

# Developing your *AI strategy* has never been more complex or more urgent.

AI is creating opportunity for organizations across industries, sectors and geographies. That opportunity is not without risk, requiring organizations to be *more adaptive* and *agile* than ever before. Those who cannot adapt fast enough will be left behind.

However, having an AI strategy alone isn't sufficient – your AI strategy needs to be *well executed*.

That only happens if your strategy, structure and culture are well aligned through purposeful, engaging communication.

If your teams' behaviors, decision making ability and skills aren't aligned to your strategy, then your AI aspirations will remain just that. Aspirations.

## ALIGNING THE HUMAN FACTORS OF AI

How work gets done – and by whom – is being rewritten daily by generative AI.



*Are you mapping the capabilities of your workforce and do you understand where their skills need to evolve?*

The rapid evolution of AI requires organizations to have cultures that are curious, intent on learning and aren't afraid to experiment and learn.



*Is that culture of curiosity alive inside your organization?*

AI will require foundational levels of change across every aspect of your operations, from systems, structure, process, governance, policy to everything in between.



*Are your people ready to embrace these changes with energy and enthusiasm or will their struggle become the reason your AI strategy falters?*

Like any modern business transformation, an AI transformation hinges on people, process and technology. To be successful, you need experts who see all sides of the opportunity.

### That is where APCO and Gagen MacDonald excel.

Our combined expertise enables organizations to continuously change internally while exploiting evolving external opportunities.



▶ We believe *technology advancements* & *human needs* are permanently entangled.

**HERE'S HOW WE CAN HELP YOU GET STARTED...**

<p>A GenAI Strategic Roadmap</p>	<p>We assess your current organization across people, process and select technology. Then, with your insights, co-create a robust multi-year roadmap that includes measurable, success milestones, risk mitigation and actionable deliverables designed to align your strategy and employees' behaviors with evolving AI practices.</p>
<p>An action plan for Culture &amp; Strategy alignment</p>	<p>Help determine your cultural readiness for GenAI with exact measures showing where your culture is enabling or undermining your strategy — and how. We don't stop at an assessment but give you a robust action plan to ensure critical culture and strategy alignment.</p>
<p>Deepening skills with GenAI tools &amp; training</p>	<p>Faciliate and design a comprehensive workshop for your team that provides a deeper understanding of generative AI and approved tools, raises awareness about potential risks and showcases practical use cases. This experience will equip your people with the practical knowledge and skills to leverage AI more effectively while enabling them to shift their mindsets and behaviors.</p>
<p>Margy: Your AI Partner</p>	<p>Margy, our adaptive intelligence platform, can be added to your account. You can ask her to contribute as a research analyst, take on first drafts of deliverables, share best practices from prior work with the rest of the team and help you with a variety of other tasks. She has built in safeguards to protect you against plagiarism, hallucinations and data privacy risks.</p>
<p>Ensuring ethical AI practices with our Governance assessment &amp; framework</p>	<p>Help determine and implement comprehensive strategies that prioritize ethical and responsible use of AI tools. Your employees are already using AI, this ensures you're proactively addressing the significant security, data privacy &amp; regulatory risks associated with it.</p>
<p>Staying on top of evolving AI regulatory &amp; policy monitoring</p>	<p>Support you with tracking and reporting on AI regulatory and public policy developments, as well as securing opportunities to engage with key policymakers.</p>

**THE APCO & GAGEN ADVANTAGE**

Enabling organizations to align their strategy, structure and culture has been an area of Gagen's expertise for twenty-five years. This isn't the first unprecedented transformation we've seen. We encourage organizations to practice **Enterprise Risk Stewardship™** by engaging employees throughout their organizations so everyone becomes a steward of policy and plays their role in reducing risk. Ultimately, helping organizations manage 'the human struggle of change' is foundational to the work Gagen does. Skillfully navigating the complexities of rapidly evolving political, regulatory and legal environments has been a global APCO competency for nearly forty years. Together, we have the technical knowledge to harness the power of AI. APCO launched our AI Comms Lab in Dubai in 2018 in response to the growing potential that we knew AI would have to transform business. Leveraging our own deep investments in technology means we understand the technology side but also where and who that technology impacts.

**That's how we see all sides of the AI opportunity.**

Reach out to learn more about our capabilities.



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