

Responsible AI • Ethics By Design

# AI Case Study Driving Cultural Change for Scaling AI

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# The Challenge

- Client, a Bank, prioritises AI technology over long-term scaling of AI responsibly and ethically.
- There was a lack of processes for risk mitigation and building trust.
- Leadership failed to collaborate and instead relied solely on engineers to address transparency, trust, fairness, and discrimination.
- Employees lacked the confidence to raise concerns and adopt AI.

# The Task



Collaborate with the client to establish a culture of openness, collaboration, teamwork, and ethical AI practices.

# Implementing a Tailored Solution

- **Education and Upskilling:** Ensure that all team members understand AI, its benefits, and potential risks.
- **Workshops:** Simplify AI concepts by explaining how data can be leveraged to solve problems and build a strong AI business case.
- **Guidelines & Playbook:** Developed to enhance collaboration (legal, tech, business) in understanding, identifying, and mitigating bias.

# The Results - Transforming the Organisation's AI Culture

- **Improved leadership and staff** trust, collaboration, and confidence to successfully adopt AI.
- **Empowered teams** to collaborate, proactively to identify and address potential biases and mitigate risks.
- **A culture of openness and trust** was established, leading to improved AI system integrity & experimentation.

# Key Takeaways for Leaders



- Successful AI adoption and transformation requires a cultural shift, not just policy implementation.
- Leadership buy-in and support are essential for driving cultural change.
- Investing in education and upskilling empowers employees to effectively collaborate for creating value & ROI.
- Creating a safe environment for raising concerns fosters trust & transparency.

# Found this helpful?



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