability, and accuracy.”





Infusing human values into AI models and applications is essential for several unassailable reasons:

**1. Making ethical decisions:** AI solutions operate in environments where they make decisions that impact individuals and society. If AI-generated decisions are not aligned with human values, they can lead to unethical and even harmful outcomes. For example, AI decisions made in healthcare environments must prioritize patient welfare, data privacy, and fairness.

**2. Mitigating bias:** AI models that are trained on data that embodies societal biases can perpetuate and even amplify those biases. Simply said, businesses do not benefit from AI systems that produce distorted results and foster mistrust among people of color, women, people with disabilities, the LGBTQ community, or other marginalized groups. By embedding human values such as fairness and equity into your AI model, you can reduce or prevent potential discriminatory outcomes in areas like talent recruitment and acquisition and employee promotions and compensation.

**3. Fostering trust, acceptance, and adoption:** Employees, customers, and other company stakeholders are more likely to trust and use AI technologies when they believe the systems are guided by values they personally share. To foster trust and encourage broader acceptance among your stakeholders, ensure that your AI solutions behave in ways that respect privacy, fairness, and autonomy.

**4. Ensuring regulatory compliance:** Many governments

and regulatory bodies are increasingly demanding that AI systems adhere to ethical standards and respect human rights. Infusing human values into your AI systems will help you meet growing legal and regulatory requirements and avoid legal liabilities and damage to your company's reputation.

**5. Strengthening social responsibility:** Companies have a responsibility to positively contribute to society. AI systems that align with human values promote societal good by addressing issues such as inequality and environmental sustainability.

**6. Delivering long-term success:** AI systems that fail to align with human values are more likely to face backlash in the market, product recalls, and sometimes even product bans. Conversely, AI values alignment helps ensure the long-term viability and success of AI initiatives and overall company success.

**7. Improving user-centric designs:** Aligning AI with human values helps companies design products and systems that prioritize the needs of their employees and customers, including their safety and well-being. This is especially important in areas like healthcare, autonomous driving, and education, where AI directly interacts with and impacts human lives.

Embedding human values into your AI model is vital to ensuring it benefits people and society, is fair, and operates ethically while avoiding harmful and unintended consequences.



## AI systems that fail to align with human values are more likely to face backlash in the market, product recalls, and sometimes even product bans.

Read the [Harvard Business Review article](#) referenced above to learn about AI values alignment, both as a regulatory requirement and as a market differentiator. The article shares how companies can adjust development processes for their AI-enabled products and services, and most important, it provides frameworks, practices, and tools executives can draw on to ensure human values permeate their AI models.

### Take a holistic approach to AI

By addressing the above considerations, your company can create a solid foundation for successful AI adoption and help you and your teams effectively leverage AI to achieve sustainable and measurable business outcomes.

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