A Strategist's Guide to AI, KTH Executive School

A sea change for CX strategy, design and development

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Growing data volume and complexity demands **a new approach**

IDC, Digital Universe Study, 2014

Elements of an AI system: knowledge-driven + data-driven insights

Knowledge-driven method

From population averages…

Published knowledge
- Scientific papers
- Books
- Guidelines

Closing the **translational** knowledge gap

Delivering **real-world** evidence

Data-driven method

…to insights for individual patients

- Social, environmental, behavioral data
- Longitudinal health records
- Claims, Rx, labs
- Patient reported data

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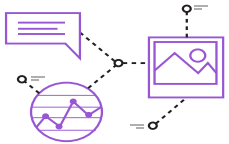
UNDERSTAND



REASON

LEARN

INTERACT

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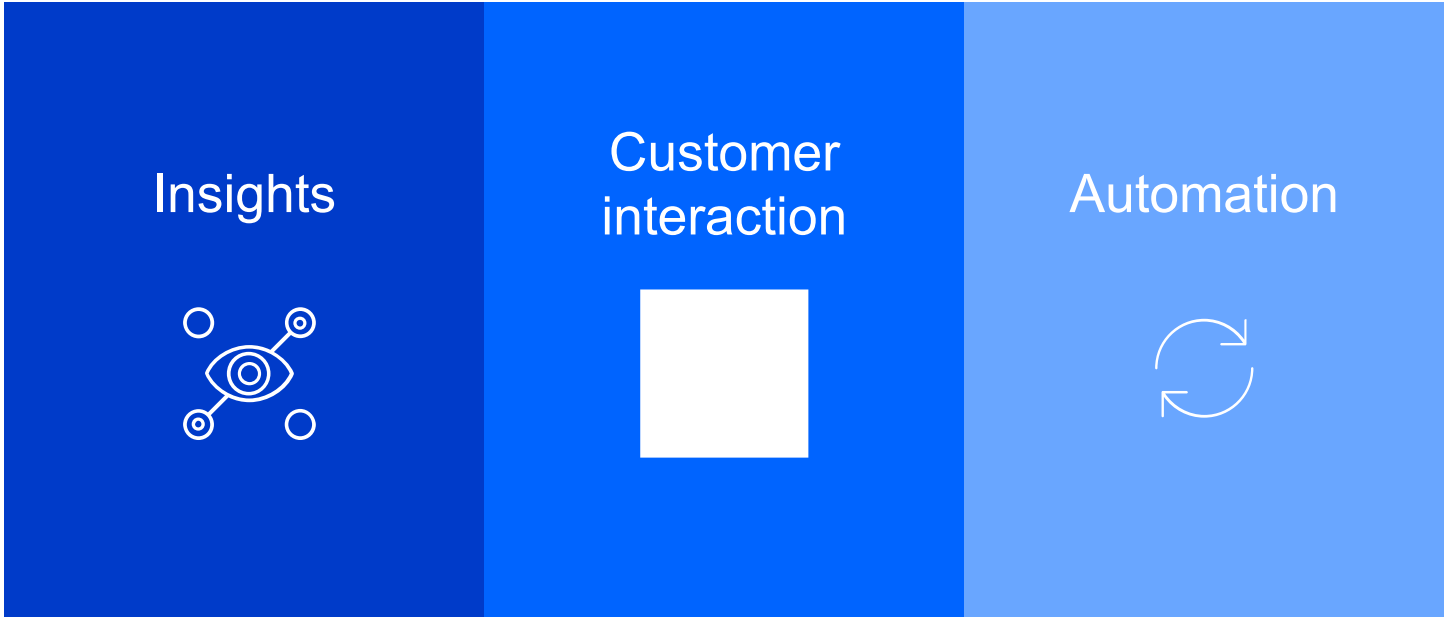

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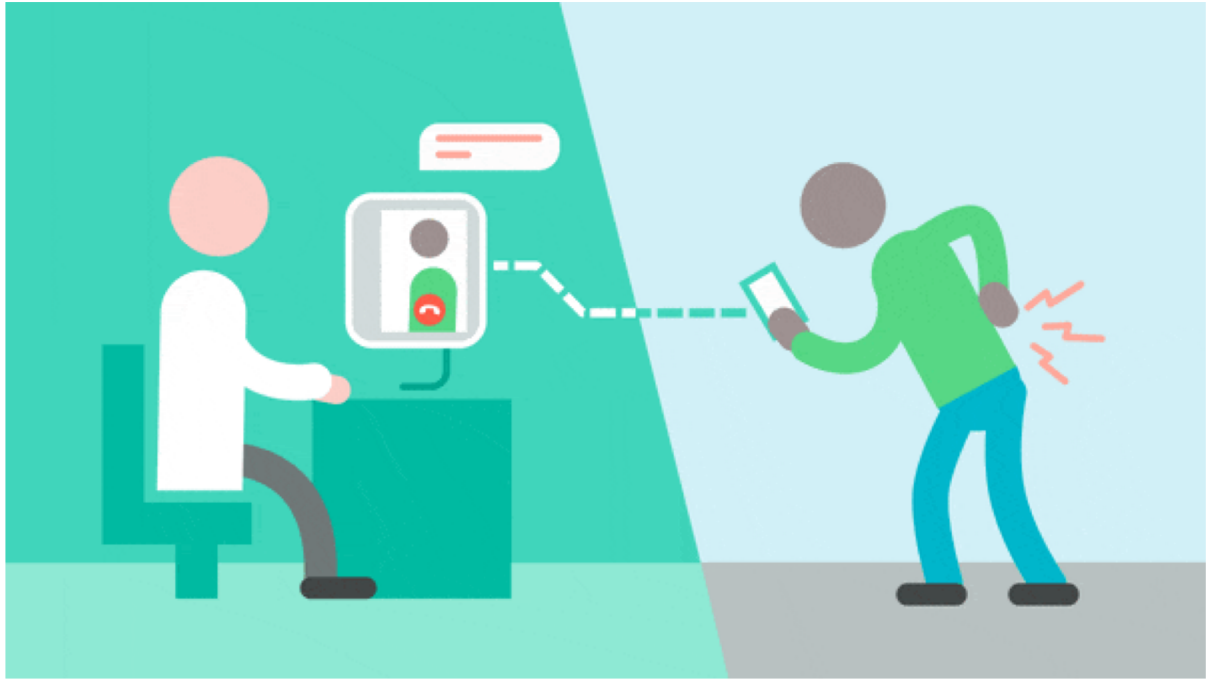
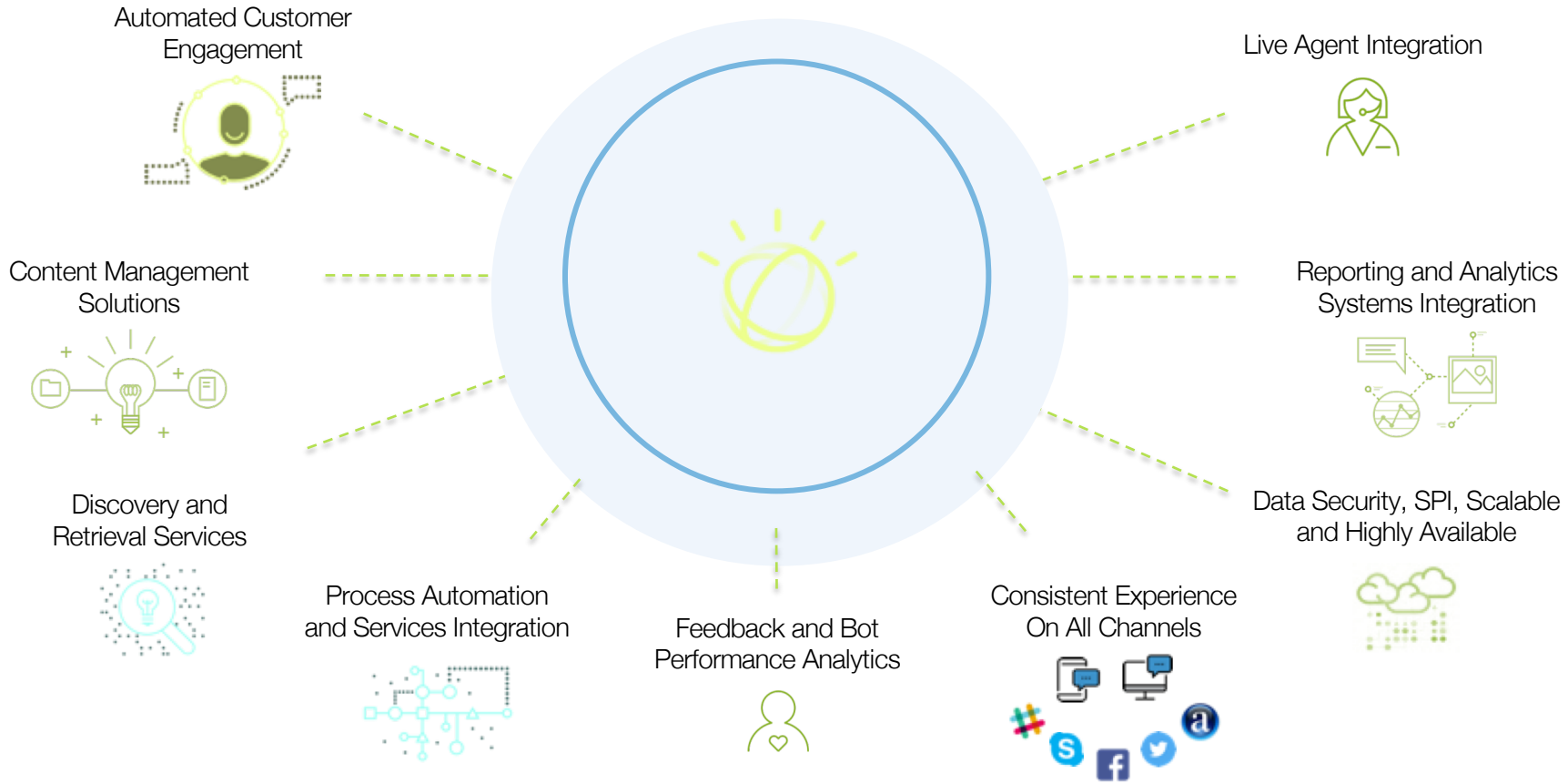
Insights

Customer Interaction

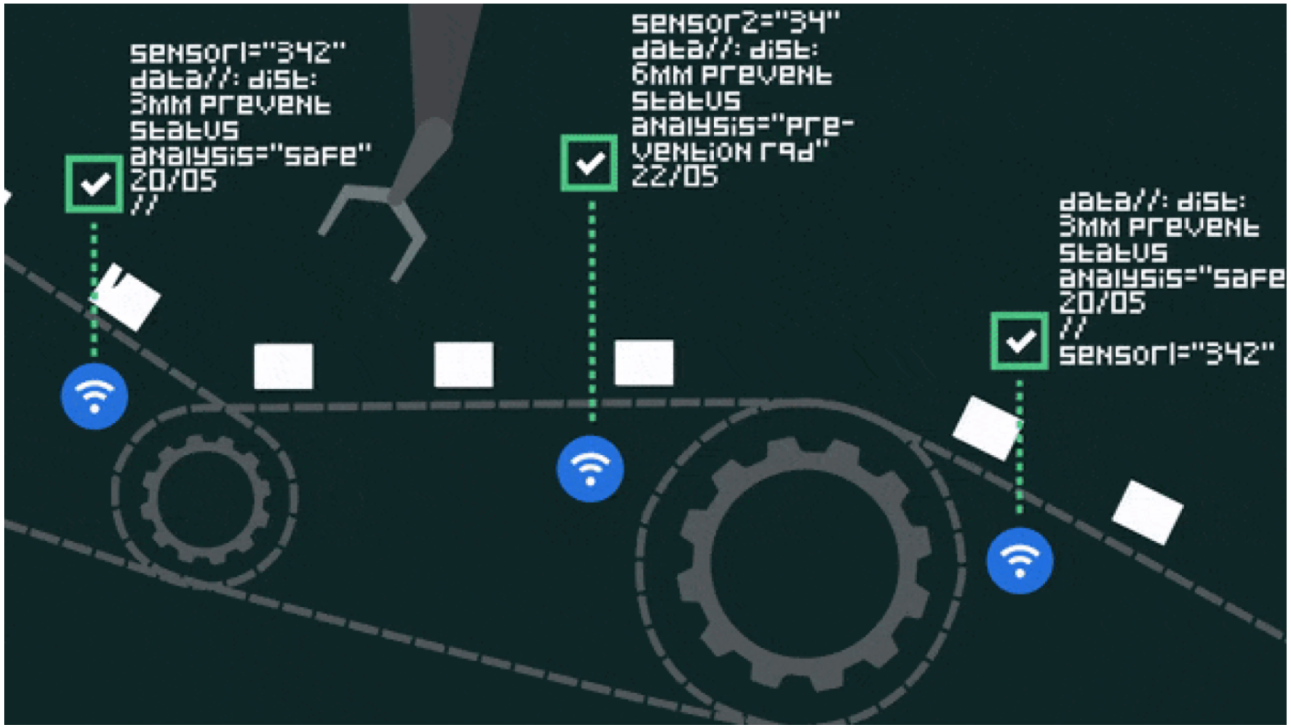


Digital Assistants are more than just Chatbots



Automation

Automation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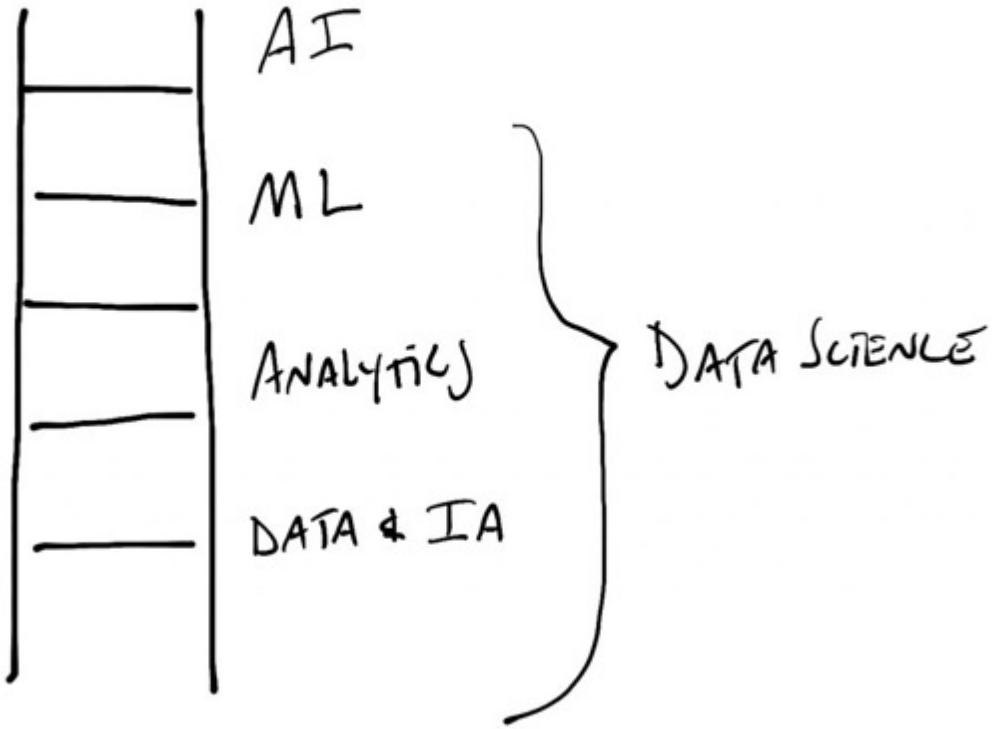
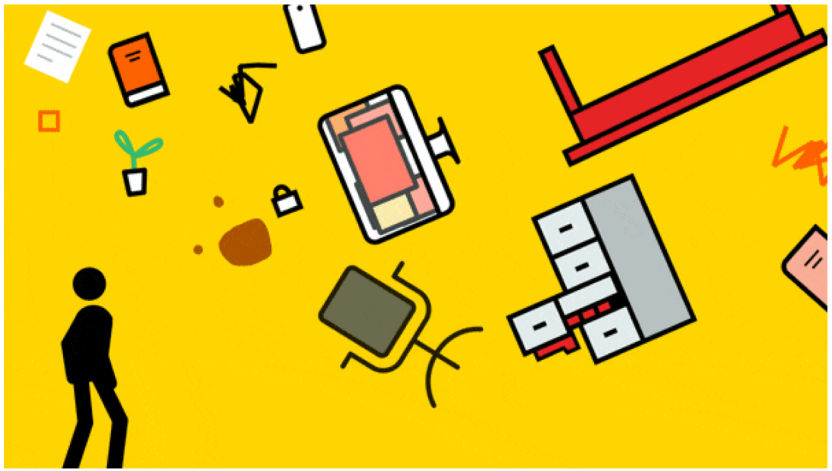
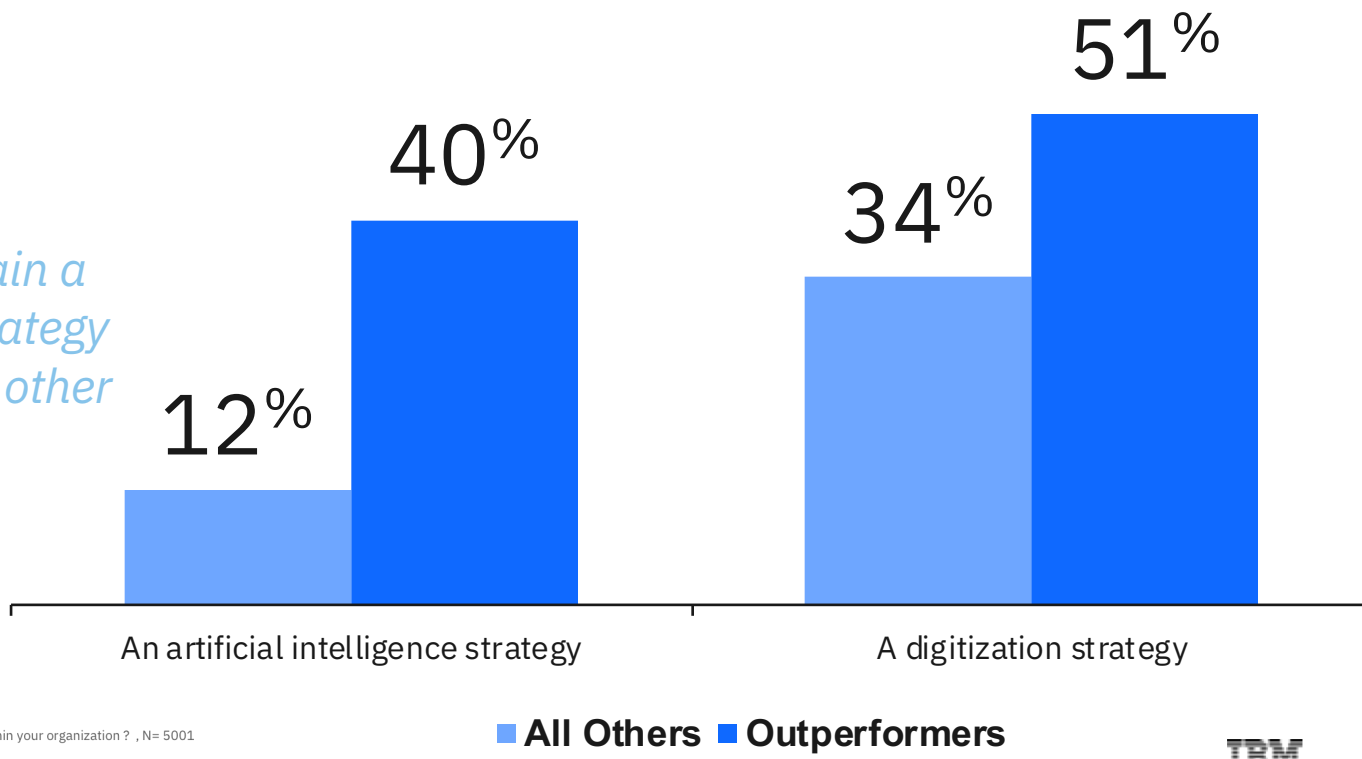
AI LADDER





Majority of the leading organizations invest in a digitization strategy within their companies

Outperformers maintain a digitization and AI strategy more actively than its other peers



Source: 2018 AI Study , A3 : Which of the following guidance documents exist within your organization ? , N= 5001

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Trusted AI for Business

Trust Transparency

[Read more]

Everyday Ethics for AI

[Download Guide]

Trusted AI Research

[Read more]

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Suggestions for a course of action

1 | **Be crystal clear about your AI vision**

2 | Establish a multidisciplinary council for AI/CX strategy

3 | Balance ambition with practical realities

- ***Invest in AI education and training for everyone***
- ***Don’t let failure of imagination limit your vision for AI***
- ***Be fastidious about clean data***

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Suggestions for a course of action

1 | Be crystal clear about your AI vision

2 | **Establish a multidisciplinary council for AI/CX strategy**

3 | Balance ambition with practical realities

- ***Break down vertical silos***
- ***Embrace design thinking for creative problem solving***
- ***Encourage customers to join your AI journey***

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Suggestions for a course of action

1 | Be crystal clear about your AI vision

2 | Establish a multidisciplinary council for AI/CX strategy

3 | **Balance ambition with practical realities**

- ***Develop a Minimum Viable Product (MVP) roadmap***
- ***Create a backlog and constantly groom it based on market trends***
- ***Think through AI's broader impact***

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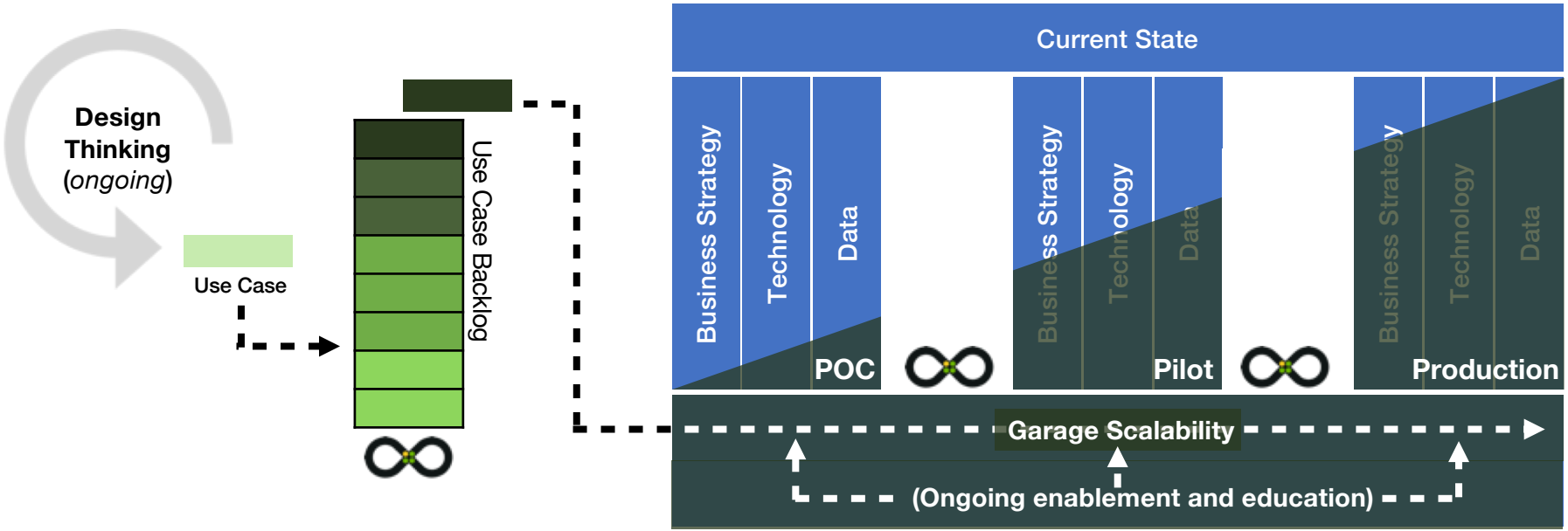
Operating Model Example



Continuous Stakeholder Alignment

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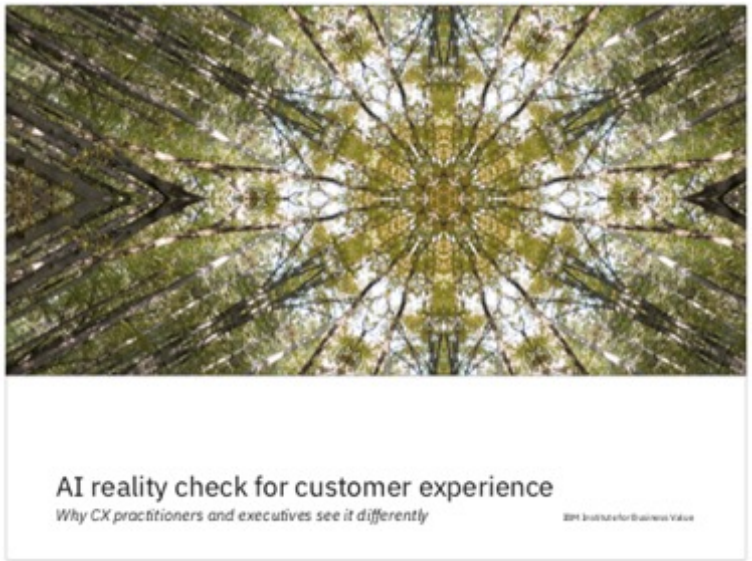
ibm.biz/aicxreality



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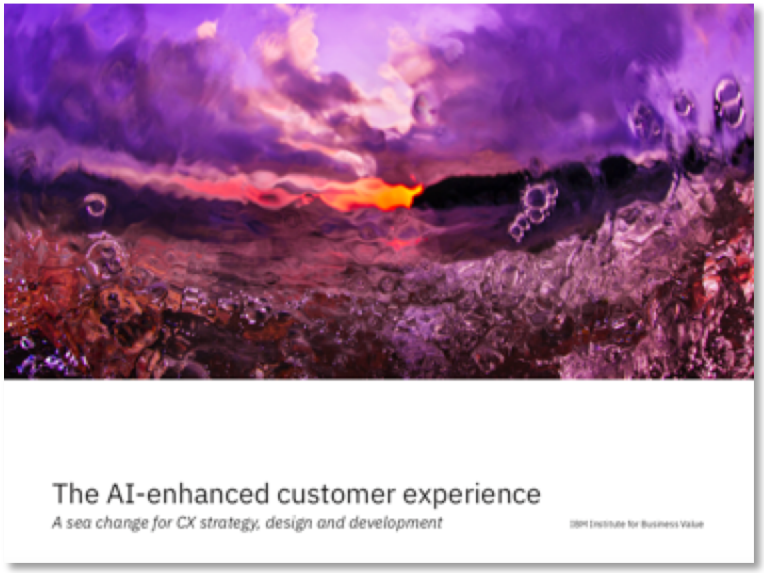

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Q & A

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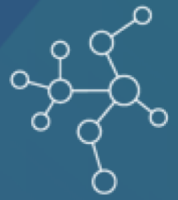
Barrow Neurological Institute

AI helps researchers form and validate new hypotheses for amyotrophic lateral sclerosis (ALS): *Acta Neuropathologica,* Feb 2018

"Overall, we successfully used IBM Watson to help identify additional RBPs altered in ALS disease, highlighting the use of artificial intelligence tools to accelerate scientific discovery in ALS and possibly other complex neurological disorders."

Bakkar, N., Lorenzini, I., Lacoste, A., Spangler, S., Boehringer, A., Collins, M., Ferrante, P., Argentinis, E., Sattler, R. & Bowser, R. ALS and Artificial Intelligence: IBM WATSON Suggests Novel RNA Binding Proteins Altered in ALS. Amyotrophic Lateral Sclerosis and Frontotemporal Degeneration 17, 3-4 (2016).

Accelerated Discovery



With Watson For Drug Discovery,

5 new RNA binding proteins

never before linked to ALS uncovered in less than 2 months.

Watson Health © IBM Corporation 2018