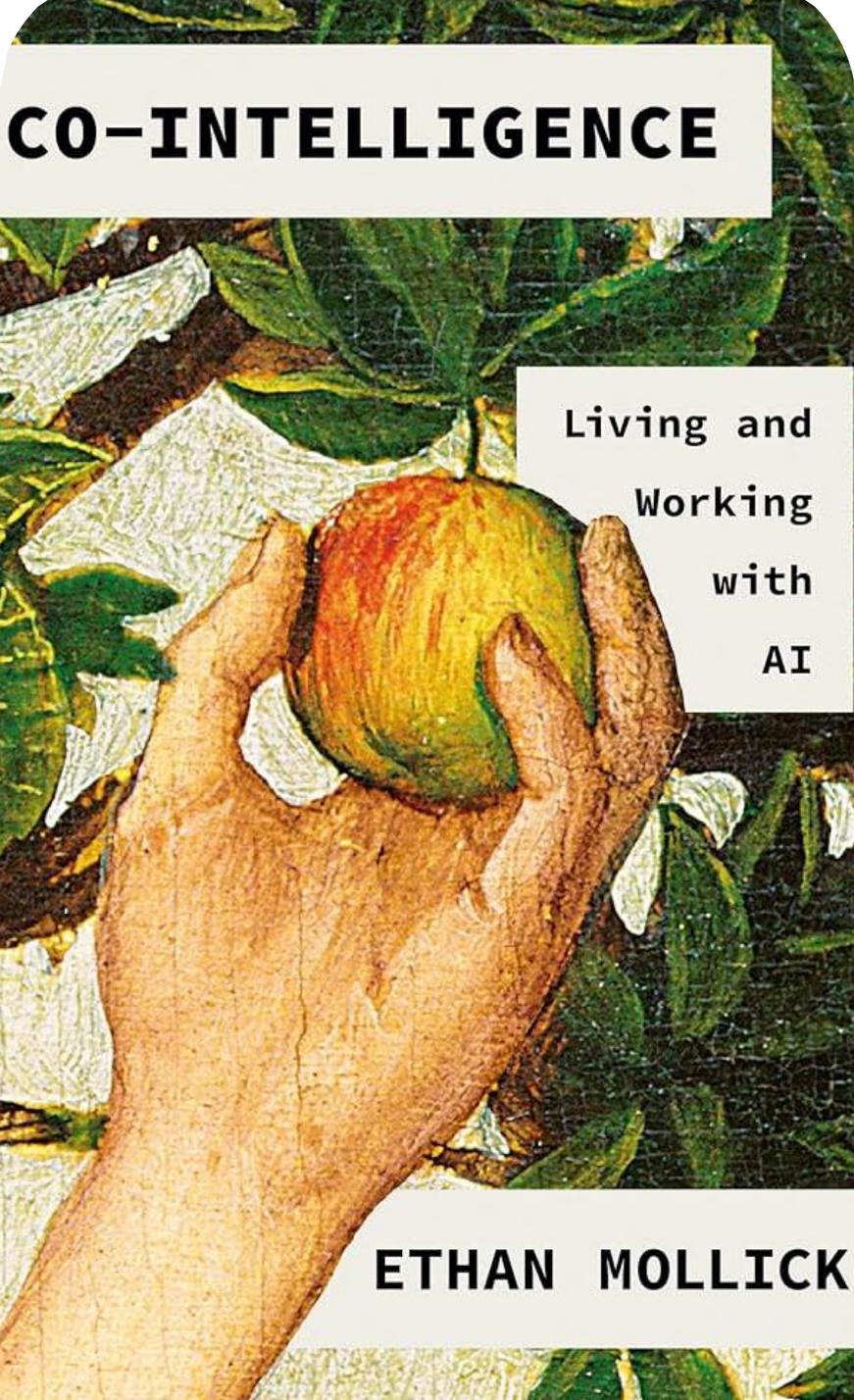# Realize the *full potential* of AI

Slalom AI Coaching Program

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Today's agenda

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- Welcome

- AI Reality Check for Leaders

- AI Coaching in Action

- Breakout Sessions

- From Experiment to Strategy
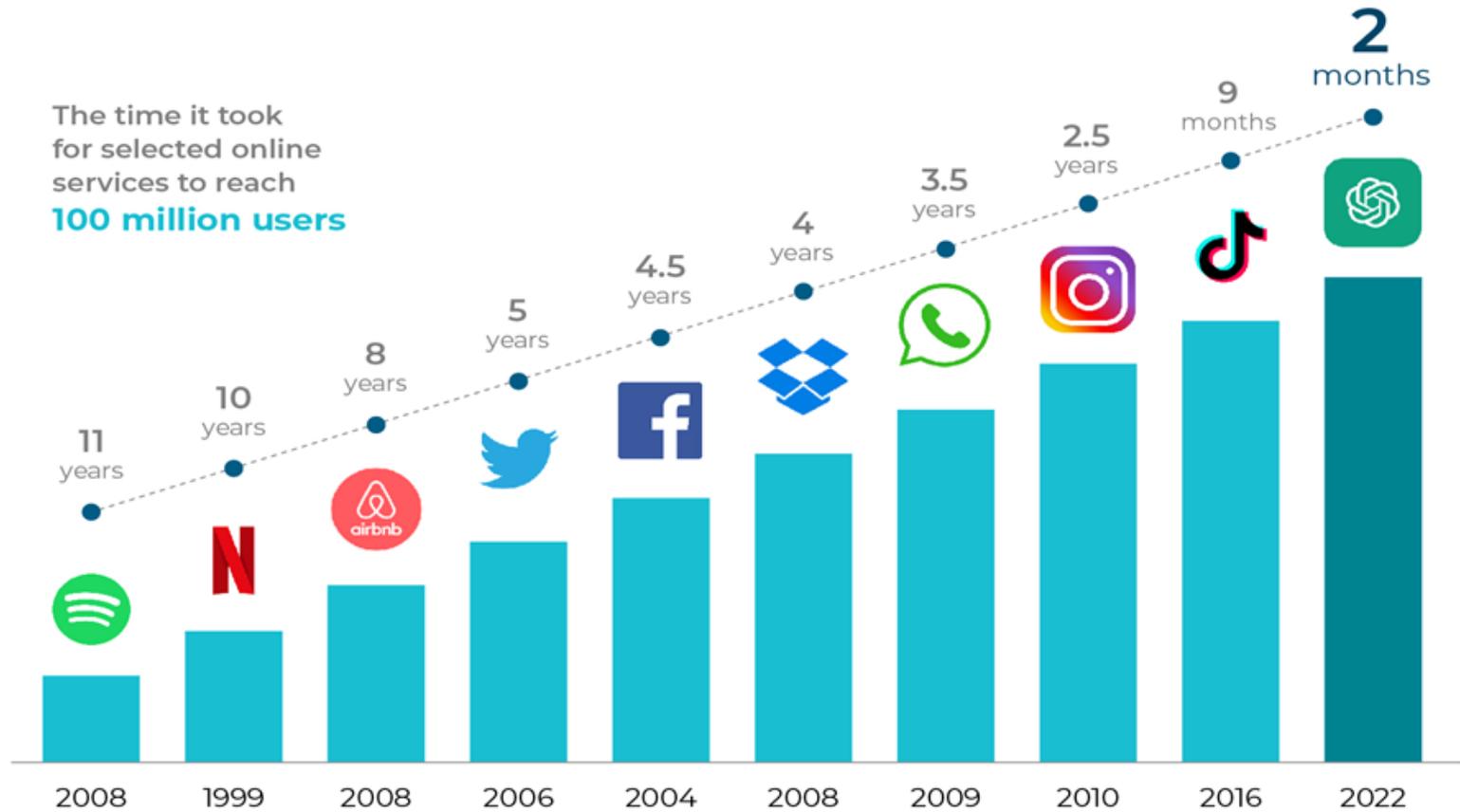
- Closing Remarks

The best way to use AI systems is not to craft the perfect prompt, but rather to **use it interactively...**

The more you experiment, the better off you are.

Ethan Mollick, Wharton University of Pennsylvania

01 AI Reality Check for Leaders

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The fastest tech revolution in history

The time it took for selected online services to reach **100 million users**

11 years — 2008 (Spotify)
10 years — 1999 (Netflix)
8 years — 2008 (airbnb)
5 years — 2006 (Twitter)
4.5 years — 2004 (Facebook)
4 years — 2008 (Dropbox)
3.5 years — 2009 (WhatsApp)
2.5 years — 2010 (Instagram)
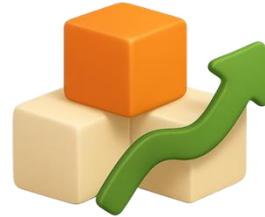9 months — 2016 (TikTok)
2 months — 2022 (ChatGPT)

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Three Horizons of AI

Productivity

Do what you are already doing, **better, faster, and more efficiently**

Differentiation

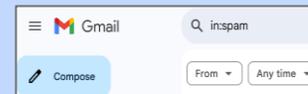Do what you are already doing, **in a fundamentally different way**

Disruption

Change the **essence** of your business

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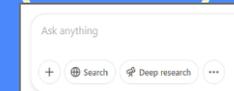# AI Terms Defined

Artificial intelligence (AI)

Machine learning (ML)

Deep learning (DL)

Generative AI (GenAI)

Overcoming the **Barriers** to using GenAI at work

Confusing Organizational Policy

Fear of being "caught"

Existential Crisis

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Prompting with Purpose - Mindsets That Matter

Explorer
Mindset

Lead with Curiosity

Scientist
Mindset

Drive Evidence-based Innovation

Disruptor
Mindset

Reimagine What's Possible

Critical Thinking
Mindset

Lead with Clarity and Responsibility

Mental model changes for new ways of working

Search

Many users approach generative AI with the same mindset they use for search engines, expecting straightforward answers to queries.

Synthesis Partner

Shift towards viewing AI as a synthesis partner that can brainstorm, draft content, and generate innovative ideas, collaborating with humans in creative processes.

Task Automation

AI was seen primarily as a tool for automating repetitive and mundane tasks, reducing human workload.

Intelligent Collaboration

AI now works alongside humans in a collaborative manner, contributing to decision-making, creative endeavors, and complex problem-solving.

Rigid Interfaces

Interaction with technology was largely through structured forms, rigid interfaces, and static webpages.

Conversational Interactions

Move towards conversational interfaces where users can interact with AI using natural language, making the experience more intuitive, fluid, and human-like.

Large-Scale Development

Developing and integrating new technological solutions required extensive coding, scripting, and technical expertise.

No-Code/Low-Code Solutions

The rise of no-code and low-code platforms allows users to create and deploy AI-driven solutions without deep technical skills, democratizing the ability to innovate and implement AI.

02 AI Coaching in Action

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But, First A Snack...

Question:
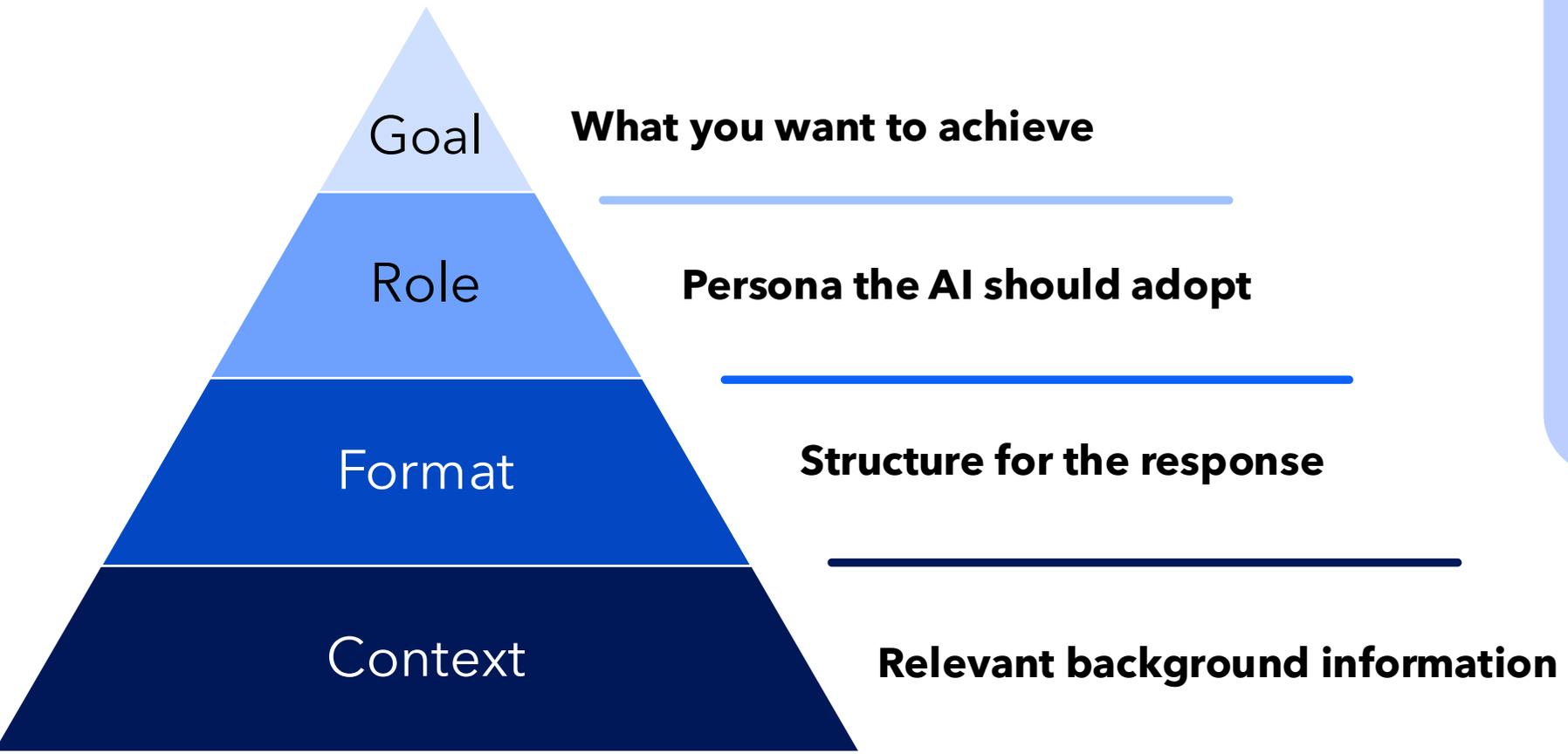
How do you make a peanut butter and jelly sandwich?

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Objective: Unlock AI's power for your role

Instructions: Use this prompt in ChatGPT and see what you get!

"What are some ways I can be more productive at work?"

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Prompt creation framework

Goal — **What you want to achieve**

Role — **Persona the AI should adopt**

Format — **Structure for the response**

Context — **Relevant background information**

Prompt Example:

You are an analyst {role} at Walker & Dunlop. Create a HUD style market narratives on housing topics. {goal} Draft sections for an underwriting narrative in format citing tables. {format} Use the provided third-party market study {context} to inform the narrative.

Activity: Crafting Your AI Use Cases (2 of 2)

Instructions: Now, fill in the blanks with your information, then copy and paste this prompt into ChatGPT. Share one task you're excited to try with the group.

ROLE

"Hi ChatGPT, I work at Walker & Dunlop as a [Your Title/Role].

I [choose one: have never used AI / have used AI once or twice / use AI occasionally / use AI regularly / am an experienced AI user].

Here's what's on my plate this week:
1. *[Task 1, e.g., preparing for a meeting]*
2. *[Task 2, e.g., writing a project update]*
3. *[Task 3, e.g., reviewing a budget spreadsheet]*

CONTEXT: Your skill level and needs

For each task, can you suggest how ChatGPT could help me complete it faster or better?

GOAL: Be Specific

Provide your response in a table with: the task, how ChatGPT can help, and a specific prompt I can use to get started."

Output Format

Goal

Role

Format

Context

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The Rules of Generative AI

Always Invite AI to the Table

Be the Human in the Loop

**Treat AI like a person
(but tell it what kind of person it is)**

**Assume this is the worst
AI you will ever use**

Source: Co-Intelligence by Ethan Mollick

03 Breakout Sessions

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From Experimentation to *Strategic Advantage*

☐1 Communication & Narrative Power
AI as your Executive Communications Team
- Drafting emails, proposals, and presentations
- Refining tone and clarity
- Marketing and RFP content development
- Structuring strategic messaging

Impact: Faster, clearer, more persuasive communication.

☐2 Information Processing & Summarization
AI as your Chief of Staff
- Meeting summaries
- Contract and document review
- RFP analysis
- Extracting key insights from long reports

Impact: Reduced cognitive overload. Faster decision cycles.

☐3 Analysis & Decision Intelligence
AI as your Strategic Thinking Partner
- Data analysis and insight generation
- Financial forecasting
- Pricing analysis
- Business modeling support

Impact: Better-informed, higher-confidence decisions.

☐4 Workflow & Process Optimization
AI Embedded into How Work Gets Done
- Sales and CRM automation
- Scheduling and operations
- Industry-specific applications
- Process streamlining

Impact: Scalable operational leverage.
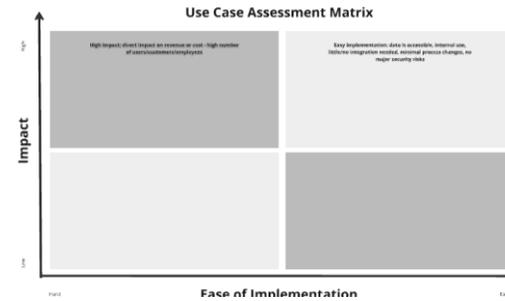
Cohort Overview

1

Use Case Ideation

Department Use Cases | Understand Risks

Business Function	Business Challenge	Confidentiality / Data Security	Intellectual Property	Quality Control / Assurance	Norms & Policies
Department Name					

2

Use Case Prioritization

Assess

Impact (L, M, H)	Ease of Implementation (Easy, Med, Hard)

3

Use Case Assessment

Use Case Assessment Matrix

Impact (vertical axis) / Ease of Implementation (horizontal axis)

High impact: direct impact on revenue or cost · high number of users/customers/employees

Easy implementation: data is accessible, internal use, little/no integration needed, minimal process changes, no major security risks

4

High-Impact Use Cases

Voting & Baseline

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Communication & Narrative Power

Business Challenge

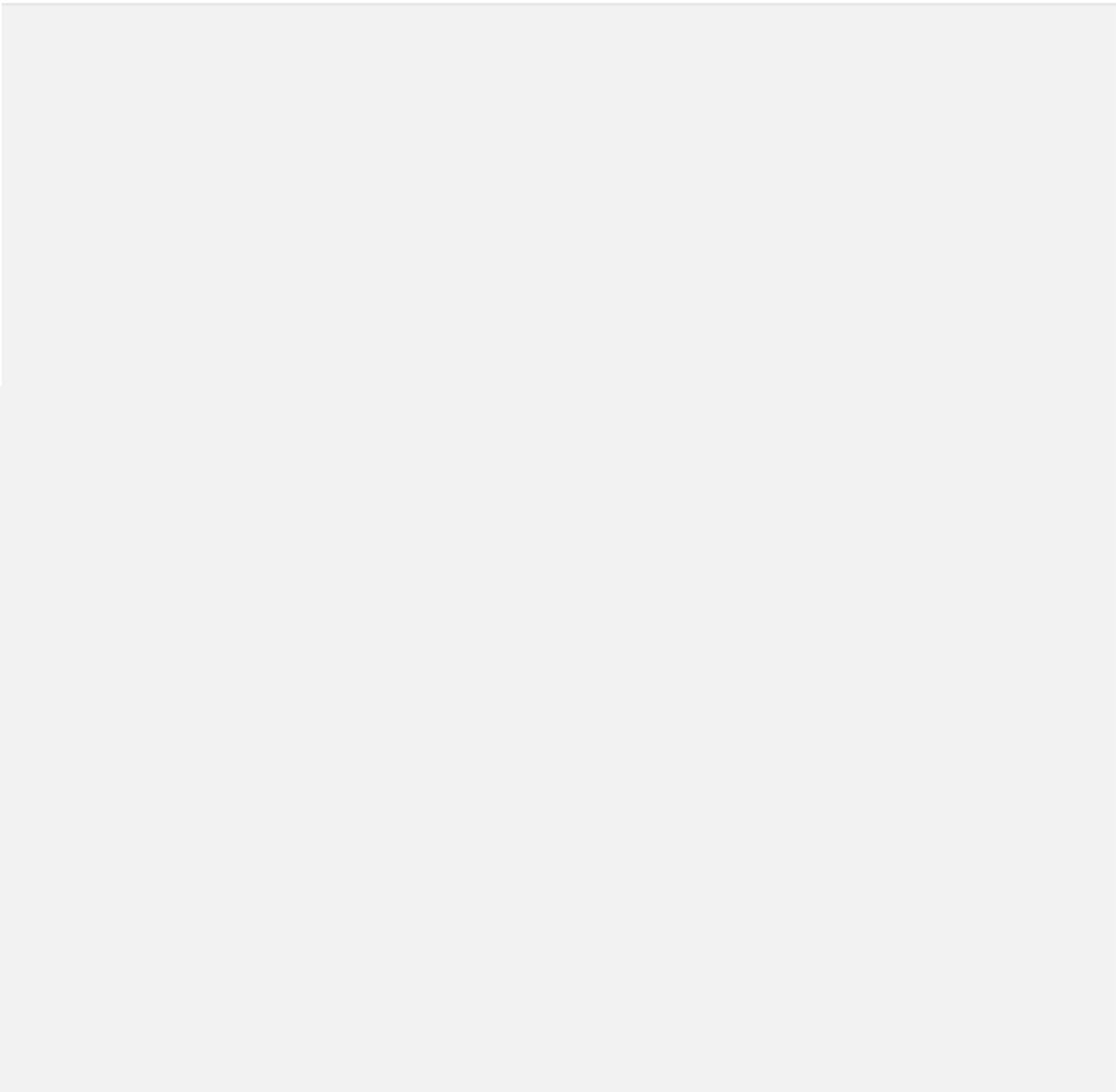| Email Drafting | Marketing Copy | Tone Refinement |
| Proposal Writing | RFP Content Development | Graphic/content creation |
| Presentation Creation | Business Writing | Strategic Messaging Support |

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Understand Risks

Confidentiality / Data Security	Intellectual Property	Quality Control / Assurance	Norms & Policies

Assess

Impact (L, M, H)	Ease of Implementation (Easy, Med, Hard)
Low	Easy
Med	Med
High	Hard

Step 3 **Use Case Assessement**

Use Case Assessment Matrix

Impact

High

High impact: direct impact on revenue or cost - high number of users/customers/employees

Easy implementation: data is accessible, internal use, little/no integration needed, minimal process changes, no major security risks

Low

Hard   Easy

Ease of Implementation

Information Processing & Summarization

Business Challenge

Document Review	Need more expertise
Contract Review	Time sink, complex verbiage, need more expertise
Extracting Key Insights	Overhead on costs from documentation
RFP/RFQ Review	Edit drafts, win more work, sometimes non-specific
Synthesizing Large Docs	Laborious to read through, is this relevant? Hours and Costly, lawyers involved, can we minimize?

Meeting Summaries

Automate process of sending tasks afterwards

Report Summarization

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Understand Risks

Confidentiality / Data Security	Intellectual Property	Quality Control / Assurance	Norms & Policies
Document Review, depending if public or private	Document Review	Document Review	Meeting Summaries
		RFP/RFQ Review	Report Summarization
		Synthesizing Large Docs	
		Extracting Key Insights	
		Contract Review	

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Assess

Impact (L, M, H)	Ease of Implementation (Easy, Med, Hard)
Low	Easy
Med	Med
High	Hard

Step 3 Use Case Assessement

Use Case Assessment Matrix

Impact (vertical axis: High → Low)

Ease of Implementation (horizontal axis: Hard → Easy)

High impact: direct impact on revenue or cost - high number of users/customers/employees

Easy implementation: data is accessible, internal use, little/no integration needed, minimal process changes, no major security risks

- Contract Review
- Document Review
- Synthesizing Large Docs
- RFP/RFQ Review
- Extracting Key Insights
- Report Summarization
- Meeting Summaries
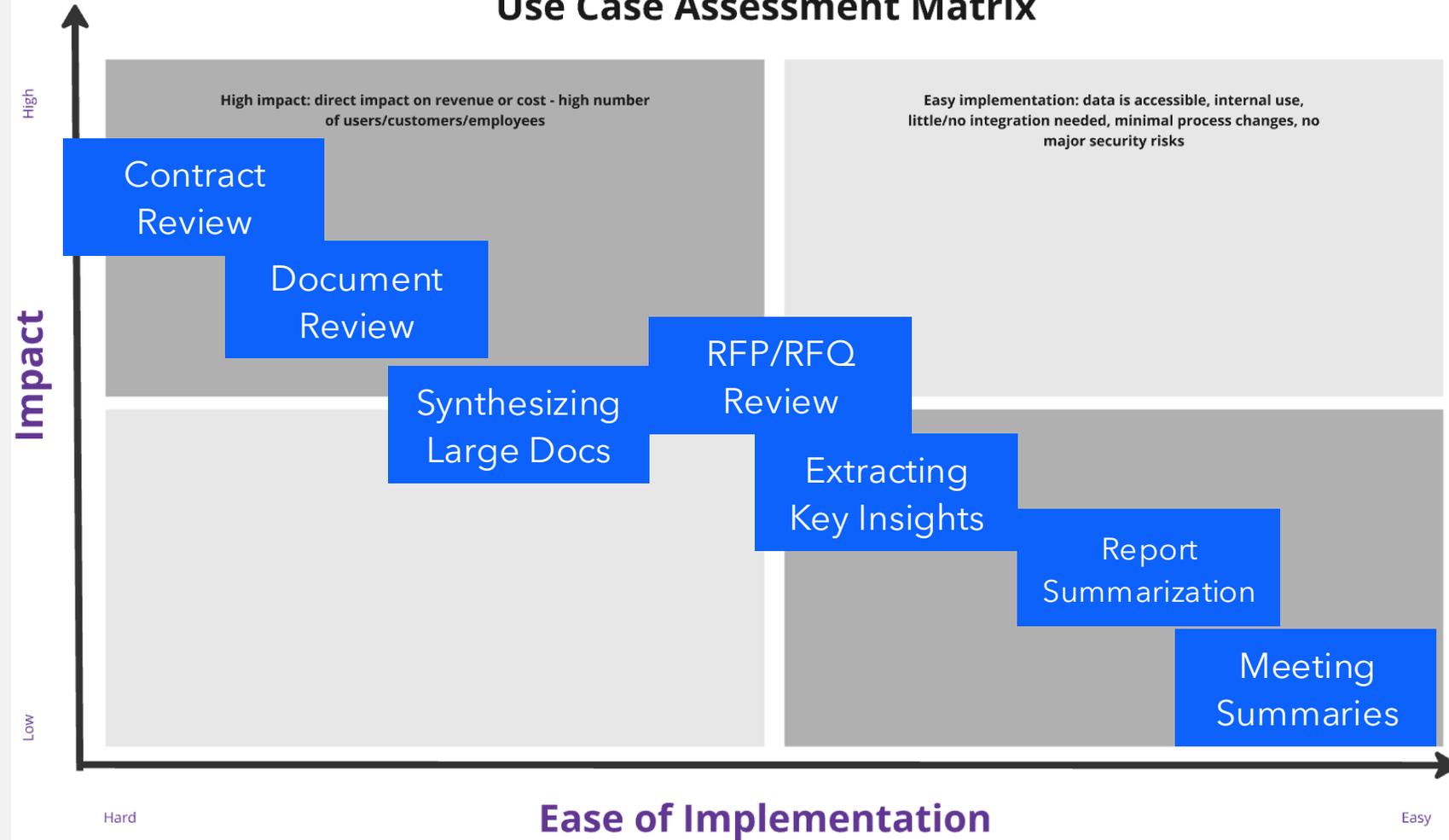
Analysis & Decision Intelligence

Business Challenge

Data Analysis	Pricing Analysis	Business Intelligence Assistance
Insight Generation	Business Modeling	
Financial Forecasting	Scenario Planning Support	

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Understand Risks

Confidentiality / Data Security	Intellectual Property	Quality Control / Assurance	Norms & Policies

Data Analysis

Pricing Analysis

Business Intelligence Assistance

Insight Generation

Business Modeling

Financial Forecasting

Scenario Planning Support

Step 2 Use Case Prioritization

★ ★

Assess

Impact (L, M, H)	Ease of Implementation (Easy, Med, Hard)
Low	Easy
Med	Med
High	Hard

Step 3 Use Case Assessement

Use Case Assessment Matrix

Impact

High

Low

High impact: direct impact on revenue or cost - high number of users/customers/employees

Easy implementation: data is accessible, internal use, little/no integration needed, minimal process changes, no major security risks

Financial Forecasting

Business Modeling

Scenario Planning Support

Pricing Analysis

Insight Generation

Data Analysis

Business Intelligence Assistance

Hard

Ease of Implementation

Easy
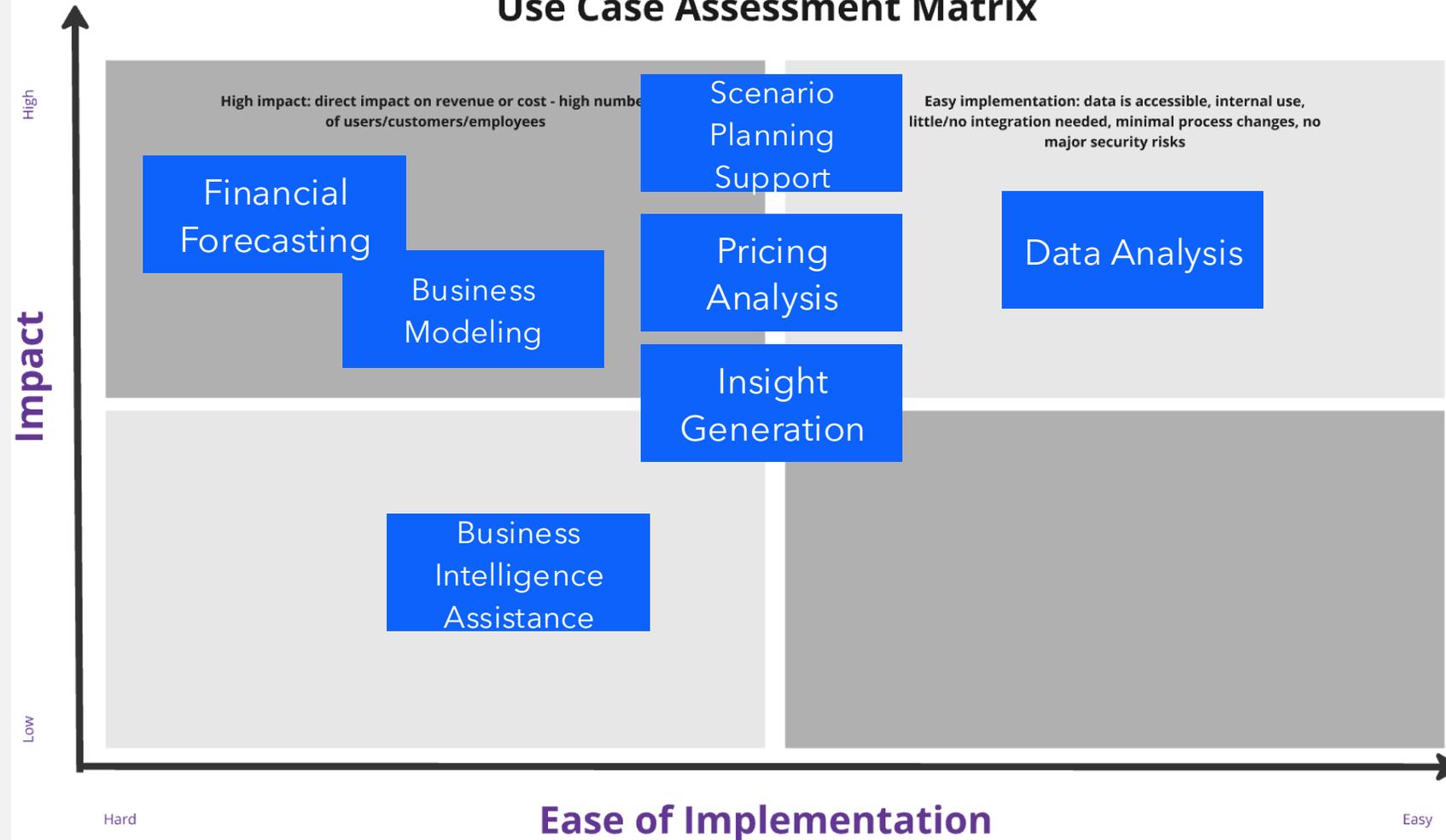
Workflow & Process Optimization

Business Challenge

Sales Outreach Automation

Appointment Scheduling

CRM Task Automation

Process Streamlining

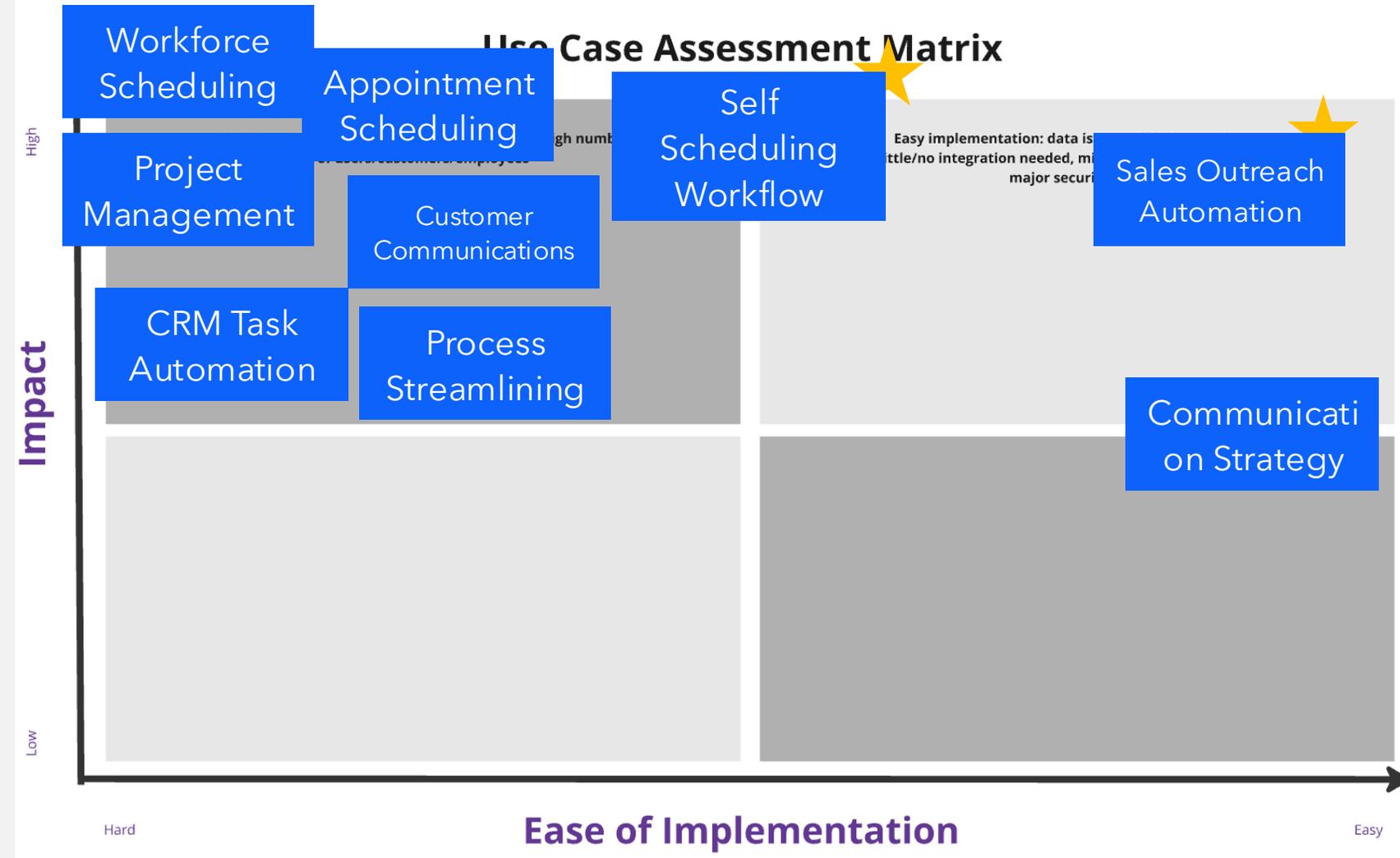Workforce Scheduling

Customer Communications

Project Management

Communication Strategy

Self Scheduling Workflow

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Understand Risks

Confidentiality / Data Security	Intellectual Property	Quality Control / Assurance	Norms & Policies

Sales Outreach Automation	Appointment Scheduling	CRM Task Automation
Customer Communications	Process Streamlining	Workforce Scheduling
Communication Strategy	Project Management	Self Scheduling Workflow

Step 2 Use Case Prioritization

Assess

Impact (L, M, H)	Ease of Implementation (Easy, Med, Hard)
Low	Easy
Med	Med
High	Hard

Step 3 Use Case Assessement

Use Case Assessment Matrix

Impact

High

Low

Workforce Scheduling

Appointment Scheduling

Project Management

Customer Communications

Self Scheduling Workflow

Sales Outreach Automation

CRM Task Automation

Process Streamlining

Communication Strategy

gh numb of users, customers, employees

Easy implementation: data is ttle/no integration needed, m major securi

Hard

Easy

Ease of Implementation

04 From Experiment to Strategy

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The 90-Day AI Activation Framework

0–30 Days

Focus
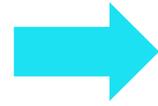
31-60 Days

Pilot
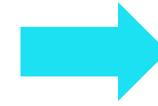
61-90 Days

Operationalize

Days 0-30: Focus & Define
- Select 1–2 priority use cases
- Define business outcome (not just activity)
- Identify executive owner
- Set guardrails (data, approval process, review process)
- Establish success metrics

Days 31-60: Pilot & Measure
- Test with small group or contained workflow
- Track time saved, quality improvement, or revenue impact
- Capture lessons learned
- Refine prompts & workflow
- Identify risks encountered

Days 61-90: Operationalize or Pivot
- Decide: Scale, Refine, or Stop
- Document workflow changes
- Provide lightweight team training
- Embed human-in-the-loop review
- Establish ongoing accountability

The Executive AI Plan

1 **Priority Use Case**
(Example: AI-assisted sales outreach personalization)

2 **Business Outcome We Want**
(Example: Increase response rate by 15%)

3 **Executive Owner**
(Name + role)

4 **90-Day Success Metric**
(What does "working" mean?)

5 **Key Risk to Manage**
(Example: Data privacy, brand voice, hallucinations)

Choosing the Right First Use Case

Good first use cases:
•High repetition
•Clear process already exists
•Low regulatory sensitivity
•Measurable impact
•Pain is visible

Avoid first:
•Core pricing models
•Legal contract automation
•Fully autonomous customer communication
•Anything with heavy compliance risk

Success is NOT:
•Full AI transformation
•Custom AI models
•Replacing staff
•Perfect outputs

Success IS:
•One measurable efficiency gain
•One documented workflow improvement
•Increased leadership confidence
•Clear next investment decision
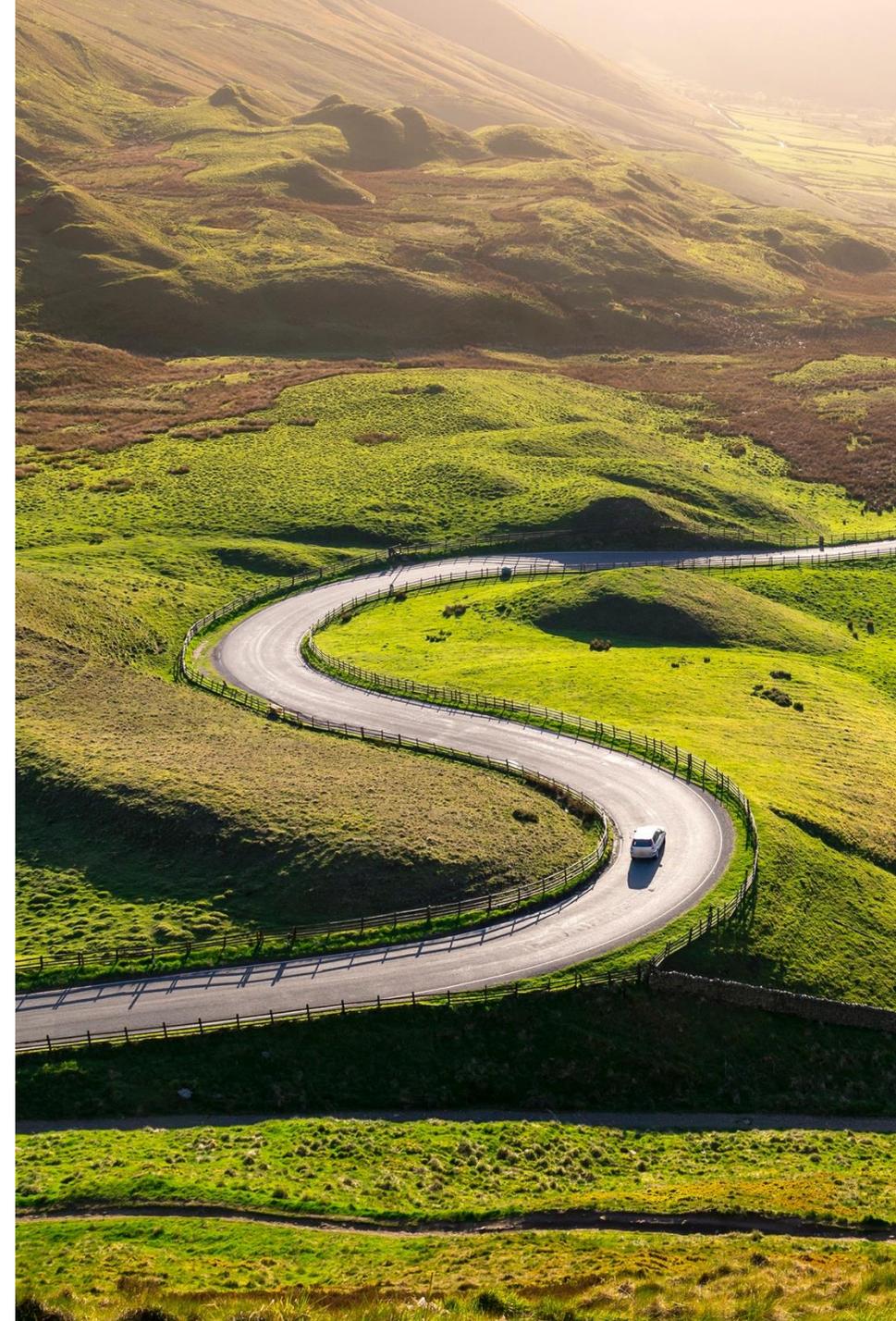
05 Closing Remarks

The Leaders Who Will Win With AI

The leaders who will win in the AI era will:

- Stay curious
- Start small but act intentionally
- Build literacy across their teams
- Balance innovation with responsibility
- Treat AI as augmentation, not replacement

What is one action you will take in the next 7 days?

Thank you

About Slalom

Slalom is a purpose-led, global business and technology consulting company.

From strategy to implementation, our approach is fiercely human. We deeply understand our customers—and their customers—to deliver practical, end-to-end solutions that drive meaningful impact. Backed by close partnerships with over 700 leading technology providers, our nearly 12,000 team members in eight countries and 49 offices help people and organizations dream bigger, move faster, and build better tomorrows for all. We're honored to be consistently recognized as a great place to work, including being one of Fortune's 100 Best Companies to Work For eight years running.

Learn more at **slalom.com**.

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Slalom services

Slalom's services are broad, deep, and infinitely customizable. From strategy through delivery, we collaborate with you to bring powerful customer experiences, innovative ways of working, and new products, services, and businesses to life.

St	Strategy
Da	Data
Ai	Artificial intelligence
Cl	Cloud
Si	Systems implementation
Ex	Experience strategy & design

Dp	Digital product building
Pd	Planning & delivery
Oc	Organizational change & talent
Op	Operations
Su	Sustainability
Ps	Privacy & security

Slalom services

Slalom's services are broad, deep, and infinitely customizable. From strategy through delivery, we collaborate with you to bring powerful customer experiences, innovative ways of working, and new products, services, and businesses to life.

St Strategy
- Business strategy
- Customer strategy
- Data & technology strategy

Da Data
- Engineering & architecture
- Management & governance
- Literacy & analytics

Ai Artificial intelligence
- Machine learning
- Generative AI
- Intelligent products

Cl Cloud
- Migration & modernization
- Optimization
- Infrastructure

Si Systems implementation
- Customer applications
- Business applications
- Integration

Ex Experience strategy & design
- Customer & employee experience
- Product strategy, design & innovation
- Advertising & marketing transformation

Dp Digital product building
- Product engineering
- Platform engineering
- Data engineering & machine learning

Pd Planning & delivery
- Product management
- Project & program management
- Lean portfolio management

Oc Organizational change & talent
- Change management
- Talent development & learning
- Culture transformation

Op Operations
- Mergers & acquisitions
- Operating model design
- Process improvement

Su Sustainability
- Strategy & impact tracking
- ESG digital transformation
- Value chain decarbonization

Ps Privacy & security
- Governance, risk & compliance
- Data privacy
- Security

Six priority outcomes defined by our clients

The six outcomes that leaders are prioritizing in 2025 are highlighted, based on feedback from over 3,500 executives worldwide in our annual customer survey.
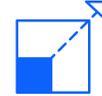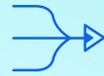
These are all the outcomes that customers should expect from their Slalom partnership, commonly in a combination of what you see here — **the magic's in the mix!**

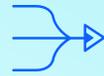**Become a data- and AI-driven enterprise**

Modernize all legacy systems

Build high-value customer experiences

Maximize technology platform investments

Drive cost and process optimization

Create an adaptive organization to accelerate change

Grow revenue through new and existing products

Generate faster M&A value

Fuel innovation and experimentation

Strengthen security, safety, and resiliency

Drive sustainability and social impact

Establish and expand strategic partnerships

Six priority outcomes **defined by our clients**

The six outcomes that leaders are prioritizing in 2025 are highlighted, based on feedback from over 3,500 executives worldwide in our annual customer survey.

These are the outcomes that we believe you're prioritizing.

Become a data- and AI-driven enterprise

Modernize all legacy systems

Build high-value customer experiences

Maximize technology platform investments

Drive cost and process optimization

Create an adaptive organization to accelerate change

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