



digital agency

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**AI
Implementation:
HR & Biz Ops**

Agenda

- ❖ Understanding the basics of AI
- ❖ Identifying AI use cases
- ❖ AI Strategy Framework
- ❖ Open Q&A

Today's Agreement



Be present



Be curious



Learn from
each other



Have fun

AI Savvy

Are you a 1, 2, or 3? (for professional use)

1

Beginner

Heard about it but not using AI yet

2

Intermediate

Just getting started with a few AI tools

3

Advanced

Using AI on a regular basis

What is AI?

The ability for a computer to learn, see and do.

Generative AI

Produce various types of content including text, imagery, video, audio and data.

Large Language Model

How do you feel about the use of AI?



This is the biggest shift in our lifetime!

85% of jobs that will exist in 2030
haven't been invented yet.



Institute for the Future

AI Use Cases (Brainstorming partner)

★ Marketing and sales—inspiration for when you are creatively stuck, social media, SEO, blogs, emails, enewsletter, PowerPoint, landing pages, transcribe podcasts and webinars and sales content (including text, images, and video)

★ Operations—Meeting notes, agenda outlines, generating task lists. Teams/Otter/Zoom to transcribe and summarize notes and next steps. Tango for process documentation.

★ IT/engineering—writing, documenting, reviewing, and debugging code.

★ Nonprofit—grant writing, fundraising, event planning, policy, and reporting.

AI Use Cases

- ★ Customer support-creating FAQs and answering customer inquiries.
- ★ Translation-translating different languages.
- ★ Risk and legal -pulling from vast amounts of legal documentation and drafting and reviewing annual reports and summarizing the reports.
- ★ HR-job descriptions, policies, onboarding, performance reviews, recruiting, LMS, training and development.

Strategy First then Tools!

Write an AI policy

Educate teams

Conduct internal review

Identify goals

Create an AI super user or team

Integrate AI

Measure, optimize, and repeat



How could each department implement AI?

What could be the potential hours saved by implementing AI?

Write an AI Policy

- Tie to your cybersecurity & social media policies
- Safeguard company data & intellectual property
- Vetting process of tools
- Approved list of tools
- Role based access controls
- Verify accuracy of the tools
- Educate teams on the new policy



Educate Teams

Address AI-first and change mindset

Find resources to keep teams up to date with AI

Add AI as a topic on your team agenda

Share use case and pitfalls

AI is not a department

Conduct Internal Review

How is your team feeling about AI?

What are repeatable tasks in the business?

What tools are used to automate those tasks?

What could be the potential time savings?

What potential risks are involved?

What are the cost involved?

Identify Goals and Desired Outcome

What are some use cases per department?

What is the desired outcome?

What are the timelines?

What is your hypothesis?



Create an AI Super User or Team

Identify an AI super user

Find training programs, webinars or partners

Responsible for helping develop an AI roadmap and internal education plan

Build prompt library

Vet tools



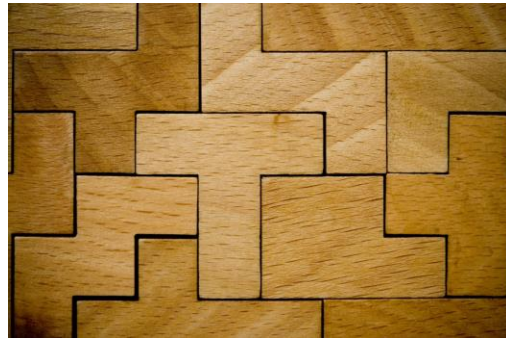
Integrate AI

Start small

Prioritize business function with the highest return

Set your key metrics

Build a master doc of the new workflow



Measure, Optimize and Repeat

Review your key metrics

What is working or not working?

Collective wisdom and group share

Go back and add in another team or project

Continue to optimize workflow and educate



What plans do you have to use AI?

Action Plan

- ❑ Write an AI Policy and educate your employees
- ❑ Identify tools that make sense for you and your company
- ❑ Set up an AI team Challenge to help with AI Adoption
- ❑ Stay curious
- ❑ Let me know how it goes



Questions?



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Stay up to date with all things AI



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