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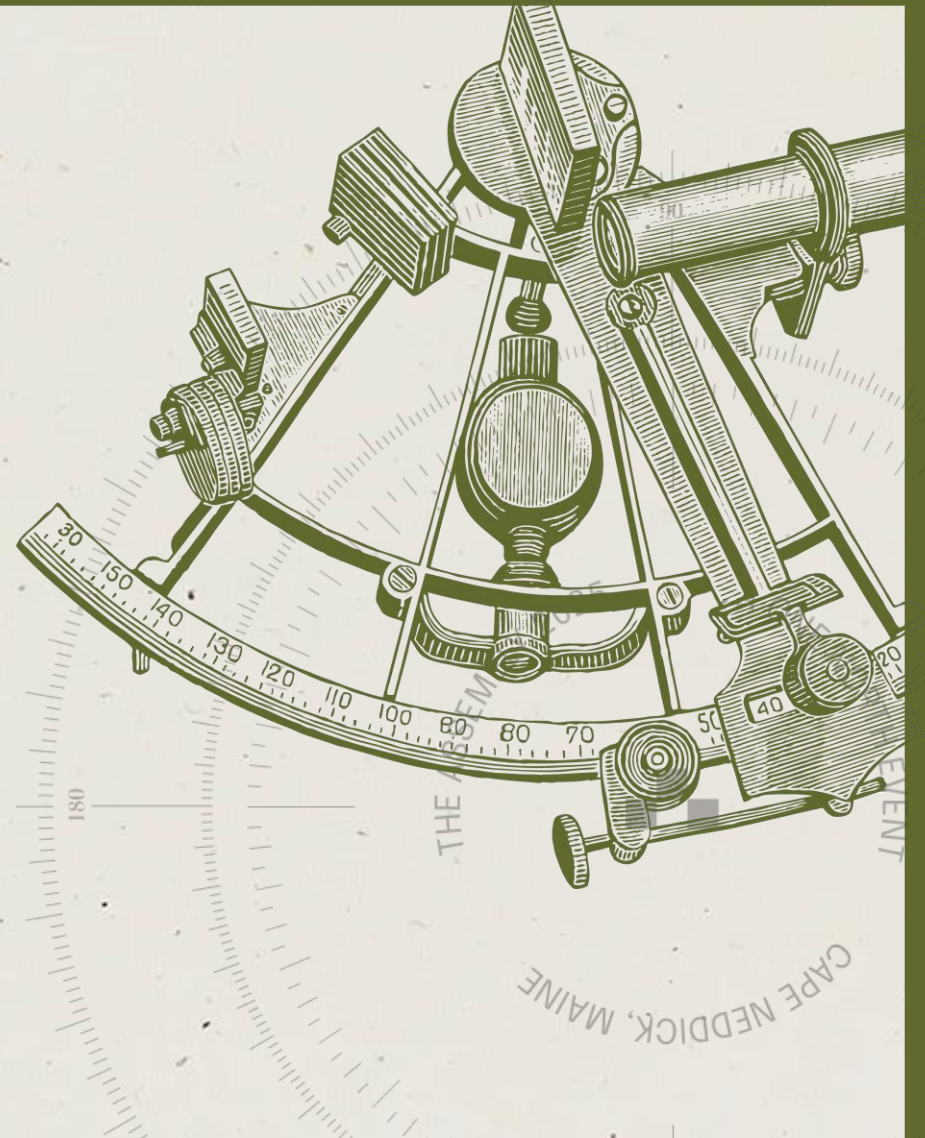


one north A TEKsystems Company

Navigating Uncharted Waters

The Powers and Pitfalls of AI

PRESENTED BY: **Kat Kollett + Jennifer Lill**





Welcome

Moving Forward in the Face of Uncertainty

To close out our day, we will:

01

Shed some light on the practical applications and limitations of AI.

02

Shape simple AI-based solutions in a VERY low-stakes environment, and with lots of support.

03

Remind ourselves that we have everything we need to be successful despite unknowns.



Our Itinerary

- 01** Current Conditions
Activity: Hopes and Fears
- 02** Not the First Time
Activity: Your AI Journeys So Far
- 03** Preparing to Play
Activity: Patterns in Action
- 04** Partnering with Agents
Activity: Application in Real Life
- 05** A More Complete Path
- 06** Keeping Perspective
Activity: Hopes and Fears, Revisited





Current Conditions

We're All in the Same Boat

AI has come for all of us; and while it continues to evolve, and we're now seeing it in more and more places, fundamental questions remain.

“

One AI, please!

— nobody (at least not literally)



This amounts to a
solution looking for a problem.

It's better to
start with the problem.



It's better to
start with the problem. *



Teams are feeling the pressure to capitalize on the **promise** of AI.

And they're feeling **anxious** about it.



The background is a dark olive green with a collage of various illustrations. It includes several octopuses and squids in different poses, a detailed ship's steering wheel, a laptop computer, a shark, a cuttlefish, a pufferfish, and some abstract circuit-like patterns. The illustrations are in a sketchy, etched style.

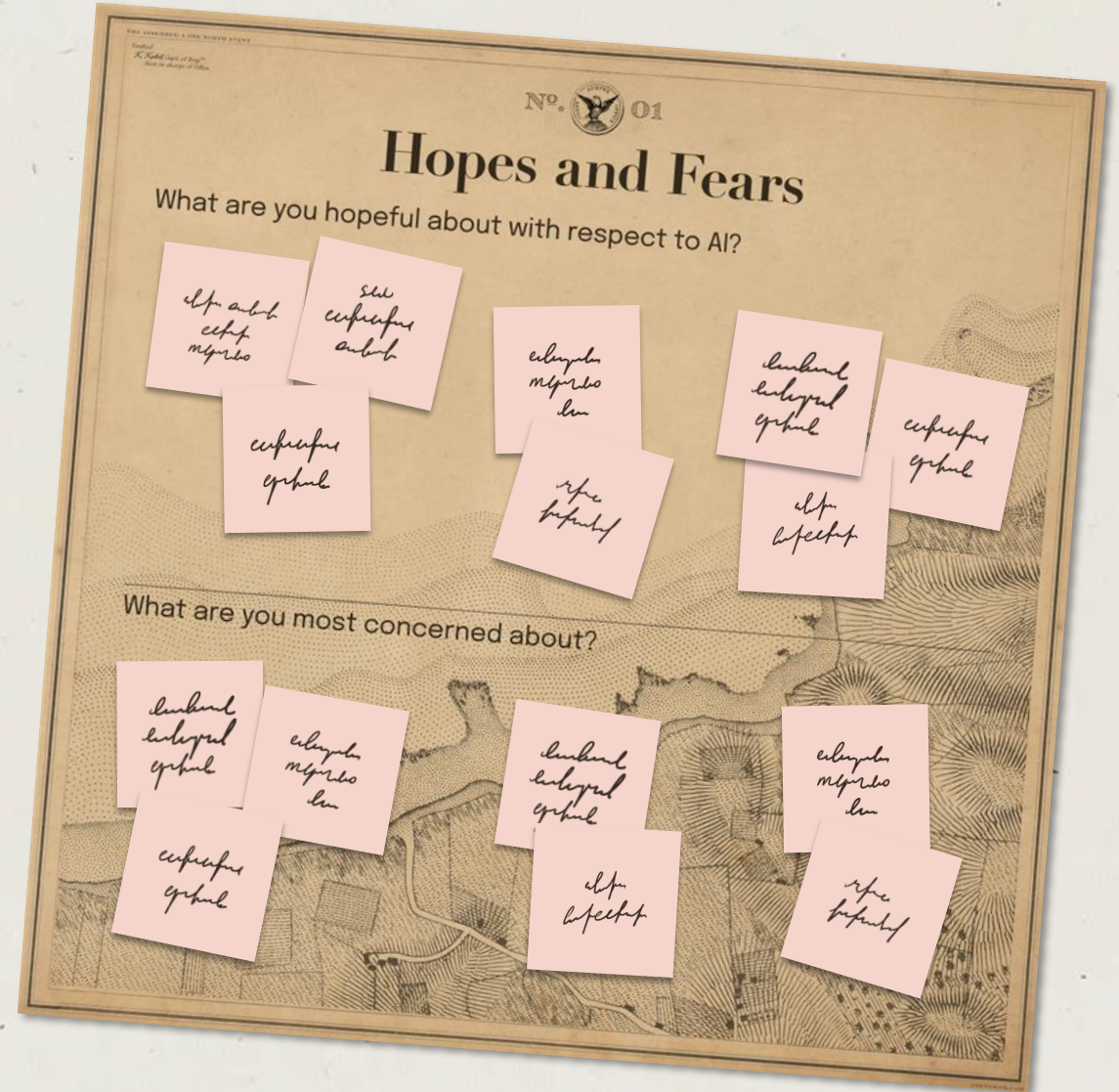
Current Conditions

Activity: Hopes and Fears

(10 minutes)

Hopes and Fears (10 minutes)

1. (2 min) Jot your thoughts down in response to the questions on your board.*
**One idea per sticky, please.*
2. (3 min) Share your thoughts at your table while adding them to your board, clustering similar hopes and fears.
3. (5 min) A few of you can share thoughts with the room, so we all have a sense of our collective feelings.



What kinds of hopes for AI
do we have in the room?
What concerns?





Not the First Time

We're Very Practiced at New

Humans are innovative by nature.
We have invented tools and reinvented ourselves for the entirety of our existence.

Not the First Time

The maritime
chronometer
changed
sea-faring forever.



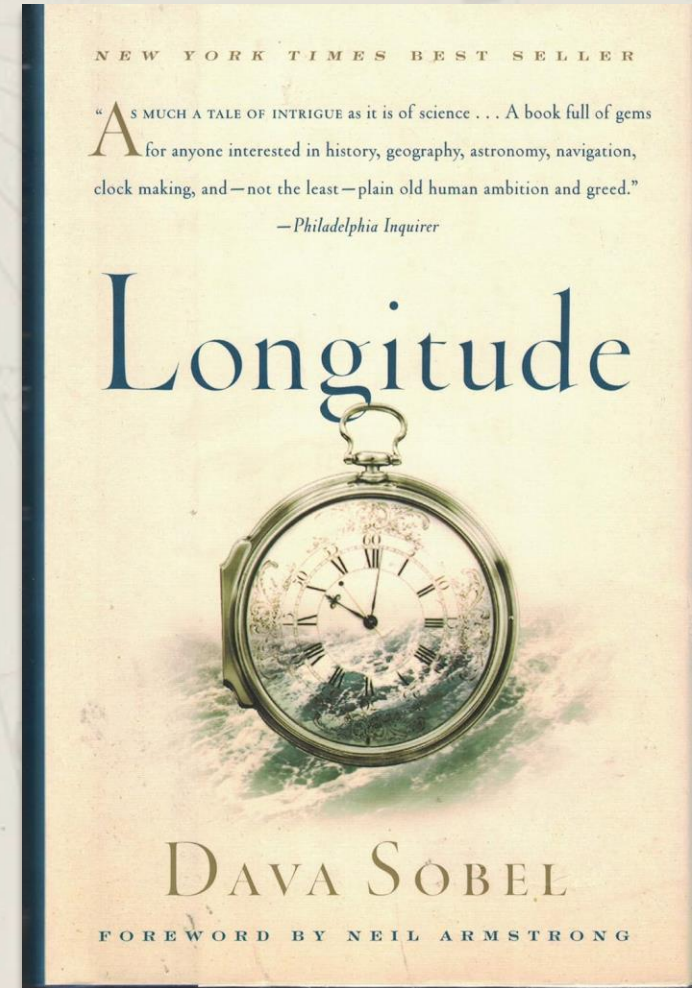
THE ASSEMBLY 2025

A ONE NORTH EVENT

Not the First Time

It was the key to longitude.

This was a **very big deal**.



*The True Story of a Lone Genius Who Solved the
Greatest Scientific Problem of His Time*



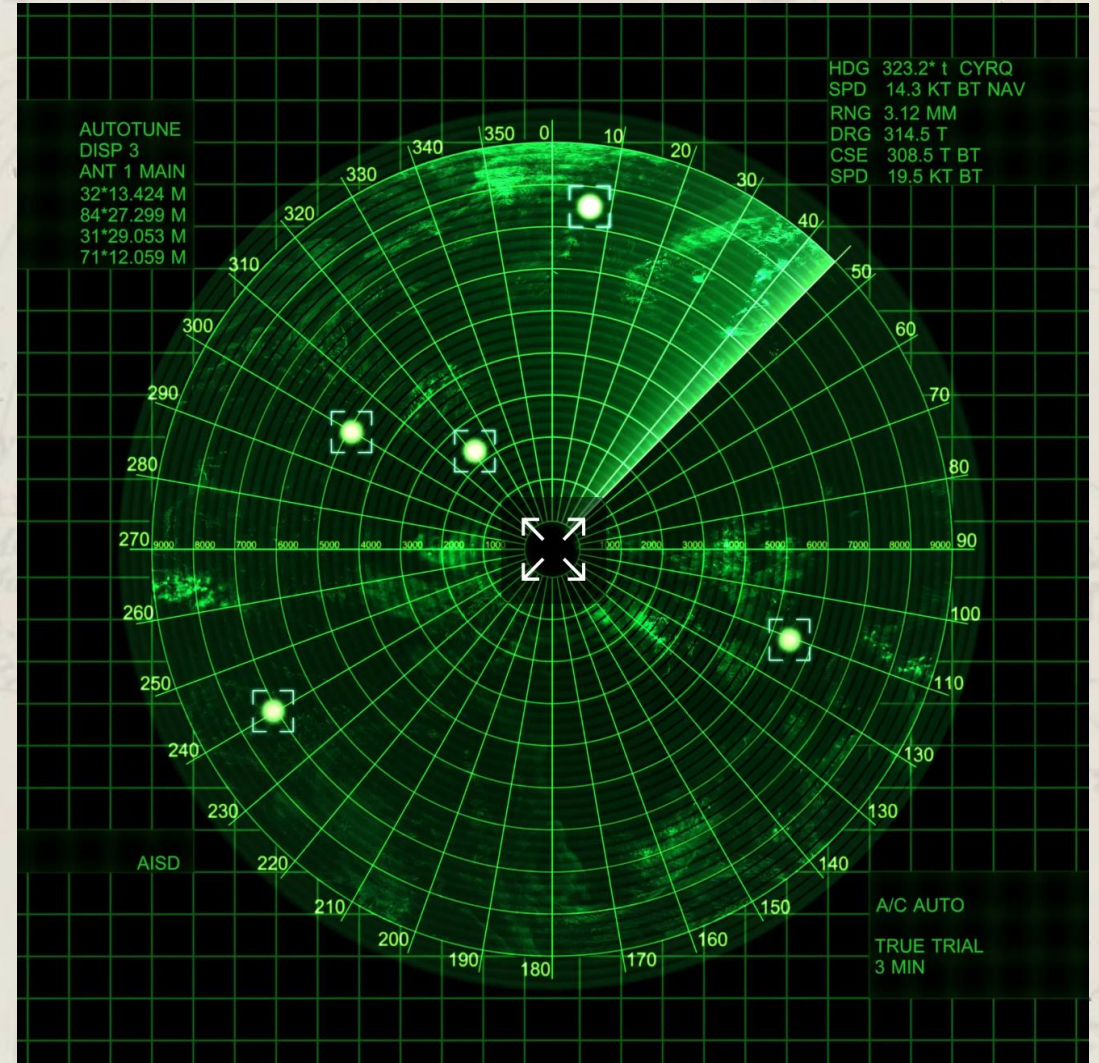
THE ASSEMBLY 2025

A ONE NORTH EVENT

Not the First Time

A Modern Analogy

More recently, radar
enabled safer travel in low
visibility conditions.



Not the First Time

Navigation Innovation



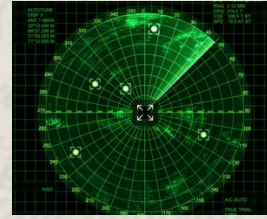
Map
13000 BC



Kamal
880 AD



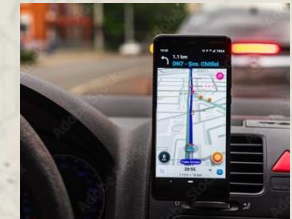
Sextant
1730



RADAR
1935



Garmin (nautical)
1990



Google Maps/Waze
2005/9

700 AD

Compass



1608

Telescope



1764

Chronometer



1978

GPS



1998

Garmin (land)



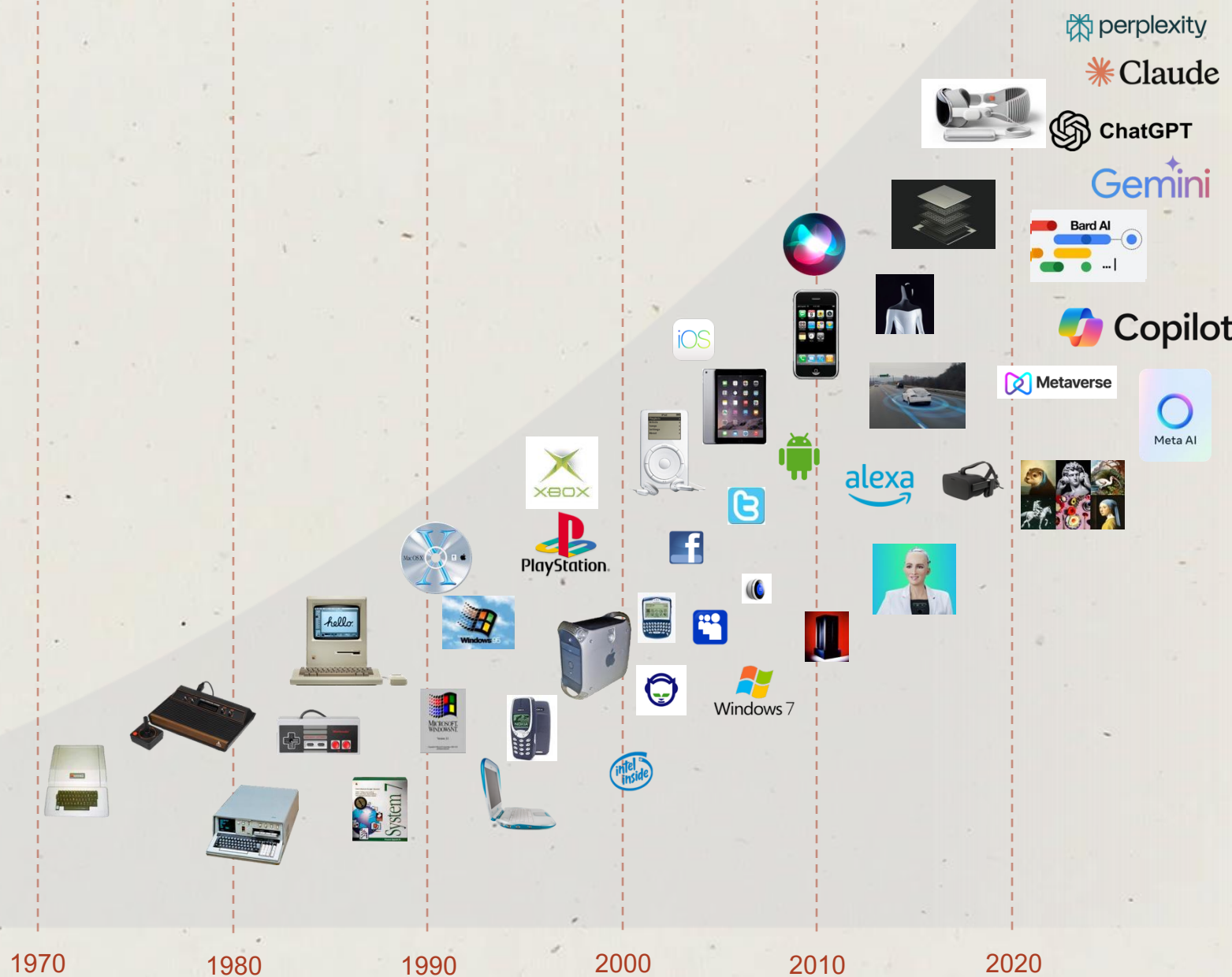
2020

Waymo



Not the First Time

In digital
technology, the last
50 years have been
transformational,
repeatedly.



Not the First Time

A Maturity Model for Emerging Technology

Exploring

Learning about AI's possibilities and risks through isolated experimentation and benchmarking

Aligning

Beginning to realize AI's complexities and implications for business, implementing initial governance and standards, and sharing information informally

Operational

Have initial points of view, ethea, and guidelines around AI, expanded access to appropriate tools and technology, and formalizing knowledge sharing and training

Integrated

No longer treating AI as a silver bullet, but rather including AI technologies among many potential options to drive efficiency and alleviate friction for customers and employees

Internalized

AI has become so ubiquitous in operations and considerations that it no longer requires its own separate strategy



AI Does Feel a Little More **Unsettling**

- It's unpredictable.
- We've witnessed a few high-profile failures.
- We can't intuitively understand how it works.
- In some cases, it's turned out that it ***doesn't.***
- We've read and seen a lot of **dystopian novels and movies.**



Current Conditions

Activity: Your AI Journeys So Far

(10 minutes)

Whose company has established
guiding principles
for the use of AI?



Whose company has
a standardized process for
evaluating opportunities
to use AI?



Whose company has
access to tools and training
to experiment with and use AI?



Whose company is
using AI in a meaningful way
to support business activities?



What is your company's **overall approach** to AI?

Proceed
with Caution



Move Fast and
Break Things



How's everyone feeling
about their journey?





Preparing to Play

A Quick Primer to Orient Ourselves

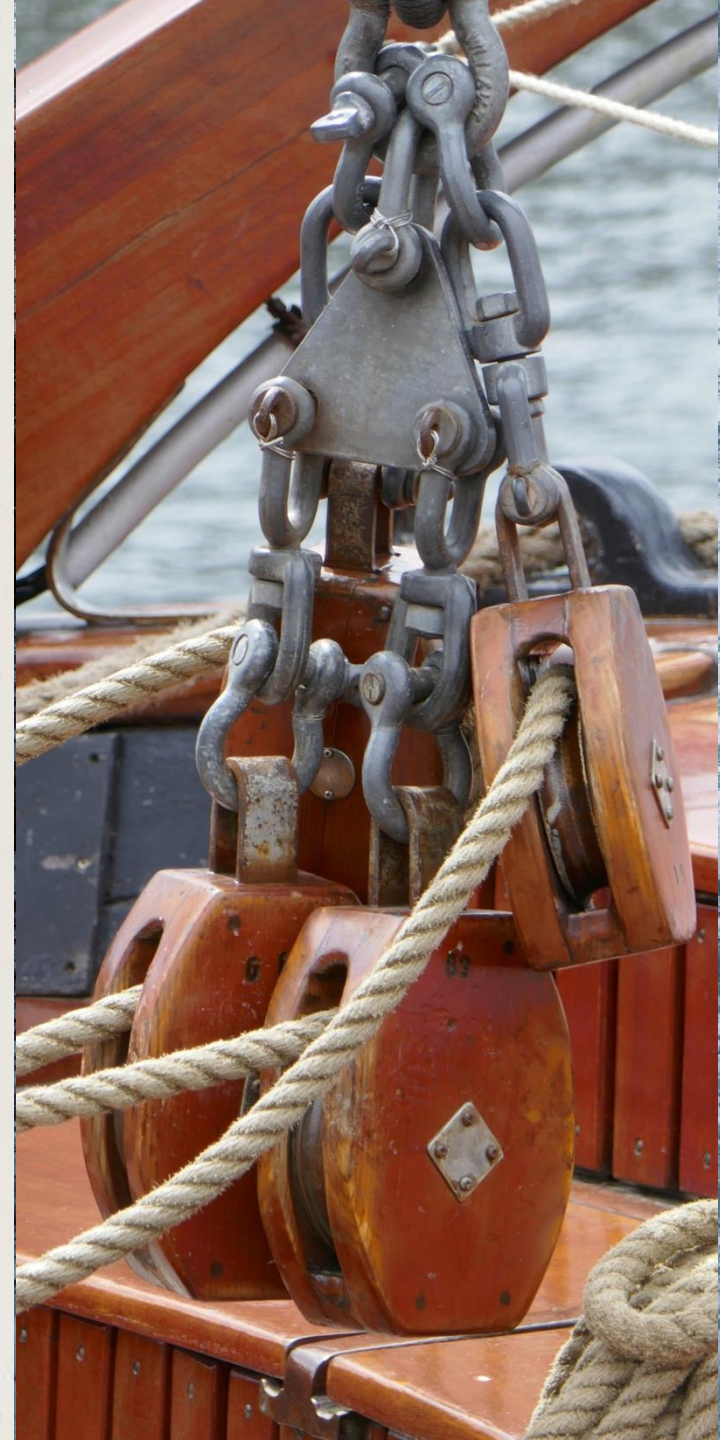
Over the past few years, Generative and Agentic AI have taken the world by storm, introducing new possibilities in the digital space and igniting a search for ways to capitalize on them. We'll ground ourselves in their capabilities and risks before exploring their possibilities.

Preparing to Play

Artificial Intelligence: Pattern Recognition at Scale

AI:

- Processes data and contextual information in moments.
- Finds patterns in data and extrapolates.
- Predicts based on data-based statistical probabilities.
- Fine-tunes its "understanding" based on feedback.
- Is consistent and comprehensive in its approach and considerations.





Preparing to Play

Two New, **Quickly-Evolving** Varieties of AI

Generative (GenAI)

- Creates new* content (text, images, code, etc.) based on patterns in training data.
- Can apply brand guidelines and perform translations.
- Needs human oversight to ensure accuracy and context sensitivity.

* “New,” for AI, means derived from training data

Agentic

- Completes tasks to achieve goals.
- Can combine AI capabilities for more complex problem-solving.
- Makes decisions and adjusts strategies as needed.
- Needs constraints and oversight to ensure alignment with human needs.



AI Is a **Good Choice** For...

- Processing vast amounts of data quickly.
- Identifying trends and patterns within data.
- Generating variations based on learned patterns.
- Following explicit, well-defined rules.
- Performing repetitive tasks with consistent accuracy.
- Scaling solutions without fatigue or performance degradation.





Preparing to Play

...and It **Cannot**...

- Notice when information missing, incomplete, or nuanced.
- Understand requests in any way other than literally.
- Grasp the "why" behind human behaviors and preferences.
- Distinguish causation from correlation.
- Detect sarcasm, humor, or emotional subtleties.
- Perform complex or abstract logical reasoning.
- Identify biases or make ethical judgments.
- Respond flexibly to unexpected conditions.
- Recognize its own errors.



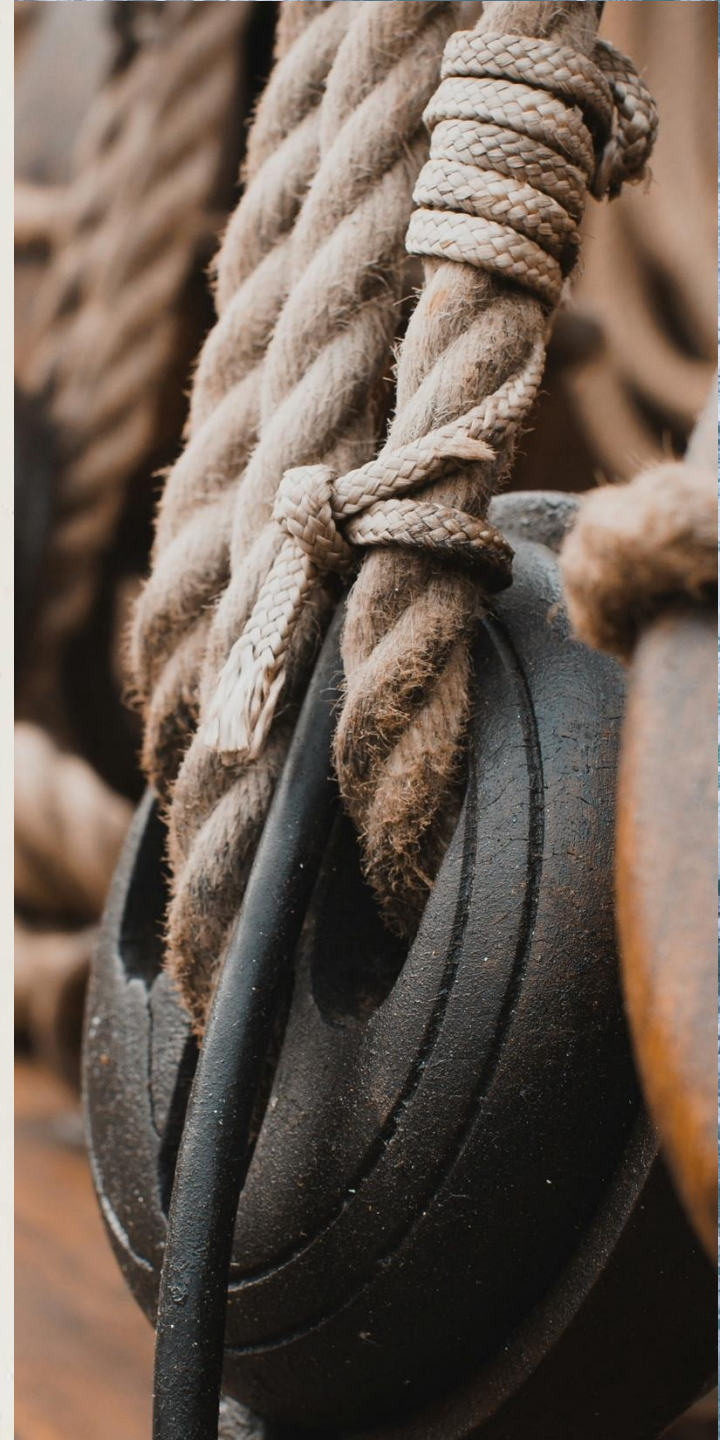
AI Is Only as “Good” as the Data It’s Based On

Hallucinations

When AI doesn’t have complete data or it lacks context, it will respond—**confidently**—with information that is inaccurate at best, and dangerous at worst.

Bias

AI will mirror any biases—whether **likely helpful or possibly harmful**—that are present in the data it was trained on.





Preparing to Play

Humans Have a **Critical Role** to Play

Setting AI Up for Success

- Ensure AI tasks are appropriate and that the use of AI is welcome and trusted by users.
- Provide comprehensive data and context, as well as needed constraints and guardrails.
- Test carefully.

Ensuring it Stays on the Rails

- Include humans in areas where creativity, strategic thinking, and judgment are needed.
- Invite feedback to pinpoint areas of improvement.
- Test continually.



Got it?





Preparing to Play

Activity: Patterns in Action

The early bird catches...
...the worm.



If you can't
stand the heat...
...get out of the kitchen.



All that glitters...
...is not gold.



Little by little,
the bird...
...builds its nest.



*Petit à petit,
l'oiseau fait son nid.*



The first pancake...
...is always a lump.



Первый блин
всегда комом.






This isn't
exactly how
AI works...


...and also
it **is**...






BTW Humans “Hallucinate” Too

 Calling all you
Starbucks lovers... 

Earth below us, drifting
falling, floating waiters
coming home... 

There's... 
a bathroom
on the right.

In my little do 
scoop... you don't
know what I got!

 Hold me closer,
Tony Danza... 

And AI Cannot “Hallucinate” Like Humans Do



“The image is a stylized circular design with flowing lines, resembling a circular wave or abstract art.”



“The image shows a circular logo with an abstract design featuring curved black and white wavy lines or shapes. The logo has a yin-yang-like quality with flowing organic forms that create visual movement within the circular boundary. The design uses negative space effectively, with white wavy elements contrasting against the black background of the circle. The overall aesthetic is modern and minimalist, possibly representing concepts like flow, balance, or duality.”

Pro tip:

If you're tired of
the same old
proverbs...



Individuals or systems with
strong foundations are resilient
in the face of adversity.



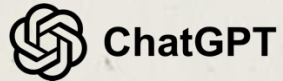
No matter how powerful, sleek,
and untouchable something
seems, it still has limits.

It'll also give
meaning to...
pretty much
anything.

(Just like us.)



Otters Always Win



The saying, “Otters always win,” can be interpreted in several metaphorical or symbolic ways, depending on context.

Here are a few:

1. Playfulness Triumphs:

Otters are known for their playful nature. This interpretation suggests that joy, creativity, and a lighthearted attitude often succeed where brute force or seriousness might fail.

2. Adaptability Leads to Success:

Otters are highly adaptable animals—agile in water and on land. “Otters always win,” could imply that flexibility and resilience lead to triumph, especially in changing or challenging environments.

3. Underdog Victory:

Otters may seem small or unassuming, but they are clever, social, and skilled—suggesting that underestimated individuals or teams can prevail through intelligence and teamwork.

4. Charm and Likability Prevail:

Otters are widely loved for their charisma and cuteness. The phrase might mean that kindness, charm, and social intelligence are powerful tools for winning hearts or achieving goals.

5. Nature’s Balance:

In a deeper, symbolic sense, the saying might reflect a belief that harmony with nature (represented by the otter) ultimately “wins” over conflict, greed, or artificial imbalance.



Excellent—you're all
experts now.



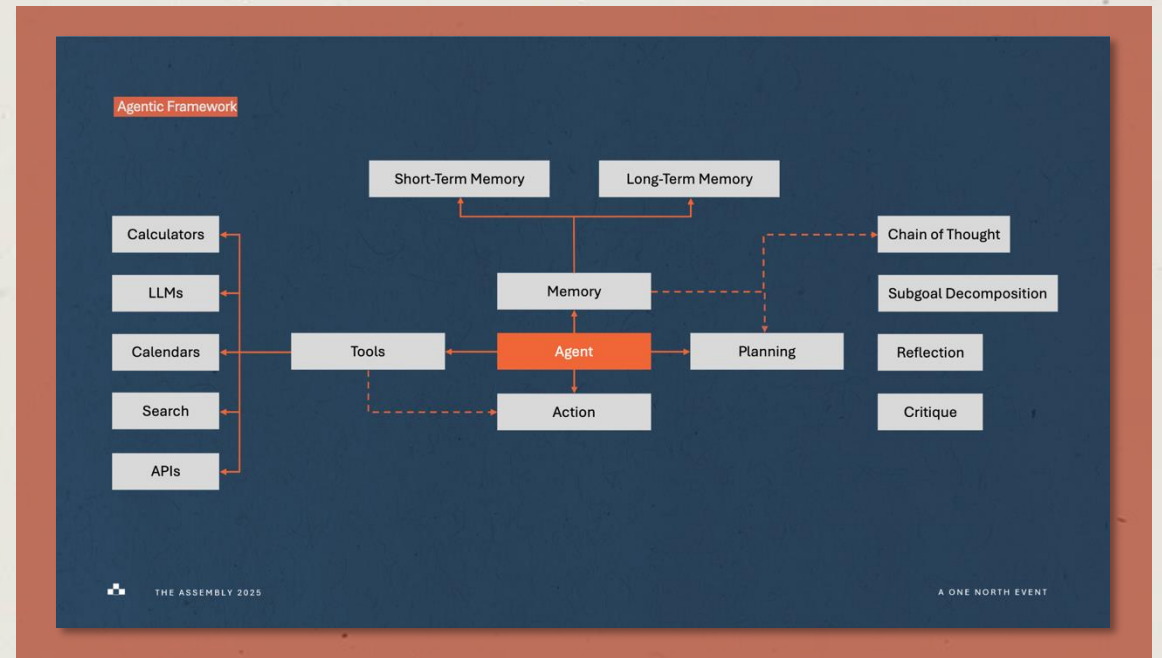
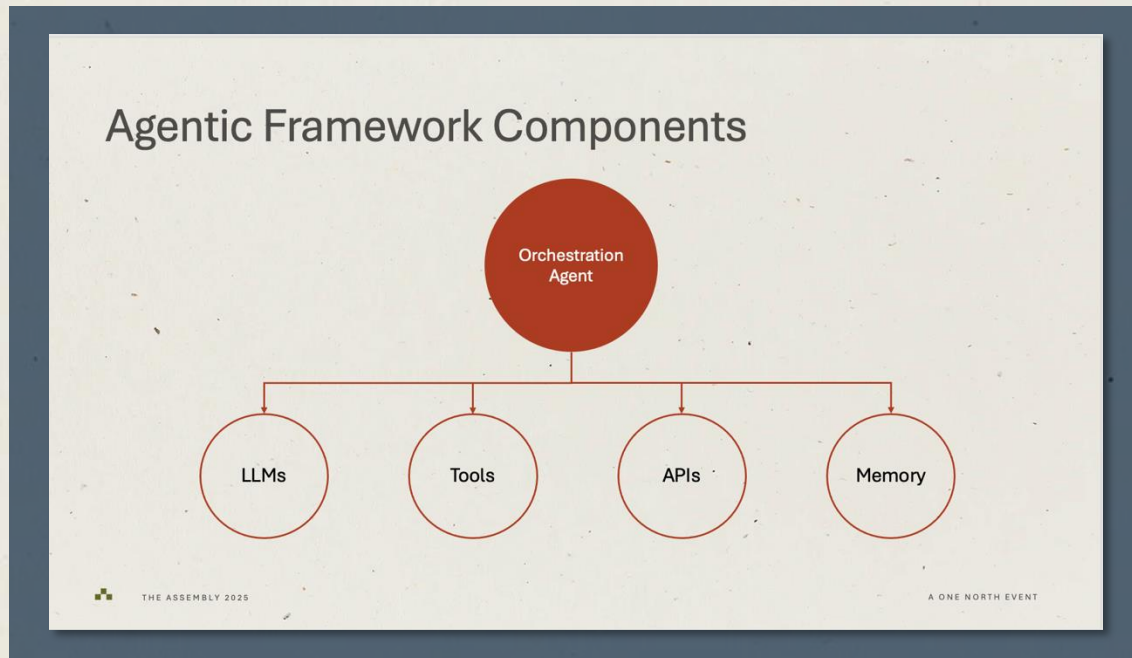


Partnering with Agents

Digital Collaborators with Real Promise

Business purposes for Agents are much more interesting to imagine than those for Generative AI. It can do so much more, and we can start by mirroring what we know.

We Shared These Diagrams Earlier...



We will not be doing anything this technical.

We're Going to Be a Little More Casual

We'll stick with **Tools**, **Actions**, and **Planning**:

Data Analyzers find patterns, make predictions, and provide insights to support decision making.

Language/Image Analyzers interpret written or spoken language and identify objects in images.

Summarizers read through long bodies of text and provide brief synopses.

Content Generators generate new or optimize existing content (text, images, video, code, etc.).

Recommendation Generators suggest products, services, or content based on individual preferences and past behavior.

Query Handlers provide answers to questions (information about a topic, steps to complete a task, real-time data like weather, etc.).

Task Automators complete well-defined, repetitive tasks (data or content entry, sorting, sharing).

Schedulers/Reminders help with calendar management and awareness.

Monitors keep an eye on systems, processes, or trends and issue alerts if something unusual or important happens.

We're Going to B

We'll stick with **Tools, Action**

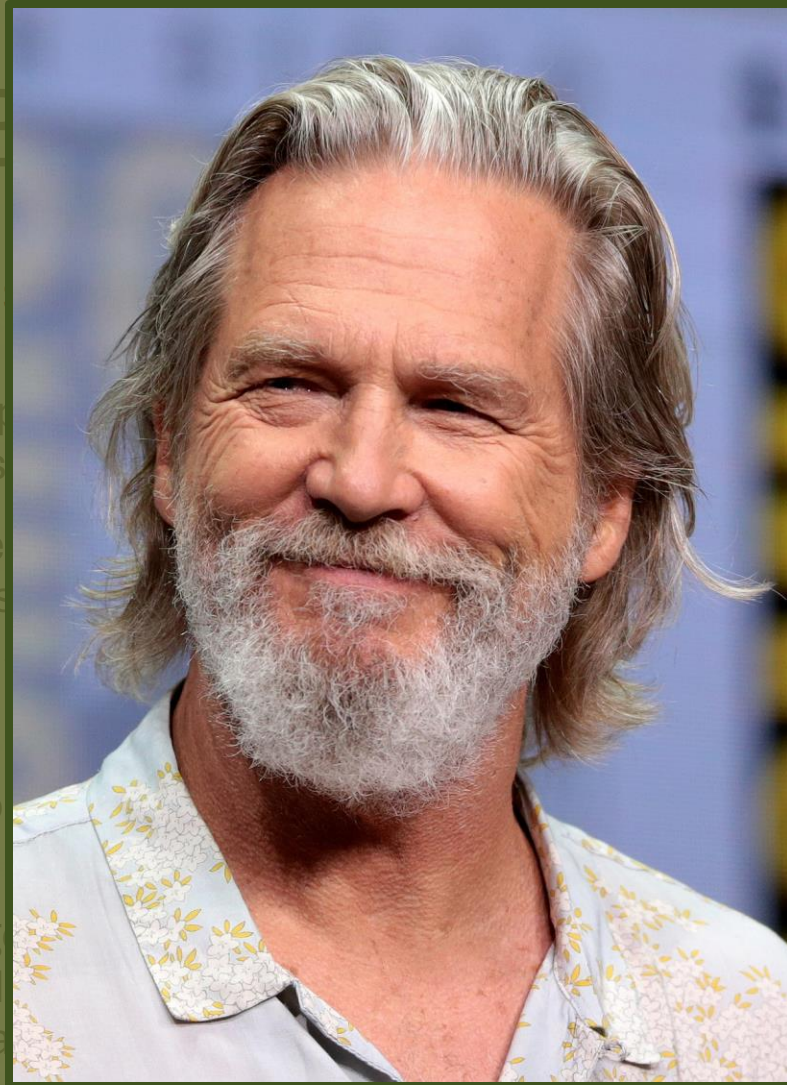
Data Analyzers find patterns, make predictions, and provide insights to support decisions.

Language/Image Analyzers interpret spoken language and identify objects in images.

Summarizers read through long bodies of text and provide brief synopses.

Content Generators generate new or modify existing content (text, images, video, etc.).

Recommendation Generators suggest products, services, or content based on individual preferences and past behavior.



asual

provide answers to questions about a topic, steps to complete a task (like weather, etc.).

complete well-defined tasks, data or content entry, sorting, etc.

Indices help with calendar awareness.

keep an eye on systems, processes, or events and alert if something unusual or important happens.

You Have Everything You Need

- There are **no right or wrong** answers.
- We **will not be** grading, judging, or building anything.
- You get to make this **as hard or as easy** as you want to.



Partnering with Agents

Activity: Application in Real Life

(15 minutes)

An Activity in Two Parts

The process I'll streamline:

STEP
01

Agent
tasks

STEP
02

Human
tasks

Questions to help
you add humans to
the loop:

Where might agents
need human input?

Where do we need
to check for accuracy
or mistakes?

Where might institutional
knowledge or situational
awareness be important?

Which steps might
require human
adaptability?

Tips for defining
agent-initiated
tasks:

List "Tool," "Action," and
"Planning" agent tasks
(assume Orchestration
and Memory are handled).

Keep tasks simple and
straight-forward,
interacting with as few
kinds of data as possible.

Agents Recombined

Give it a name.

Describe it briefly.

Build a new agent flow.

Add human tasks.

Part One: Design Your Own Agentic Solution (15 min)

1. (1 min) Choose a process to support with AI.
2. (5 min) Identify tasks that Agents can complete in support of your process, and add them to your board in order.
One task per sticky, please.
3. (4 min) Add activities that humans will need to complete.
Again, one task per sticky.
4. (5 min) Share your processes at your table.

The process I'll streamline:

Tips for defining agent-initiated tasks: List "Tool," "Action," and "Planning" agent tasks (assume Orchestration and Memory are handled). Keep tasks simple and straight-forward, interacting with as few kinds of data as possible.

STEP 01 Agent tasks

STEP 02 Human tasks

Questions to help you add humans to the loop: Where might agents need human input? Where do we need to check for accuracy or mistakes? Where might institutional knowledge or situational awareness be important? Which steps might require human adaptability?

Choosing a Process to Reimagine

Tips

- Choose a process you know well.
- One that feels like a good fit for an AI solution.
- One that you think you'll be able to break down into 5-6 high-level steps.

Ideas

- Content management
- Inventory replenishment
- Customer support investigations
- Team schedule creation
- Site visit coordination
- Onboarding planning



The “Right” Level of Detail

For the Agent

- Represent individual self-contained tasks
- Together, they should look like high-level instructions to complete a “job to be done”
- As we said above, **tools**, **actions**, and **planning**.

For the Human

- Points where an agent’s work should be checked for accuracy
- Choices that an agent cannot make reliably
- If needed, the human request to kick the process off

The process I'll streamline: Scheduling Research Interviews

Tips for defining agent-initiated tasks:

List "Tool," "Action," and "Planning" agent tasks (assume Orchestration and Memory are handled).

Keep tasks simple and straight-forward, interacting with as few kinds of data as possible.

STEP 01 Agent tasks

Prioritize participants using distribution requirements

Create schedule of available times (hold on interviewer calendars)

Compose and send availability requests to prioritized participants

Update interview schedule based on responses

Compose and send interview invitations to participants

Summarize participant bio and notes and add to session interviewer materials

Initiate and provide needed input to the Agent

STEP 02 Human tasks

Confirm prioritization and make needed adjustments

Review message template, variations

Review invitation template, variations

Review notes, adjust interview script as needed

Questions to help you add humans to the loop:

Where might agents need human input?

Where do we need to check for accuracy or mistakes?

Where might institutional knowledge or situational awareness be important?

Which steps might require human adaptability?



Tools, Actions, and Planning

Data Analyzers find patterns, make predictions, and provide insights to support decision making.

Language/Image Analyzers interpret written or spoken language and identify objects in images.

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Task Automators complete well-defined, repetitive tasks (data or content entry, sorting, sharing).

Schedulers/Reminders help with calendar management and awareness.

Monitors keep an eye on systems, processes, or trends and issue alerts if something unusual or important happens.

Show and Tell:
What does your Agent do?
What tasks does it perform?
How are humans involved?



Part Two: Agent Recombination (15 min)

1. (8 min) With your group, identify a new process you can support by repurposing some of your agent tasks (you can re-write them to be more general; no need for these to solve “real” problems).
2. (2 min) Give it a name and add a short description.
3. (5 min) We’d love to hear a bit about what you’ve created.

Agents Recombined

Give it a name.

Describe it briefly.

Build a new agent flow.

Add human tasks.

The worksheet is titled 'Agents Recombined' with a small logo and 'Nº. 02' in the top right. It has four main sections: 'Give it a name.', 'Describe it briefly.', 'Build a new agent flow.', and 'Add human tasks.'. The 'Give it a name.' section has a handwritten name. The 'Describe it briefly.' section has a handwritten description. The 'Build a new agent flow.' section has a handwritten flow. The 'Add human tasks.' section has three sticky notes with handwritten tasks. The background of the worksheet features a faint illustration of a landscape with mountains and a river.

Let's hear about
your agents!





A More Complete Path

Our Placemats Are Just the Beginning

While starting from the process is right, we've barely scratched the surface of what it takes to implement an Agentic AI solution.

With AI, the technology is the
easy part.



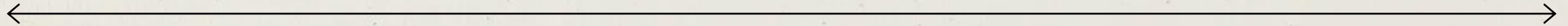
Evolving from POC
to scaled solution
takes a **deliberate,
thoughtful** process.

- Governance
- Ethics
- Brand alignment
- Experience
- Acceptance
- Adoption
- Security
- Privacy
- Sustainability
- Maintenance
- Measurement

A Human-Centered Approach

VISIONING + STRATEGIC DESIGN

IMPLEMENTATION + OPTIMIZATION



Explore + Envision

- Identify strategic opportunities to introduce AI within your digital ecosystem.
- Provide a clear vision for the use of AI across customer and/or employee experiences.
- Introduce governance to ensure that AI will be used in alignment with your business strategy and brand.
- Assess data and technology infrastructure for readiness.
- Map specific experiences to be enhanced with AI, highlighting the use for AI as well as human support activities.
- Estimate business value, and costs of ongoing support.

Shape + Validate

- Identify and prepare/remediate data needed to support AI.
- Design and test core/MVP experiences for all human/AI touchpoints.
- Complete initial model training and test (prompt engineering) to uncover biases and gaps in context.
- Conduct proofs of concept as needed to ensure quality and viability.
- Set clear privacy, security, and risk controls.
- Document requirements for full implementation, including change management needs.
- Refine ongoing cost estimates.

Build + Evolve

- Refine or prepare additional data to support expanding AI capabilities.
- Build, test, and deploy components needed to implement the full intended the AI solution.
 - AI-enabled interactions
 - Agents
 - Ongoing data maintenance
 - Quality assurance
 - Human-in-the-loop
- Iteratively test new models, integrations, and other components for accuracy, security, and reliability.
- Develop change management and training materials.

Operationalize + Scale

- Roll-out new system to user base.
- Define and implement program for continuous management, testing, and resource optimization.
- Continually monitor for opportunities to optimize or enhance (system and/or user metrics and feedback).
- Adapt governance policies as technologies and capabilities continue to evolve.

A vintage map with a compass, keys, and a pocket watch. The map is a detailed historical map with various geographical features and labels. A brass compass is open, showing the needle pointing towards the top. A set of keys is attached to a ring, and a pocket watch is visible in the bottom right corner. The overall tone is warm and historical.

Keeping Perspective

Parting Thoughts

We'll incorporate AI into our worlds the same way we have for other emerging technologies. It will ultimately be just another tool in our toolboxes.

A Few Key Takeaways About AI

AI is built on
pattern recognition,
not knowledge.

Comprehensive
context is critical
to success with AI.

Humans remain
indispensable—we **fill**
gaps that AI cannot.

A Tried-and-True Strategy

01

Get **smart**.

02

Start **small**.

03

Test well.

04

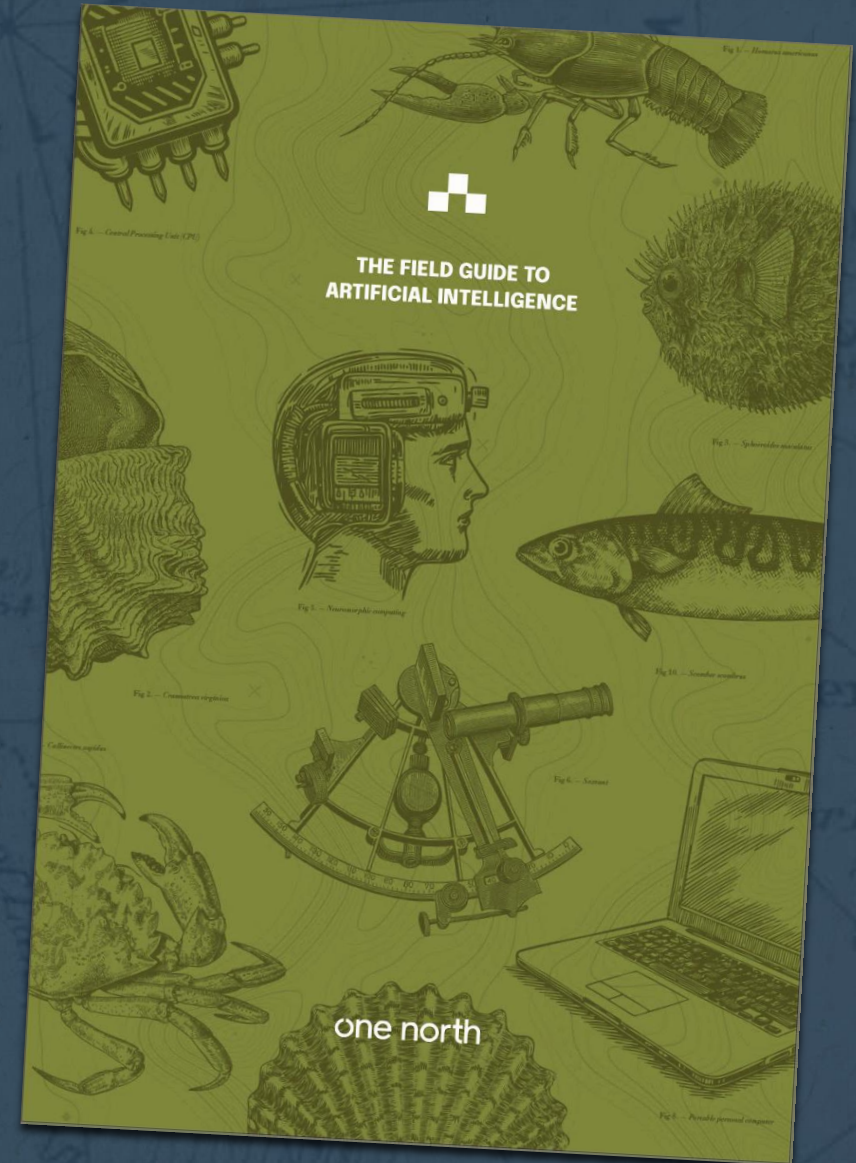
Have a **back-up** plan.

05 Keep going!

02' Build the **foundation** to scale. →

Keeping Perspective

A Gift for You

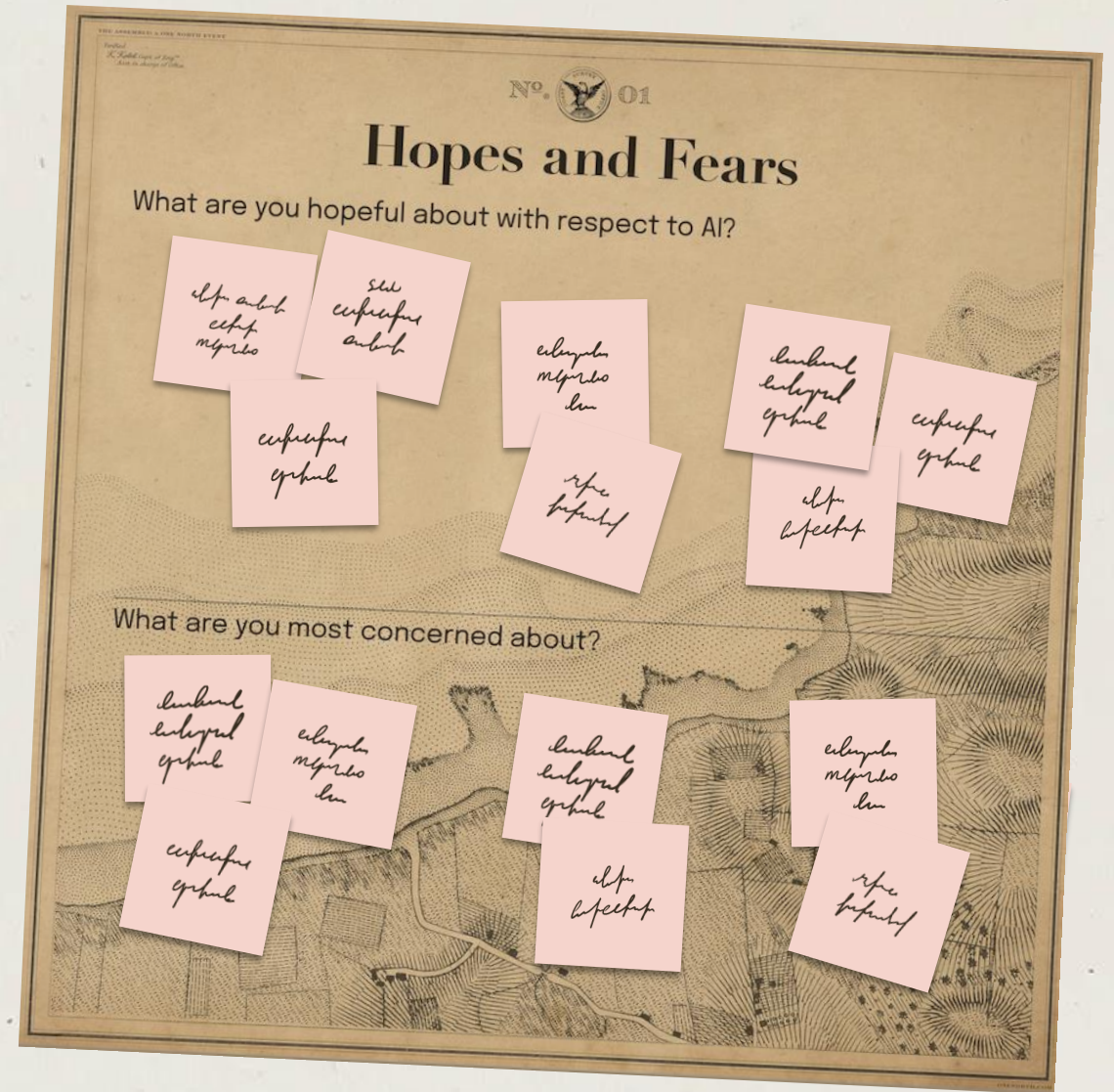


THE ASSEMBLY 2025

A ONE NORTH EVENT

Hopes and Fears, Revisited (10 min)

1. (5 min) Look back at your Hopes and Fears board, and notice if anything has changed for you (discuss with your group).
2. (5 min) We'd love to hear from some of you about anything new you're feeling.



Any new hopes surfacing?
Old hopes dashed?
New fears arising?
Old fears quelled?



Now, get out there
and make the most of
what AI has to offer.

You have everything you need.



one north A TEKsystems Company

Thank You!

As we set sail on this journey, our crew is ready to explore uncharted territories, weather any storm, and steer toward new horizons. With a clear course plotted, we'll navigate through opportunities, tackle challenges head-on, and dock at our destination with confidence and success.

