



**KTH EXECUTIVE  
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# A strategist's guide to AI

# WELCOME



# **WHY ARE WE HERE TODAY?**

Purpose and background

## The background

### AI Sweden:

KTH

Chalmers

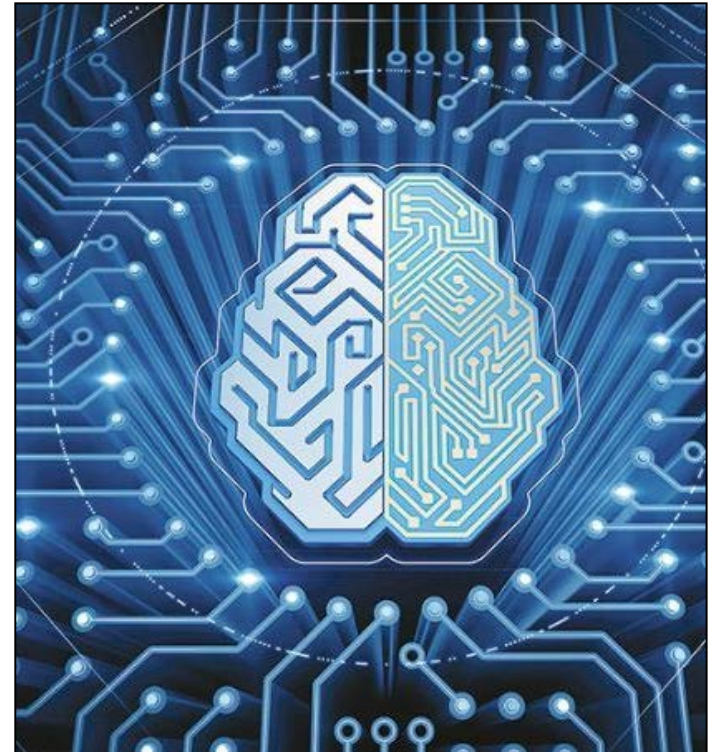
Lunds universitet

Umeå universitet

Örebro universitet

Göteborgs universitet

Linköpings universitet

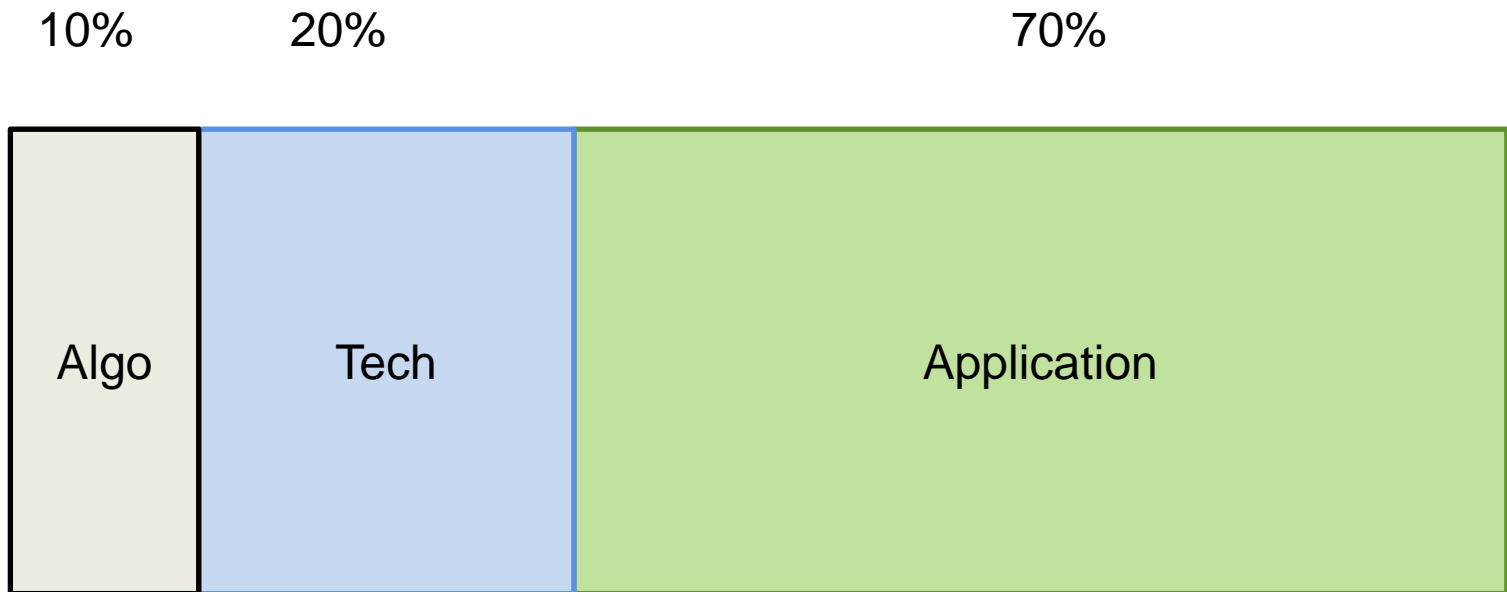




**AI is typically defined as:**

- the ability of a machine to perform cognitive functions we associate with human minds, such as perceiving, reasoning, learning, and problem solving. Examples of technologies that enable AI to solve business problems are robotics and autonomous vehicles, computer vision, language, virtual agents, and machine learning.

# AI is so much more than the algorithm





## The purpose of this day

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- To have a workshop and a dialogue about some of the benefits and challenges with AI.
  - To discuss how AI might change existing business models
  - To discuss what universities and researchers in AI can do
  - Address what we as strategists need to do
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An interactive workshop where your thoughts are needed



## The schedule

10.00-10.20	Introduction by Niklas Gustafsson, KTH Executive School
10.20-11.05	Andreas Svensson, AI researcher at Uppsala University explains the basics of AI (terminology and theoretical thinking)
11.05-11.15	Quick intro to the workshops (methodology)
11.15-12.00	Workshop 1 – breakout session
12.00-12.30	Panel of KTH researchers in AI
12.30-13.30	LUNCH (free seating)
13.30-14.15	Workshop 2 – breakout session
14.15-14.45	Coffee/Mingle/Genius bar
14.45-15.30	Torbjörn Hägglöf from IBM gives us his view of AI development (the practical side of the work and case studies)
15.30-16.00	Summing up



# You will meet a lot of people during the day

**The lecturers:**

Andreas Svensson  
Torbjörn Hägglöf

Uppsala Universitet  
IBM

**Facilitators:**

Niklas Gustafsson  
Staffan Movin  
Theresia Silander Hagström  
Johan Olsson  
Anders Holmström

KTH Executive School  
KTH Executive School  
KTH Executive School  
KTH Executive School  
KTH Executive School

**PhDs and PhD Candidates:**

Ali Ghadirzadeh  
Taras-Svitozar Kucherenko  
Joonatan Mänttari  
Matteo Gamba

KTH  
KTH  
KTH  
KTH

**Support team:**

Linda Fur  
Ulrika Larsson

KTH Executive School  
KTH Executive School

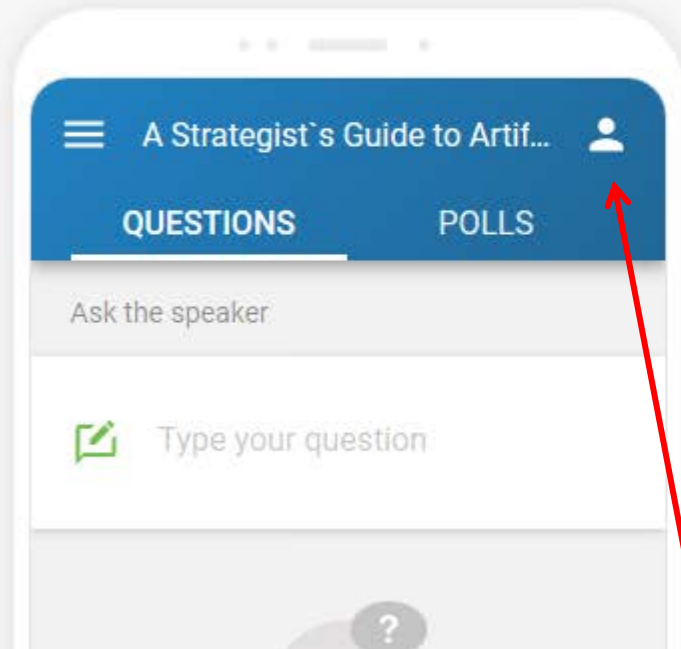
**Film team:**

Ricky Gevert  
Oytun Yildirimdemir

Our hired gun  
Our hired gun



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### How to join your event

- 1 Open a browser on any laptop, tablet or smartphone
- 2 Go to **slido.com**
- 3 Enter the event code **#kthexecutiveschool**

*Tip: Try sending a few questions to see how it works in action.*



**Let's test it!**



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# **ANDREAS SVENSSON**

Uppsala Universitet

## Machine learning provides predictions and prescriptions

Types of analytics (in order of increasing complexity)

Descriptive



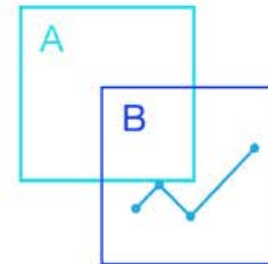
- Describe **what happened**
- Employed heavily across all industries

Predictive



- Anticipate **what will happen** (inherently probabilistic)
- Employed in data-driven organizations as a key source of insight

Prescriptive



- Provide recommendations on **what to do** to achieve goals
- Employed heavily by leading data and Internet companies

Focus of machine learning

Source: McKinsey Analytics

# Puppy or muffin?

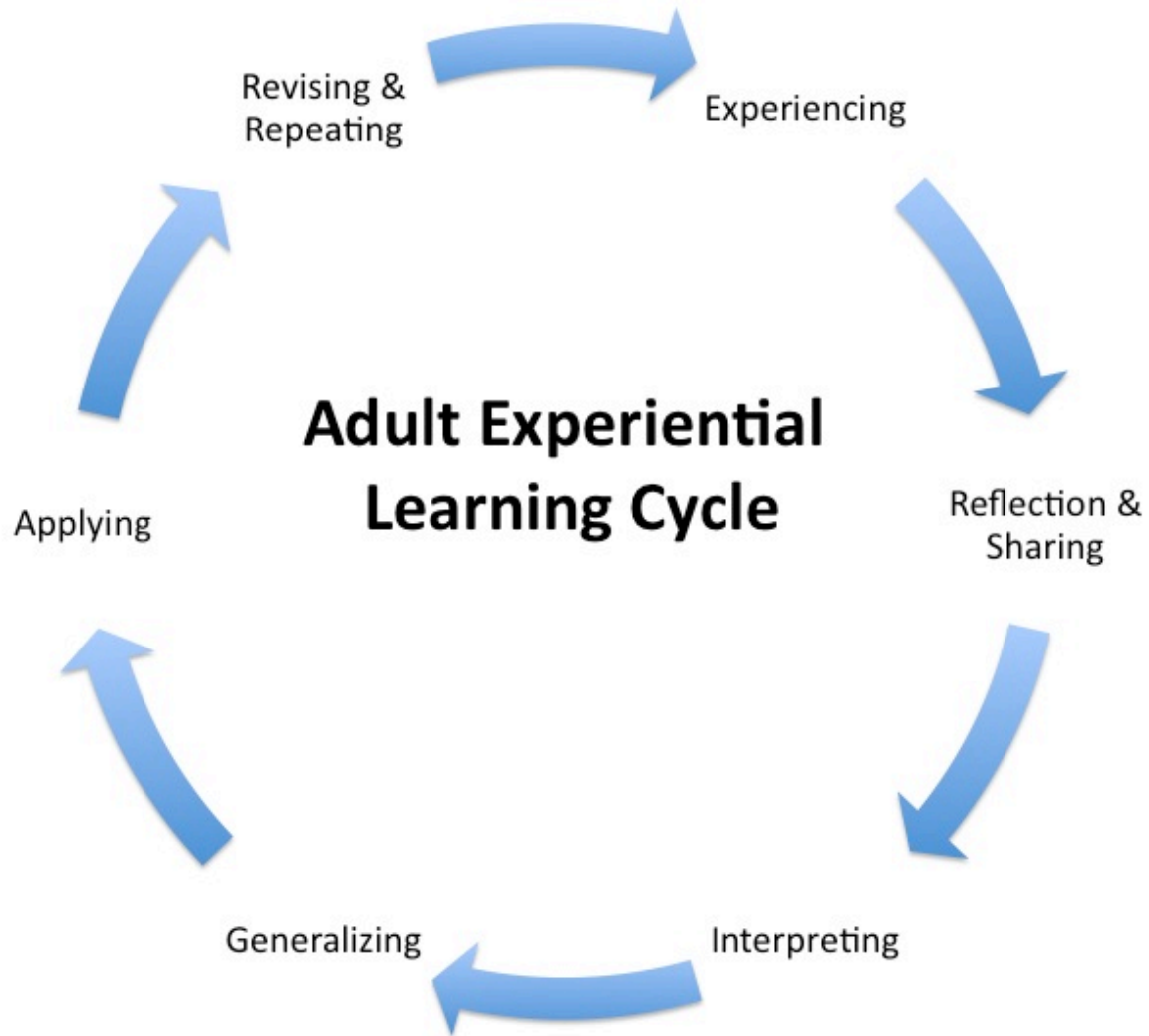


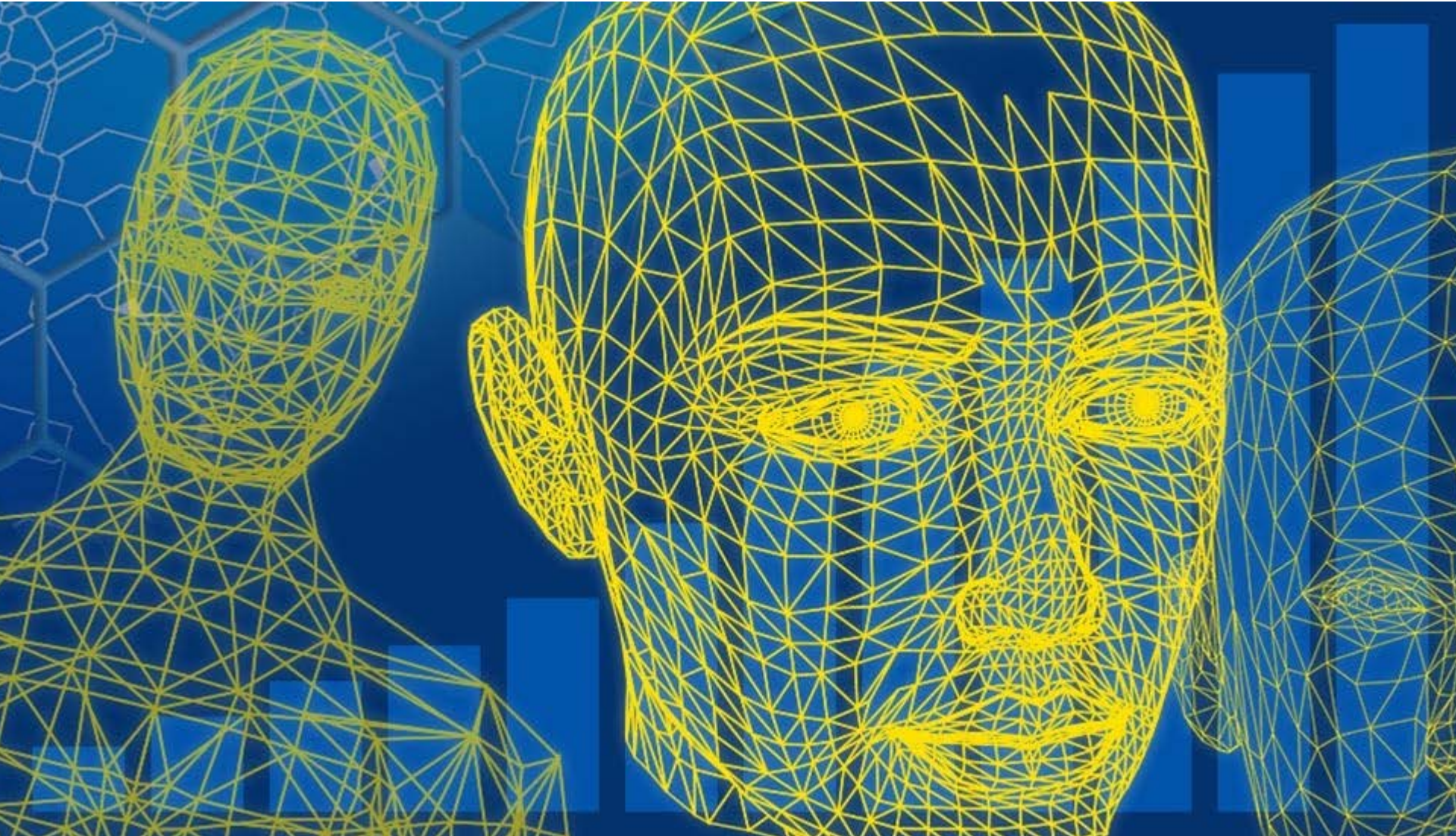


## **The workshop sessions**

**5 pre-prepared  
groups with ca 10  
participants in each**

**+ 1 Facilitator + 1 PhD**









# WORKSHOP 1

Will AI change your existing business models significantly in the future? (Why? How? When? What?)



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# PANEL

PhDs and PhD Candidates



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**LUNCH**



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# WORKSHOP 2

Is there a need to educate and train people about (or in) AI? (Where in the company is this knowledge needed? Who's priority is this? What kind of learning is needed? In what forms?)



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# TORBJÖRN HÄGGLÖF

IBM



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# Summary



## Next Course

Strategic Cybersecurity, start October 22

## Next Breakfast seminar:

How to Capture Opportunities by  
Collaborating  
with Start-ups, October 16

Read more and register at  
[kthexecutiveschool.se](http://kthexecutiveschool.se)

Join the conversation: *#KTHes*



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