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AI's Impact on Business:

A CONVERSATION FOR LEADERS

ScultureAI

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Your hosts...

Duncan Hardy
CHIEF DIGITAL OFFICER
AT BKL

**Andrew Rashbass**
CHAIRMAN & CO-FOUNDER
AT SCULTUREAI

Elie Rashbass
CEO & CO-FOUNDER AT
SCULTUREAI

We brought together a diverse range of leaders and entrepreneurs to discuss generative AI's potential for automation and beyond, its role in employee engagement and organisational culture, and what business leadership looks like in the AI era.

Here's a breakdown of our conversation.

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AI AND ORGANISATIONAL CULTURE

33%
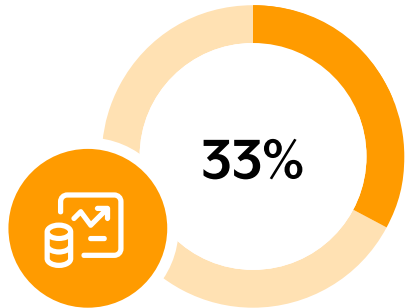
In 2023, 33% of CEOs ranked culture as the most important influence on financial performance

Source →

First of its kind

Founded in 2023, ScultureAI coaches employees in real-time based on a company's unique values, thereby embedding the company's desired culture into everyday behaviours and interactions across the whole organisation. **Find out more here** →

Improving and not replacing

ScultureAI works alongside humans by offering in-the-moment coaching as colleagues are communicating and working through digital channels (currently email and instant messaging) and is rooted in behavioural science theories such as neuroplasticity.
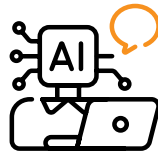
Adapting off-the-shelf AI

Complex applications like coaching require significant AI development beyond off-the-shelf large language models (LLMs). ScultureAI are at the forefront of this innovation.

Employee engagement

While many AI tools are focused solely on improving services and internal processes, ScultureAI is an example of where AI can also enhance employees' own experiences, all within their existing workflows.

ScultureAI shows how approaching AI with ambition, and going beyond pure-play AI automation and cost/time efficiencies, can deliver previously unthinkable outcomes – in this case, personalised coaching for everyone, in the moment, and whenever they need it.

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BLOCKERS TO WIDESPREAD ADOPTION OF AI IN COMPANIES TODAY

38%

48%
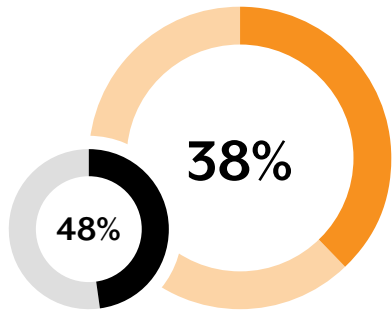
AI adoption isn't welcomed by 38% of business leaders and 48% of employees.

Source →

❌ **Unproven return on investment**

For companies to move beyond an experimental phase with AI, ROI has to exceed the benefit of spending that investment elsewhere.

❌ **Poor user experience**

AI products are too difficult and daunting for some. One participant even described ChatGPT as "too blank a canvas".

❌ **Weak support**

For some, AI products lack the maturity and support that's expected with enterprise software. Onboarding would be an example of an area highlighted as needing more sophistication.

❌ **The AI trust gap**

For many, there's still a lack of trust in AI. People frequently hear about, or experience, AI hallucinating (providing false information).

💡 **Other blockers we identified included lack of education, a reactive competitor-led approach, and hype obscuring value.**

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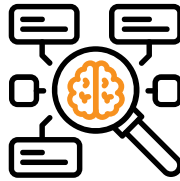# HOW TO ACCELERATE CORPORATE AI ADOPTION

7 in 10 leaders say their managers are not actively supporting their team's use of generative AI.

Source →

Value of scaling up

AI tools can provide at scale what previously was available only to a few. Appreciating the value of this will drive further adoption.

Buy-in from leaders

Active support for AI is required from senior leaders and middle managers, though there's some debate over which group's buy-in within the organisation is needed most.

Company-wide ownership

As with adoption of IT, organisations need to move away from AI being associated with one colleague or one team's role, instead making it part of the organisation's DNA.
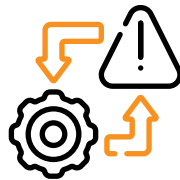
Tackling risk aversion

Some consider the UK as being typically more risk-averse than the US. A likely way forward in the UK is high impact use-cases where the perceived risk is low. ScultureAI is a good example of this.
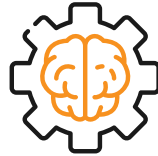
We identified further factors including competitive benchmarking and the need to move from human oversight to adopting a strategy of 'good AI' policing 'bad AI'.

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IMPLICATIONS OF AI FOR LEADERS TODAY

55%
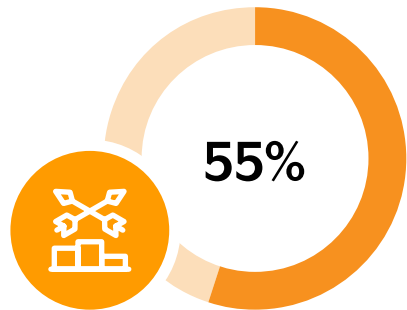
55% of executives believe they're behind the competition in adopting new technologies.

Source →

Self-education

Implementing AI is hard. Leaders need a solid understanding of the landscape in order to provide strong leadership and to balance risk and opportunity.

Managing workforce disruption

Some employees will have "dystopian" concerns about AI advancement, fuelling ongoing debate. Ensuring that people understand why the disruption is necessary and beneficial is better than trying to stop the disruption.

Getting ahead

If leaders approach AI defensively – being reactive to competitors rather than proactive – their organisations will, at best, always be playing catch-up.
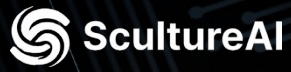
Vision

Leaders need to imagine a world where AI has made their business services easier to supply and at a marginal cost – and then lead their organisation towards it.

BKL's IT experts have the commercial insights and industry experience to help you invest in the tech that's best for you. Find out more here →

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THANK
YOU