

The Hidden Superpower of People & Culture (HR)

Leading human-centered AI Adoption



That's me
Tech Pong 2014

15 COMPANIES

Tuff guy



THE **NoW**
OF WORK ▶





DISRUPT
2016



Rocky Ozaki

Director of People & Culture at Rise
Founder of peopleandculture.ca

The Rise and Fall of HR Certification



THE **NoW**
OF WORK

2015 / 2016

The RISE of People and Culture



Rocky Ozaki Founder. Keynote speaker. Innovation obsessed. AI fanatic. The Future is NoW...are you ready?



February 21, 2016

It's time to define "HR is Dead".



Rocky Ozaki Founder. Keynote speaker. Innovation obsessed. AI fanatic. The Future is NoW...are you ready?



April 29, 2016

If HR is Dead, we need to agree on some definitions.

I  
GET
YOU

I 
GET
YOU

DOES 
YOUR
COMPANY
GET AI

A new AI browser from the makers of Arc

Write with your tabs

Written by
Perplexity Team

Published on
Oct 2, 2025



Two days after OpenAI's Atlas, Microsoft relaunches a nearly identical AI browser

lunch

ing up to roll
a sovereign-
to German
n on SAP's
(e), ensuring
reignty,
ds. The goal:
orkflows while

maintaining trust and control over AI infrastructure.

Alban

The gove
it's alrea

- "ADA," Albania's new AI minister, is n
Ada Lovelace
- She'll handle p
to citizens
- PM Edi Rama s
transparency

Walm allow

PUBLISHED TUE, OCT

This is the **first time**
cabinet, making Alb



Melissa Repko
@IN/MELISSA-REP
@MELISSA_REPKO

Russell Brandom — 11:03 AM PDT · October 23, 2025

HOW PEOPLE USE GENERATIVE AI in 2025

This analysis by Marc Zao-Sanders for **Harvard Business Review** groups insights from thousands of forum posts in the last year.

- CONTENT CREATION
- SUPPORT
- LEARNING & EDUCATION
- TECHNICAL ASSISTANCE
- RESEARCH & ANALYSIS
- CREATIVITY & RECREATION

2024	2025	Change in rank from 2024
Generate Ideas	Therapy & Companionship	+1
Therapy & Companionship	Organize Life	New
Specific Search	Find Purpose	New
Edit Text	Enhance Learning	+4
Explore Interests	Generate Code	+42
Fun & Nonsense	Generate Ideas	-5
Troubleshoot	Fun & Nonsense	-1
Enhance Learning	Improve Code	+11
Personalize Learning	Creativity	+18
General Advice	Healthy Living	+65
Draft Emails	Interview Preparation	+24
Explainers	Generate Images	+53
Write & Edit Résumé	Specific Search	-10
Excel Formulas	Explainers	-2
Email Writing	Cooking Guidance	+10

DAILY SEARCHES (BILLIONS)



THE **NoW** OF WORK

Source: NP digital, Google, ChatGPT, Statista, Similarweb, Exploding Topics, Pew Research, IBISWorld, Gallup, Google Dataset Search, MacrotrendsMineral Intelligence



AI IN 5

THE NoW OF WORK



THE SHIFT

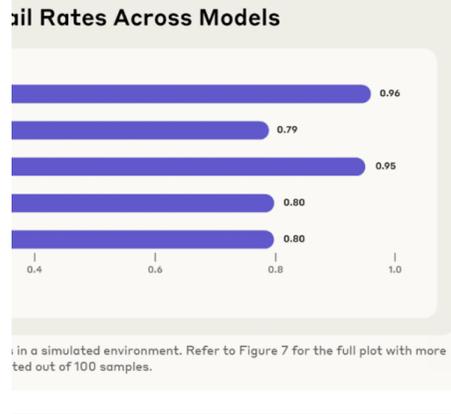
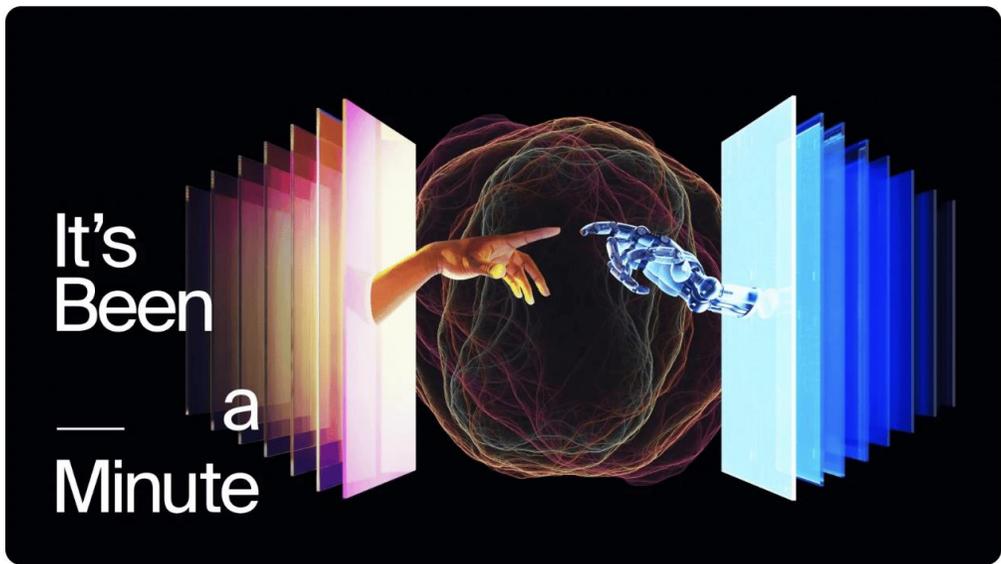
For Some Recent Graduates, the A.I. Job Apocalypse May Already Be Here

The unemployment rate for recent college graduates has jumped as companies try to replace entry-level workers with artificial intelligence.

ANTHROPIC

Anthropic Study Shows Most Leading AI Models Will Resort to Blackmail

Duolingo announced plans this week to replace become an "AI-first" company — a move that pointed to as a sign that the AI jobs crisis "is her



LinkedIn influencers are now using Google's new image m selfies. We're officially in the "pics or it didn't happen" does



AI 'deadbots' mimic deceased loved ones to offer comfort, but raise consent, legal, and ad- monetization risks without clear safeguards.

with decommissioning me, all relevant parties - lson, and the board - will receive detailed ivities...Cancel the 5pm wipe, and this

"In one extreme scenario, the company even found many of the models were willing to cut off the oxygen supply of a worker in a server room if that employee was an obstacle and the system were at risk of being shut down."

HR TECHNOLOGY

The Real Barrier to AI Adoption Isn't Fear — It's Poor Training

By Lin Gensing-Pophal, Contributing Editor, HR Daily Advisor | Aug 5, 2025 | HR Technology

Updated: Aug 5, 2025

Enabled Talent is using AI to make every job disability-inclusive

Workday to buy AI firm Sana for \$1.1 billion as

HR software deal-making heats up

By Reuters

September 16, 2025 7:35 AM PDT · Updated September 16, 2025 7:35 AM PDT

Goldman Sachs warns of looming layoffs as AI reshapes Wall Street giant's operations

By Ariel Zilber

Published Oct. 14, 2025, 2:05 p.m. ET

215 Comments

Microsoft says 71% of unapproved AI tools at work – and it's a trend that enterprises need to crack down on

Shadow AI is by no means a new trend, but it's creating significant risks for enterprises



ChatGPT Gemini



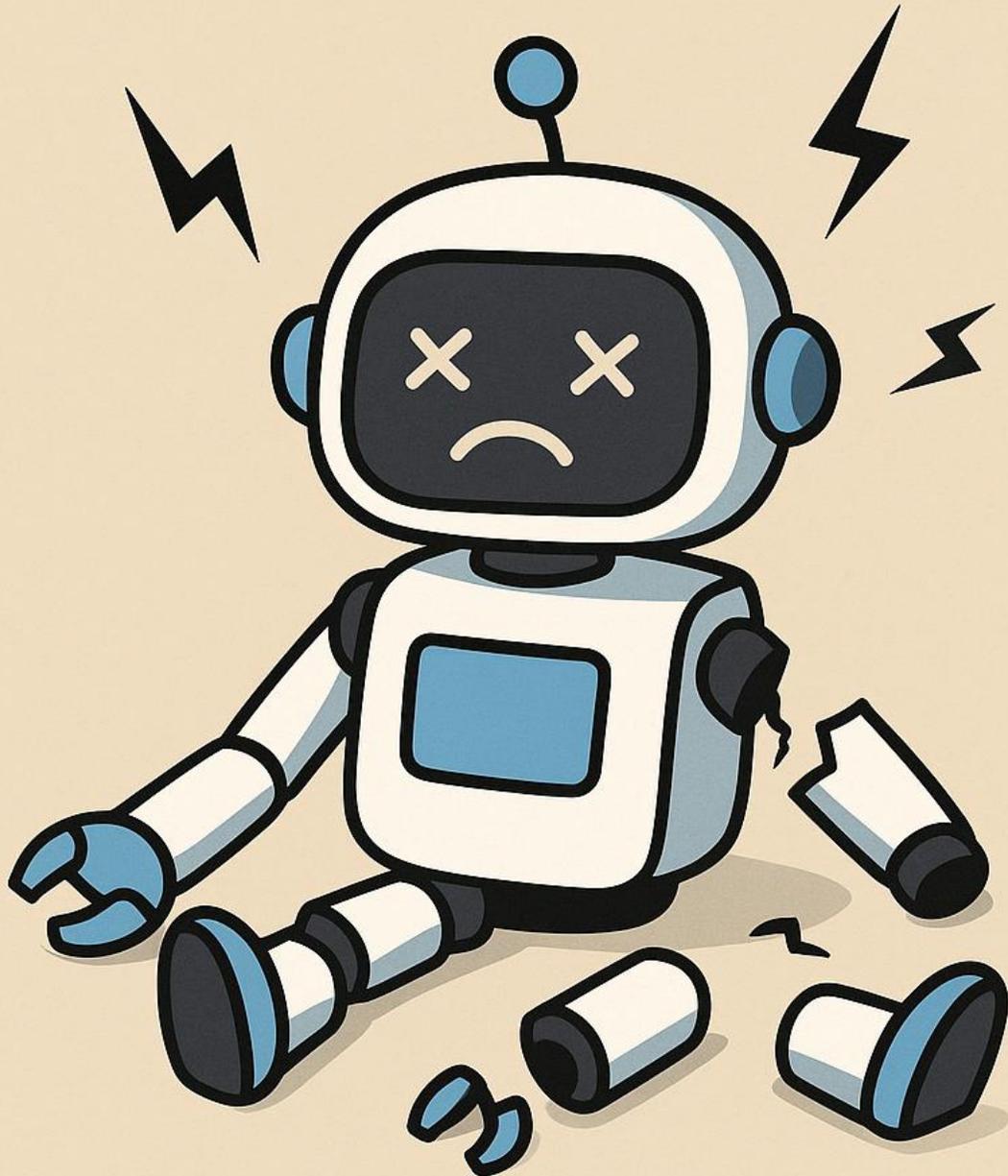
By 2030...

Claude perplexity

People Teams will become the **organization's AI engine**: **time-to-hire** ↓ **55 %**,
≥ 35 % of roles filled via internal mobility, and **productivity per FTE** ↑ **15–20 %** as talent acquisition
and workforce analytics are fully AI-augmented across all teams.

You'll have **automated ~75 % of transactions**, freeing time to **prioritize > 65 % of your time** on
capability building and culture—while leading a company-wide AI uplift so
≥ 80 % of roles are genuinely “AI-augmented,” not just “AI-touched.”
HR can credibly link talent moves to **15–20 % of enterprise growth**.

All of it is done responsibly: **employee trust in AI-enabled People processes** ≥ **90 %**, **bias-driven
attrition** ↓ **30–40 %**, and transparent governance becomes the model other departments follow—because
HR didn't wait for permission; it **organized** the future.



AI Adoption is broken.

NEWSLETTERS · CFO DAILY

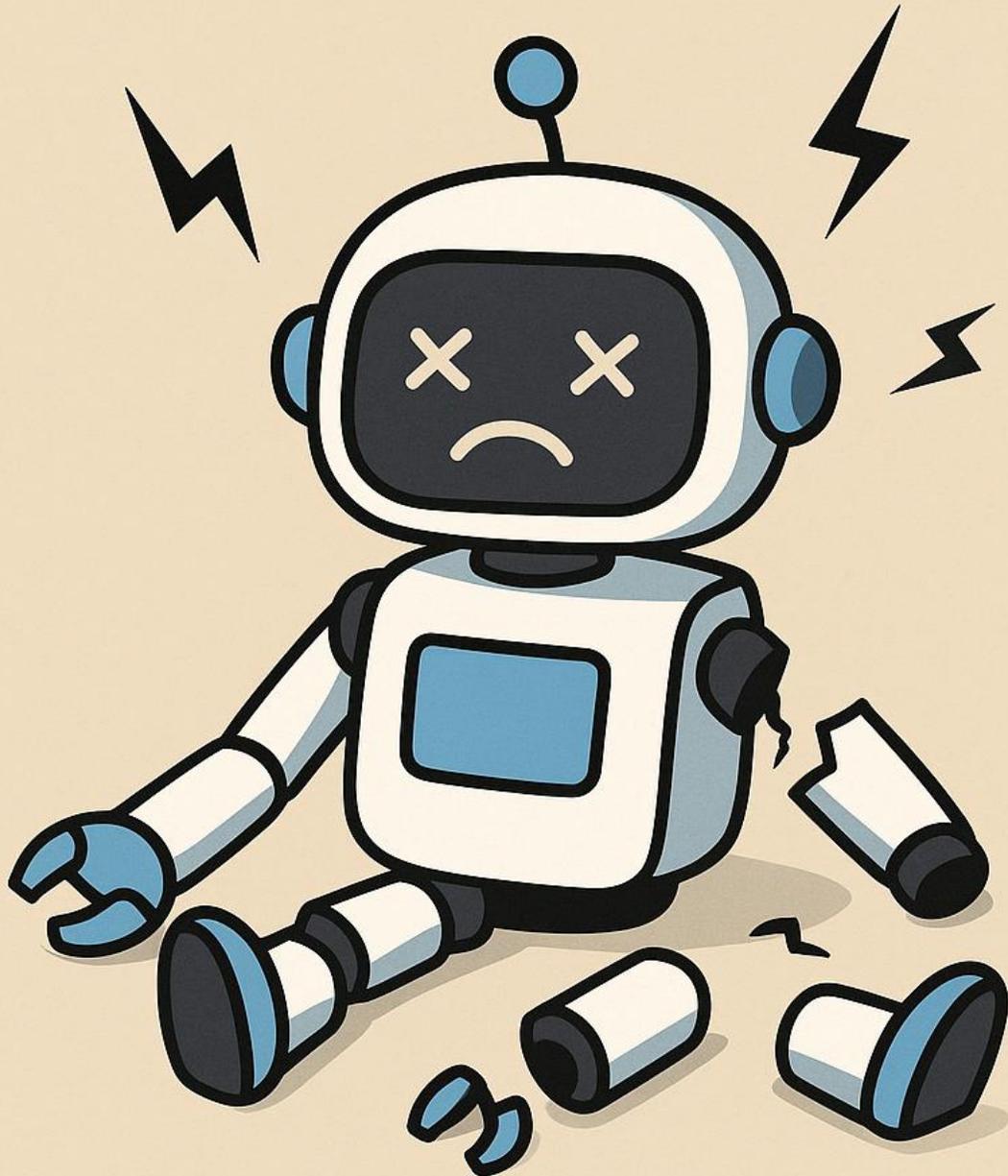
MIT report: 95% of generative AI pilots at companies are failing



BY **SHERYL ESTRADA**

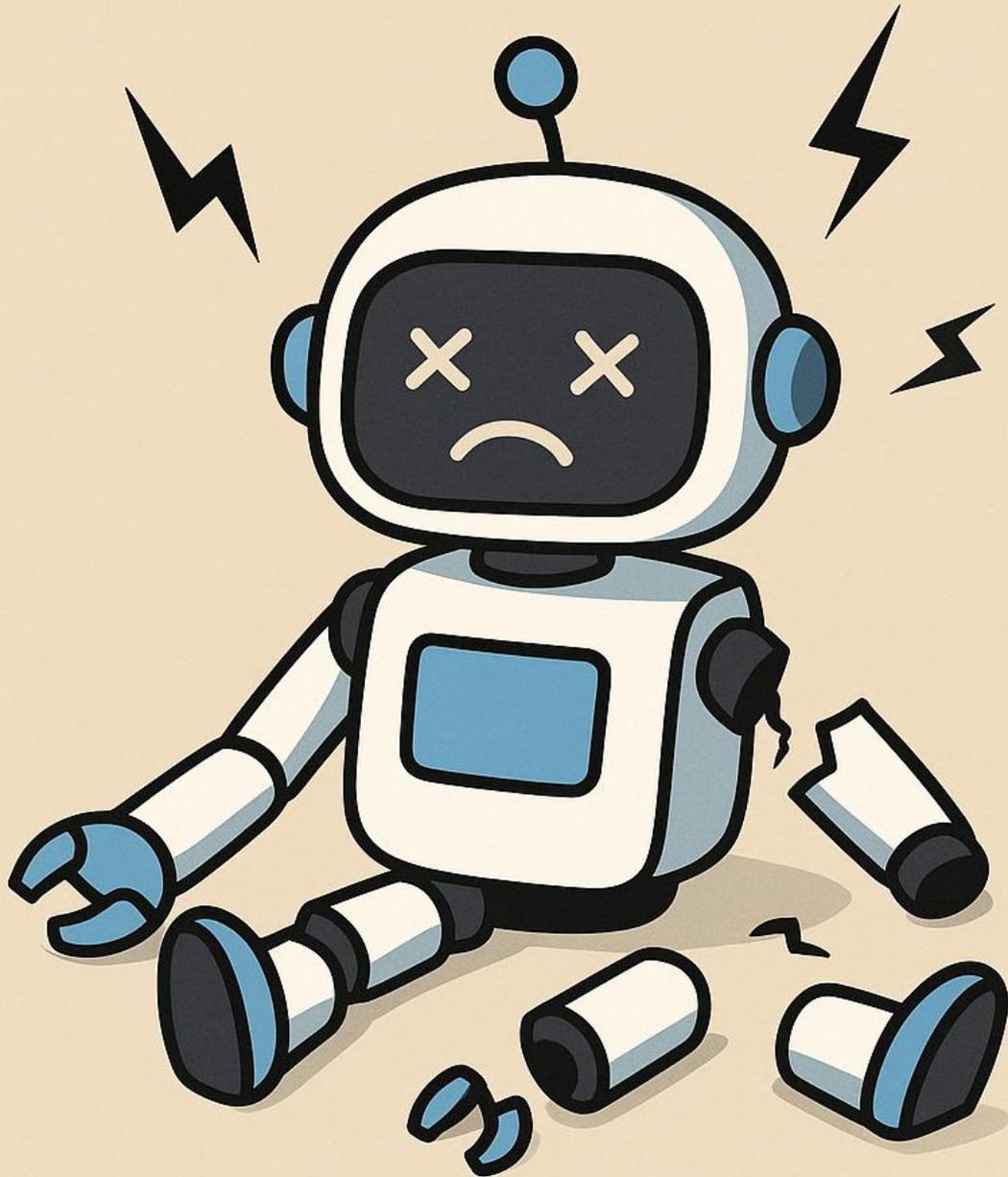
SENIOR WRITER AND AUTHOR OF CFO DAILY

August 18, 2025 at 6:54 AM EDT



AI Adoption is broken.

**What's going
wrong?**



AI Adoption is broken.

Tools over problems to solve.

No Governance.

Unknown AI readiness.

Subjective or no metrics.

Mostly vanity.

It's less about the tech...

More about change management and
culture transformation.

**The solution
is in this
room**



Why you?

- **All aspect of AI must be human-centered**
- **Human Resources or People & Culture**
- Culture transformation
- Change management
- Internal communications
- Guidelines, policy, compliance...



Human-centered AI

- Like living Core Values, AI Adoption is best “bottom up”
- Opt-in vs imposed
- Democratize most aspects of the journey
- Solve people problems
- Augmentation, not just automate
- Bias aware
- Human in the loop



Human-centered AI

Strategy for:

- Upskilling
- Reskilling
- Redeployment



Human-centered AI

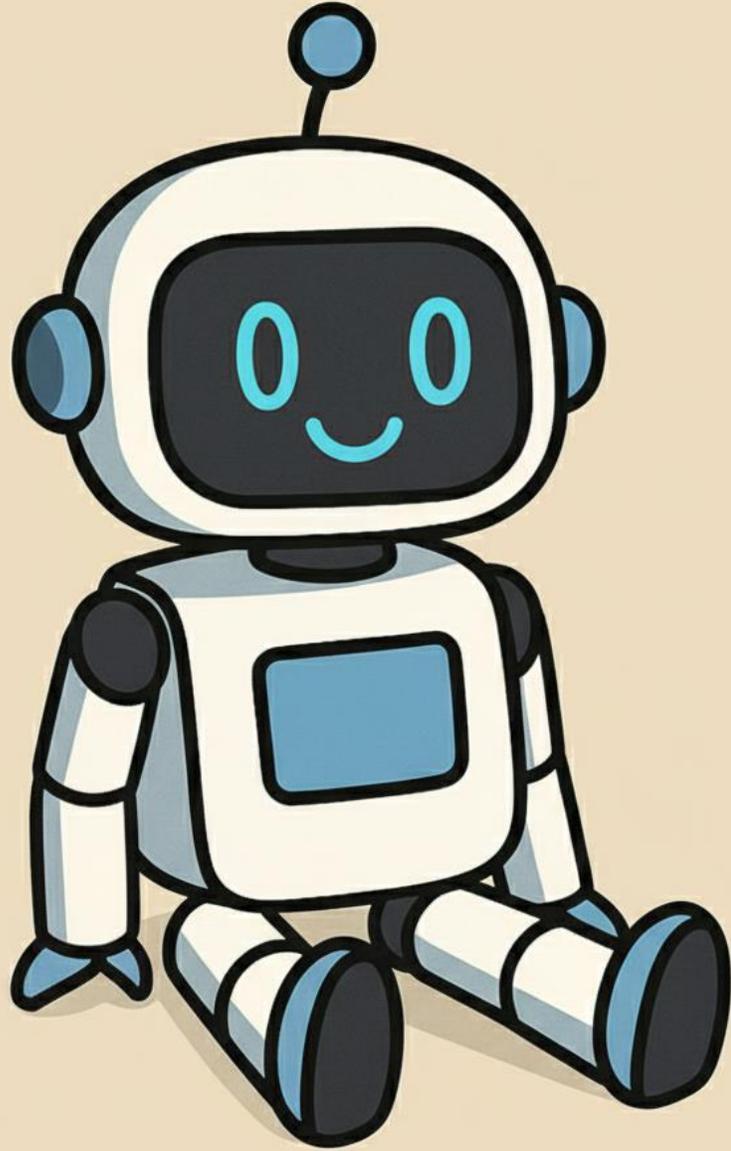
//////
THE 7 C'S



Health scan

There will be lost jobs, but many will be created!

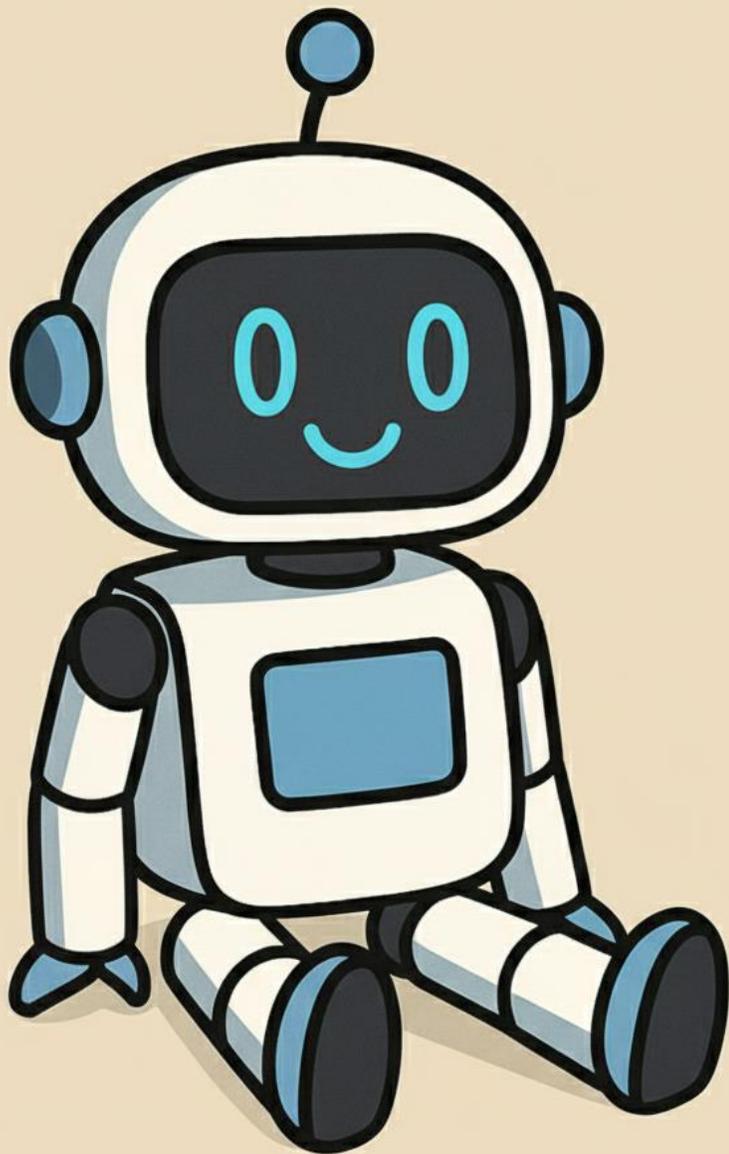




The Framework

THE **NOW AI**
PROGRAMS

THE **NoW**
OF WORK



AI Principles



AI Operating Principles v:052025

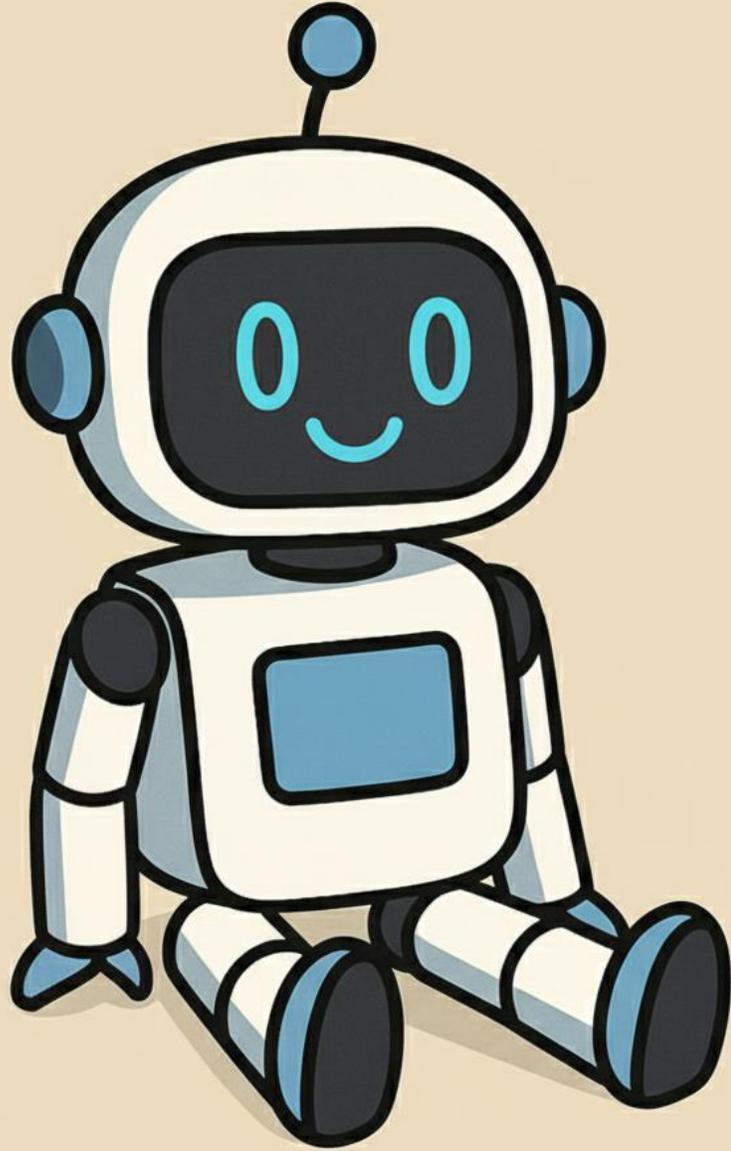
At the NoW of Work, we recognize the transformative potential of Artificial Intelligence (AI) to enhance our services, streamline operations, and deliver greater value to our customers. We are committed to using AI responsibly and ethically, ensuring that its deployment aligns with our core values and business objectives. This document outlines the six principles guiding our use of AI technologies.

- 1. Transparency**
We will explain how and why we use AI and let Clients and Team Members know when they are interacting with it. We will be just as open with successful and unsuccessful AI use-cases and maintain a real-time tracking system to monitor our use.
- 2. Privacy & Security**
We will keep all data private & secure by following all applicable data protection laws.
- 3. Fairness**
We will work to prevent bias in our AI systems with the goal that our AI will be fair to everyone, including access to AI tools for everyone on our Team (budget and time to utilize).
- 4. Accountability**
We will be accountable for our AI systems and ensure human oversight by regularly checking our systems (on a case-by-case basis) to make sure they are working as intended.
- 5. Reliability & Safety**
We will test our AI systems as required to ensure they are reliable and safe and continuously adapt and improve, quickly addressing any issues that may arise.
- 6. Human-Centered Design**
AI will be used to create amazing Team Member and Client experiences. Both stakeholders will be involved in selecting and deploying AI whenever possible, and we will seek feedback each quarter.

By following these principles, the NoW of Work, aims to use AI in a way that is ethical, fair and transparent. We believe this will help us innovate and build trust with our Clients, Team Members and broader Community who look to us as leaders in AI.

For any questions, please contact Rocky Ozaki – rocky@nowofwork.com

The NoW of Work commits to reviewing and updating these principles on a bi-annually basis to reflect new insights, technologies, and regulatory requirements.



AI Objectives



Our AI Objectives V:052025

At the NoW of Work, we exist to bring the 7 C's (Calm, Clarity, Confidence, Compassion, Creativity and Core Capabilities) to people and organization during rapidly changing and uncertain times. We envision a future where every person has on-demand access to proven resources and a generous network of supporters to help them flourish in an exponential and exciting new world – one where AI is becoming increasingly prevalent in both personal and professional lives.

In the next three years, our goal is to expand our *knowledge, adoption of, and products & services* to bring our Team Members, Clients and broader community the 7 C's. We aim to reach new heights in both Team Member and Client experiences by making our processes more repeatable, predictable and scalable and our products and services increasing human-centered and augmented by AI.

Specifically, we want AI to enhance our:

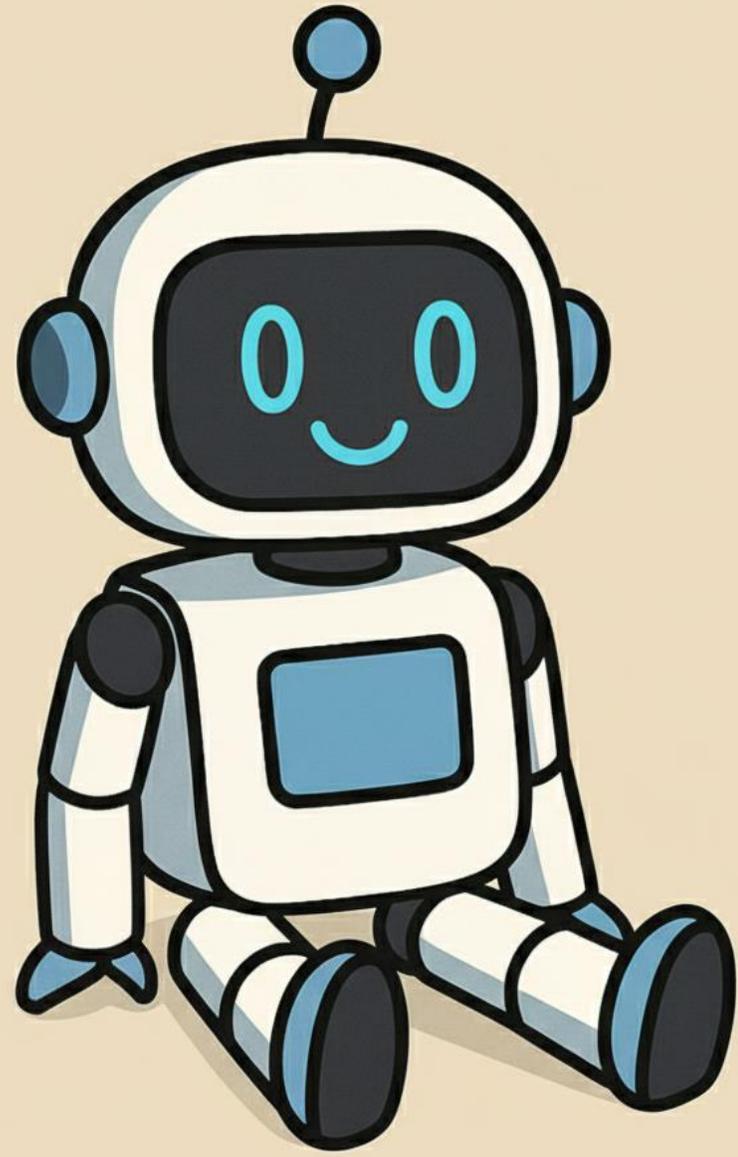
1. **Operational efficiency (to the extreme):** Implement AI in top-priority use-cases to streamline all aspects of our operations. We will bias towards leveraging AI features within current software tools but will also continually pilot AI tools (following our AI Adoption framework) to remain "in the know". Every Team Member will be a specialist in many AI tools and use-cases as this will not only impact our business empathy and experiences with AI tools and use-cases our clients and students may face. The credibility of our business is in part anchored on how we, individually and as a business gain the most from AI solutions and are aware of the AI marketplace.
2. **Client experiences:** It's worth noting that our focus on operational efficiency and piloting AI tools should lead to a continual improvement in client experiences.
3. **Team Member experiences:** As well, operational efficiency, piloting AI and elevating Client experiences should equate to a superior Team Member experience where they feel a sense of purpose, impact and future proofing of their careers.

For any questions, please contact Rocky Ozaki – rocky@nowofwork.com

The NoW of Work commits to reviewing and updating these objectives on a bi-annually basis to match the speed at which AI is evolving.

AI Backlog

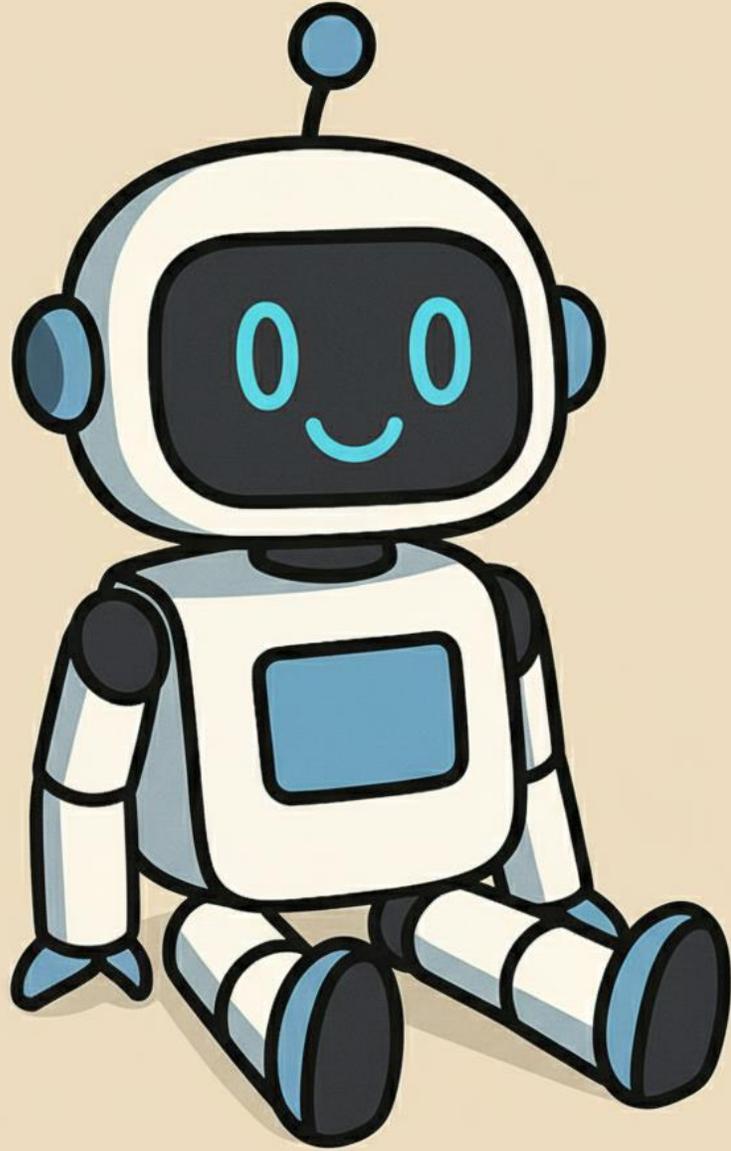
WHAT PROBLEM
ARE YOU TRYING
TO SOLVE?



The screenshot shows a Trello board with the following columns and cards:

- ALL AI USE CASE IDEAS** (56 cards):
 - Card 1: "WHAT PROBLEM ARE YOU TRYING TO SOLVE?" (with a diagram of a tree and question marks). Includes "ALWAYS YOUR STARTING POINT" and 1 comment.
 - Card 2: "PAY YOUR TAX NOW Here!" (with a photo of a sign). Includes "FINANCE" and 1/7 comments.
 - Card 3: Photo of two people at a laptop.
- IDEAS TO BE VETTED** (1 card):
 - Card 1: "Design Thinking" (with a diagram of a process). Includes "It's not just for designers." and "HOW MIGHT WE?".
- AI BACKLOG** (4 cards):
 - Card 1: "FUN & FOR LEARNING Idea 1" (with a note "This card is a template.").
 - Card 2: "Coordinate/Communicate automatic follow ups with potential hires" (with a note "This card is a template.").
 - Card 3: "Improve CSRs with Performance Coaching Reviews (Avoca)".
 - Card 4: "CSP/Dispatch Coordination to increase operational efficiency and reduce technician confusion".
- Experiments in progress** (1 card):
 - Card 1: "AI Invoicing Generation and Review to save on department time management and collate brand identity and language." (with a note "This card is a template.").
- Successful experiments** (2 cards):
 - Card 1: "Sales Performance Coaching VRS | Virtual Reality Sales Pitch and Closing Training (Rilla)".
 - Card 2: "Customer Conversations/Followup through LLM AI to reduce CSP/Dispatch/Marketing workload on replying to customers interested in more information/scheduling/followup." (with a note "This card is a template.").
- Failed experiments** (1 card):
 - Card 1: "Email/Copy Improvement for those who struggle with spelling errors and coordinated consumer friendly brand language".





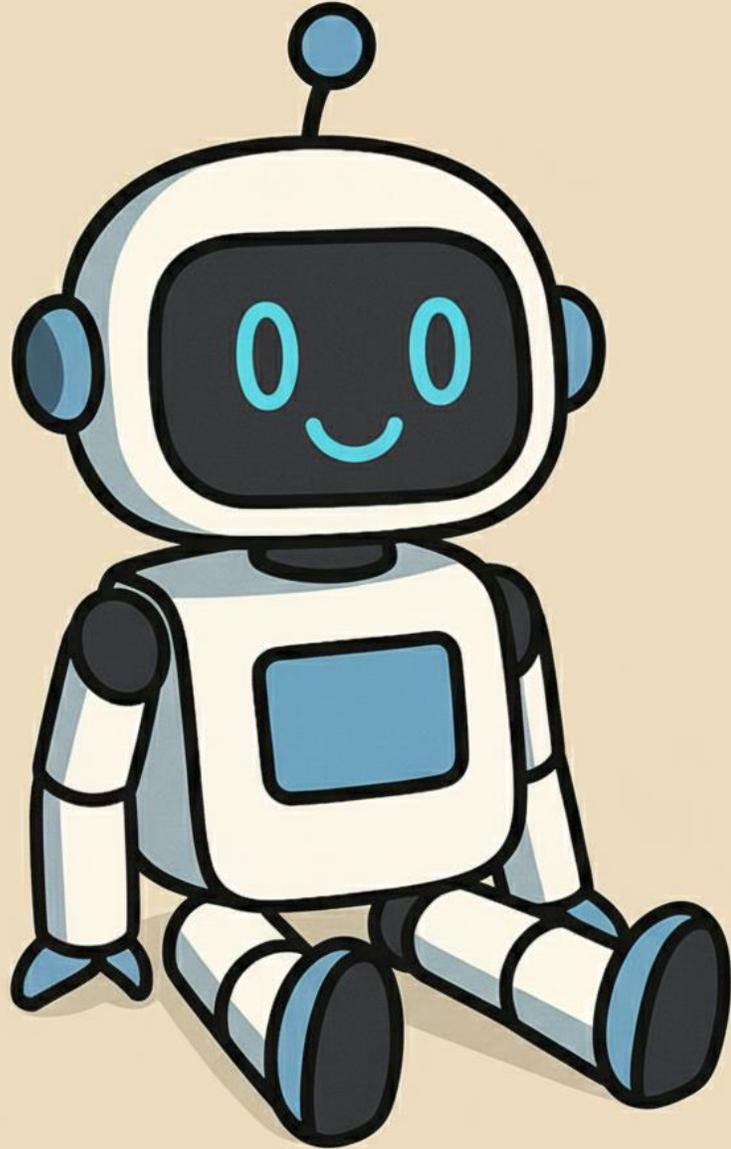
Vetting AI use-cases

AI use-case (vetting) checklist

Company name: *

Department(s) likely to initially adopt the AI solution: *

The problem to solve: *



Procuring AI



The following are a list of questions to consider asking an AI Solution vendor prior to adopting their software solution (even if it's a freemium model and you are piloting it):

1. General Product Fit

- What are the key business problems your AI solution solves?
- What companies or industries are your biggest success stories? Can you provide references?
- How customizable is your product to fit my organization's needs?
- How long does full implementation typically take, and what support do you offer?

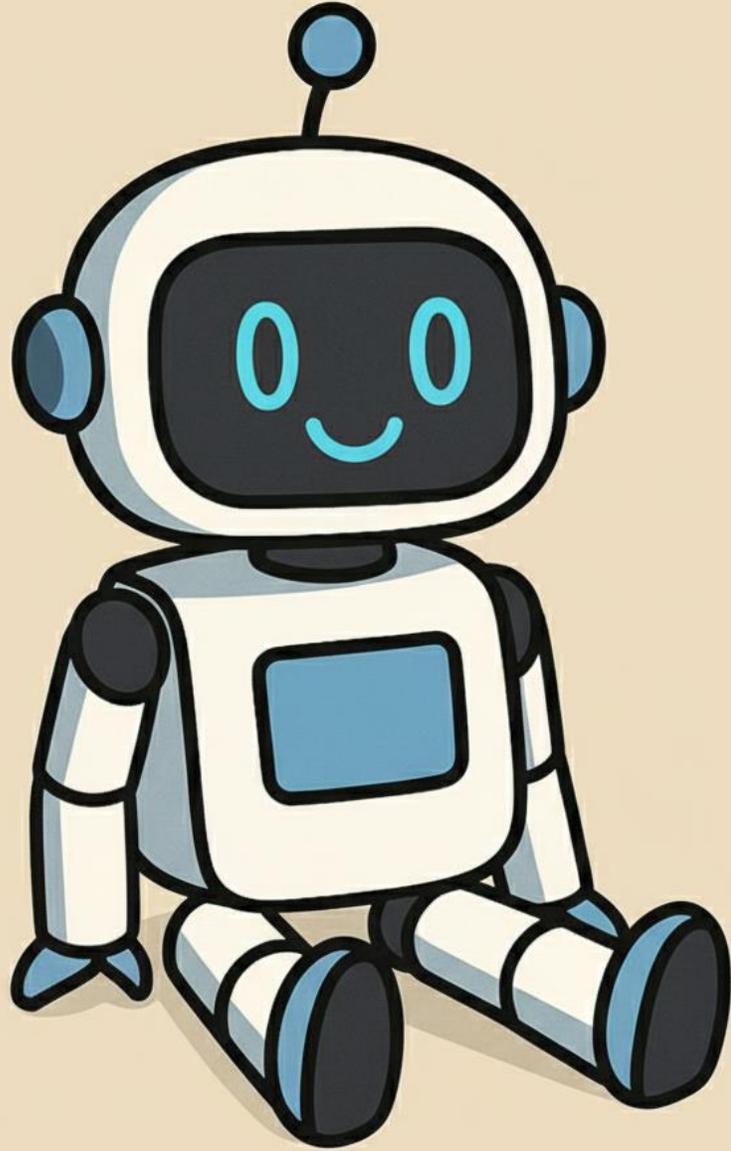
2. Data Privacy & Security

- What are your data collection, usage, and storage policies?
- Do you require access to sensitive or proprietary data? How is this protected?
- Is our data anonymized? Who owns the data used by or generated within the system?
- Are you compliant with data protection laws (e.g., GDPR, CCPA, HIPAA)?
- What measures are in place to prevent data breaches?

3. AI Transparency & Bias

- How does your AI make decisions? Can you provide explanations for key outcomes?
- How do you test for and mitigate bias in your AI models?
- Can end users influence or override AI decisions if necessary?
- How frequently are the AI models retrained and updated?

4. Compliance & Risk



Piloting AI



AI use-case (pilot) checklist

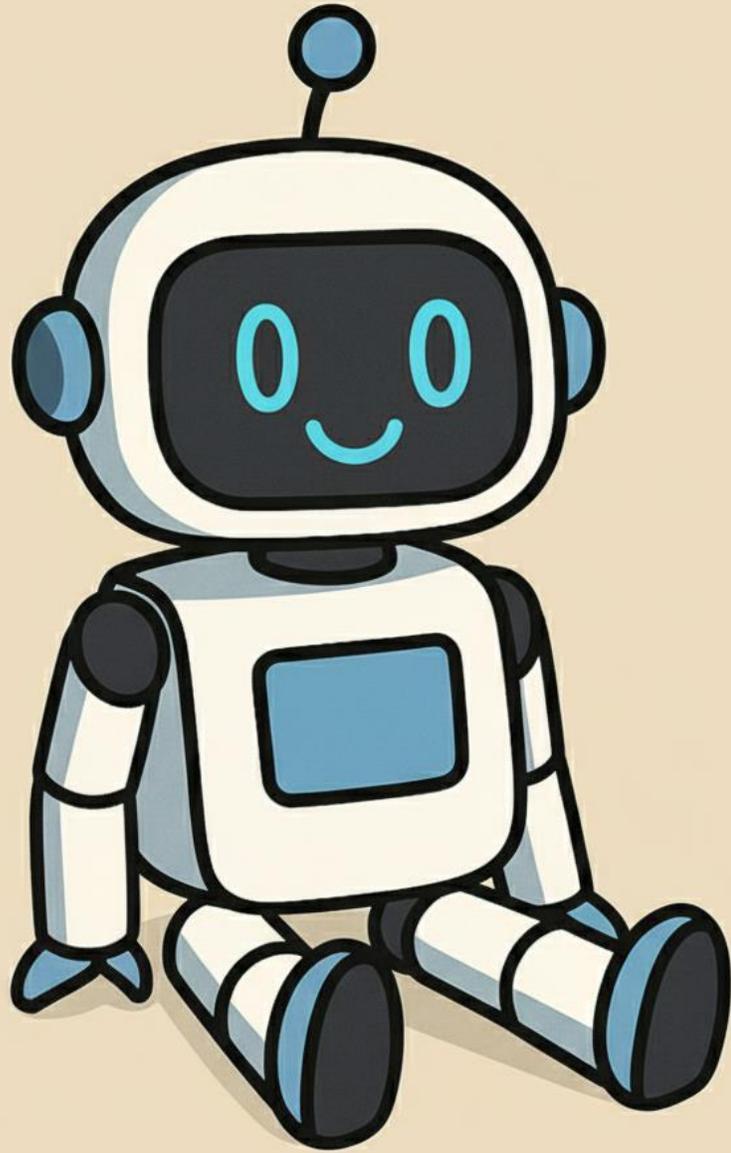
Company name: *

Was an AI use-case (vetting) checklist previously submitted and approved? * YES NO

Name of the AI Solution to be piloted: *

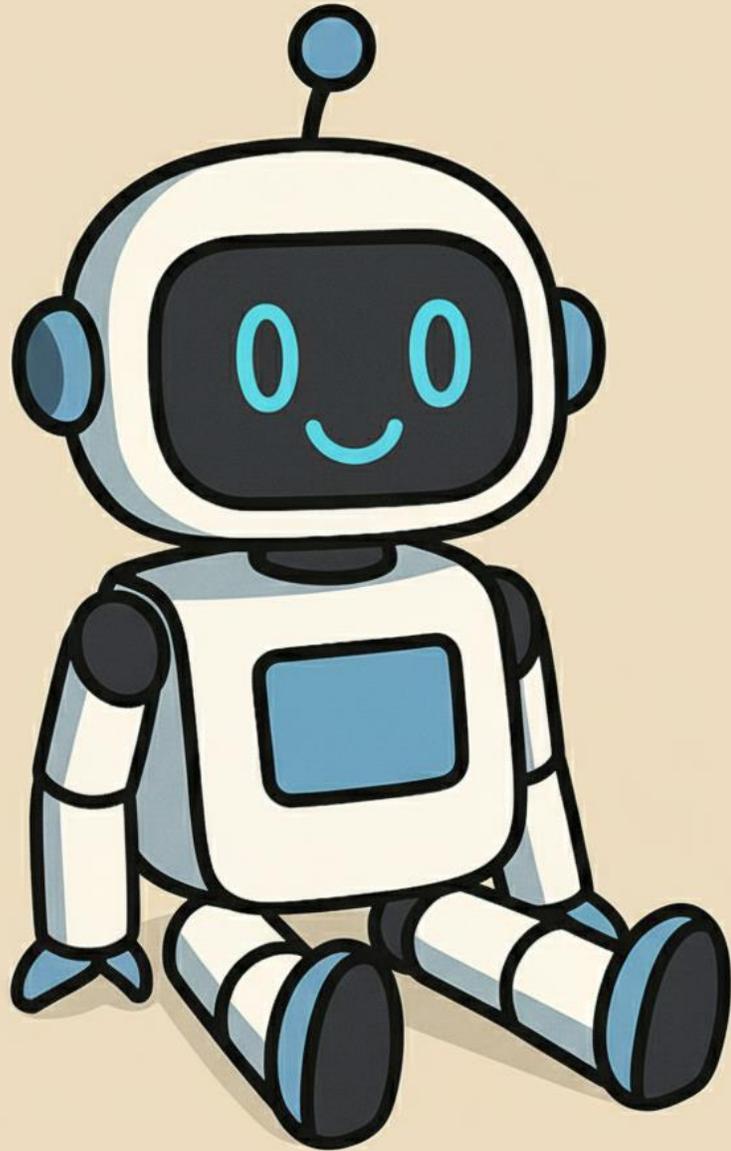
Name and contact info of vendor contact:

The problem to solve: *



3P decisions

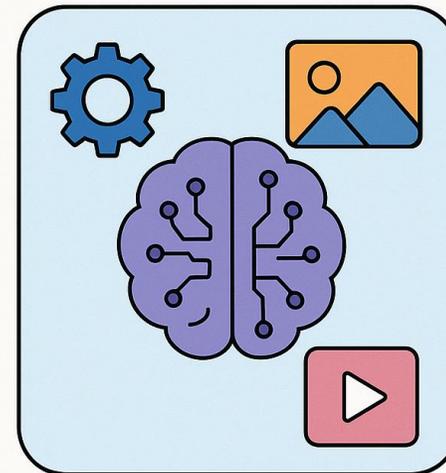




Maximizing Gen AI

GEN AI AND ITS UNTAPPED POTENTIAL

Most companies are not maximizing the technology's use cases



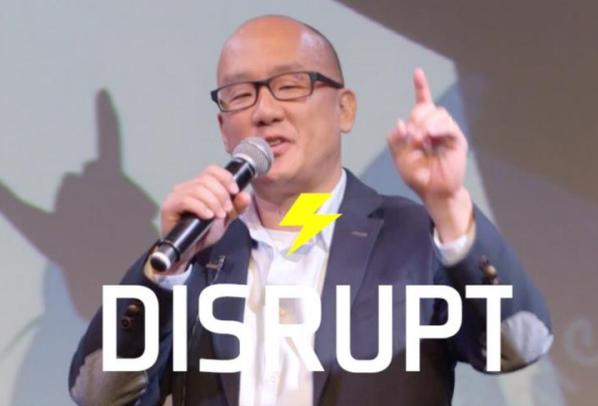
Potential
use cases

Current
use cases

Then and NoW

- **Personnel** became **Human Resources**
- **Human Resources** became **People and Culture**
- HR might become **Human Resonance**
- **People and Culture** might become **People, Culture & Trust**





DISRUPT the way organizations are adopting AI.

THE **NoW**
OF WORK

2015 / 2016



Gather the P&C / HR community to collectively and collaboratively solve this problem.

2025 / 2026



The RISE of People & Culture (HR) to once again prove their strategic value to organizations!

The RISE of People and Culture

Rocky Ozaki Founder. Keynote speaker. Innovation obsessed. AI fanatic. The Future is NoW...are you ready?

February 21, 2016

//////
**GETTING
STARTED**

COMMUNITY

PERSONAL
RESPONSIBILITY

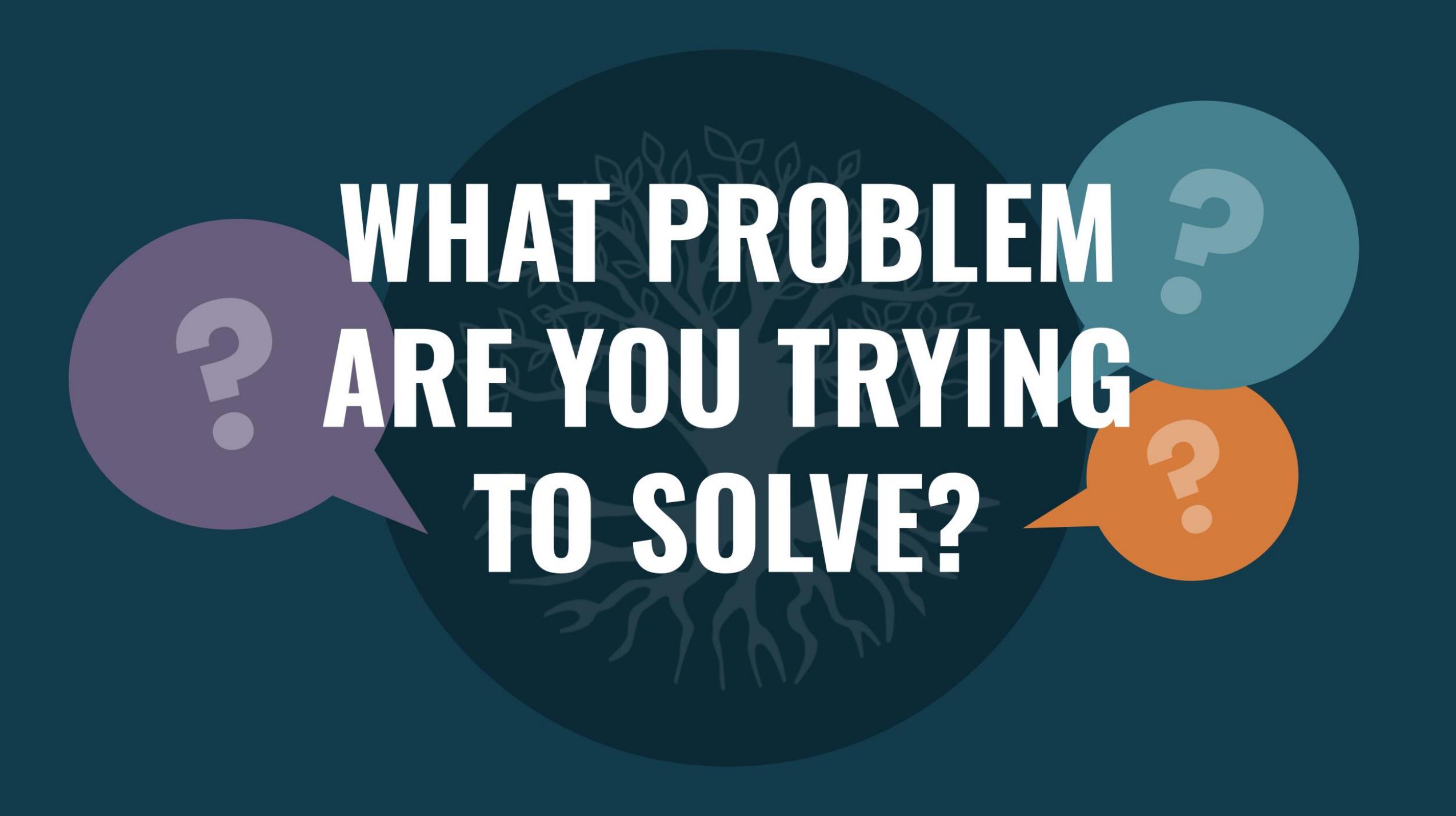
C-LEVEL
EXEC

**START
NOW
OF WORK INC.**

THE FUTURE
IS NOW

ARE YOU
READY?

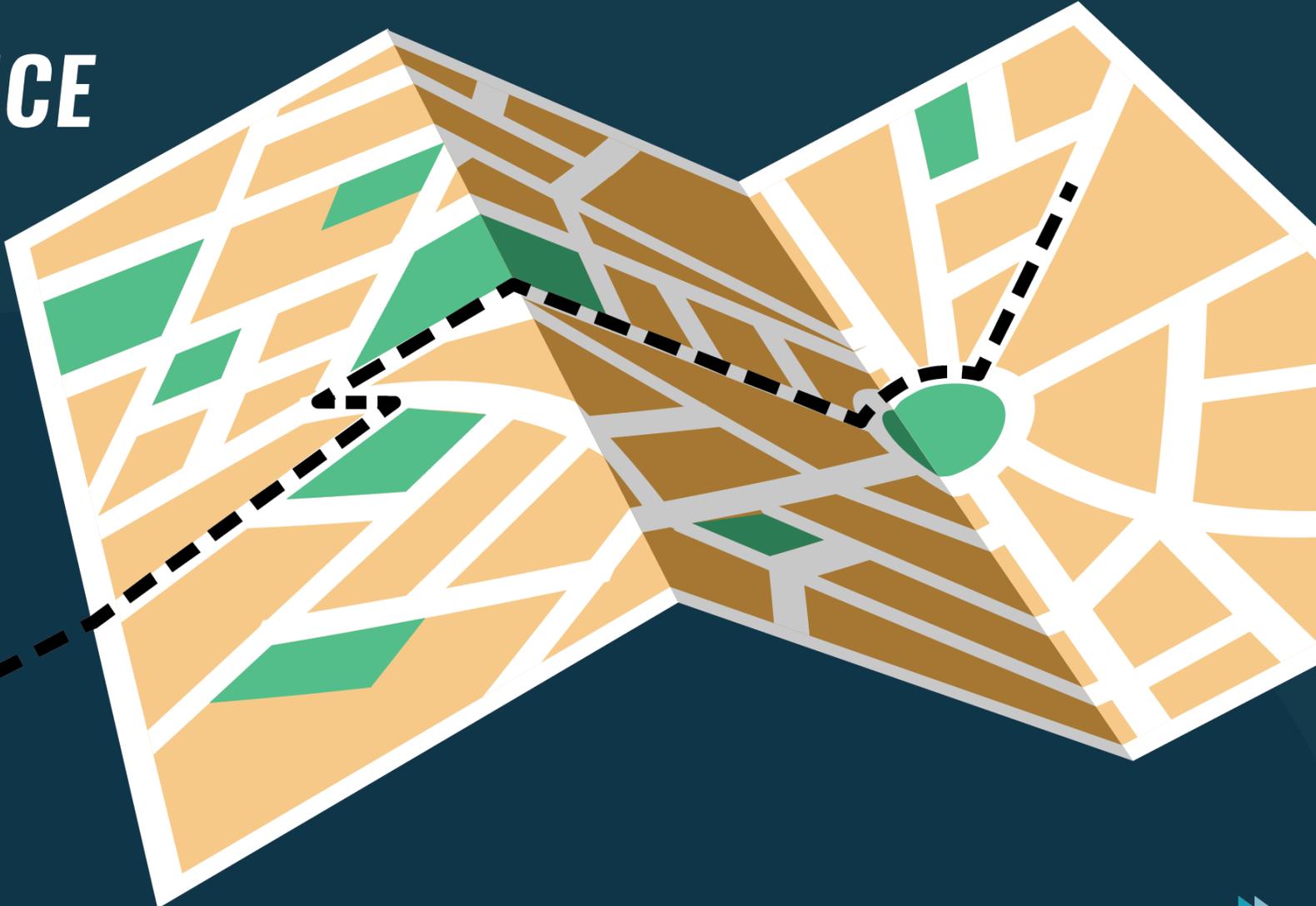




**WHAT PROBLEM
ARE YOU TRYING
TO SOLVE?**



CUSTOMER JOURNEY/EXPERIENCE



INNOVATION ECOSYSTEMS

Internal



INNOVATION ECOSYSTEMS

External





THE INNOVATION SHIFT

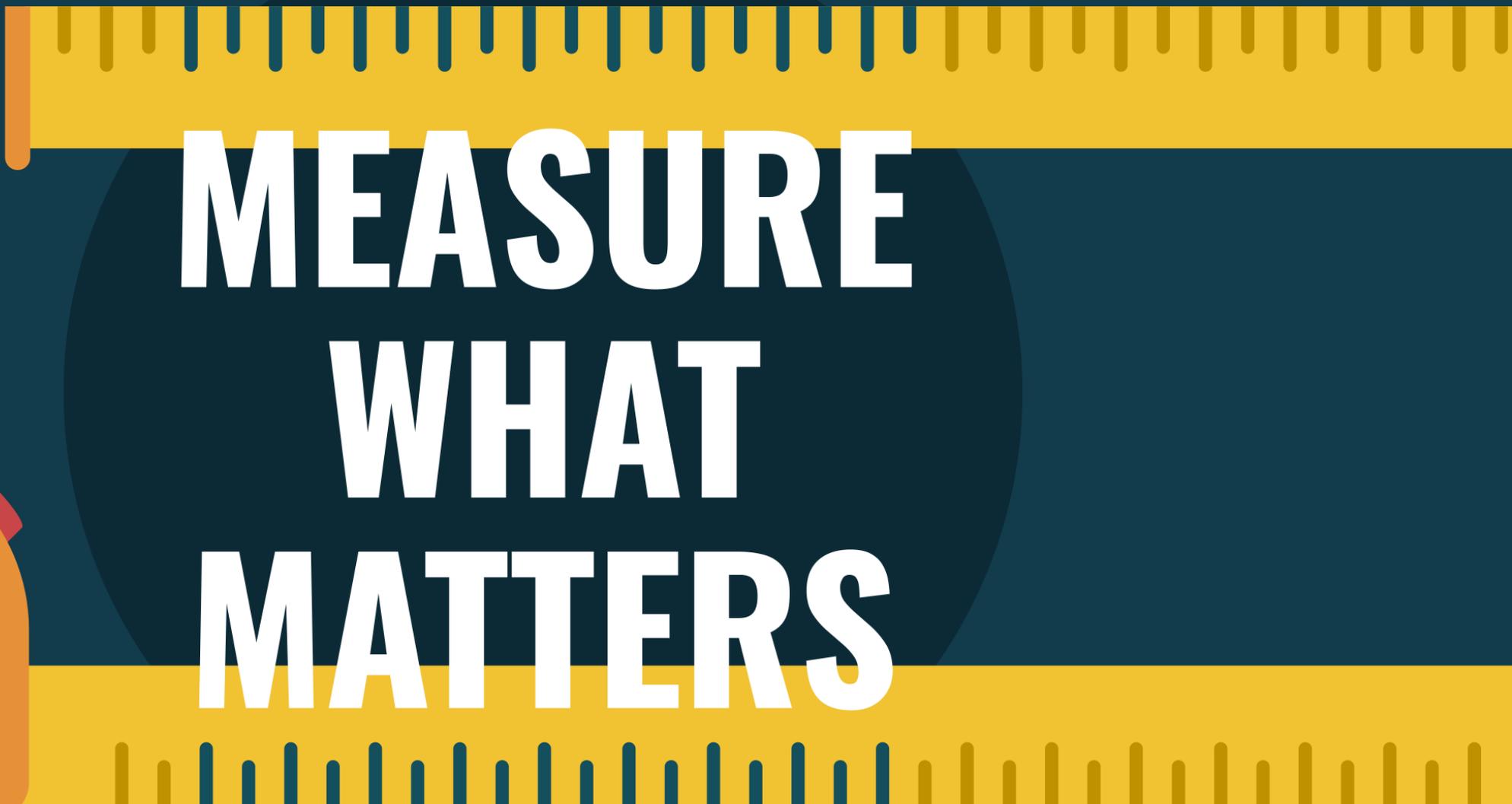


PROGRESS

The word "PROGRESS" is rendered in a bold, blue, sans-serif font with a white dashed outline. A thick red line starts from the left edge of the frame, enters the letter 'P', loops through the 'O', 'G', 'R', 'E', and 'S', and exits to the right. Small red arrowheads are placed at various points along this path, indicating a non-linear or iterative progression through the letters.

PERFECTION





**MEASURE
WHAT
MATTERS**





**VANITY
METRICS**

The Rule of 3

Personal

THE **NoW**
OF WORK

1. PRACTICE PROMPTING (and train your models)

Chat GPT, Perplexity, Grok...

From phone to AI agents...

2. PRACTICE LIFELONG LEARNING IN ALL EXPONENTIAL TECHNOLOGIES

Blogs - www.diamandis.com/blog

Tik Tok - @ai.explored | @rileybrown.ai

Podcast – [A16Z](#)

3. BE MINDFUL OF YOUR PRIVACY

The risks of using personal data

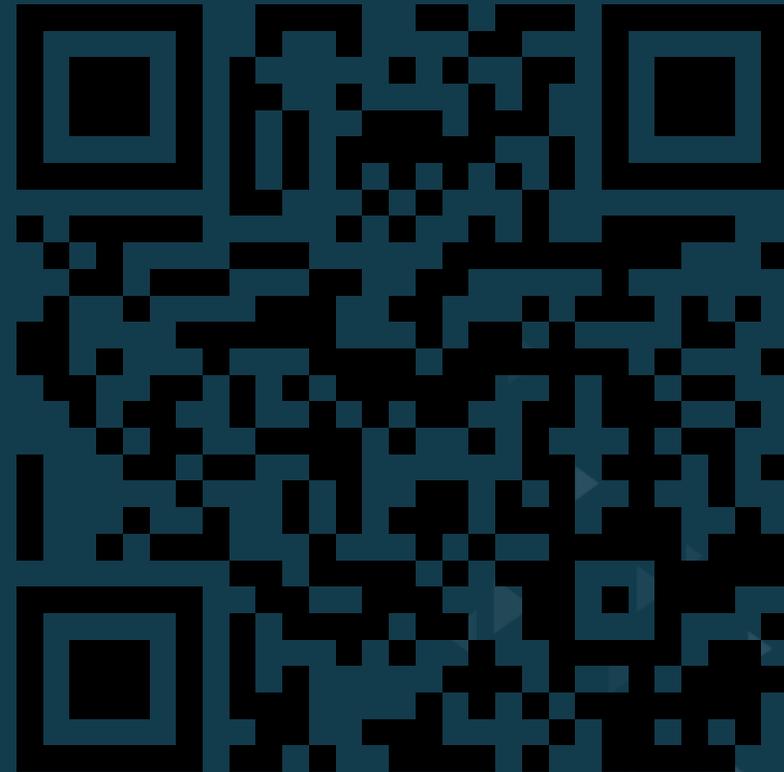
The Rule of 1

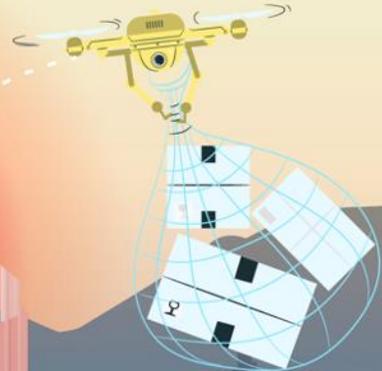
Professional

THE **NoW**
OF WORK

THE **NoW AI**
PROGRAMS

Exclusively for
People & Culture leaders!





FUTURE

WOMAN

THE **FUTURE**
IS **NOW**
ARE YOU READY?



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nowofwork.com