



WEBINAR



With **Nellie Wartoft**
CEO & Founder, Tigerhall

October 30th, 2025

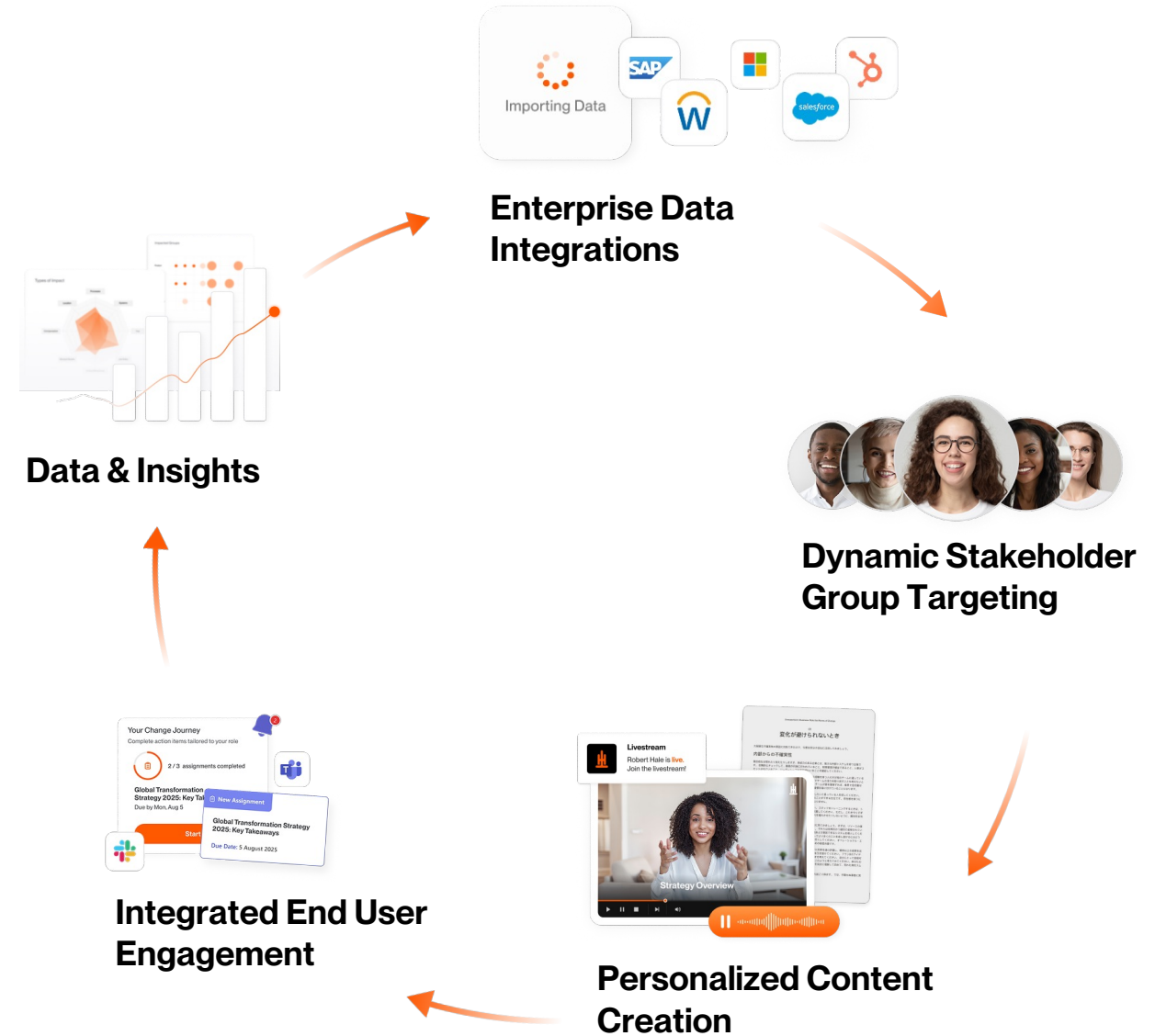
An **AI- and Data-Driven** Approach to Leading Transformation





AI Operating System for Always-On Change Delivery

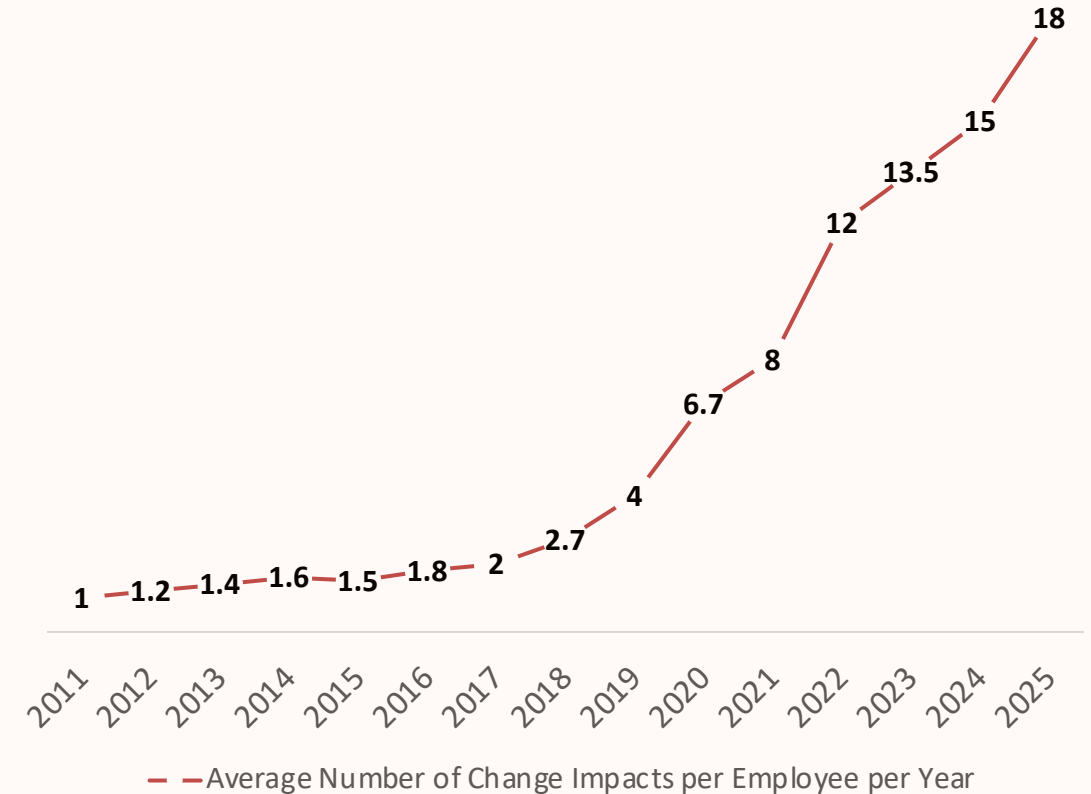
- ✓ Gain visibility for course correction
- ✓ Reduce manual workload
- ✓ Increase speed-to-launch
- ✓ Know your organization deeply



Why This Matters Now

- > **The pace of workplace change is accelerating** — what used to take years now happens in weeks
- > **Traditional manual methods cannot scale** — spreadsheets, emails, and meetings break under complexity
- > **Transformation is now always-on** — not a one-time project but a continuous capability

Leaders need new solutions and approaches to manage this complexity at scale.



Source: Gartner



We Are Drowning in Manual Work

- > **Transformation teams are stuck in low-value activities** – spending 60% of their time on coordination rather than strategic work
- > **Manual processes don't scale** – increasing complexity overwhelms traditional change management approaches
- > **Lack of real-time insights** – delayed feedback loops prevent timely interventions

The cost of manual work isn't just time—it's missed opportunities and delayed transformation.

A Week in the Life of Change Teams

	Creating & sending stakeholder communications	3.5 hrs/week
	Managing spreadsheets & tracking tools	7.2 hrs/week
	Coordinating meetings & follow-ups	5.8 hrs/week
	Creating & analyzing manual survey results	4.6 hrs/week
	Producing status reports & presentations	6.3 hrs/week

27.4 hours/week

Average time spent on manual tasks per team member

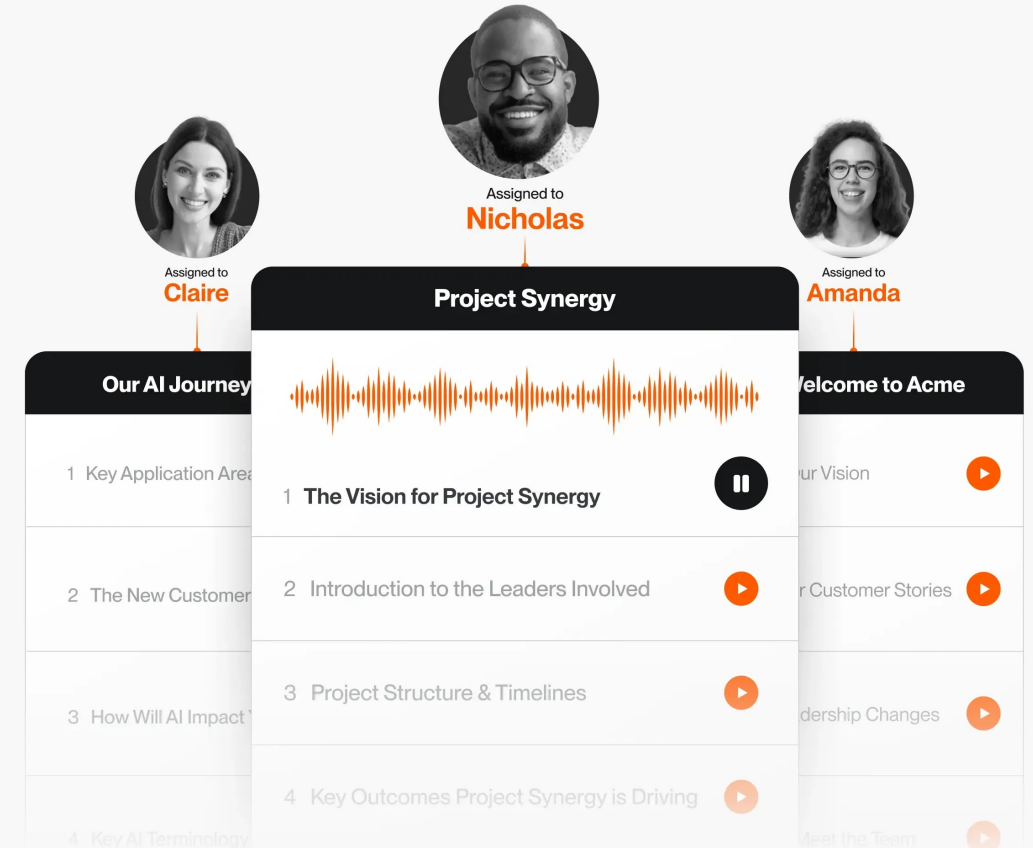


The Big Question

How do we lead transformation at **speed** and **scale** in 2025?

When the pace of change continues to accelerate, traditional approaches to transformation simply can't keep up.

What if we could amplify our teams' capabilities by 10x using AI and data?



Today's Agenda

- 1 The Landscape Shift: AI and Agents Today**
The current landscape of generative AI, agent technologies, and their capabilities
- 2 Top 6 Most High-Leverage AI Workflows for Change & Transformation**
The six most impactful ways to implement AI in transformation
- 3 Data Strategy for Transformation**
Leveraging structured and unstructured data sources effectively
- 4 Agent Application**
Examples of leveraging AI agents in transformation workflows
- 5 Red Flags and Pitfalls**
Common mistakes to avoid when implementing AI in change initiatives
- 6 The Human Element**
Where people remain essential in AI-powered transformation
- 7 Getting Started**
Practical steps to begin your AI transformation journey



SECTION 1

The Landscape Shift

Understanding how AI and data are fundamentally changing the approach to organizational transformation

01



The AI Inflection Point

Generative AI and autonomous agents are evolving at an unprecedented rate, creating new possibilities for transformation teams.

Key Growth Drivers:

- Multimodal capabilities (text, image, voice)
- Larger context windows (>1M tokens)
- Interconnected agent ecosystems
- Accessible interfaces and integration

Organizations embracing generative AI today are seeing **58% faster** transformation outcomes compared to traditional methods.



GPT-3 (2020)
First widespread text generation capabilities

GPT-4 (2023)
Multimodal understanding, higher reasoning

GPT-4o/Claude 3.5 (2024)
Real-time multimodal processing

Agent Networks (2025)
Autonomous, interconnected workflows



Data is Everywhere – And Unstructured

The majority of valuable insights for transformation are hidden in unstructured sources, yet many organizations focus only on structured data.

Hidden Insight Sources:

Teams & Slack Conversations

Informal feedback, resistance signals, and champion identification

Meeting Recordings & Transcripts

Executive concerns, team questions, and decision rationales

Email Communications

Sentiment trends, clarification requests, and adoption signals

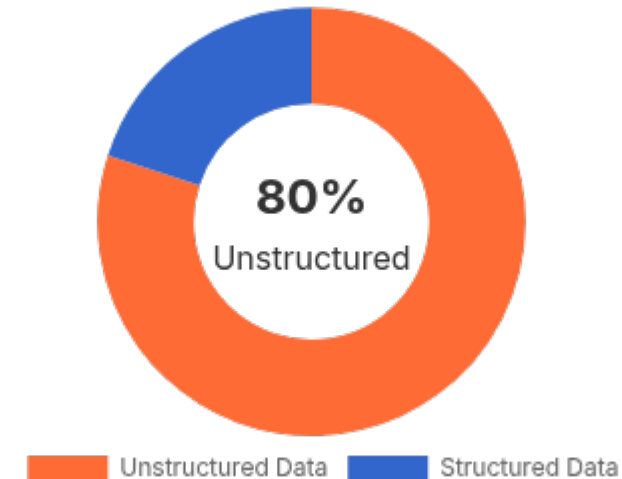
Support Tickets & Feedback

Pain points, training gaps, and user experience insights

⚠ Common Myth:

"Only structured data from systems and surveys provides actionable insights for transformation."

Enterprise Data Distribution



AI's Role in Unstructured Data

Modern AI can now extract insights from unstructured data at scale, finding patterns humans would miss across thousands of conversations, emails, and documents.

- 83% of organizations report missing critical signals in unstructured data
- 4.5x more accurate risk prediction when using unstructured sources



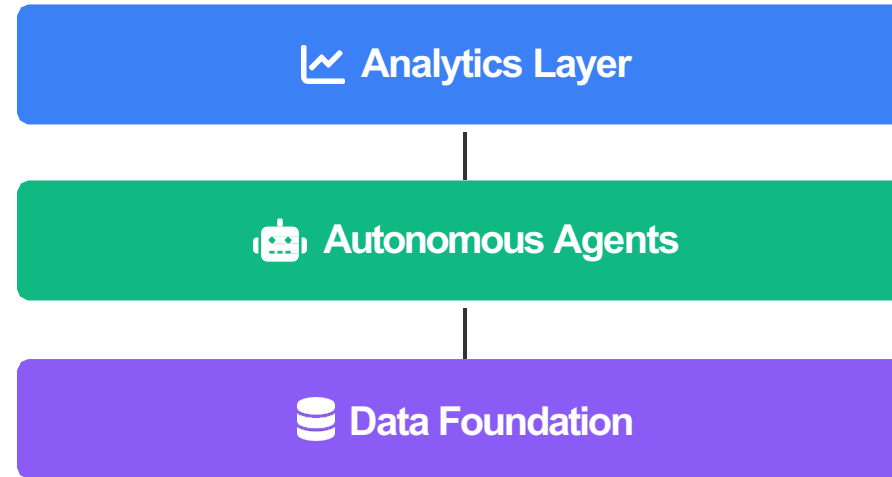
Making A New Stack for Transformation Possible

Modern transformation requires a new tech stack that combines AI capabilities with robust data infrastructure to enable scale and intelligence.

Key Benefits:

- Automate repetitive coordination
- Surface hidden insights and patterns
- Scale personalization beyond manual capacity
- Real-time monitoring and adjustment

Organizations implementing this integrated stack see **3.4x faster** transformation outcomes with **62% less** manual effort.



- ✓ Visualization & insights
- ✓ Decision support
- ✓ Content generation
- ✓ Natural language interfaces
- ✓ Workflow automation
- ✓ Multi-task coordination
- ✓ Structured & unstructured data
- ✓ Knowledge graphs & connections



But First, A Mindset Shift Is Required

To leverage AI and data in transformation, leaders must evolve from managing processes to designing systems that integrate human expertise with intelligent technologies.

Traditional: Ad-Hoc Project Owners

-  **Manual Oversight**
Direct supervision of each step in the process
-  **Tactical Execution**
Focus on operations and task completion
-  **Linear Workflows**
Sequential, predictable process steps
-  **Lagging Metrics**
Retrospective analysis of outcomes

Future: Continuous System Designers

-  **AI Orchestration**
Designing AI workflows and human touchpoints
-  **System Architecture**
Creating interconnected capabilities at scale
-  **Parallel & Adaptive**
Dynamic, concurrent processes that evolve
-  **Real-time Intelligence**
Continuously informed by data insights

Key insight: Successful transformation leaders are shifting from managing processes to designing intelligent systems that can scale, adapt, and learn.



SECTION 2

Top 6 Use Cases Where **AI & Data** Actually Help

Practical use cases and high-leverage applications that deliver measurable business outcomes

02



The 6 Highest-Leverage Change & Transformation Use Cases

These six key applications deliver the most transformation impact with the least implementation effort.



1. Communication & Training

AI-generated personalized, multi-format, context-aware content that scales with your audience.



2. Sentiment Analysis

Real-time monitoring of adoption and resistance from Teams, Slack, emails, and surveys.



3. Change Load Mapping

Visualize who's impacted, when, how much, and where change overload risks exist.



4. Stakeholder Management

AI-identified influencers and tailored engagement strategies based on social graphs.



5. Activation Campaign Planning

Automated planning, testing, and optimization of communication campaigns with AI.



6. Transformation Planning & Decision Making

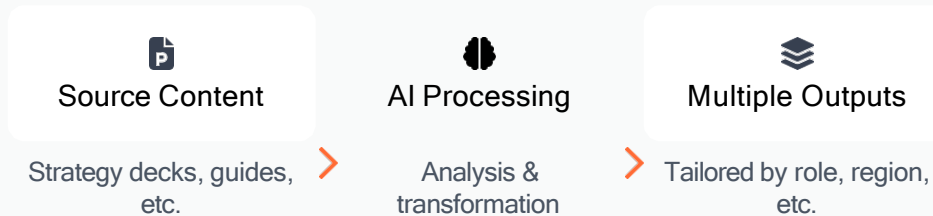
AI scenario modeling, risk detection, and bottleneck identification before rollout.



Use Case 1: Content Creation for Activation

AI creates personalized, multi-format training and communications content at scale, reducing creation time by up to 80%.

How AI Transforms Content Creation:



Key Benefits

- 🕒 Reduces content creation time by 70-85%
- 👤 Personalizes content for specific audiences
- 🌐 Automatically localizes for different regions
- 🔄 Updates content consistently across all formats

Multi-Format Content Examples



Audio Podcasts

Convert text content into natural-sounding audio summaries for on-the-go learning



Video Explainers

Transform static content into engaging, animated video tutorials



Localized Content

Auto-translate and culturally adapt content for global teams



Micro-Learning

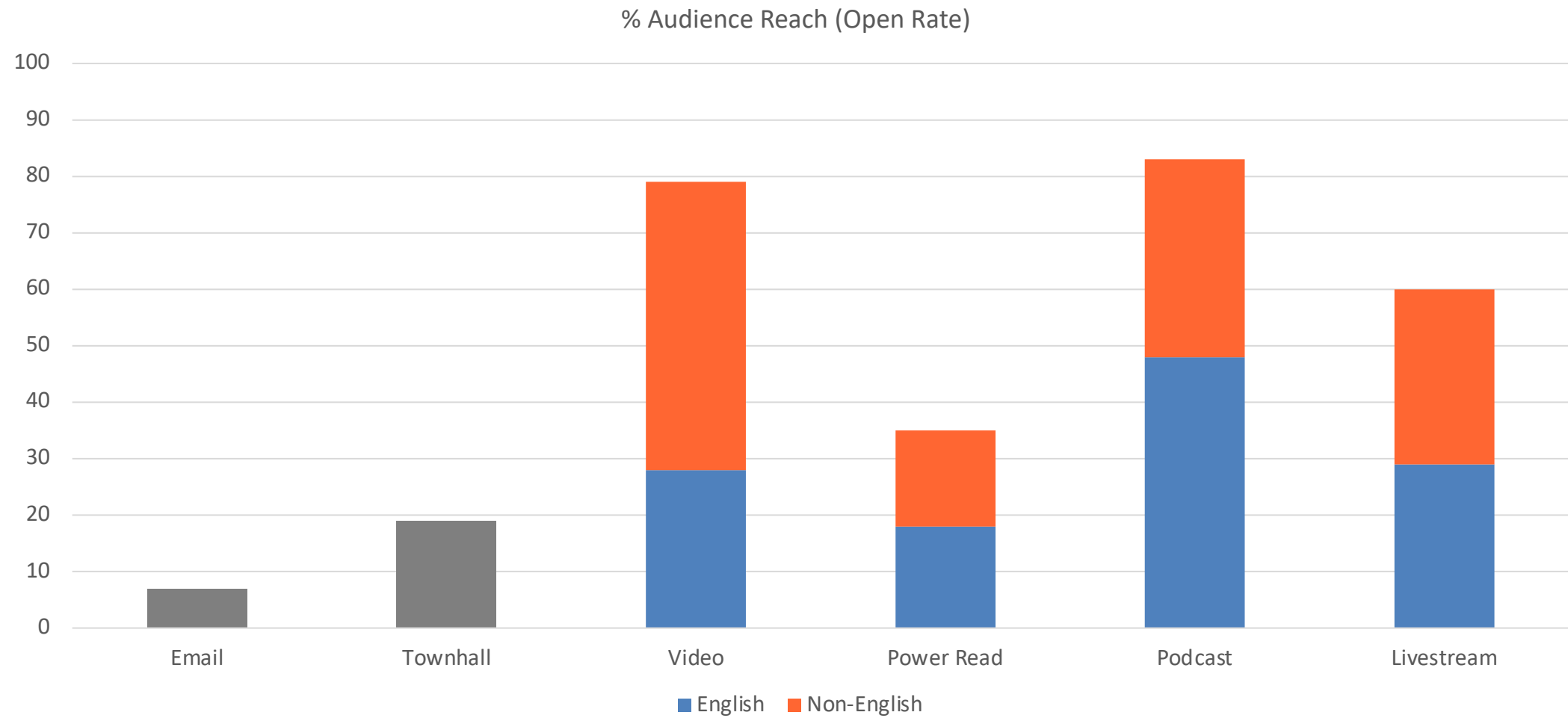
Break down complex content into bite-sized, focused modules

“ Our transformation team reduced content creation time by 83% using AI to generate personalized training materials across 12 languages from a single source deck. ”

— Global Healthcare Company



9x Your Reach



Source: Tigerhall, 2024



Use Case 2: Sentiment Analysis & Adoption Measurement

AI can pull and summarize real-time sentiment from multiple channels, helping transformation leaders identify pockets of resistance or champions dynamically.

Key Sources



Microsoft Teams

Chat logs, meeting transcripts, reactions



Slack

Channel discussions, emoji responses



Email

Response rates, tone, lingering questions



Surveys

Formal feedback, pulse checks, NPS

Find Hidden Champions

Identify positive voices that can amplify your message

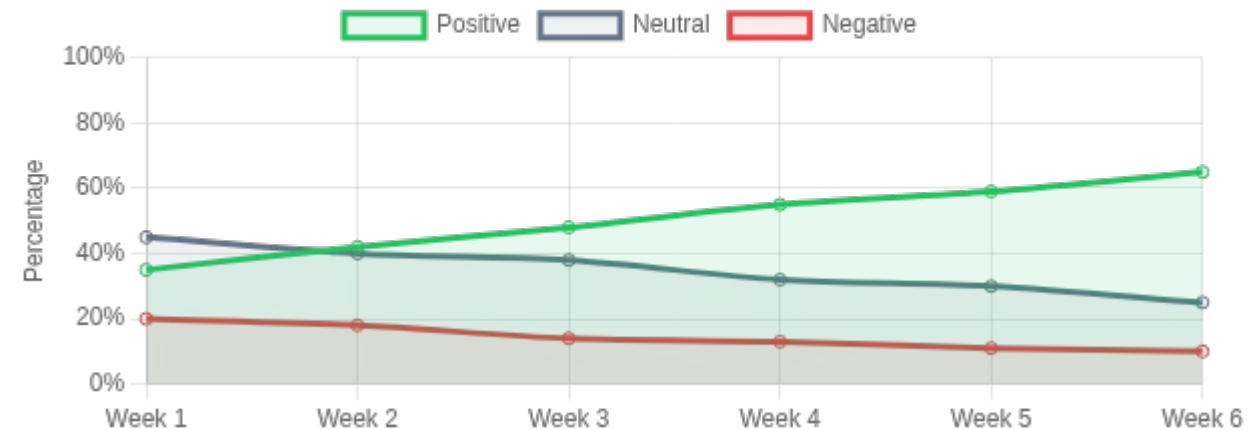
Detect Early Resistance

Intervene before issues become entrenched problems

Track Adoption Progress

Move beyond surveys to measure real behavioral change

Sentiment Trend Over Time



Sentiment by Department



AI-Generated Insight Summary

"IT department shows decreasing positive sentiment (currently 48%) with concerns centered around technical complexity and timeline. Marketing shows highest enthusiasm (78%) - consider them as change champions."

"Keywords showing increased frequency: 'training', 'timeline', and 'priorities'."

Recommended action: Schedule additional Q&A session with IT teams



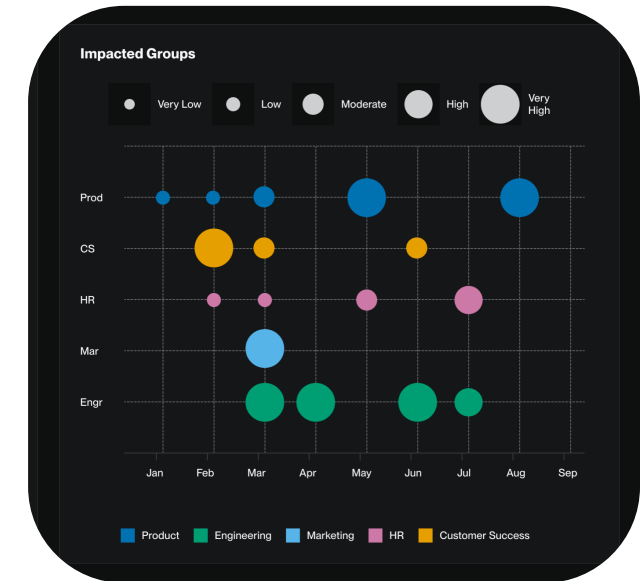
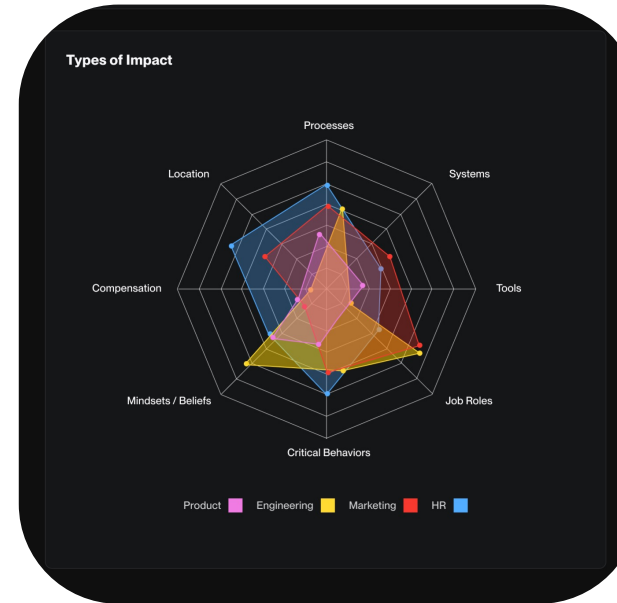
Use Case 3: Change Load Mapping & Impact Assessments

AI enables dynamic mapping of who is impacted, when, how much, and how often by change initiatives across the organization. This reveals hidden risk areas and potential change fatigue.

Key Benefits:

- Identify at-risk areas before change saturation
- Balance transformation initiatives equitably
- Optimize timing of change roll-outs
- Tailor support based on impact intensity

- Low Impact
- Moderate Impact
- High Impact
- Critical Impact (Potential Overload)



Insight: Organizations that manage change load effectively see **76% higher** transformation success rates and **52% lower** employee burnout.



Use Case 4: Stakeholder Management & Influence Mapping

AI helps identify critical influencers, map complex relationships, and recommend targeted engagement strategies to accelerate transformation adoption.

How AI Enhances Stakeholder Management



Uncovers hidden influence networks using communication patterns



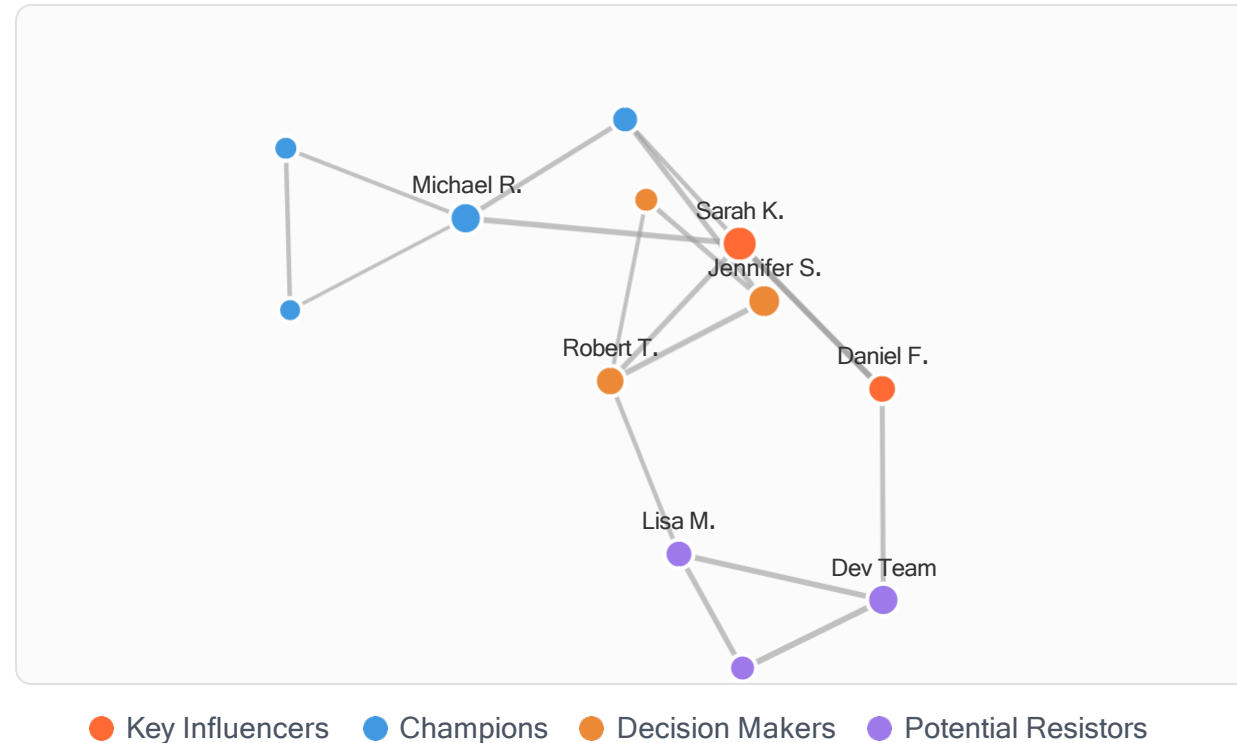
Quantifies influence based on past change adoption metrics



Identifies informal leaders beyond the org chart



Flags potential resistance centers early



AI-Generated Engagement Strategy

Priority Focus: Sarah K.
Informal leader with high influence across IT and Operations

Risk Mitigation: Dev Team
Address concerns early through targeted workshops



Use Case 5: AI-Powered Campaign Planning

AI agents automate the planning, testing, and iteration of communication campaigns, improving personalization and effectiveness at scale.

Key Benefits:

-  **Accelerated Deployment**
Launch campaigns 4x faster with automated planning
-  **Hyper-Personalization**
Target multiple audience segments simultaneously
-  **Continuous Optimization**
Self-improving systems based on engagement data

-  **A/B Testing at Scale**
AI can simultaneously test dozens of message variations, automatically identify winners, and refine future communications— all without manual intervention.

Average engagement lift: +47%



Strategy & Planning

AI analyzes goals, audience data, and past campaigns to generate optimal communication strategies



Content Generation

Creates tailored messages for different segments, channels, and formats automatically



Testing & Optimization

Conducts multivariate testing across subject lines, content, timing, and delivery methods



Automated Iteration

Self-improves based on engagement patterns and applies learnings to future campaigns

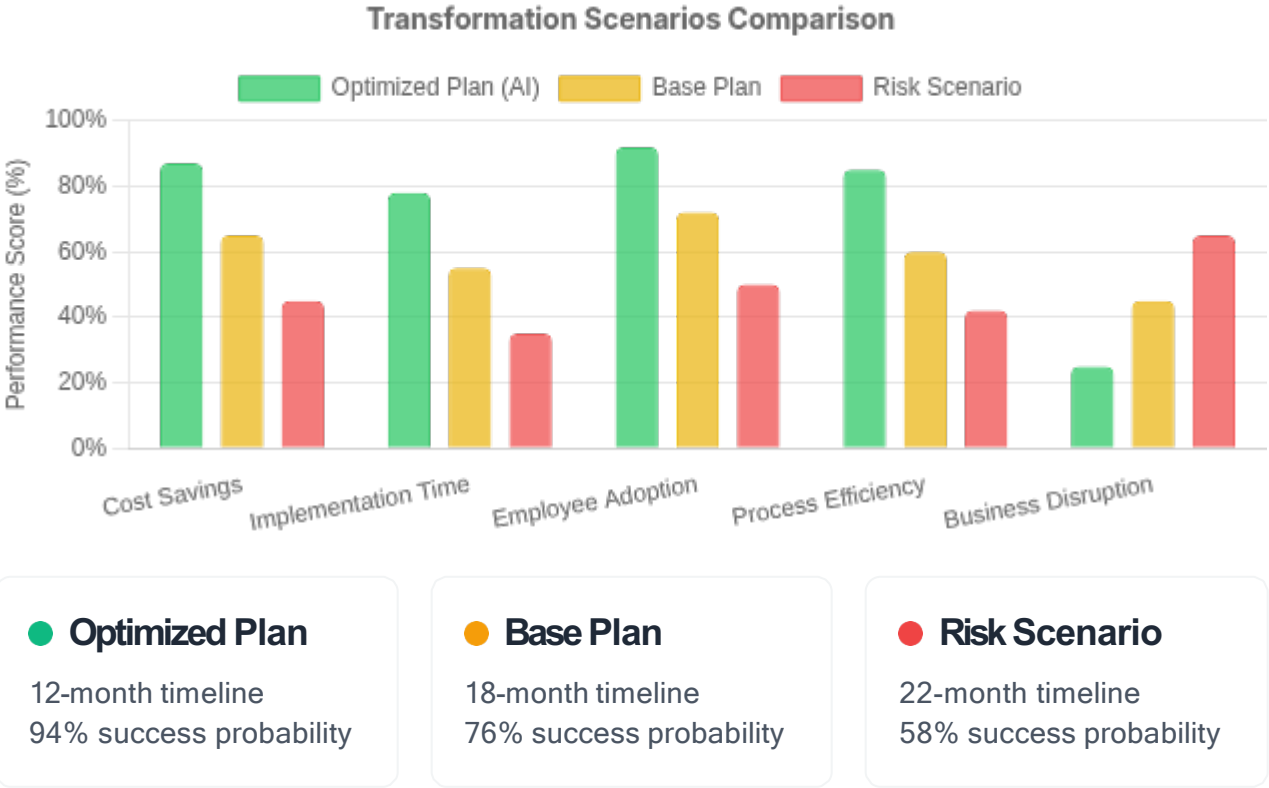


Use Case 6: Transformation Planning

AI simulates multiple transformation scenarios, pressure-tests plans, highlights risk clusters, and flags potential bottlenecks before roll-out begins.

How AI Enhances Planning:

-  **Monte Carlo Simulations**
Test thousands of scenarios to identify optimal pathways
-  **Risk Cluster Detection**
Identify potential failure points and dependencies
-  **Timeline Optimization**
Calculate optimal sequence and timing for initiatives
-  **Resource Forecasting**
Predict capacity needs across transformation phases



 **Research Insight:** Organizations using AI-driven planning are **2.4x more likely** to deliver transformations on time and within budget.



And Decision Making

Let AI synthesize complex information, status reports, and strategic documents into actionable insights for faster, more informed executive decisions.

AI-Powered Decision Flow:

- 1

Data Aggregation

Combines reports, presentations, and updates from across departments
- 2

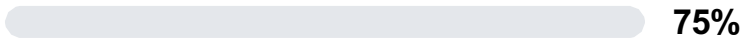
Pattern Recognition

Identifies trends, inconsistencies, and potential roadblocks
- 3

Insight Generation

Produces executive-ready summaries with recommended actions

Time Saved:



Reduces executive prep time from hours to minutes

Executive Dashboard Example

Transformation Status Overview

AI Generated

87%

On Track

9%

At Risk

4%

Critical

Key Decision Points

IT rollout timeline requires 2-week extension (vendor delays)

Sales training showing 32% higher adoption in EMEA region

Budget reallocation needed for Q4 (\$175K from marketing)

AI-Generated Recommendations

"Consider phasing the IT rollout by business unit instead of geography to mitigate vendor delays. Apply EMEA training approach to APAC to improve adoption rates."



Bonus: AI-Driven Reinforcement Nudges

Smart, context-aware micro-reminders delivered at the right moment can significantly strengthen new behaviors and accelerate adoption during transformation.



AI Engine

Analyzes patterns & context



Right Moment

Optimal timing & context



Behavior Change

Reinforced adoption



Just-in-time Guidance

AI detects when a user is about to perform a task and provides contextual help before they need it.

"I see you're preparing for a client meeting. Here's the new value proposition we discussed last week."



Social Proof Nudges

Reinforces behavior by highlighting adoption among peers and influential colleagues.

"86% of sales leaders are now using the new CRM process you learned last month."



Progress Trackers

Shows individual and team progress toward behavior change and transformation goals.

"You've used the new approach in 7 client meetings - you're in the top 15% of adopters!"



SECTION 3

Data Strategy for Transformation Teams

Turning your existing data—structured or not—into a competitive advantage for faster, smarter change execution.

03



Tapping Into Your Existing Data Sources

Most organizations already have rich data goldmines. The challenge isn't acquiring more data—it's connecting and extracting insights from what you already have.



Microsoft Graph

Communication patterns, collaboration insights, activity data

Networks

Engagement



SharePoint

Document access, site usage, content engagement

Documentation

Content



HRIS

Org structure, skills, team composition, performance data

People

Capabilities



Learning Systems

Course completion, skill development, knowledge gaps

Training

Adoption



Slack/Teams

Conversations, topics, sentiment, informal networks

Communication

Sentiment



Feedback Tools

Surveys, pulse checks, comments, testimonials

Insights

Voice of Employee



The Connected Data Advantage

When AI connects these siloed data sources, it reveals patterns and insights that humans can't see. Organizations using integrated data approaches report **38% faster transformation execution** and **52% higher employee adoption rates**.



Unstructured Data: Untapped Value

Most valuable transformation insights are hidden in unstructured data—the conversations, feedback, and interactions that don't fit into traditional databases.

Why Unstructured Data Matters:

-  **Rich Context**
Nuance, emotions, and real-world experiences that structured data misses
-  **Early Signals**
Detect resistance or champions before they show in metrics
-  **Voice of Employee**
Authentic feedback outside of formal channels



Chat & Collaboration Platforms

Teams, Slack, workplace chat

💎 Hidden Insights: Team dynamics, change champions, real-time blockers



Voice Recordings

Meetings, town halls, Q&A sessions

💎 Hidden Insights: Executive alignment, employee concerns, sentiment trends



Meeting Notes & Documentation

OneNote, Google Docs, SharePoint

💎 Hidden Insights: Decision patterns, knowledge gaps, change journey



Informal Manager Feedback

1:1s, coaching sessions, check-ins

💎 Hidden Insights: Frontline realities, practical obstacles, workarounds



AI can now extract structured insights from all these unstructured sources



SECTION 4

Agent Application

Orchestrating AI agents to automate complex, multi-step transformation workflows with precision and speed.

04



Agents in Action

AI agents are autonomous systems that can observe their environment, make decisions, and take actions to accomplish specific goals without continuous human guidance.

Key Characteristics

-  **Autonomous Decision Making**
Can make decisions based on objectives and context
-  **Multi-Step Planning**
Plan sequences of actions to achieve complex goals
-  **Tool Utilization**
Access and use external tools and APIs

Agent Workflow



Popular Agent Frameworks



Auto-GPT

An autonomous AI agent that chains GPT-4 for self-directed goal achievement. Popular for complex research tasks.

Autonomous

Memory-aware

Tool-using



CrewAI

Coordinates multiple AI agents working together in specialized roles. Each agent has distinct expertise and responsibilities.

Collaborative

Role-based

Process-driven



ChatDev

Simulates a software development team using different agent roles to design, implement and test software applications.

Development

Code generation

Testing



Chained GPTs Example

Multiple specialized AI agents working in sequence can accomplish complex transformation tasks with minimal human intervention.

Key Benefits:

- ✓ Specialized expertise at each workflow stage
- ✓ Seamless handoff of context between agents
- ✓ Parallel processing across multiple workstreams
- ✓ Human oversight at critical checkpoints only

Example Outcome: A global restructuring campaign that would have taken **6** weeks to localize and schedule was completed in **3** days with higher personalization and consistency.



Campaign Planner GPT

Analyzes strategy documents, creates campaign structure, defines messaging framework, and determines audience segmentation

Input: Strategy documents

Output: Campaign structure



Localization GPT

Adapts messaging for different regions, cultures, and languages while maintaining core message integrity

Input: Campaign structure

Output: Localized content



Scheduling GPT

Optimizes delivery timing across channels and audiences, coordinates with existing calendars, and avoids change fatigue

Input: Localized content

Output: Complete delivery calendar



Where Agents Excel

AI agents free transformation teams from repetitive tasks, allowing them to focus on high-value work that requires human judgment and creativity.



Multi-Step Workflows

Agents can navigate complex sequences of tasks that span multiple systems and processes, maintaining state and progress without human intervention.



Repetitive Coordination

Agents excel at orchestrating repeatable processes that require coordination across teams, tools, and time zones, eliminating manual handoffs.



Context-Rich Outputs

Agents maintain memory across interactions and can incorporate organizational context into their outputs for more relevant decisions.

Transformation Use Cases:

Change Communications Orchestration

Time Saved: 76%

Agents manage the entire communication workflow from drafting to delivery, personalizing content by role and tracking engagement.

Multi-channel

Personalized

Adaptive

Stakeholder Feedback Analysis

Accuracy: 92%

Agents collect, analyze, and summarize feedback across channels, categorizing issues and recommending action steps.

Sentiment-aware

Pattern recognition

Trend detection

Training & Knowledge Management

Adoption: +63%

Agents maintain up-to-date training resources, answering user questions and identifying knowledge gaps that require attention.

Self-updating

Interactive

Multilingual



Where Agents Fail

Despite their capabilities, AI agents have significant limitations that require human oversight and intervention.



Ambiguous Goals

Agents struggle when objectives aren't clear, specific, or measurable. They need precise instruction to function effectively.

Warning Signs:

- ◆ Inconsistent outputs
- ◆ Constant clarification requests
- ◆ Scope creep in execution



Lack of Supervision

Without proper monitoring and guidance, agents can drift from intended outcomes or make unchecked errors in critical processes.

Warning Signs:

- ◆ Compounding errors
- ◆ Output hallucinations
- ◆ Resource overutilization



Messy Handoffs

Transitions between agents or between AI and humans often lose context, causing information gaps and workflow disruptions.

Warning Signs:

- ◆ Incomplete transfers
- ◆ Duplicated efforts
- ◆ Context loss between steps



The Human Element

Successful AI implementation requires clear governance, human-in-the-loop checks, and well-designed interfaces between systems and people. The goal isn't automation for its own sake, but meaningful augmentation of human capabilities.



SECTION 5

Red Flags and Pitfalls

Common traps that derail AI-driven transformation before it even gets off the ground.

05



Most Common Mistakes

Rolling out generic AI tools without process reengineering is the most common mistake organizations make when claiming "AI transformation."



Shallow Implementation

- ✗ "Deploy Copilot and call it AI transformation"
- ✗ No changes to underlying processes or workflows
- ✗ Tool-first rather than outcome-focused approach
- ✗ One-time training with no integration plan

"We gave everyone access to Copilot. Our transformation is complete."

VS



Meaningful Transformation

- ✓ Redesign processes around AI capabilities
- ✓ Align tools with specific transformation outcomes
- ✓ Measure adoption, impact, and value creation
- ✓ Build continuous feedback loops and learning

"We reimaged our key workflows with AI as a partner, not just a tool."



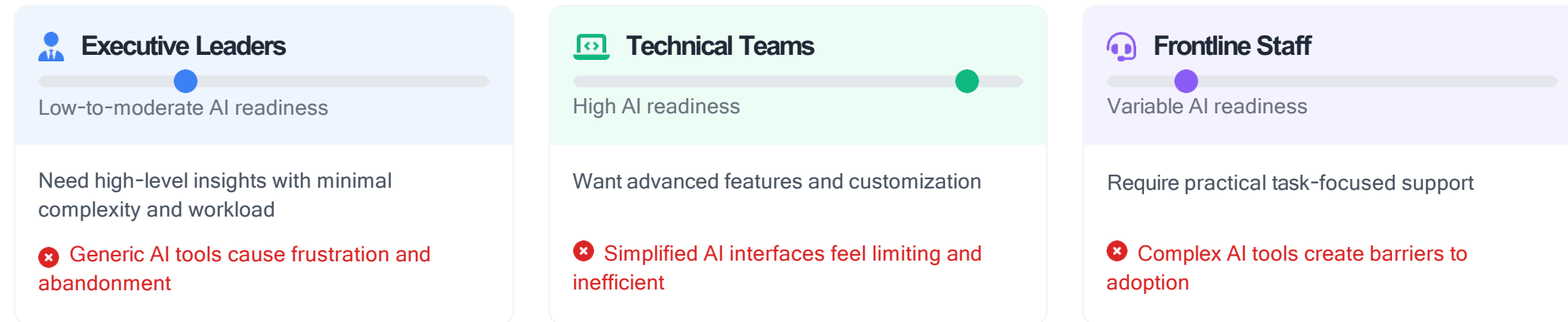
Research Finding:

According to McKinsey, organizations that redesign processes alongside AI implementation achieve 3.5x greater productivity gains than those who simply deploy tools without workflow changes.



One-Size-Fits-None Activation

Organizations often deploy identical AI experiences without considering varying levels of digital readiness, roles, and specific transformation needs.



The Solution

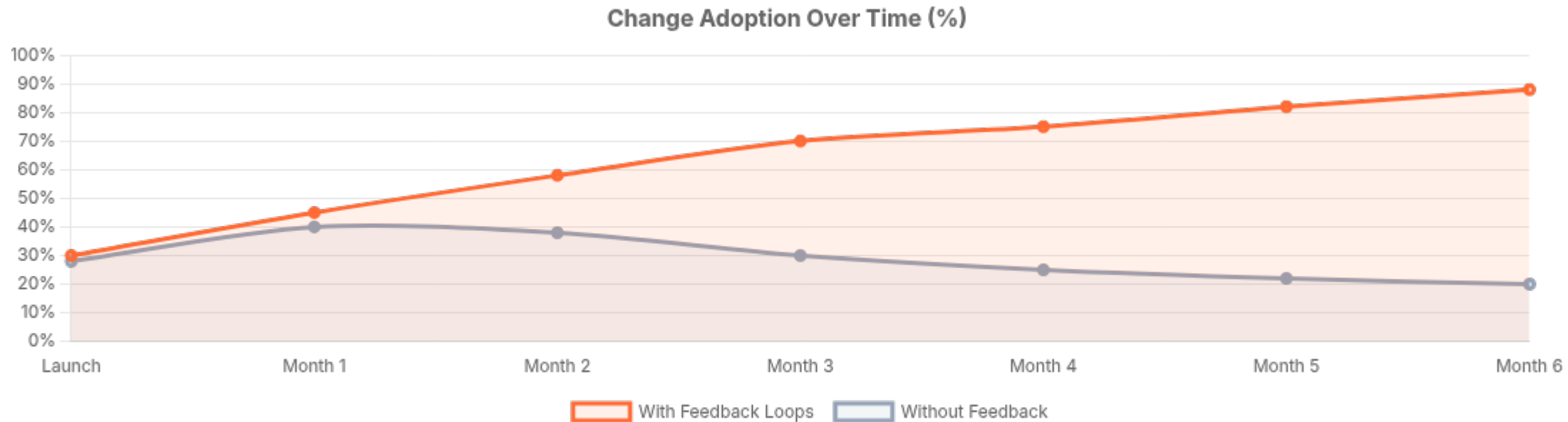
Personalized AI Experiences

- ✓ Tailor interfaces to role-specific needs
- ✓ Match complexity to user readiness levels
- ✓ Design progressive learning journeys
- ✓ Collect feedback to refine experiences
- ✓ Adapt to changing user readiness
- ✓ Personalize to unique WIIFMs



No Feedback Loops

Change initiatives without measurement systems fail silently. Without data on what's working and why, teams can't make timely adjustments or demonstrate value.



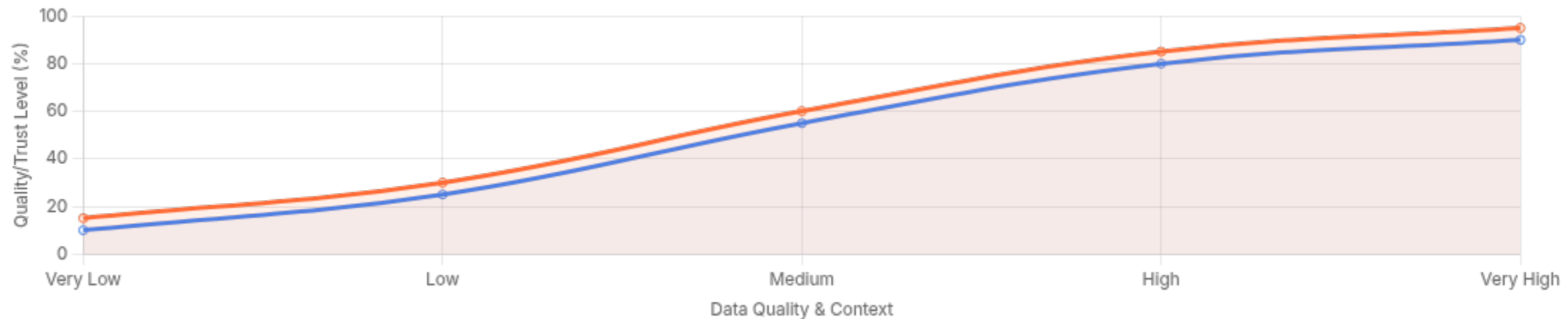
Organizations with ongoing feedback mechanisms are **2.7x more likely** to achieve intended transformation outcomes and report **40% faster** time-to-adoption.



No Trust in Output

Garbage in = garbage out. The quality of AI outputs directly depends on your data quality and context.

Impact of Data Quality on AI Performance



Key Data Quality Factors



Incomplete Data

Missing crucial information leads to inaccurate analysis



Inconsistent Formats

Non-standardized data creates confusion for AI models



Outdated Information

Stale data creates misleading insights

AI Output Quality User Trust

Context Essentials



Business Domain Context

Industry specifics that AI needs to understand



Organizational Nuance

Company culture and internal dynamics



Transformation Goals

Clear objectives that guide AI analysis



SECTION 6

The Human Element

Where human judgment, empathy, and influence remain irreplaceable in an AI-augmented transformation world.

06



Addressing Fear-Driven Resistance

When people assume AI means job elimination, resistance naturally follows. Proactive strategies can transform fear into opportunity.

 "Will AI take my job?"

 "How can I adapt?"

 "I don't trust these systems"

 "Why change what works?"

Addressing Resistance: Three Key Strategies

Radical Transparency

- ✓ Openly communicate AI implementation plans
- ✓ Share success metrics and progress
- ✓ Address fears directly in town halls

Upskilling Pathways

- ✓ Create clear AI collaboration skills tracks
- ✓ Provide hands-on AI tools training
- ✓ Showcase career advancement with AI skills

Champion Networks

- ✓ Identify and empower internal AI advocates
- ✓ Create peer-to-peer learning communities
- ✓ Share transformation success stories



Not Replacing People. Refocusing Them.

AI is an amplifier of human capabilities, not a replacement. The goal is to shift change and transformation teams from repetitive tasks to higher-value strategic work.

Traditional Work Focus

-  **Manual Status Reporting**
Creating weekly dashboards and slides
-  **Repetitive Communications**
Mass emails and announcements
-  **Administrative Coordination**
Scheduling and logistics management
-  **Data Collection**
Manual surveys and feedback gathering

+ **AI-Augmented Focus**

-  **Strategic Insight Generation**
Pattern recognition and discovery
-  **Executive Coaching**
Targeted stakeholder influence
-  **System Design**
Architecting transformation ecosystems
-  **Experimentation & Innovation**
Testing novel approaches at scale

The Impact:

Companies that successfully augment their teams with AI report 43% higher transformation success rates and 67% more employee satisfaction with change initiatives. Leaders spend less time on administration and more time on meaningful guidance.



What AI Can't Do

While AI excels at data processing and pattern recognition, critical human skills remain essential for successful transformation leadership.



Trust Building

Authentic relationships and empathetic connections require human intuition and emotional intelligence that AI cannot replicate.

Key value: Creating psychological safety during uncertainty and change



Executive Alignment

Reading the room, negotiating priorities, and securing buy-in across diverse stakeholders requires deep human expertise.

Key value: Navigating complex power dynamics and competing priorities



Political Navigation

Understanding unwritten rules, implicit hierarchies, and historical tensions that don't appear in any database or document.

Key value: Anticipating resistance and building appropriate coalitions



Storytelling

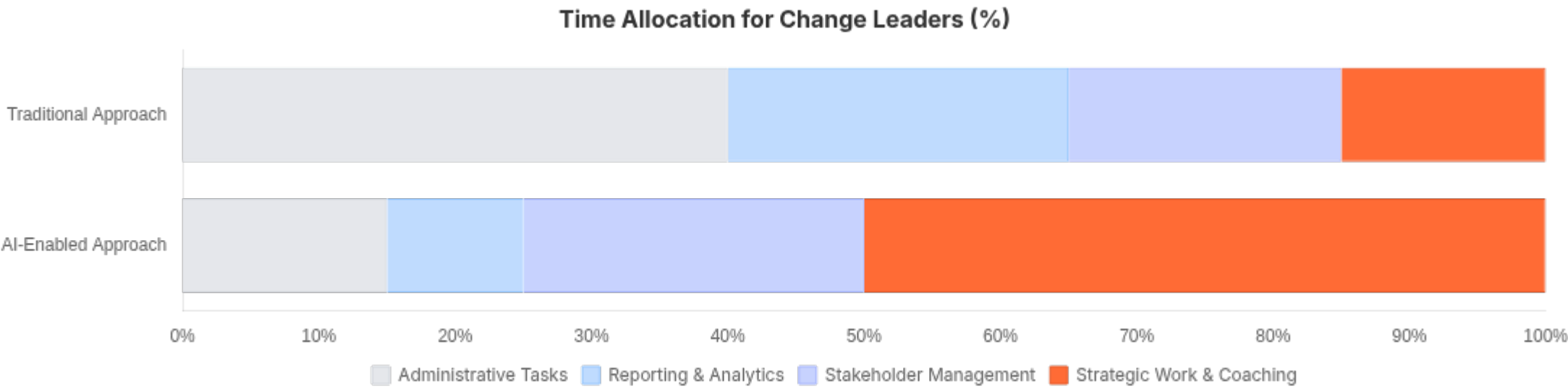
Crafting narratives that inspire, motivate and create emotional connection to change requires human creativity and empathy.

Key value: Making abstract transformation tangible through compelling stories



Shift Your Time Toward High-Value Work

When AI handles routine tasks, transformation leaders can focus on strategic work that truly drives change success.



Insight Synthesis

Connecting patterns across data sources and extracting meaningful insights that drive strategic decisions.



Executive Coaching

Guiding leadership through complex change with tailored support and strategic influence.



System-Level Design

Architecting transformation ecosystems that enable sustainable change at scale.



New Skills for Change Leaders

Success with AI requires developing new capabilities across your transformation team. Upskill in these four critical areas to maximize AI's potential.



Prompt Engineering

The art of AI instructions

- ✓ Crafting precise, effective AI prompts
- ✓ Understanding context, constraints, examples
- ✓ Iterative improvement techniques



Critical Thinking

AI output assessment

- ✓ Identifying AI hallucinations and errors
- ✓ Contextualizing AI recommendations
- ✓ Balancing human judgment with AI insights



Content Curation

Quality control for AI output

- ✓ Evaluating AI-generated content quality
- ✓ Ensuring brand consistency and accuracy
- ✓ Content adaptation and refinement



AI Coaching

Guiding others to AI success

- ✓ Teaching AI literacy across functions
- ✓ Creating personalized learning paths
- ✓ Building continuous improvement culture



SECTION 7

Getting Started

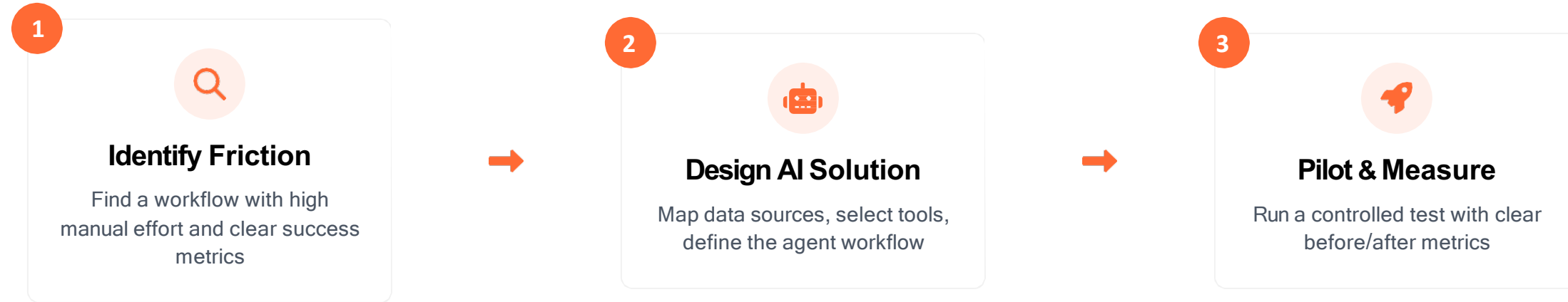
Practical steps to begin applying AI and data in your transformation work—without waiting for perfect conditions.

07



Where to Begin

Start small, think big. Select one high-friction workflow and pilot AI augmentation for quick wins before scaling.



High-Friction Workflows to Consider

- | | | |
|--|---|--|
|  Communication Creation
Personalized comms from templates |  Stakeholder Segmentation
Map key supporters and resisters |  Adoption Tracking
Measure change uptake in real-time |
|  Change Calendar
Automate impact tracking by team |  FAQ Generation
Auto-updating from common questions |  Status Reporting
Automated progress updates |



Organizations that start with focused AI pilots see **3x higher** adoption rates and **65% faster** time-to-value than those attempting enterprise-wide rollouts.



Start Small, Learn Fast

“We initially tried to transform our entire customer service team with AI in one go. It failed. Then we pivoted to a 6-week pilot with just 15 agents using AI assistants, measured precisely, iterated weekly, and expanded only after proven success. Within 8 months, we had scaled across all teams with 94% adoption.”



Sarah Chen

Head of Transformation, Global Financial Services

The Pilot-to-Scale Approach: 3 Key Principles

1

Contained Experimentation

Create a bounded environment where failure is safe, iterations are rapid, and measurement is precise.

2

Evidence-Based Expansion

Scale only after proving measurable value. Use early adopter success stories as internal case studies.

3

Commitment to Iteration

Maintain the experimental mindset even during scaling. Continuously refine based on new insights.



Build a Transformation AI Stack

A robust transformation requires a thoughtful combination of technology, data, people, and processes working together.



Human Oversight

Leadership guidance, decision authority, and subject matter expertise



Governance

Ethics policies, data privacy controls, and quality assurance



Workflows

Automated processes, agent orchestration, and decision paths



Data Connectors

APIs, integration middleware, and data transformation pipelines



AI Tools

Base LLMs, specialized AI agents, and analytics engines



Evolve Your Operating Model

Move from periodic status reviews to a dynamic, always-on transformation approach powered by real-time data insights.

TRADITIONAL MODEL



Static & Scheduled

- ✗ Weekly status meetings
- ✗ Monthly reports with stale data
- ✗ Reactive problem solving
- ✗ Manual tracking and analysis



MODERN MODEL



Dynamic & Continuous

- ✓ Real-time dashboards and alerts
- ✓ AI-powered sentiment monitoring
- ✓ Predictive intervention points
- ✓ Automated trend analysis



Companies with always-on transformation operating models are **3.2x more likely** to exceed their transformation targets than those using traditional periodic approaches.



The New Mandate for Transformation Leaders

Today's change leaders must evolve from process managers to system architects, orchestrating the complex interplay of people, data, and AI.

FROM: TRADITIONAL ROLE

Project Manager

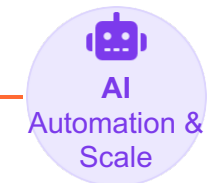
- ✓ Executing linear change plans
- ✓ Managing stakeholder checklists
- ✓ Coordinating communication cascades
- ✓ Monitoring manual adoption metrics

TO: MODERN ROLE

System Architect

- ✓ Designing adaptive transformation ecosystems
- ✓ Orchestrating AI and human workflows
- ✓ Creating data-feedback learning loops
- ✓ Enabling emergent change patterns

Orchestrating the Core Components of Continuous Transformation



Final Takeaway

“

Don't just use AI to do what you've always done **faster. Use it to do what **you've never been able to do before.****

The AI-Enabled Transformation Mindset

Reimagine what's possible rather than just accelerating the status quo



THANK YOU

Ready to Transform Your Change Approach?



Nellie Wartoft

Founder and CEO, Tigerhall



Email

nellie@tigerhall.com



Phone

+1 (323) 240-8893



Schedule a Demo

tigerhall.com/schedule-a-demo



Website

www.tigerhall.com

Connect with **Tigerhall**

in



Download today's presentation materials at: tigerhall.com/resources/ai-transformation

