

# JIM MAROUS

UNLOCKING THE POTENTIAL OF GENERATIVE AI  
FOR PERSONAL AND BUSINESS TRANSFORMATION

# 5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

## 1 FEWER THAN 20% OF TRADITIONAL ORGANIZATIONS CONSIDER THEMSELVES FINANCIALLY MATURE.

Build your digital transformation around changing legacy back-office systems and operations.

## 2 VOLATILITY IS TOP OF MIND FOR BUSINESSES AND CONSUMERS BOTH.

AI can be an enabler of resilience for brands. Embrace it as a strategic advantage, not just a technological one.

## 3 A KEY AREA BRANDS CAN PUT AI TO WORK IS IN PERSONALIZATION OF CLIENT EXPERIENCES.

Seek out and get inspired by examples of AI helping personalize investment recommendations, customer care communications and more.

## 4 AI TECHNOLOGY ISN'T A NEW PRODUCT. IT'S A NEW WAY TECHNOLOGY CAN SOLVE PROBLEMS.

Demonstrate a willingness to change and adopt AI. Leadership can't keep these changes at arm's length and expect others to embrace them.

## 5 ORGANIZATIONS RISK A LOSS OF EMPATHY WHEN ON A QUEST FOR TECHNOLOGY.

Pair human understanding, listening and solutions with any application of AI for meeting our clients' needs.