

AI's Impact on Work & Rolling Out AI Successfully

ITAG Skillnet AI Advantage

90-Minute Interactive Seminar

Understand AI's Workplace Impact • The LAUNCH Framework • Build Your Rollout Plan

Agenda

10 min	The AI Workplace Revolution
15 min	How AI Is Transforming Jobs & Roles
25 min	The LAUNCH Framework for AI Rollout
10 min	AI Readiness & Rollout Planning
5 min	Measuring AI ROI
20 min	Interactive: AI Readiness Assessment & Group Discussion
5 min	Wrap-up & Next Steps

The AI Workplace Revolution

AI is transforming every industry at an unprecedented pace

72%

of companies have adopted AI in at least one business function

Source: McKinsey Global Survey on AI, May 2024

\$2.6-4.4T

annual value generative AI could add to the global economy

Source: McKinsey Global Institute, June 2023

40%

of working hours could be impacted by AI augmentation or automation

Source: Accenture, "A New Era of Generative AI," 2023

Key Insight: AI is not replacing entire jobs — it is transforming *tasks within jobs*. The organisations that adapt fastest will lead their industries.

AI Across Industries

Every sector is experiencing transformation

Financial Services

- Fraud detection & prevention
- Automated underwriting
- Personalised financial advice
- Regulatory compliance monitoring

Healthcare

- Diagnostic imaging analysis
- Drug discovery acceleration
- Patient triage optimisation
- Clinical documentation

Manufacturing

- Predictive maintenance
- Quality control automation
- Supply chain optimisation
- Demand forecasting

Ireland-Specific: IDA Ireland's 2025-2029 strategy identifies AI & Digitalisation as one of four strategic growth pillars for FDI. Total FDI investments were up ~38% year-over-year in 2024. (Source: IDA Ireland Annual Report 2024; IDA Strategy 2025-2029)

How Jobs Are Changing

AI transforms roles rather than eliminating them

Tasks AI Augments

- Data analysis & reporting
- Content drafting & summarisation
- Customer support triage
- Code generation & review
- Scheduling & logistics
- Market research & forecasting

Tasks Requiring Humans

- Strategic decision-making
- Stakeholder relationship management
- Creative ideation & innovation
- Ethical judgement & oversight
- Team leadership & motivation
- Complex negotiation

Reality Check: The risk is not "AI takes my job" — it is "someone using AI takes my job." Upskilling is essential.

Skills for the AI Era

The new professional skill stack

AI Literacy

- Understanding AI capabilities
- Prompt engineering basics
- Knowing when to use AI
- Evaluating AI outputs

Critical Thinking

- Verifying AI-generated work
- Identifying biases in data
- Asking the right questions
- Human-in-the-loop judgement

Adaptability

- Continuous learning mindset
- Embracing new workflows
- Cross-functional collaboration
- Change leadership

Quick Reflection (2 minutes)

Think about your current role. Which of the three skill pillars above is your **strongest**? Which has the **biggest gap**? Jot down one action you could take this week to close that gap.

The LAUNCH Framework

A proven methodology for rolling out AI successfully



L Landscape Assessment

Understand where AI fits in your organisation today

- 1 **Audit existing processes:** Map workflows and identify repetitive, data-heavy tasks that consume disproportionate staff time
- 2 **Assess data readiness:** What data do you have? Is it clean, accessible, and governed? Data quality is the #1 predictor of AI success
- 3 **Evaluate infrastructure:** Cloud vs. on-premise, compute capacity, security posture, API readiness
- 4 **Benchmark competitors:** What are peers in your industry doing with AI? Where are you ahead or behind?

Why Assessment-First Works

Boston Consulting Group (BCG) found that 74% of companies struggle to achieve and scale value from AI. The most common reason? Organisations jump to tool selection before understanding their process landscape and data readiness. (Source: BCG, "Where's the Value in AI?", October 2024)

Key Question: "Where do our people spend the most time on tasks a machine could assist with?"

Common Pitfall: Jumping to solutions before understanding the problem landscape. Always assess before you act.

A Alignment with Strategy

Ensure AI initiatives serve business objectives

- 1 **Link to business goals:** Every AI project must map to a strategic objective — revenue growth, cost reduction, or customer experience
- 2 **Secure executive sponsorship:** AI needs visible top-down support. Without it, projects stall at the first obstacle
- 3 **Define success metrics:** Agree on KPIs *before* starting. What does "good" look like in 30, 60, 90 days?
- 4 **Prioritise ruthlessly:** Not every process needs AI. Score opportunities on impact vs. feasibility and focus on the top 2-3

Strategic Alignment Checklist

- Does this AI initiative address a top-3 business priority?
- Is there an executive sponsor committed to this?
- Can we measure success within 90 days?
- Do we have the data and infrastructure?
- Is the team willing and able to adopt it?

Anti-Pattern — The AI Island: BCG reports that only 26% of companies have moved AI beyond pilot stage. A common reason: technology teams build solutions in isolation without business alignment. **Lesson:** Start with the business problem, not the technology. (Source: BCG, October 2024)

U Upskilling the Workforce

People are your most important AI asset

Tiered Training Approach

Tier	Who	What
Foundation	All staff	AI literacy, responsible use, prompt basics
Practitioner	Power users	Advanced prompting, workflow automation, tool selection
Technical	IT & data teams	Fine-tuning, RAG, deployment, MLOps
Strategic	Leadership	Governance, risk, ROI, vendor management

Best Practice: Create internal "AI Champions" — enthusiastic early adopters in each department who mentor colleagues, share use cases, and serve as the bridge between IT and business.

Do Not: Roll out tools without training. Workday research found that nearly 40% of time saved by AI is lost to rework — correcting errors, rewriting content, and verifying outputs. (Source: Workday, "Beyond Productivity," January 2026)

Training Drives Adoption

BCG found that 79% of employees who received 5+ hours of AI training became regular users, compared with just 67% of those who received less. 48% of employees rank training as the most crucial factor for gen AI adoption. (Source: BCG, "AI at Work," 2025)

N Navigate Change Management

Technology is easy; people are hard

Communicate

- Be transparent about AI's role
- Address job security fears directly and honestly
- Share success stories early and often
- Create open feedback channels

Involve

- Include end-users in pilot selection
- Co-design new workflows with teams
- Let teams choose their first use case
- Celebrate and reward early adopters

Sustain

- Track adoption metrics weekly
- Address resistance with empathy
- Iterate based on real feedback
- Build AI literacy into performance goals

The Adoption Gap: BCG reports that 74% of companies struggle to achieve and scale value from AI. NTT DATA found 70-85% of gen AI deployments fail to meet desired ROI — often due to insufficient change management. Invest in people as much as technology. (Sources: BCG, Oct 2024; NTT DATA, 2024)

Resistance Is Data: When people push back, they are telling you something. Listen for legitimate concerns about workflow, workload, or job security — and address them.

C Champion Quick Wins

Start small, prove value, build momentum

Pilot Criteria	Low Score (1-2)	High Score (4-5)
Business Impact	Nice to have	Directly tied to KPI
Data Readiness	Data scattered/dirty	Clean, accessible data
Team Enthusiasm	Resistant/sceptical	Eager early adopters
Time to Value	6+ months	Results in 2-4 weeks
Risk Level	Customer-facing/regulated	Internal, low-risk process

Ideal First Pilot: An internal process with an enthusiastic team, clean data, and measurable results within 30 days. Quick wins create the political capital for bigger initiatives.

Why Quick Wins Matter

In a BCG financial services case study, 85% of participants reported using AI more frequently after a structured pilot programme, and 98% generated new use case ideas. Quick wins create the evidence that funds bigger initiatives. (Source: BCG, "To Unlock the Full Value of AI, Invest in Your People," 2025)

H Harvest & Scale

Turn pilot successes into organisation-wide transformation

- 1 **Document learnings:** Capture what worked, what didn't, and why. Create a knowledge base for future initiatives
- 2 **Standardise processes:** Create repeatable playbooks for AI deployment that other teams can follow
- 3 **Scale horizontally:** Apply successful patterns to similar use cases across departments
- 4 **Establish governance:** Create AI policies, review boards, ethical guidelines, and compliance frameworks

Scaling Checklist

- Pilot results documented and shared widely
- ROI validated against initial metrics
- Deployment playbook created for other teams
- Governance framework in place
- Training programme scaled across organisation
- Budget allocated for next phase

Key: Scaling is not about doing more — it is about doing what works, better and broader. Let your quick wins tell the story.

LAUNCH at a Glance

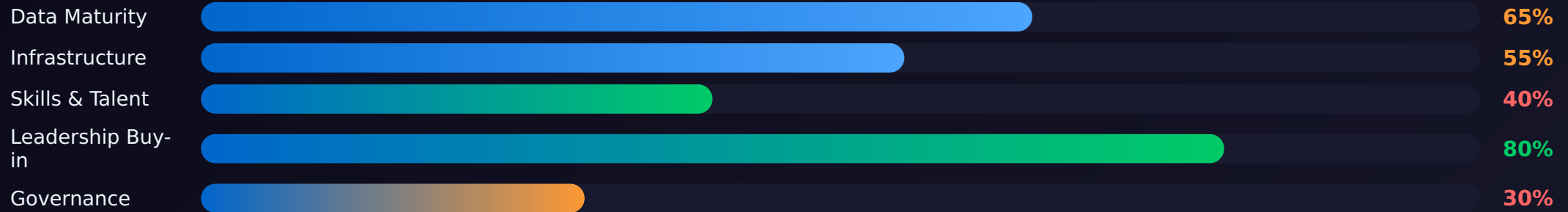
Your six-step roadmap from assessment to scale

Phase	Focus	Key Output	Typical Duration
L — Landscape	Audit processes, data, infrastructure	AI opportunity map	Weeks 1-2
A — Alignment	Link to strategy, secure sponsorship	Prioritised initiative list	Week 3
U — Upskilling	Train teams, build AI literacy	Training plan & AI champions	Weeks 3-6
N — Navigate	Manage change, communicate	Comms plan & feedback loops	Weeks 3-12
C — Champion	Run pilots, prove value	Pilot results & business case	Weeks 4-8
H — Harvest	Scale successes, govern	Playbooks & governance	Weeks 8-12+

Remember: LAUNCH is iterative, not waterfall. Phases overlap. You can revisit earlier phases as you learn more. The goal is continuous improvement, not perfection.

AI Readiness Assessment

How ready is your organisation for AI?



Sample scores shown above. In the interactive exercise, you will rate your own organisation across these dimensions using our AI Readiness Assessment Tool.

90-Day Rollout Template

A structured plan to go from assessment to results

Weeks 1-2 **L & A — Assess & Align**

Complete readiness assessment, audit top processes, identify 3 pilot candidates, secure executive sponsor, define success metrics for each candidate

Weeks 3-4 **U & N — Prepare & Communicate**

Run AI literacy workshops, appoint AI champions, announce pilot to stakeholders, establish feedback channels, set up tools and environments

Weeks 5-8 **C — Pilot & Learn**

Launch first pilot with selected team, provide hands-on coaching, collect feedback weekly, track KPIs, iterate rapidly. Week 6 checkpoint: pivot or proceed?

Weeks 9-12 **H — Evaluate & Scale**

Measure ROI against KPIs, document playbook, present results to leadership, expand to next 2-3 departments, establish ongoing governance

Pro Tip: Set a "Week 6 checkpoint" — if the pilot is not showing early signals of value, pivot rather than persist. Failing fast is cheaper than failing slow.

Common Rollout Pitfalls

Learn from others' mistakes

1. "Boiling the ocean"

Trying to transform everything at once. Start with one focused pilot and build from there.

2. Ignoring data quality

AI is only as good as the data it works with. Clean your data first, or your AI will confidently produce rubbish.

3. No executive sponsor

Without top-level backing and budget commitment, AI projects stall at the first obstacle.

4. Tool-first thinking

Buying tools before defining the problem. "We need ChatGPT" is not a strategy. Start with the use case.

5. Skipping change management

Great technology fails without people adoption. Invest in training and communication from day one.

Antidote: Follow the LAUNCH framework step by step. Each phase builds on the previous one, preventing these pitfalls systematically.

Measuring AI Success & ROI

What gets measured gets managed

Metric Category	What to Measure	Example KPIs
Efficiency	Time saved on automated tasks	Hours saved/week, processing speed increase
Quality	Improvement in output accuracy	Error rate reduction, consistency scores
Revenue	New or increased revenue from AI	Conversion uplift, new product revenue
Cost	Reduction in operational costs	Cost per transaction, licence ROI
Experience	Customer and employee satisfaction	NPS change, employee engagement scores
Innovation	New capabilities enabled by AI	New features launched, time-to-market reduction

Baseline First: Always measure your "before" state so you can prove the impact of "after." Without a baseline, you have opinions, not evidence.

Building Your AI Dashboard

Track what matters with a simple AI impact scorecard

12h

Hours Saved per Week

94%

Output Accuracy Rate

3.2x

ROI on AI Investment

+18

Employee NPS Improvement

Weekly Cadence: Review your dashboard weekly during the pilot phase, monthly once scaled. Share transparently with all stakeholders.

Dashboard Best Practices

- Limit to 5-8 key metrics
- Include leading *and* lagging indicators
- Show trend lines, not just snapshots
- Tie every metric to a business outcome

Interactive: AI Readiness Assessment

Your Organisation's AI Readiness (10 minutes)

Rate your organisation on each dimension from 1 (not ready) to 5 (fully ready):

- **Data Maturity:** Is your data clean, accessible, and governed?
- **Infrastructure:** Do you have the cloud/compute resources needed?
- **Skills & Talent:** Can your team work effectively with AI tools?
- **Leadership Buy-in:** Is there executive support and budget?
- **Governance:** Are AI policies and ethics frameworks in place?
- **Culture:** Is the organisation open to AI-driven change?

Scoring Guide:

25-30 = Ready to scale

18-24 = Ready to pilot

12-17 = Foundation building

<12 = Start with awareness

Group Discussion

Share your assessment and discuss with your table

Biggest Strength?

Which dimension scored highest? How can you leverage it to accelerate AI adoption?

Biggest Gap?

Which area needs the most improvement?
What is one action you could take this week?

First Pilot Idea?

Based on your assessment, what would be an ideal first AI pilot for your team?

Table Exercise (10 minutes)

Each person shares their top score, lowest score, and one pilot idea. The group selects the best pilot to present to the room. Use the LAUNCH framework to explain *how* you would roll it out.

Your 30-Day Action Plan

Leave with concrete next steps

Week 1: Quick Wins

- Try one AI tool for a real work task
- Share what you learned with a colleague
- Identify your top 3 AI-amenable processes

Week 2-3: Build Momentum

- Complete the readiness assessment with your team
- Brief your manager on your pilot idea
- Start an "AI use case" log

Week 4: Commit

- Secure an executive sponsor for your pilot
- Define 3 success metrics
- Set a pilot launch date

Personal Commitment

Write down **one thing** you will do differently starting tomorrow as a result of this seminar. Share it with the person next to you.

Continue Your AI Journey

Key Takeaways

- AI transforms *tasks*, not entire jobs
- Use the **LAUNCH** framework for structured rollout
- Start small with quick wins to build momentum
- Invest in people as much as technology
- Measure ROI from day one with clear baselines
- Change management is 70% of the battle

Your Action Items

- Complete the AI readiness assessment for your team
- Identify your first AI pilot candidate
- Secure an executive sponsor
- Begin upskilling with AI literacy basics
- Set a 90-day rollout target date
- Complete the take-home exercise workbook

ITAG Skillnet AI Advantage Programme

This seminar is part of a comprehensive AI upskilling initiative. Additional workshops, resources, and peer learning opportunities are available through your organisation and at www.itag.ie.

Thank You!

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Remember: The organisations that succeed with AI are not those with the best technology — they are those that *LAUNCH* with the right strategy, the right skills, and the right culture.

Don't forget to complete the **Take-Home Exercise Workbook** to reinforce today's learning.