Artificial intelligence is ability multiplier 2/35/24

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If we are to successfully integrate artificial intelligence (AI) in society, first of all we need to cross our moral threshold. We can see a common attitude that "the technology is not ready, it's not capable of doing what I need". However, we often expect AI to act independently like a human. The technology can do a lot of things, yet we need to find out if we are able to see its added value. The computer does what we tell it to do, rather than what we want it to do.

Being sceptical about AI technologies leads to giving up early during the process of AI implementation. It's common practice to try out one scenario – launching something huge with the potential for disappointment, then noticing that it's different from what we expected, and deciding it's not worth it. This takes considerable time, cost and human resources. A further factor is measuring against others. Let's put it off and wait for someone else to have it, as that's what everyone's doing. This results in everyone putting it off, as they are upset about AI not fully replacing them in all tasks. It's crucial to realise that AI is not meant to have us do nothing. AI is designed as a helper to transform what we do and how we do it, allowing us to do more, and more productively.

In a 2023 study, 43% of employees say their employer informs them about the existence of AI tools, without showing particular scenarios for using them in the company's day-to-day work, so those AI tools seem to be a time-consuming process for which the busy employees do not prioritise time. To fight this, what you need is AI centralised thinking that involves investing in certain individuals who can find AI's added value, believe in it, and pass it on to their colleagues, instead of training all employees to acquire superficial and minimal skills.

My IT team of experts are looking for AI's added value. We offer our expertise to identify usage scenarios in your company, to help find technology suitable for you, and to present it to you and your colleagues. PwC offers various IT programmes with initial costs being paid by Microsoft. Please contact us:

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