

CREATIVITY

Enhancing the creativity of certain company processes is an AI objective that complements the goal of improving productivity. The way decision-makers perceive the impact of AI on their own role also influences the relevance of the choices they will make for their organization's transformation. Indeed, AI is also competing with the intelligence of executives at all levels of the hierarchy.



1. CONDITIONS OF SUCCESS

To ensure the large-scale integration of AI into the company, TRAIIDA proposes a three-phase transformation plan:

1. The TRAIIDA productivity business card is used to improve work processes through AI. The goal is to achieve concrete results based on the existing situation, while postponing a deeper transformation of the organization and business models (see the TRAIIDA Productivity Map).
2. Subsequently, an initial version of the minimum viable architecture to scale AI is implemented. This leads to the semantic platform recommended by TRAIIDA with ODS, MDM, and EKG repositories (see respective TRAIIDA technical cards). The profitability of this platform is achieved through the productivity gains generated during the previous phase.
3. Finally, thanks to the experience gained from implementing AI for productivity gains and the availability of the semantic platform, the TRAIIDA creativity card is activated to transform the organization and business models with better risk control.

To maximize the profitability of AI-driven creativity and ensure stakeholder support, the company's ambition for its medium- and long-term transformation must be clearly defined. **Since AI raises concerns about the employability of individuals responsible for the company's activities, total transparency regarding the transformation strategy is essential** and is based on the following observations:

- AI improves people's daily lives, especially in health and education. In these areas, AI assistants will increase the availability of services with a quality superior to that offered by humans without AI. They will be accessible remotely by isolated individuals and poor countries. Thus, humanity should benefit from AI to better meet basic needs, including agriculture, transport, construction, etc. The more citizens become happy users of AI, the more its use will be facilitated in companies with the support of employees. In other words, the more a company trains its employees in using AI in their daily lives, the more it prepares for its positive integration into its own organization.
- AI will alter business models in all industries due to intelligence superior to that of humans. They will have to learn to collaborate with it.
- AI will have multiple forms: replacement AI to fully substitute humans; collaborative AI when it enhances human capabilities; and autonomous AI when it performs new tasks that humans have never undertaken.
- AI is multi-channel, meaning it can absorb written knowledge, as well as audio, visual, tactile, and perhaps even olfactory inputs. In this context, the fusion of AI and robotics opens up possibilities for versatile and human-free warehouses and factories.

- AI is also the driving force behind transhumanism, for the fusion of humans and machines, for example, through electronic chips implanted in the brain. In a less intrusive way, this also involves the use of 3D headsets and digital glasses for the metaverse.
- In the military field, AI poses a threat to humanity, with drones and other more or less autonomous destruction devices.
- Finally, AI is a technology with no limit for improvement. There is no known physical law that would set a ceiling to its evolution. Furthermore, it is likely that AI will become its own master architect for developing next-generation AIs. Consequently, no one can claim that this autonomous progress loop will ever reach an asymptote.

Given the strength of these observations, questions about the future of civilization arise in the following terms:

- What is the residual value of human labor when it is mostly performed by AIs with superior quality?
- What will be the useful jobs for training and controlling AIs?
- What will the workforce look like to maintain company operations when AIs are deployed on a large scale? For example, is it conceivable that technical inspections of AI-based vehicles could be carried out in smart workshops without mechanics? Could an insurance company replace its experts with AI assistants? Will research and development become more productive with AIs that think faster than researchers? Will humanity still need radiologists, dentists, factory workers, drivers, or teachers when AI assistants become increasingly intelligent?

These questions create anxiety among individuals and shake up every industry. TRAIDA does not claim to provide answers to these societal questions, but rather to help companies establish their survival plans in a context where collaboration between humans and AI is inevitable. Thus, when AI is merely seen as a technology that will eventually find its natural place in the organization, it is the company's competitiveness that is at stake, and perhaps even its survival.

The way decision-makers perceive the impact of AI on their own role also influences the relevance of the choices they will make for their organization's transformation. Indeed, AI also competes with the intelligence of executives at all levels of the hierarchy. In other words, if they do not make the effort to use AI in their daily work, the risk of them misunderstanding its use is considerable. This is why TRAIDA's master class emphasizes the importance of each member of the organization, including top-level decision-makers, creating their own AI assistant with their own knowledge base that they must build. A decision-maker who does not make this effort should not lead their company's transformation with AI.

Ultimately, everything we have just described raises a philosophical question about the meaning of life for humans with AI. Since the common ground between them is intelligence, it is naturally in this field that competition is open. To remain active, the individual must then demonstrate a level of creativity superior to AI. Thus, a human less creative than AI will be replaced by it, and a human more creative than AI will be enhanced by it. This race for intelligence is not lost for humanity, but it will be difficult to sustain with AIs improving autonomously and with exponential gains. To increase their chances of survival, individuals must then take these new principles into account:

- Manual work without creativity will be replaced by AI.
- Intellectual work with an insufficient level of creativity will be replaced by AI.
- Intermediate management tasks that involve project monitoring, resource management, or reporting will be replaced by AI. Consequently, organizational hierarchies will be reduced to give more freedom to autonomous teams. These teams will be managed by AI systems whose availability, speed, and efficiency will surpass those of human managers.
- The ability to formalize knowledge in writing to train and collaborate with AI assistants will become essential in all professions and at all levels of qualification. Even if a person's professional expertise is of a high level, a human who cannot interact in writing with AI will be replaced by it. In other

words, AI is always marginally more intelligent than humans in its ability to manage information. To remain active, humans will need to continuously provide new knowledge, which requires strong writing and analytical skills with intelligence.

At this stage of describing this card, it is clear that creativity with AI is a vast subject that raises the question of the company's survival, beyond even its transformation with new technology.

Before describing the topics of this card in the following sections, it is important to remind that TRAIDA advises starting your AI strategy with a focus on productivity gains without immediately changing the organization or business models. Your teams need time to understand AI's impacts, and it is better to do so without risking a big bang in your way of working. Only after achieving productivity gains with AI will your survival plan become clearer with the help of the TRAIDA creativity card.

2. IMPORTANCE OF THIS CARD FOR YOUR TRANSFORMATIVE AI

Value creation with AI begins with a complete overhaul of internal management within the company, then extends externally to customer relations, followed by other stakeholders, and finally toward the legislator to influence regulations.

INTERNAL PROCESS

The significant contribution of AI within the company is the reduction of its administrative functions in favor of management AIs. This is not only about targeting productivity gains but also about increasing the speed of collective work through the simplification of decision-making layers. The new organization with AI is then based on these principles:

- Elimination of intermediate managers, whose roles are replaced by AI.
- Faster and more efficient coordination between AIs compared to existing coordination between human managers.
- Increased work efficiency of teams, who act faster with AIs by removing intermediate human layers.

For this mode of working with management AIs to function properly, teams collaborate with them in the following ways:

- Ability to formalize knowledge about work processes in order to train management AIs and gradually replace managers.
- These managers are redeployed to operational teams, some moving into AI governance roles, while others become super-managers who will remain necessary to consolidate the work of management AIs. Thus, depending on the company's context, this redeployment takes different forms and considers the simplification brought by AI.
- Ability to collaborate with management AIs to achieve the expected benefits in terms of project monitoring, resource allocation, result analysis, proposing actions to address malfunctions or difficulties, etc. For this collaboration to be effective, teams must demonstrate critical thinking about the results from management AIs to help them improve continuously.

Thanks to this intelligent management approach, the creative capacity of teams increases. They invent better solutions to improve work by proposing new approaches that do not necessarily rely on AI. **In other words, creativity with AI does not necessarily mean using AI for creative use cases but rather using AI to free up creative thinking.**

CLIENT PROCESS

The more information a company has about how its offerings are used, the better it understands how to adapt them to increase profits. TRAI DA already addresses this aspect for customer support to improve its productivity through AI (see TRAI DA's Productivity card). In a more comprehensive way, the Creativity card opens up other avenues for increasing knowledge about the use of offerings, as follows:

1. Streamline the transmission of data from the customer by avoiding taking up too much of their time. Thus, rather than relying solely on manual satisfaction form entries, it is more efficient to implement multimedia communication using sound, images, and video. In other words, the customer communicates with the company through voice, photos, and video recordings, which are automatically processed by AI. For physical products, using a QR code creates a bridge to the company's website to capture customer feedback. Marketing intelligence then comes into play to motivate customers to provide more information about their use of the offerings.
2. Provide each customer with a digital twin of the offering in the form of an AI assistant. Beyond the obvious role of customer support, this assistant primarily accumulates knowledge about the customer to enhance its effectiveness and better understand how to improve offerings to better serve the market. This assistant is even more useful to the customer when it addresses a domain that goes beyond just the company's offerings. For example, it could be interested in other products in collaboration with partners to expand the value proposition of the assistant. The more useful the AI assistant is, the more incentive the customer has to stay loyal to it and provide more information. This accumulation of data is strategic for ensuring that the offerings evolve in the right direction and increase profitability.

THIRD PARTY PROCESS

Management AIs optimize purchase requests from teams more quickly and efficiently than human managers. In other words, the less internal work processes are slowed down by intermediate human management, the better the relationships with external stakeholders improve. Thus, the process of value creation with AI starts with a more streamlined management style, which then creates value through smarter and faster external processes.

AI also provides an opportunity to rethink data management in order to better capitalize on knowledge about stakeholders, particularly suppliers, to increase profitability. Finally, supplier sourcing also benefits from AI with better comparative analysis of market offerings and strengthened competition.

COMPLIANCE PROCESS

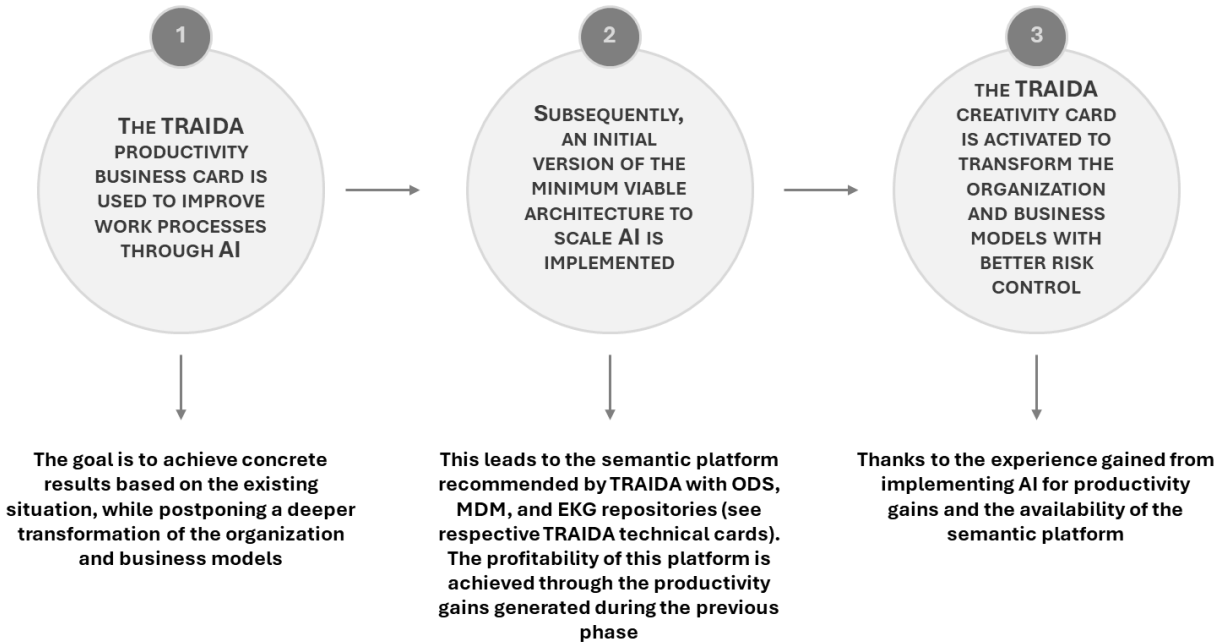
TRAI DA explains how AI helps companies better comply with regulations, particularly in governance with the Enterprise Governance card and implementation with the technical EKG (Enterprise Knowledge Graph) card. When considering AI as a tool for creating value in the regulatory space, the possibilities are limited. Indeed, companies are not responsible for creating new standards but for complying with those set by legislators.

However, large companies and those in disruptive sectors play an influential role (lobbying) with legislators. This is a legal activity based on trustful human relationships and more or less targeted communication actions, for example, through think tanks. AI plays a role in this influence strategy on two levels:

- It allows the company to gather information faster and on a larger scale, processing it intelligently to enhance its capacity for dialogue with legislators. This can include broad technological monitoring, i.e., analyzing existing and potential competitors and their own ability to influence regulations.
- It also enables the company to create AI assistants trained to convince legislators to evolve regulations for the company's benefit. The ultimate goal of such a system is for legislators to use these assistants themselves to better draft their laws. These assistants can be embodied through think tanks.

3. BLUEPRINT

To ensure the large-scale integration of AI into the company, TRAIDA proposes a three-phase transformation plan



4. YOUR SITUATION & OBJECTIVES