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00:00:06.920 --> 00:00:08.740

Bas Overtoom: Hello, everybody!

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Bas Overtoom: Welcome to this Webinar on AI literacy building awareness and career capabilities for AI.

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Bas Overtoom: My name is Buzz Overtone. I'm an experienced AI trust expert with over a decade of experience on the data analytics. And I'm here today to help you to share our best practices when it comes to implementing AI literacy programs and bringing your people upscaling them for AI deployment and use and quality management.

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Bas Overtoom: I'm part of Nemco digital and Nemco Group has been helping companies with product compliance and quality management over the last 19 years. And since recently, we also have the Nemco Digital brand, and we are focused on the digital elements like cyber security. AI, and we are helping companies around the world to deploy and develop AI in a robust and in a quality manner.

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Bas Overtoom: So

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Bas Overtoom: when talking to our clients about AI governance, compliance, and quality management, a few things really stick out some of the key value drivers. And that's where I want to begin this webinar with. So one, of course, is compliance with upcoming regulations.

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Bas Overtoom: But, as you might be aware, a lot of these regulations, they are still in the development phase. So why to act now, now that are the other ones that you see here below that are very, very important, the client conversations that we're having at the moment. So one for the companies, it's about reputation. If you want to be a market leader. You want to have a high reputation, and you want to act with AI with the best care you can have, and the other is also that your consumers

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Bas Overtoom: and users of your products around the world are demanding responsible and quality use and deployment of AI in your products.

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Bas Overtoom: and in the end very importantly, also having good management systems and a good quality means that you can be competitive in the market. So these are some of the key value drivers that we are seeing in the market.

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Bas Overtoom: And these are some of the products that we are bringing out there. So you see, on the product side, we are helping companies with

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Bas Overtoom: defining what the regulations are that are coming, and for that we also have an AI trust mark that you can place in your products. But we also helping your organizations. And these are the 4 key elements. So AI management system, implementing tools and technologies for scaling

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Bas Overtoom: AI deployment, maturity assessments. And the last one is AI literacy where I will deep dive on today, because that's 1 of the key things is one of the key things, because companies that want to scale with AI. They say

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Bas Overtoom: we want to wrap our head around. We want to really understand what's going on. And for that, our people need to get an understanding. And our people need to improve the skills. So for many companies, focusing on AI literacy is really one of the 1st important steps when it comes to driving the AI transformation.

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Bas Overtoom: Now let's dive into the topic of today.

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Bas Overtoom: So AI literacy. So I just spoke about some of the key drivers for working on AI literacy. So there also there is some regulatory expectations, for example, from the Eai Act, where they expect that companies that have high risk AI models. They are focused on training their users

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Bas Overtoom: and their people to be able to use this and develop this in the right way. So there are some requires. But more importantly, are the business drivers that I was just describing the interesting motivation for your organization to help people to understand better what they do is use the tools with confidence

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Bas Overtoom: also. This is one of the controls already, because when people are more AI literate, they also recognize any limitations, and they might avoid any harm or any errors. So it's kind of the 1st line of defense having capable people, and it will also help you to become very robust in your organization.

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Bas Overtoom: And next to that, when we're looking at the whole organization.

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Bas Overtoom: people and culture is one of the 8 key building stones in the whole AI maturity model that we, as Namco, have developed. So in our maturity model, we have these 8 key pillars and people in culture is one very important one, and below you see the subdomains of people and culture. These are the 4 subdomains that together define the people and culture

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Bas Overtoom: on AI in your organization and in our AI literacy and AI literacy approach, we are including and building programs, together with the clients that include these 4 key components.

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Bas Overtoom: So this is basically how it looks like an AI literacy program. As our best practice.

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Bas Overtoom: So as you can see, it is based on 4

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Bas Overtoom: very simple but very important step, and in this presentation I will deep dive on each and every one of them, and give you relevant ideas on what to do, and some concrete examples of what's happening there.

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Bas Overtoom: So the 1st step is the leadership and awareness. So no program will succeed if your top management is not closely involved. If it's about people and culture transformation program change management.

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Bas Overtoom: there needs to be the voice on the top also in alignment with the things that you're trying to do.

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Bas Overtoom: So. This is the 1st step, and it also is an important step to set the frame of what are the key principles for your organization when it comes to the AI literacy and the AI culture that you want to build in your organization.

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Bas Overtoom: The second step is actually taking a step back.

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Bas Overtoom: And this step back means that you're gonna look into what are actually the key roles in our organization when it comes to AI. And what are the requirements from capabilities and competences for each role that is required before diving into the training?

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Bas Overtoom: So AI literacy is much more than just starting to do training. It's actually designing

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Bas Overtoom: a good framework, taking a step back and understanding what requirements are, and then specifically start to define what the trainings and the competences are and how you're gonna deliver. And that is basically what's happening in Step 3.

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Bas Overtoom: So step 3 is all about actually delivering training and building up the capabilities of your workforce in your organization. So this is a very active step, and this step can also take sometimes a bit of a wow! A couple of months to maybe even a year before all the people in your organizations are up to par with the requirements that you have set for AI deployment and AI development.

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Bas Overtoom: And then, last, but not least, we see AI literacy, not just as a 1 time program. It should be integrated and part of your organization. So in the last step you're going from, let's say, a program phase into embedding this in your organization.

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Bas Overtoom: Maybe it will become part of your learning and development organization, your Hr function operations, and maybe it will be shared among different departments responsibility to have an AI enabled workforce. So these are basically the 4 steps. And of course, to mention clearly, sometimes when there is a reorganization.

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Bas Overtoom: or there's a very big strategic change, then it's good to reevaluate what's happening in your organization. And maybe you have to do some of the steps in the beginning again to update some of your

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Bas Overtoom: framing in the 1st phase to update some of your roles, and in the end to

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Bas Overtoom: enhance again your organization.

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Bas Overtoom: So these are the 4 key steps to build up an AI literacy program. Now, I'm going into a bit more detail on the 4 steps.

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Bas Overtoom: So the 1st step when it's about leadership and awareness.

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Bas Overtoom: this is basically how we are organizing this from a Nemcos perspective. So below, you see the 5 elements that we're doing so often, it starts with the preparation phase getting a bit of understanding on your organization. And then we start with strategic session, with top management to get also their input and understand their ambitions for what the organization needs to do when it comes to AI. Then we do a bit of training with some key

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Bas Overtoom: staff, and then we are bringing those things together in a defined framework

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Bas Overtoom: parallel on this. Often we also do. And

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Bas Overtoom: AI readiness short AI readiness assessment. So that's going back to the 8 blocks that I showed you earlier, and assessing what the level of maturity is at your current organization, to kind of have an let's say, a ground phase, ground understanding



of the current level of competition. So we also know what the gap is and what we need to achieve.

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Bas Overtoom: And additionally, in those early phases, we also set some of kind of the key principles for AI, so that is not building a complete AI strategy. But it is more to define some of the key

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Bas Overtoom: value drivers the key

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Bas Overtoom: focus areas of the companies and translate that into some principles that will become an integrated part in the design of the trainings and the things that we are doing in the other phases later on.

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Bas Overtoom: Then we end with a presentation with some observations. And that is basically the step when we are go ready for the next phase.

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Bas Overtoom: Phase 2.

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Bas Overtoom: This is an example. This is just an example to give you an idea of key topics where we normally go run through when we do such an leadership

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Bas Overtoom: executive workshop. So you see the, it gives you an idea of how to design such a program? What's happening in such a day? And

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Bas Overtoom: What is the outcome of such a day?

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Bas Overtoom: Then we go to step 2. What I already mentioned earlier.

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Bas Overtoom: And in step 2, it's all about defining the AI literacy roles. So everybody in the organization has a role. They already have it. But you also have an AI literacy role or an AI role. Which means this is how you are related to the use of AI in your organization.

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Bas Overtoom: So we define 4 primary roles. This means that every organization has at least these 4 roles. But you can have more than these 4 roles, and I will explain to you in a little bit. But these are, let's say, the primary roles. So of course, there is a role for leadership

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Bas Overtoom: that has to be involved, and is, let's say, overseeing

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Bas Overtoom: the AI completely. In the organization.

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Bas Overtoom: Then there is a group of people that is leading projects in whatever form it is where AI is used. So we call that the AI product owners. Then we have a very big group which is just merely using AI in the organization. So that's the AI users. And then we often have also a group that is developing or responsible for the deployment of the AI systems in your organizations. So these are the 4 primary roles.

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Bas Overtoom: But it's often that you say.

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Bas Overtoom: actually, in our organization, we want to do it a bit more granular, and we have a few additional roles that are important for us.

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Bas Overtoom: So, for example, we also have a lot of people that have a compliance, responsibility, AI governance, compliance experts, or we have people that are specifically focused on data or data privacy matters related to AI. We want to also make sure that they have a few additional unique skill sets. So we want to create in a different role for it.

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Bas Overtoom: Often we see now also that procuring AI becomes as important as developing AI in your organization. So so, procurement managers is a role, and it

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Bas Overtoom: has its own responsibilities. So these are just some examples of additional roles that we can create with you, based on the specific requirements. And these are some common roles that we have created before. So with this, and maybe even a 9th or another role, you come to the complete overview of the roles that you have in your organization. And these are very important. So everybody in the end in the organization

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Bas Overtoom: will have his own role, maybe as a finance manager or

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Bas Overtoom: as an Hr lead, but they will also be something in connection to a AI and based on the role that people get assigned. We know also, later on the competences that they need to obtain.

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Bas Overtoom: So when we are here, we're gonna define all the competences for each role that is required to meet the requirements and the objectives of the organization.

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Bas Overtoom: And then

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Bas Overtoom: we start to enter a 3rd phase, when we have a clear idea of where the organization is, where it needs to go, what type of role they are, what the requirements of the organization is, then we're gonna use these outline requirements together with you to define training programs

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Bas Overtoom: in which the people can improve their capabilities.

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Bas Overtoom: There's basically 3 very logical types, standard types that we often use. That's online trainings, classroom trainings. And

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Bas Overtoom: importantly, to mention also workshop and cross teams, because we believe that it's not only about

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Bas Overtoom: training individuals, but you also need to train people in groups. And you also need to train people sometimes across the domain. So especially in these cross team sessions. We also sometimes do some trainings and activities for different types of roles working together, because also between those edges, there is where some of the key elements are coming front on the table and can be discussed.

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Bas Overtoom: So we have a combination of these things. And we are gonna define basically what the key training programs are that you need.

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Bas Overtoom: And there we make use of a lot of trainings that are available already. Maybe you in your own organization have many trainings available. We as Nemco, have many trainings available. But there's also not a lot of other suppliers on the market that also have a lot of trainings available. There's a lot of online courses.

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Bas Overtoom: So here it is also designing a program to be very good and efficient without spending a lot of time to build those trainings, because many, many of the trainings they will be available on the market, and when you have a clear outlook of

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Bas Overtoom: the kind of requirements that you need. We can start mapping it together to kind of create this portfolio of trainings that needs to be

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Bas Overtoom: given.

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Bas Overtoom: And then, basically, after that is done.

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Bas Overtoom: then you will have your trainings and programs that you can develop, that you have developed. And then it becomes a question of

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Bas Overtoom: defining based on the requirements

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Bas Overtoom: which role does need to do which training. And here you see an illustrative example of some of the different roles that we have defined earlier on in phase 2. And then the trainings that they need to adhere to to in the end be

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Bas Overtoom: completely ready to work in the AI organization that you are developing.

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Bas Overtoom: And I said earlier.

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Bas Overtoom: there is many trainings available. So these are just some examples of trainings that we are doing constantly, and that we are having off the shelf to help organizations

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Bas Overtoom: to deliver AI trainings.

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Bas Overtoom: So with that we already start to arrive at our last step, and that is the step of landing

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Bas Overtoom: it into the standing organization. So when you have developed these, you've went to these 1st 3 steps

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Bas Overtoom: where you have set the framework. You define 2 roles you went to training. People are getting trained. Then it becomes very important to start to lend it into the organization, and often we say that this 1, st 4th step we are doing kind of parallel on the 3rd step. So one and 2 is pretty sequential. But then 3 and 4. They're a bit parallel, because in 3 early on you're gonna define

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Bas Overtoom: trainings and you're gonna start the execution with the training. And then in the end. You're gonna deliver it and bring it to the standing organization which



might be the Hr organizations, the operations organizations. And there's some very key elements that I want to bring out here that are important.

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Bas Overtoom: So one, of course, is that next to training, it is important to in your organization. Also think about providing some coaching, some internal mentorships between different people to start to facilitate for that. It is important that there's room, and there's responsibility to continuously update

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Bas Overtoom: and tailor, the content that you are developing in phase 3 initially for the future, and especially in AI. This is very important because the topic is changing so enormously fast.

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Bas Overtoom: Then it's very important to have the good governance and responsibilities

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Bas Overtoom: throughout the organization who was responsible also for the quality of the training for the people that have been trained, etc, etc.

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Bas Overtoom: And then it is very important to be able to also to report on that

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Bas Overtoom: to monitor the capabilities and benchmarking. So on the right hand side of this slide.

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Bas Overtoom: you see an example dashboard and some example, Kpis, that you can monitor for to really get a constant view of the AI literacy.

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Bas Overtoom: number in your organization. So, for example, training, participation, rate, completion rates. Knowledge, retention, scoring. You can also do something with confidence indexes. So there's a lot of things you can do to get a very clear view, and to be at all time able to to say to yourself and to your management where you are when it comes to AI literacy.

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Bas Overtoom: And of course, last, but not least, closing the loop, it's important to also based on your scoring, but also based on the activities that you're doing, that you keep engaging with leadership to make sure there is a good alignment with the as strategy as you're moving forward in your journey.

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Bas Overtoom: So this was basically a very short introduction on the AI Literacy.

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Bas Overtoom: 4 steps

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Bas Overtoom: and to summarize how we see that most organization are beginning on this journey. It is. It can be very simple with saying, we're gonna just do one or a few trainings of key stuff just to get the initial awareness and to get the conversation going so that could be a step one.

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Bas Overtoom: Sometimes organizations say we are very interested to 1st start with a small assessment to understand our maturities as the 1st step towards the AI Literacy program, or just go into a full fledged AI literacy program and start with phase one in the outline, as I have described earlier to you how that would work.

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Bas Overtoom: So this was our short introduction for AI literacy. I hope it was interesting for you. Please be aware that there will be

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Bas Overtoom: many other webinars coming up that are also providing interesting introductions to other key topics that are relevant for AI trust. Like the azure 42,001, the AI trust mark that we have developed for products

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Bas Overtoom: the government assessments which I already introduced shortly with the 8 key components, and there will be a lot of sub components, also that we can

introduce there for you. It's gonna be 40 components, and then also one on the Euai Act, which is one of the important regulatory developments and many things more. You can also see it on our LinkedIn group or on our website for these kind of things.

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Bas Overtoom: That's what I already mentioned. You can use this screen to to join our hub and be informed. And last, but not least, if you find this very interesting, and you want to deep dive specifically with me or another expert on this topic, or any of the other topics that are shortly mentioned. I welcome you to to make a photo of this

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Bas Overtoom: QR. Code, and to to go for a 15 min consultation.

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Bas Overtoom: Thank you very much. This was my introduction, and I hope it brought you some initial understanding of the structures and some of the key elements that are important when it is about AI literacy descending, understanding, some of the value drivers behind AI literacy and ascending some of the key steps, and how you can fill those steps in, and we are very happy to think along with you, making it relevant and tailor it to your specific needs.

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Bas Overtoom: Thank you very much.