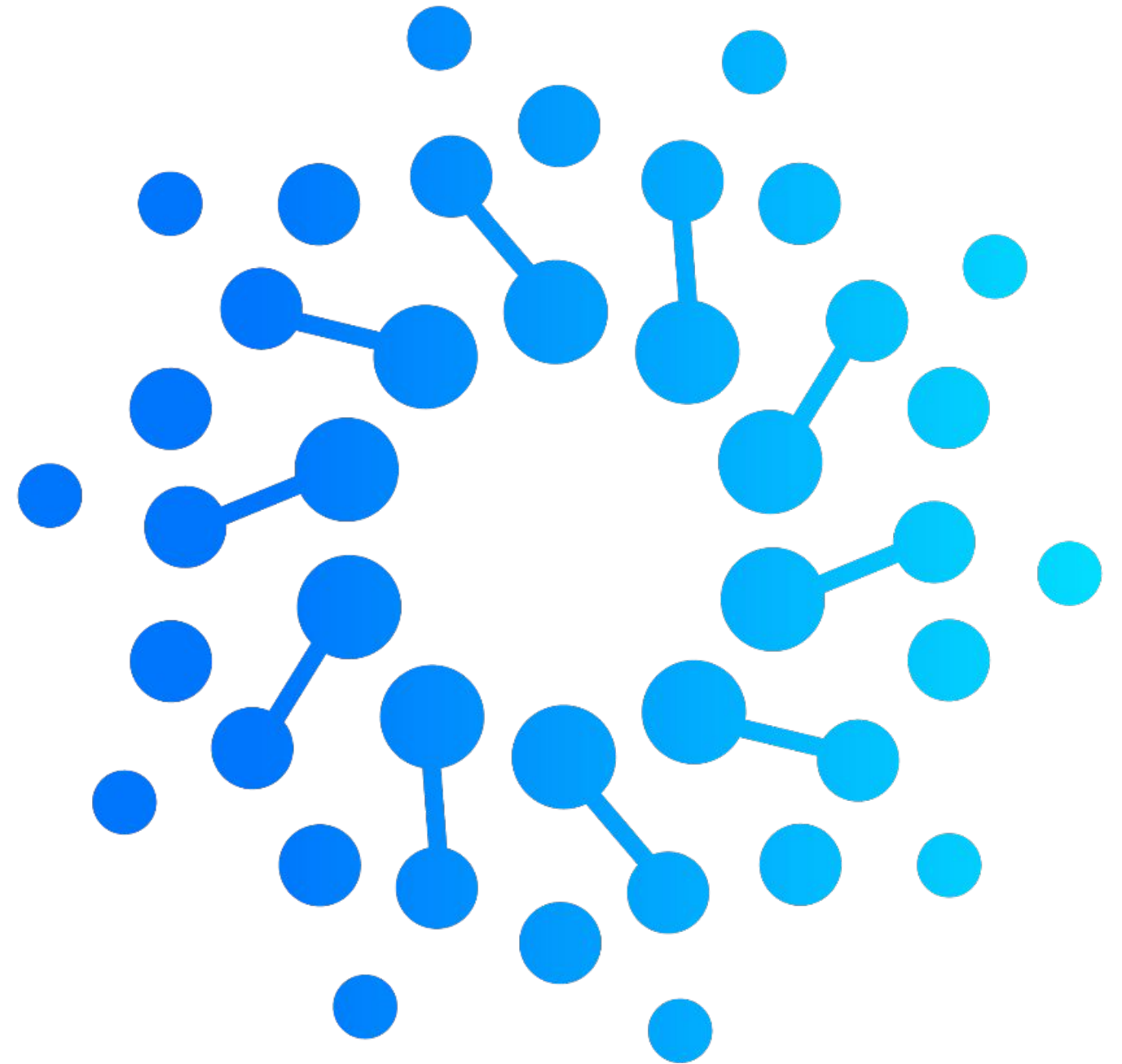


BlueInnovo

***Everyday AI: the leadership  
challenge to balance change &  
compassion***

Jennifer Olson, Owner/Managing Principal

5/8/2025



# Session Objectives

1. Participants will gain a clear understanding of the **evolving AI landscape** - what it is, how to engage with it, and where it's likely headed.
2. Participants will identify **2–3 simple, practical use cases** to apply AI in their personal and/or professional lives to enable AI adoption.
3. Participants will be able to engage in dialog with peers related to the **humanity of AI**, especially how it can support work-life balance and improve how we manage time - a limited commodity.
4. Participants will leave with 1-2 areas of immediate **application for leadership adoption** at their organization; for discussion, implementation or acceleration of current state.

What best classifies the state of your AI journey as a leader?



**Crawling?**



**Walking?**



**Running?**

What best classifies the state of your organization's AI journey?



**Crawling?**



**Walking?**



**Running?**



## Today's discussion: compassionate AI

- The What
- The Why
- How you can use AI today
- What to be aware of as a leader
- Q&A

Tell me more...how many of you have used

amazon

Uber

lyft

Gemini



Copilot

CHASE

indeed

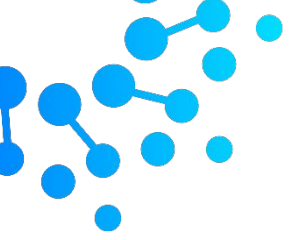
DELTA

ChatGPT

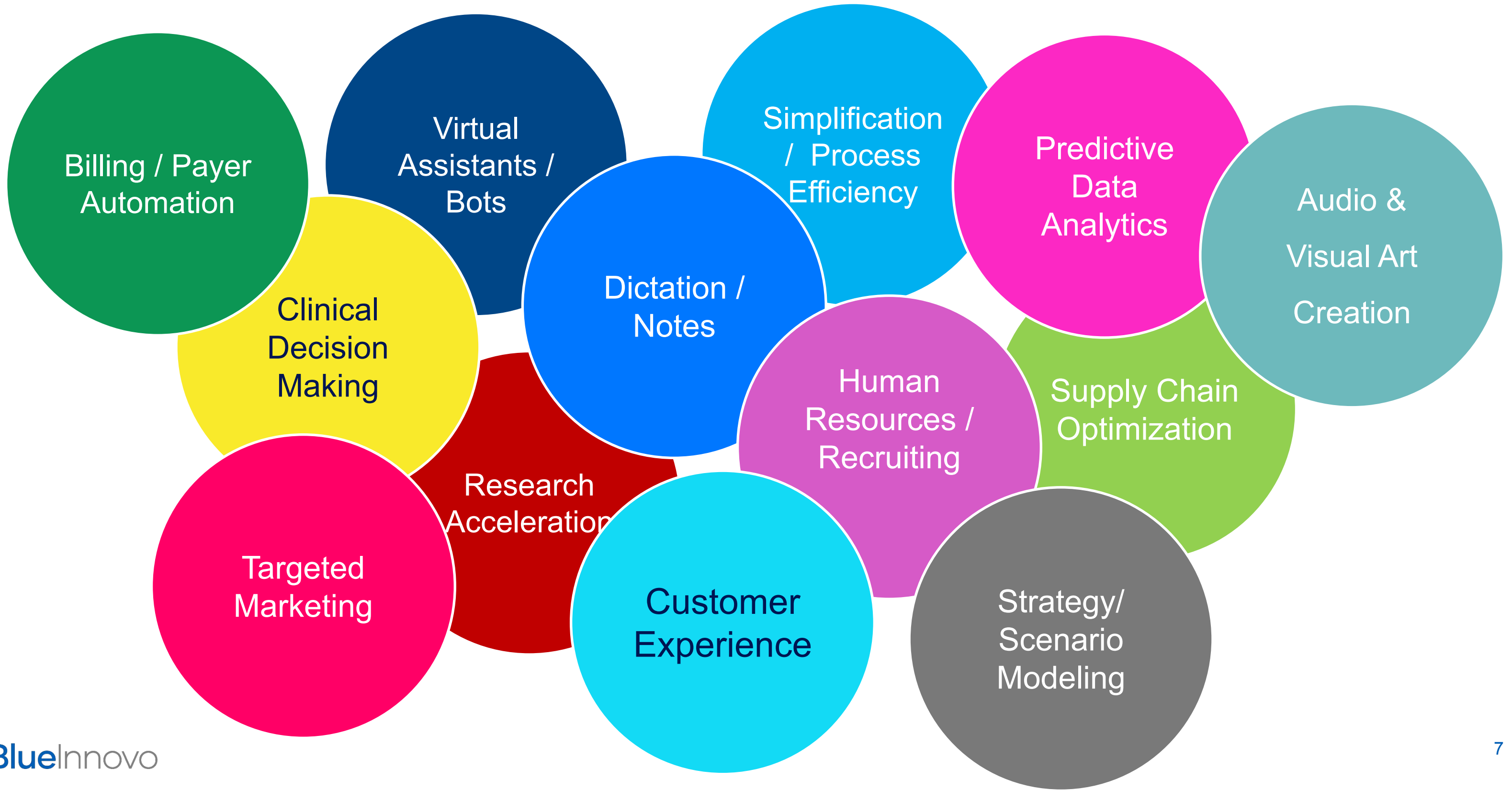
Claude

airbnb

usbank



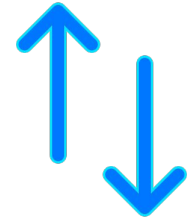
# AI – Where is it? EVERYWHERE



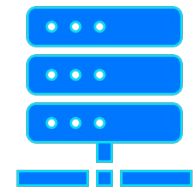




## AI in business & in real life



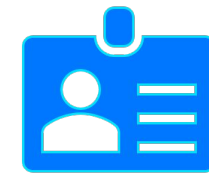
High complexity &  
regulation



Massive amounts of new  
information



Profit margin squeeze in  
many industries



Workforce  
shortages

## Challenges for *Organizational Leaders* -- who are also everyday HUMANS

5 generations in the workforce

Worker, leader burnout

Asked to do more with less

Technology ever-evolving

Pace of change outpacing ability to keep up



5 generations in the workforce

Worker, leader burnout

Asked to do more with less

Technology ever-evolving

Pace of change outpacing ability to keep up







## Transformation Imperative: AI

**Reality:** AI itself won't replace you. Robots won't chase you.

***A person using AI and digital tools will.***







- Many current job functions will go away.
- We will learn how to do work (& play!) differently, enabled by this transformation.
- With safeguards, we can improve quality of life for ourselves and others.

Zain. "24 AI Tools to Future-Proof Yourself." *LinkedIn*, Apr. 2023,

[www.linkedin.com/feed/update/urn:li:activity:7049730529784385536?updateEntityUrn=urn%3Ali%3Afs\\_updateV2%3A%28urn%3Ali%3Aactivity%3A7049730529784385536%2CFEED\\_DETAIL%2CEMPTY%2CDEFAULT%2Cfalse%29](https://www.linkedin.com/feed/update/urn:li:activity:7049730529784385536?updateEntityUrn=urn%3Ali%3Afs_updateV2%3A%28urn%3Ali%3Aactivity%3A7049730529784385536%2CFEED_DETAIL%2CEMPTY%2CDEFAULT%2Cfalse%29). Accessed 6 Feb. 2024.

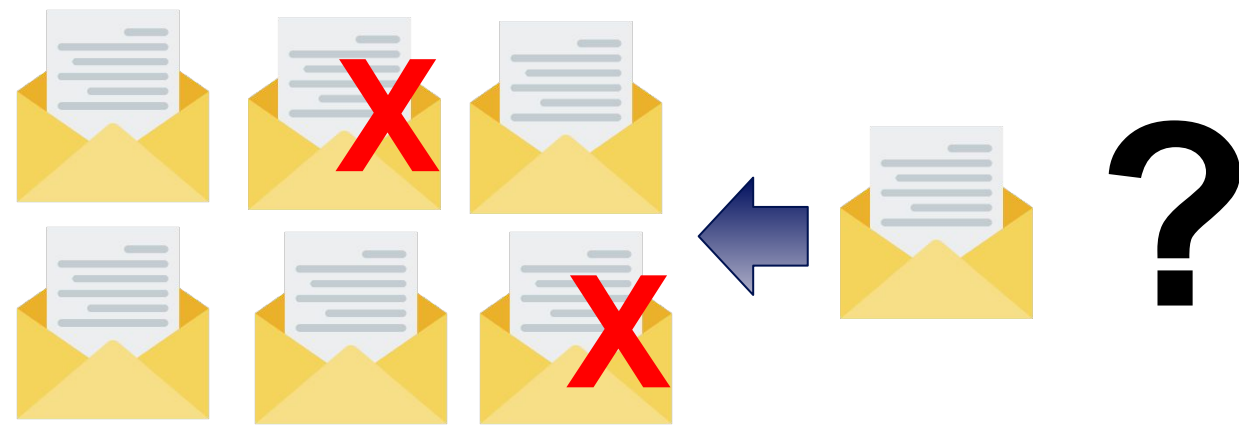


## Establishing a common AI vocabulary

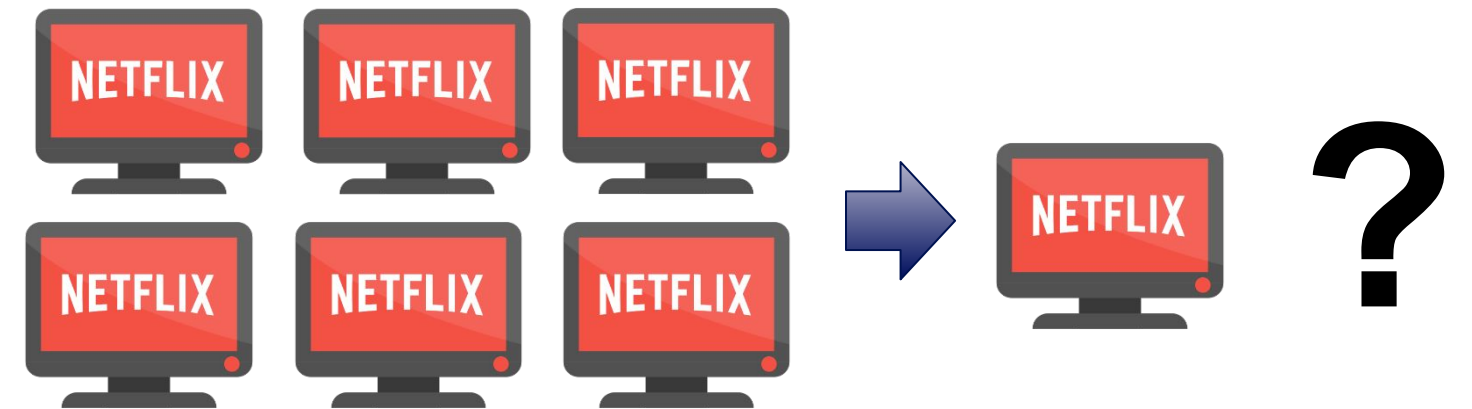
<b>AI</b>		Enabling computers to perform human-like functions.
<b>Generative AI:</b>		A subset of AI, enabling computers to <i>generate</i> content
<b>Agentic AI:</b>		AI systems that <i>act autonomously</i> , making decisions and subsequent actions without human guidance
<b>Machine Learning:</b>		A subset of AI, enabling computers to <i>predict</i> things.
<b>Prompt:</b>		Your text that guides the AI responses.
<b>Prompt Engineering:</b>		Crafting prompts to optimize the quality of the output



- Machine Learning -- When computers **learn** from data, so they can carry out **tasks**.



**Learn** from e-mail data to **predict** spam messages.

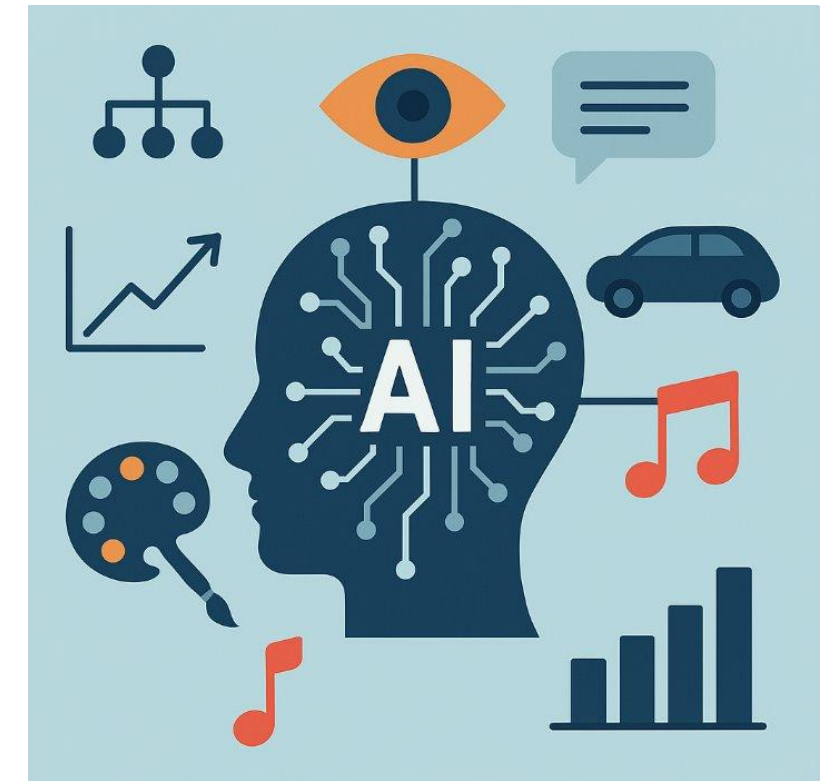


**Learn** from streaming data to **recommend** shows.

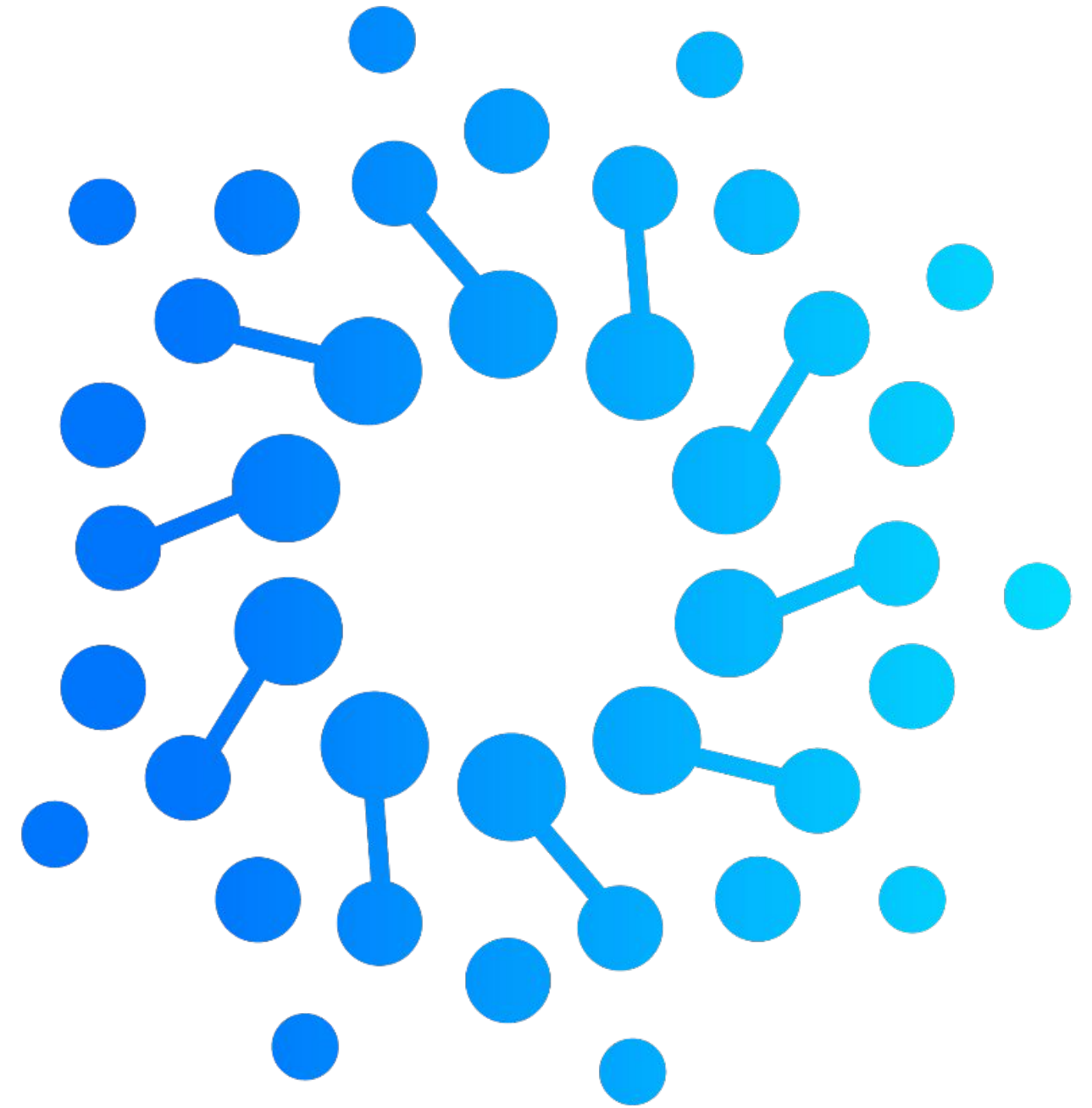


## Highly applicable - some common AI use cases

<b>Customer Service:</b>	Automate support responses with AI chatbots.
<b>Personalized Marketing:</b>	Tailor campaigns using customer data.
<b>Fraud Detection:</b>	Identify and manage financial risks.
<b>HR and Recruitment:</b>	Streamline hiring with AI screening.
<b>Product Development:</b>	Accelerate innovation through AI-assisted research.
<b>Sales and CRM:</b>	Research prospects for improved strategies (leverage CRM data to identify sales leads).
<b>Strategy / Biz Dev:</b>	Market & competitor assessment
<b>Finance:</b>	Scenario modeling & complex pivot tables
<b>Leadership:</b>	Talking points for events, Town Halls, philanthropy events, etc



As a leader, where do I start?





## Real time Mad-libs practice: writing a prompt (Audience Input!)

As a senior (**blank type / field**) expert, provide weekly social media blog post content about (**blank topic**), with a (**blank**) tone, appropriate for posting on LinkedIn to a professional network, for (**blank duration**).

Format the output in (**blank format**) and ensure that they build the brand and reputation of the firm over time, while engaging (**blank type**) followers.

Take these concepts from this draft outline and prepare a professional presentation, in a single formatted template, with bolded words and images to reinforce the content. No more than 8 slides, for an investor audience.

Reframe this speech so the tone and language is for a formal, senior executive level audience, and it is no longer than 15 minutes in length. Create 3 take-away points.

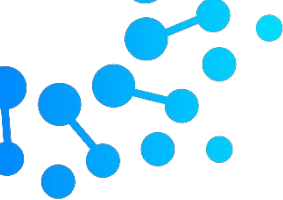


Try the  
free  
Gamma  
app!



**Copilot**

Try in CoPilot or ChatGPT



## • Prompt output ...

As a senior **marketing expert**, provide weekly social media blog post content about **gourmet kitchen appliances**, with a **curious** tone, appropriate for posting on LinkedIn to a professional network, for **12 weeks**.

Format the output in **bullets**, and ensure that they build the brand and reputation of the firm over time, while engaging **home chef** followers.

### **Week 1: The Future of Home Cooking—Are You Ready?**

- The gourmet kitchen is evolving. Smart technology, precision cooking, and efficiency are redefining the way we prepare meals.
- What innovations excite you most? Let's explore where culinary tech is headed.

### **Week 2: The Secret Behind Restaurant-Quality Meals at Home**

- Achieving professional-grade results doesn't require a culinary degree—it's all about the right tools.
- Discover how sous vide, induction cooking, and steam ovens are leveling up home kitchens.

### **Week 3: Is Your Kitchen Helping or Holding You Back?**

- Cluttered counters, outdated appliances, inefficient workflows—these can stifle creativity and slow down meal prep.
- Learn how modern kitchen design and smart appliances optimize your cooking experience.

### **Week 4: The Power of Precision—Why Temperature Control Matters**

- From searing steak to melting chocolate, precise temperature control is the difference between perfection and disappointment.
- Explore cutting-edge appliances that help home chefs master consistency.

### **Week 5: The Appliance That's Changin**





# AI in everyday life: Turning holiday chaos into calm



## **The Problem: Holiday Baking Overwhelm**

*(Emotion: Stress, Decision Fatigue)*

- ☐ Too many recipes, not enough time
- ☐ Don't know what ingredients have or need
- ☐ No idea where to start or how to organize it all
- ☐ Forget what tools or pans are needed
- ☐ Feels like more work than joy!
- ☐ Overwhelming



## **The Solution: AI-Powered Planning with ChatGPT**

*(Emotion: Relief, Confidence, Control)*

- ✓ Organize recipes into a clear, staged timeline
- ✓ Consolidate ingredients and calculate total measurements
- ✓ Group the shopping list by grocery store layout for fast navigation
- ✓ Highlight ingredients on hand vs. what is needed to buy
- ✓ List all required pans, tools, and prep needs
- ✓ Recommend the ideal baking order for time efficiency
- ✓ Suggest freezing or storage tips to extend freshness
- ✓ Even helps write cute labels or messages if gifting!

# LEADER / BUSINESS Use Cases – simple to complex



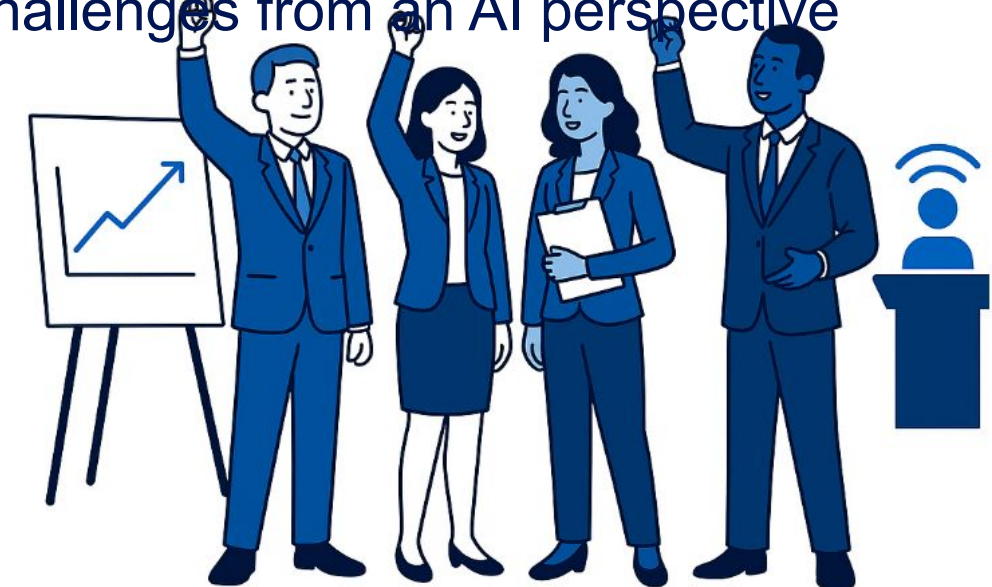
## Simple...

- Brainstorm direct to consumer marketing messaging & social media approach for small business
- Use copilot excel to run model to assess the financial growth projections with different scenarios – use prompts as an experienced accountant with variables
- Use ChatGPT for basic legal document design (bill of sale, buyer agreement, consulting agreement, etc)
- Weekly itemization of time based on calendar and auto-generation of invoices
- Create a speech or talking points for a philanthropy event, town hall, etc – prepare for your week by calendar review and summary of key topics



## Practical Actions: Leaders

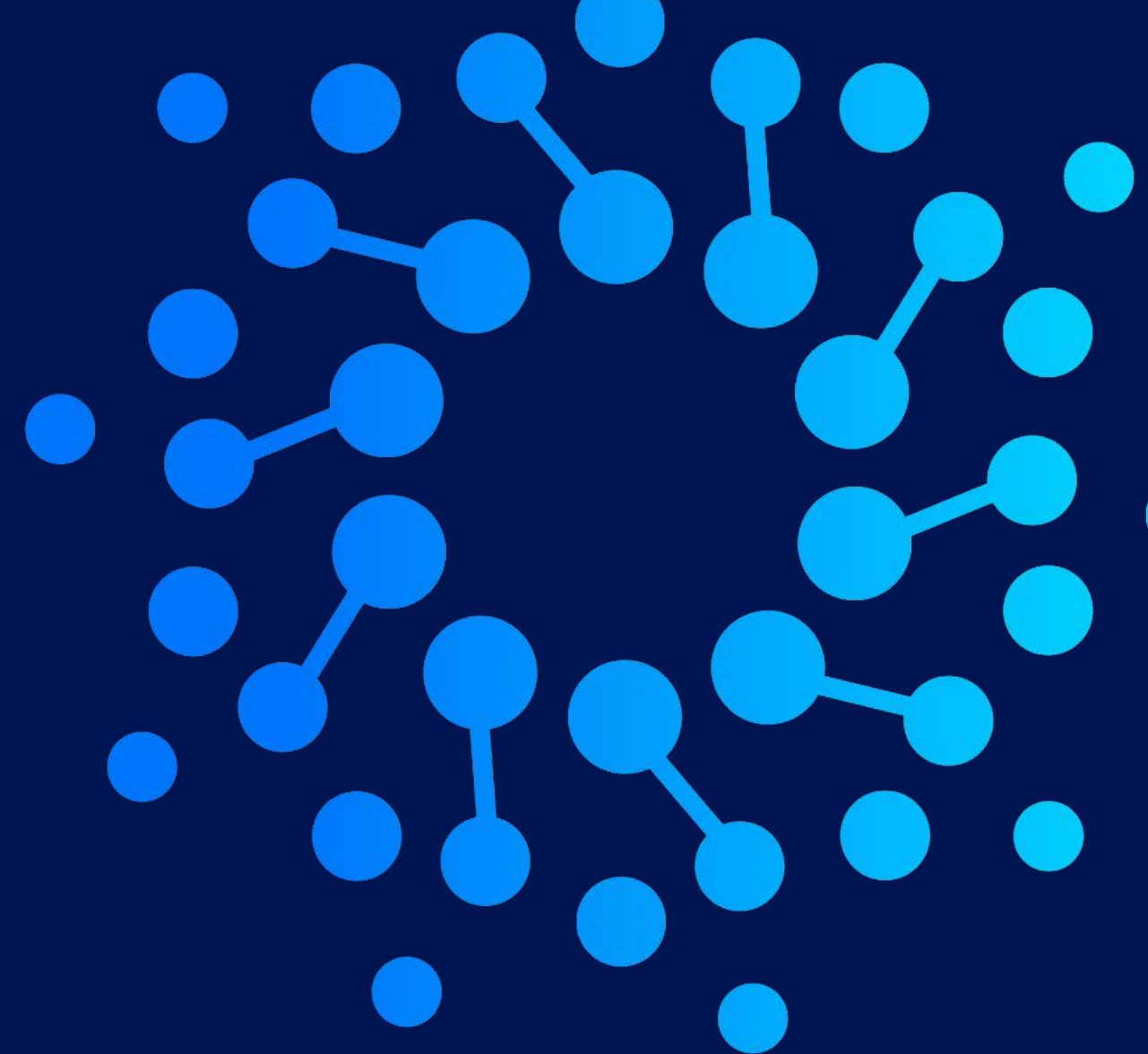
- Use the AI functionality built into various **web browsers** (bing, google, etc)
- Download CoPilot, ChatGPT, Claude, etc & **PLAY with prompts**
  - Transcribe a meeting and ask for a summary; plan a trip itinerary; snap a photo of your fridge contents and ask for a meal idea; ask for a SWOT of a service line challenge
  - Slow down enough to have an actual immersive experience; learn the power of several different AI applications working together!
- Subscribe to the **blogs of software providers** your organization uses – like Microsoft, Google, etc.  
<https://blog.google/technology/ai/>
- Seek out a **reverse mentor** – have them work 1:1 with you to address challenges from an AI perspective
- Get on **1-2 different AI info feeds** and read up 3-5x a week!



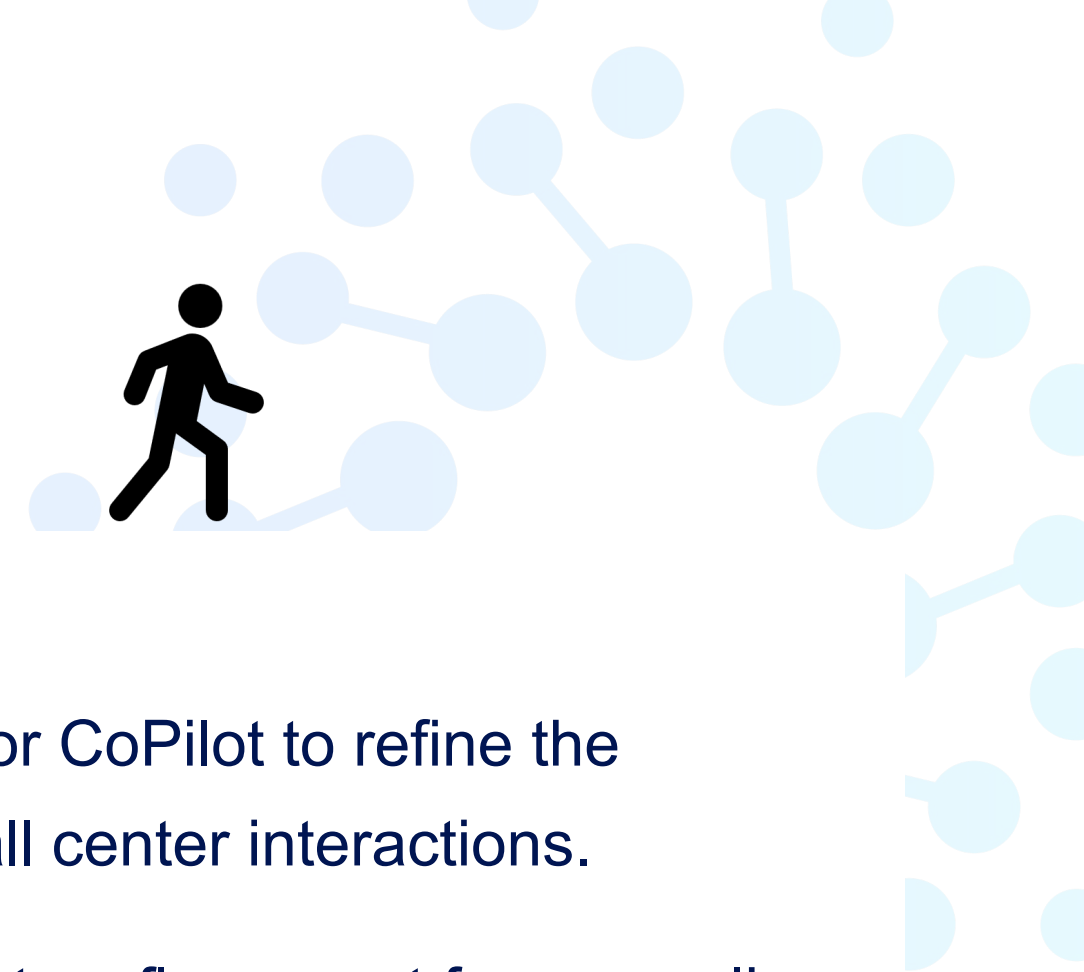
## CRITICAL Call Outs:

1. Mandates without MEANING
2. AUTHENTIC executive participation

*A fast way to erode trust is to require AI utilization without clarity on WHY and clear pathways to meaningful results.*



# LEADER / BUSINESS Use Cases – simple to complex



## Moderate...

- Automate an HR response to applicants or within a call center – use Chat or CoPilot to refine the preferred tone and ensure compliance with company policies for 90% of call center interactions.
- Create automated reporting / board reports from monthly financials; generate a flag report for anomalies that trigger action / follow-up.
- Automate customer education and service materials (written, spoken / call services) into a large variety of languages (whisper.ai – part of OpenAI).
- Develop a regional expansion plan by doing a market assessment of competitor locations, market position and demographics (use several complimentary ai enabled applications); run scenario modeling.



# Real-World AI in action: Balancing innovation with empathy and impact



## ***Fostering Inclusion Through Language***

Imagine a diverse team with speakers of English, Spanish, and Vietnamese. By using Whisper AI to transcribe and translate their personal stories, team members can "hear" and understand each other's backgrounds—fostering rapid psychological safety and inclusion.



## ***Financial Flow for Small Healthcare Providers***

Small practices rely on consistent cash flow. Cylerity enables them to unlock the value of medical reimbursement claims in real time—essentially acting as a “bank” for healthcare organizations like clinics and non-emergency transport services.



## ***Early Autism Diagnosis with Confidence***

For pediatricians, Canvas Dx offers an FDA-authorized AI tool that helps diagnose (or rule out) autism in children ages 1.5 to 6. It accelerates answers, giving families clarity and enabling timely support and intervention.





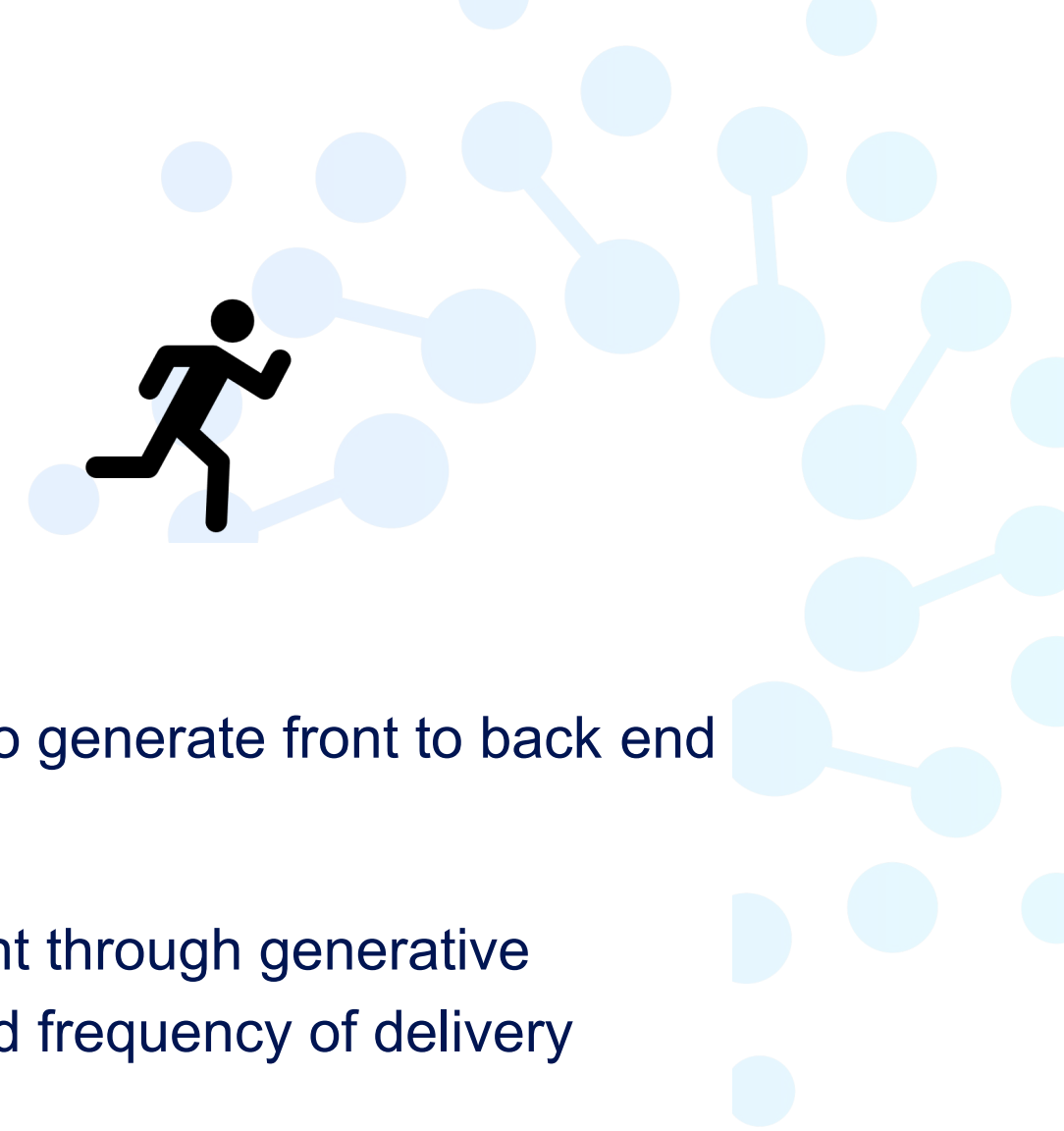
# Practical Actions: Organizations

- Develop a clear **Information Security** approach
- Enable **ideas** to bubble up to all management levels – create a **process** to evaluate them
- Expect your **senior leadership** team to embrace AI
  - Establish the **WHY** and the **WHY NOW?**
  - Look at **use cases by function**
  - Create immersive experiences – get over initial fear / distrust by highlighting the
  - Build AI into org **strategic** plan and measures
- Assess easy wins (& failures!); **act courageously** on low risk projects
- Avoid “snake oil” sales pitches; but use vendor resources!
- Be aware of **ethical considerations**





# LEADER / BUSINESS Use Cases – simple to complex



## Complex...

- Fully automate a customer response function with agentic AI; use multi-modal AI to generate front to back end operational and service recovery
- Enhance supply chain efficiency for bricks & mortar and digital/web sales fulfillment through generative AI, robotic processing, and prediction modeling by customer, product, location, and frequency of delivery
- Implement pharmaceutical fills within a clean room, allowing pharmacist interactions at top of license – with complex patients, for safety/quality protocols, and application of clinical evidence to a patient type; create automated "push" of evidence-based protocols to provider team at the site of care for real-time accessibility and decision-support



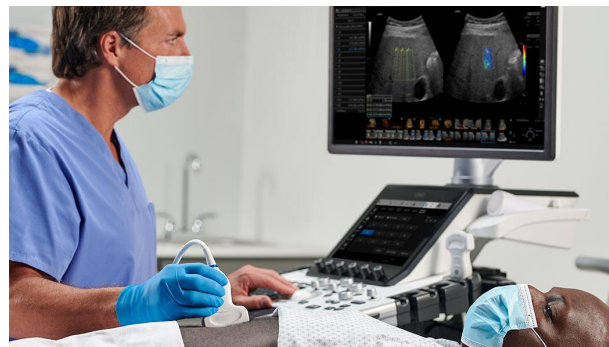
## Transformation Imperative: Good for business, good for communities

### **Mortenson Construction**

**(Wisconsin)** uses AI-driven predictive analytics to improve project planning and reduce risk. Tools like ALICE Technologies simulate construction scenarios to optimize timelines, staffing, and materials—leading to fewer delays and cost overruns.



**GE Healthcare** is combining artificial intelligence (AI) and machine learning with clinical practice to improve care through diagnostics that are increasingly more accurate, more precise, and less risk to patients. Research generated from thousands of studies can be used to accelerate product enhancements and interventions for faster medical breakthroughs.



**University of Wisconsin–Madison** leverages AI in both administration and research. AI is used for predictive enrollment modeling and student success tracking, helping advisors intervene early with at-risk students. Researchers also use AI in climate modeling and healthcare innovations.



**Associated Bank in Green Bay** is exploring AI for fraud detection and customer service. AI tools flag unusual transactions in real-time and support chatbots that handle basic banking inquiries—reducing wait times and increasing efficiency.



# AI requires a human lens.

## Without guardrails, it's a risk. Without a story, it's just data.



AI without oversight is dangerous



AI without compassion is destructive



AI without courage is stagnation



AI without context is misguided



Oversight brings safety



Human stories bring compassion



Courage fuels innovation



Context delivers clarity and relevance



### Common AI Pitfalls

Bias | Information Security  
Hallucinations | Cost

### Measuring Meaningful AI Use

Training Participation | Tool Usage Frequency |  
Efficiency Gains | Transformation w/ KPIs

Oversight + Compassion = Responsible AI



## Summary: AI is powerful – for business advancement & personal balance

***Truth:*** You and I will never be an expert in everything AI.

***Truth:*** It is here.

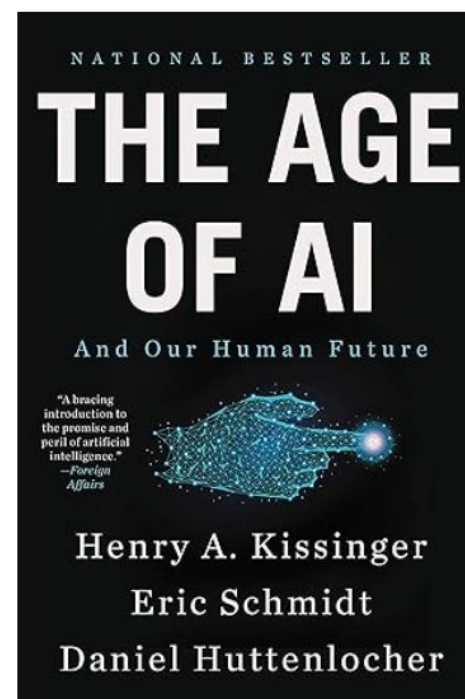
### ***Opportunity:***

- ✓ Be curious – try a few apps! For work AND play.
- ✓ Listen carefully – work with IT/ CSIO & young ee's to establish safeguards.
- ✓ Know the power of your leadership shadow – you ARE being watched.
- ✓ Take chances.



## Want to learn more? Start here

- *TLDR AI Newsletter*
- Folks to follow on LinkedIn – *great visuals/beginners guides*
  - Zain Kahn – Superhuman AI
  - Rowan Cheung – The Rundown
  - Max Rascher – ChatGPT Cheat Sheet
- Mayo Clinic/Gianrico Farrugia, MD (digital health strategy)
- Newsletter publications & classes from Microsoft, Google, etc



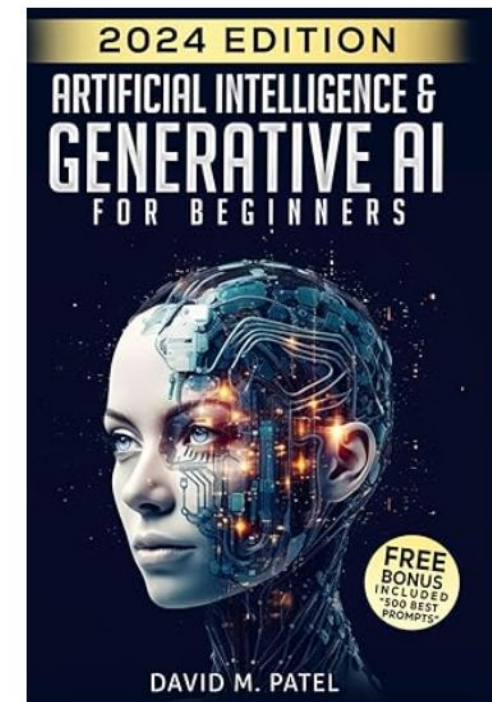
"Packed with examples and insights from experts, this book is the go-to guide for anyone interested in how we might leverage AI to improve healthcare services and develop a healthcare system fit for the 21st century."  
DR VICTORIA BETTON, expert in human-centred design and digital health, author of 'Towards a Digital Health Ecology: NHS Digital Adoption through the COVID-19 Looking Glass'

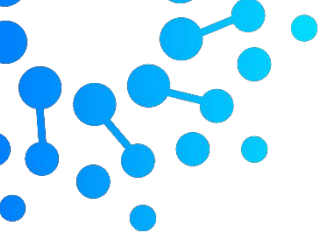
## ARTIFICIAL INTELLIGENCE IN HEALTHCARE



Unlocking its potential

DR JANAK GUNATILLEKE





# Q&A

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