

AI Culture Accelerator

Cultural strategy for AI

Is your organisational culture ready to embrace Artificial Intelligence? Have you thought about the cultural impacts that AI may have on your organisation both internally and externally? Cognizant's AI Culture Accelerator will benchmark your readiness for AI, and help you to create tangible assets that set out internally and externally what AI means to your organisation.

Business Outcome

- A communication and engagement strategy to introduce AI to the organization
- Internal charter to align the business with a clear understanding of AI's role in the organization
- An external charter to align clients, investors and media with your organizations uses of AI
- Talent attraction and retention. Building a strong AI culture helps attract and retain top talent

Approach

- This is achieved using multi disciplinary stakeholder workshops to engage with a broad range of business functions to achieve:
 - Data maturity assessment focused on trust and ethics.
 - Artificial resources readiness assessment
- Employee readiness assessment.
- We also look at external stakeholders:
 - Client readiness assessment, what is the impact on clients



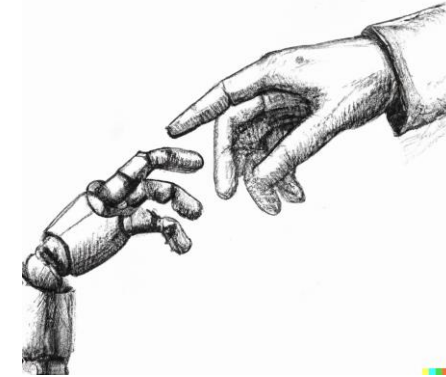
'the age of AI is upon us'

Satya Nadella,

2023 Q2 Microsoft Earnings Call



Empowering curious minds to build business value that transcends and shape shifts organisations



Workshops. We would start by creating a shared common understanding of AI. This allows everyone to quantify the impact that AI could have on there function.

Data Maturity and AR readiness. We explore trust and ethics regarding data. This is designed to expose any underlying data trust issues that could stop an AI project from being widely adopted. This forms the data maturity assessment and the AR readiness

Internal Alignment. Employee interviews are conducted to gauge the wider user readiness for the higher degrees of automated decision making.

External Alignment. Client interviews as well as a study of the competitive landscape for AI in your industry take place. Aligning your AI culture with clients and external stakeholders.