

Next management steps for your AI journey

1. Foster a company culture destined to make things happen, change things, dare to do new things, and get results in the end, rather than insist on power, internal politics, or counting the 'headcount' of people managed. It's not a zoo, it's an organization with human beings. And AI.
2. Foster a failure culture encouraging experimentation with new possibilities, which include AI, but also other things. BUT failure culture does NOT mean being stupid and breaking things for the purpose of breaking. It includes risk assessments, and making decisions on imperfect information, without thoughtlessly going all-in.
3. Regularly put everything to the test, particularly old and habitual thought patterns. This includes your best sellers, your cash cow, your signature products or services. Ask yourself: What can we do better. What can we do uniquely new, by means of new technologies like AI? Be curious! And brave.
4. Regularly get out of your familiar environment, together with your employees. For instance, go to your customers to see what is important to them. Just watch. Listen. And also go to where new ideas are generated. Ideas that may look like science fiction but could be the source of innovations you can implement soon. **You are one idea away from outstanding success!**
5. Build your future on the creativity of mixed teams. Mix age, origin, gender, areas of experience, and then add a pinch of AI - like fragrance manufacturer Symrise did.
6. Accept that innovation will always be met with fear. Take the dangers of AI seriously. But don't let that stop you from discovering and exploiting opportunities. Because if you don't, others will!
7. Establish or support your AI task force. Their job is not a side hustle, so give them budgets AND goals.

What are your most important learnings from this course?

What was most surprising or inspiring to you?

Other notes:

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