

Generative AI and Leadership As Drivers For Innovation

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Cloud and Generative AI affect everything

The tipping point for generative Al

Massive proliferation of data

Availability of scalable compute capacity

Machine learning innovation



Welcome to the revolution!

Generation Al



How Al will reshape our world in 5 years

IN JUST FIVE YEARS, AI WILL TRANSFORM THE WAY WE LIVE, WORK, AND INTERACT WITH TECHNOLOGY

01

Enhanced reasoning

02

Autonomous agents

03

Self-improving

04

Personalized AI assistants

05

Multi-agent collaboration

06

Natural language programming

07

Scientific discovery

08

Empathetic support

The next five years will see AI systems become smarter, more autonomous, and more deeply integrated into every facet of our lives





Disruption is already happening at a rate

50x greater

than it was 5 years ago





The rate of innovation is increasing



Al and Machine Learning



IoT



Cloud and Edge Computing



High-Performance Computing



Quantum Computing



5G Networks



How work gets done today is changing

The evolution of leadership theory











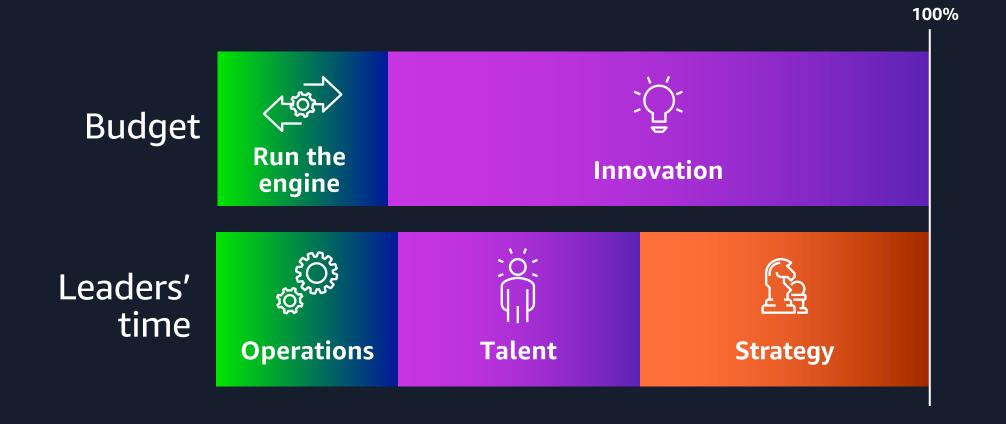
Today

Budget Run the (decisions from **Innovation** engine yesterday) Leaders' time **Operations Talent** Strategy



100%

What We Need Tomorrow





I don't know... yet.



Approach the world with curiosity



Believe they can learn a better way



Have a willingness to unlearn



Seek out new sources of inspiration







They understand the latest new technology



Generative AI and ML



Cloud



Data



IoT

35%

of Swedish businesses which lack digital skills reported that this slowed their business growth (25% for Nordic businesses)

60%

of Swedish people feel that their weaknesses in digital skills are hindering their job opportunities (Nordic average is 62%)



Source: Amazon/Strand Partners

52%

of Nordic businesses anticipate that AI will substantially or entirely transform their businesses within the next five years (46% of Swedish businesses)

14%

of Nordic businesses could name a specific problem AI could solve (20% for Swedish businesses)



Source: Amazon/Strand Partners





Amazon Bedrock

An easyway to build and scale generative AI applications at enterprise scale



AI Use Case Explorer

Easily find the most relevant AI use cases with related content and guidance to make them real

aiexplorer.aws.amazon.com





HOW

Being technology teenagers

AWS Skillbuilder for Executives

Executive Briefings

AWS Programs

Partners

Hackathons

Technology Safaris





Join the party!



https://partyrock.aws/











HOW

Building culture

Empower autonomous teams driven by outcomes

Building culture



Work backwards from the customer



Use data and anecdotes



Experiment on hypotheses



Enabled by an environment of psychological safety









Being decisive



Reduce the cost and risk of experiments with the cloud



Learn from failed experiments



Willing to change their mind



Decide what isn't aoing to be done











Being results-driven



Enablers and storytellers



Cheerleaders



Create a sense of urgency



Advocate for progress over perfection

adidas

Trained AI on 150,000 unique shoe designs to allow more customized design



How Adidas revolutionizes digital systems to fuel a thriving business



Axfood





Synthetic data boosts accuracy of Amazon One



Used 3 million times with 99.9999% accuracy





Developers today

| | Meetings | | Testing | | Debugging | |
|------------------|----------|---------|--------------------|----|-----------|-------------------------------|
| 25% | 15% | 10% | 15% | 5% | 15% | 15% |
| Delivering value | | Waiting | Security issues | | / | Finding coding examples |



Developers tomorrow



Value-add work needs to improve

REDESIGNED OPERATING MODEL
REDUCED DEPENDENCIES
AUTOMATION
AMAZON Q DEVELOPER



Using Amazon Q Developer to increase productivity







59%

of Swedish businesses reported that cloud technologies have enabled them to replace paper or manual systems (Nordic average is 39%)

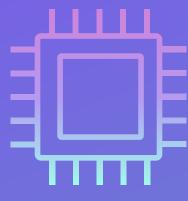
71%

of Swedish businesses report that cloud services support remote or flexible working (Nordic average is 53%)



Source: Amazon/Strand Partners





Amazon Tranium and Inferentia

Custom silicon for better price/performance

55%

of Swedes view AI as a potent tool against issues such as climate change

are concerned of job losses du

of Swedish people of job losses due to Al



Source: Amazon/Strand Partners















Charter

Evolve the practice across many organizations. Learn from/teach others



Frequency

Monthly meetings. Frequent "show and tell." Invite senior leaders and partners





Membership

X-functional practitioners (Business+IT+Cyber). Open. Informal. Scrappy



Outcome

Quick use case experiments with business outcomes.
Use lessons learned, stories

Upskilling



Risk levels

LEVEL 4

LEVEL 3

Unacceptable Risk

Prohibited

LEVEL 2

Medium Risk

Medium risk of

financial or

reputation loss

High Risk

Company is at risk of high financial or reputation loss due to wrong outputs or venerability in the product

LEVEL 1

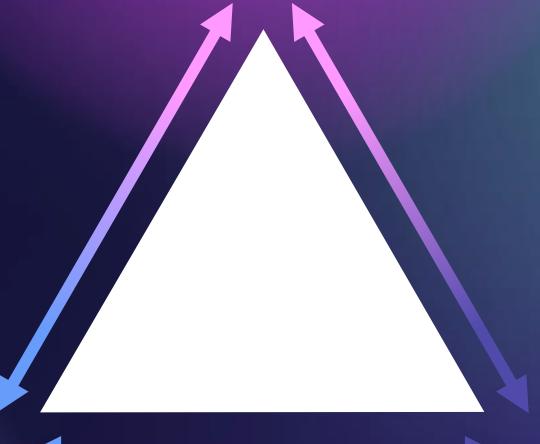
Low risk of financial or reputation loss

Low Risk

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ACCURACY

Ideally we'd like to maximize all options



PERFORMANCE

COST



ACCURACY

Al customer service chatbot



PERFORMANCE

COST



ACCURACY

Al legal document summarisation



PERFORMANCE

COST



Major levers you can pull

Model type and size

Prompt engineering

RAG or fine-tuning







What skills does everyone need?



Design thinking



Prompt engineering



Critical thinking

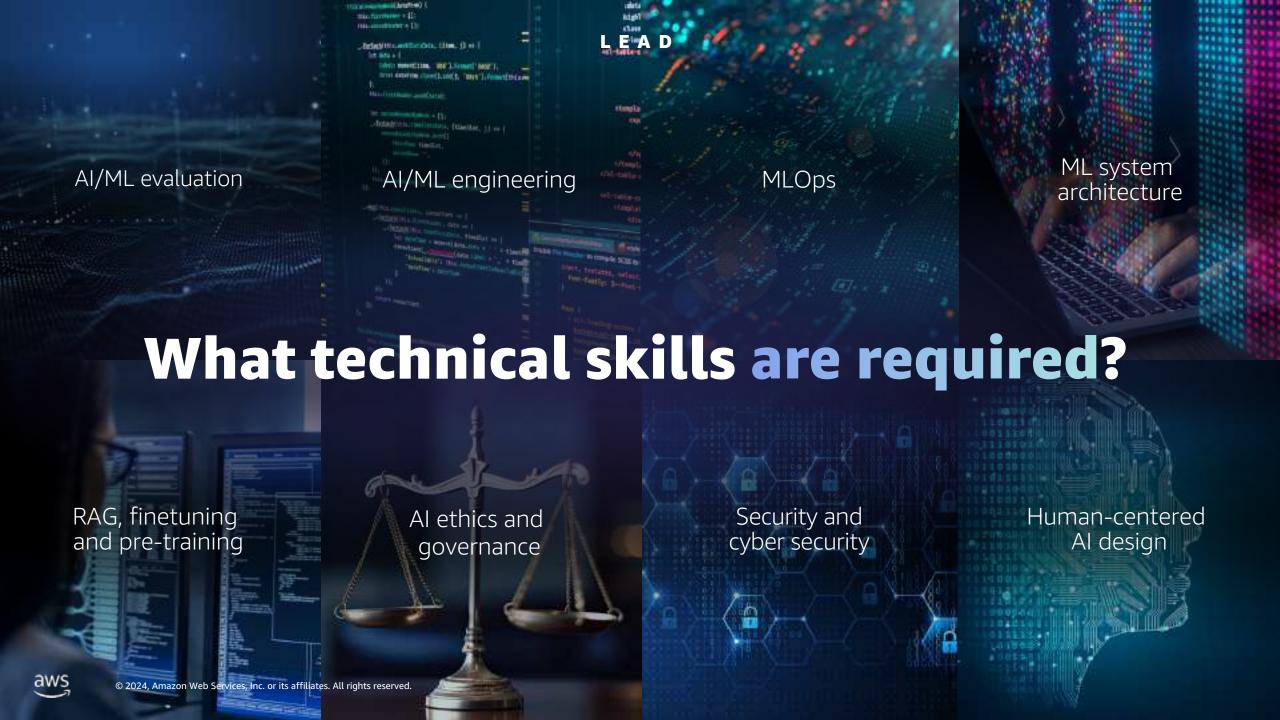


Data literacy



Change management

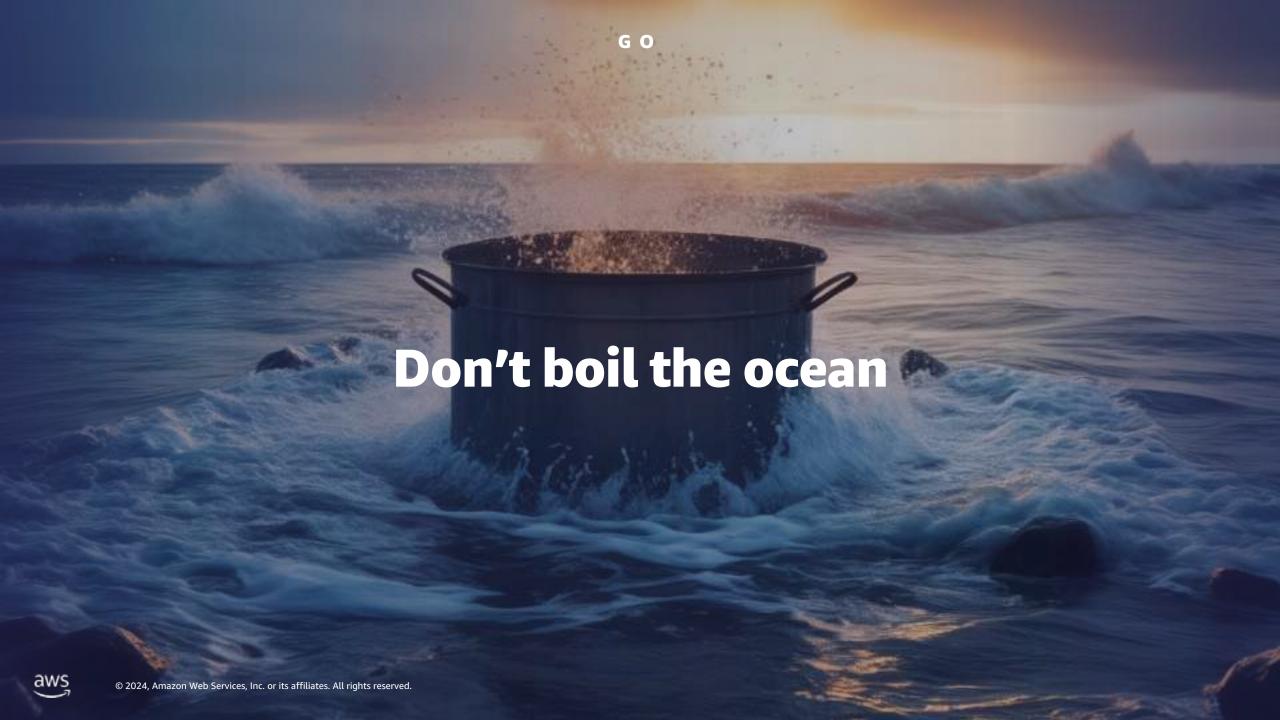




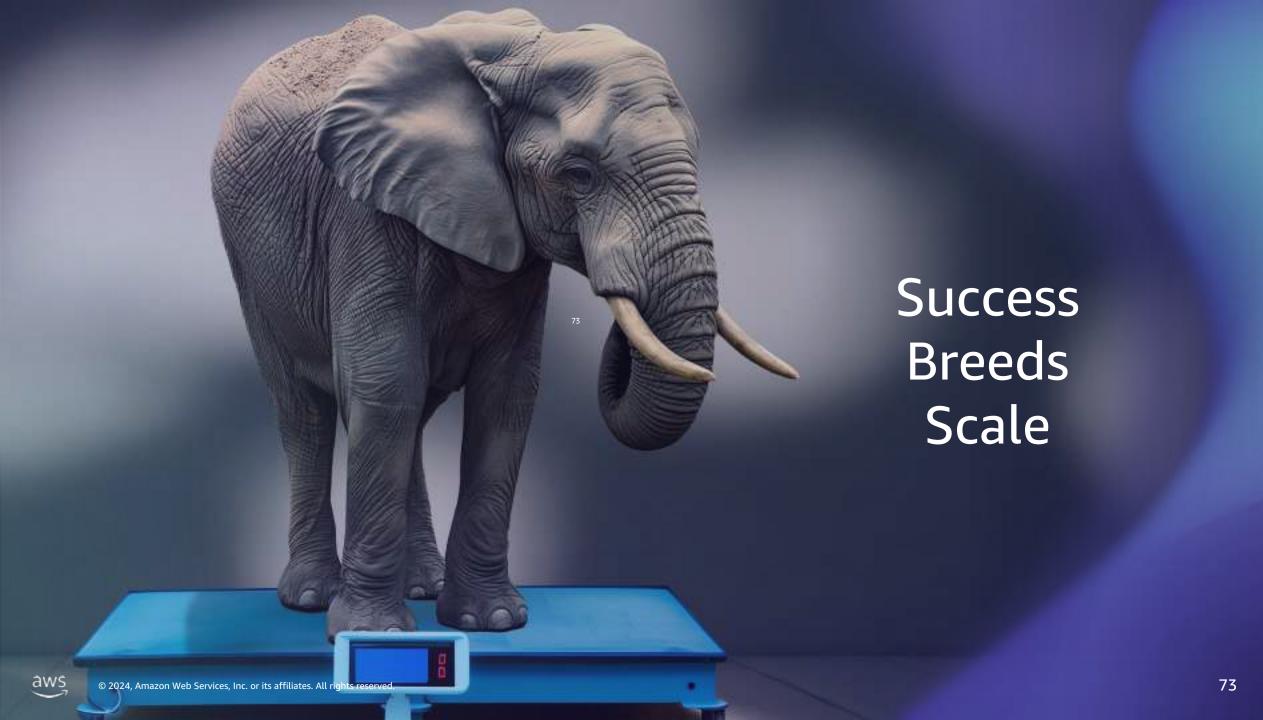
Six steps to build a responsible Al program



- Obtain organizational buy-in at senior levels
- Launch a diverse and multidisciplinary team
- 3 Implement guardrails
- Go beyond the committee...
 Embed into your culture
- **5** Test, test, test
- 6 Stay vigilant







Could be unlocked for the Swedish economy by using Alby 2030 (20% of the economy).

of Swedish businesses were using at least one AI tool in 2023, up from 22% in 2022. This is a growth rate of 41%.



Source: Amazon/Strand Partners



Future leaders inspire others

Future leaders are tech teenagers

Future leaders build a strong culture

Future leaders are decisive

CREATE

Future leaders are results driven

Future leaders go big





Thank you!



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aka

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