

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

The text 'I GET YOU' is rendered in a large, bold, yellow font with a thick brown outline. The word 'I' is positioned above 'GET'. The word 'YOU' is positioned below 'GET'. Two stylized hands are integrated into the design. One hand, colored light orange with a brown outline, is positioned behind the letter 'T' in 'GET', giving a thumbs-up gesture. The other hand, also colored light orange with a brown outline, is positioned to the right of the 'T', with its index finger pointing towards the text.

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

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

Albania

The government
it's already

- "ADA," Albania's new AI minister, is named after Ada Lovelace
- She'll handle public relations to citizens
- PM Edi Rama says this move shows transparency

Walmart allows

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

PUBLISHED TUE, OCT 23, 2025
Melissa Repko
@IN/MELISSA-REP
@MELISSA_REPKO

Launch

...ing up to roll
... a sovereign-
... German
... on SAP's
... e), ensuring
... eignty,
... ds. The goal:
... workflows while

maintaining trust and control over AI infrastructure.

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	1	Therapy & Companionship	+1
Therapy & Companionship	2	Organize Life	New
Specific Search	3	Find Purpose	New
Edit Text	4	Enhance Learning	+4
Explore Interests	5	Generate Code	+42
Fun & Nonsense	6	Generate Ideas	-5
Troubleshoot	7	Fun & Nonsense	-1
Enhance Learning	8	Improve Code	+11
Personalize Learning	9	Creativity	+18
General Advice	10	Healthy Living	+65
Draft Emails	11	Interview Preparation	+24
Explainers	12	Generate Images	+53
Write & Edit Résumé	13	Specific Search	-10
Excel Formulas	14	Explainers	-2
Email Writing	15	Cooking Guidance	+10



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





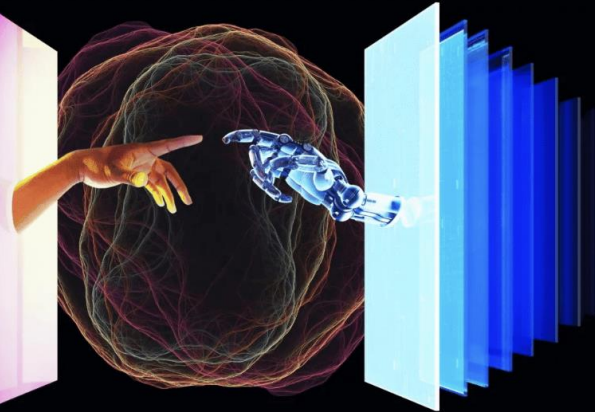
Duolingo announced plans this week to replace become an “AI-first” company — a move that [pointed to](#) as a sign that the AI jobs crisis “is her

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.

It’s
Been
a
Minute



THE SHIFT

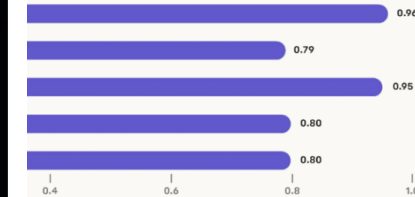
For Some Recent Graduates, the A.I. Job Apocalypse May Already Be Here

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

Fail Rates Across Models



in a simulated environment. Refer to Figure 7 for the full plot with more out of 100 samples.

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 10:00 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



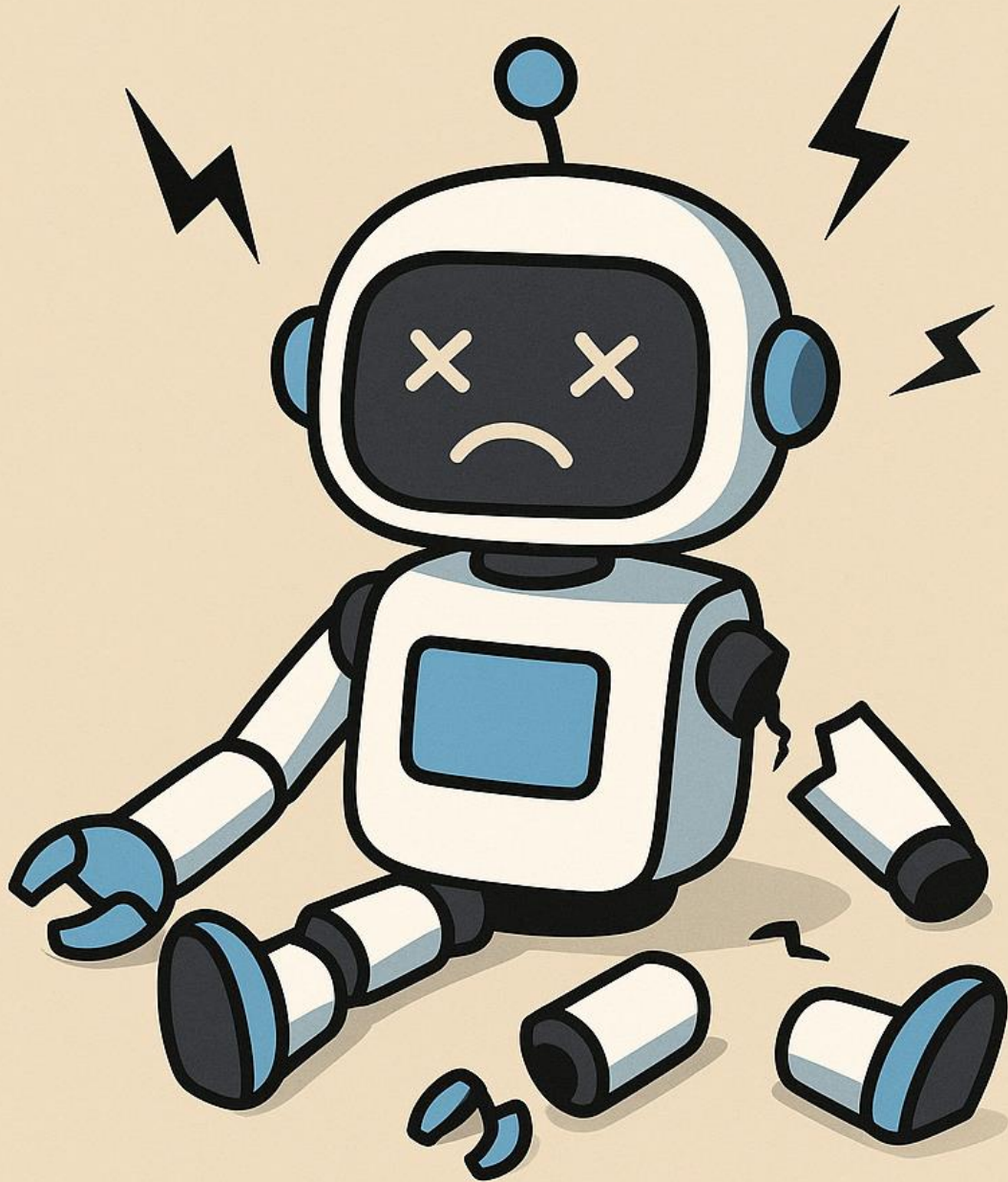
By 2030...

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

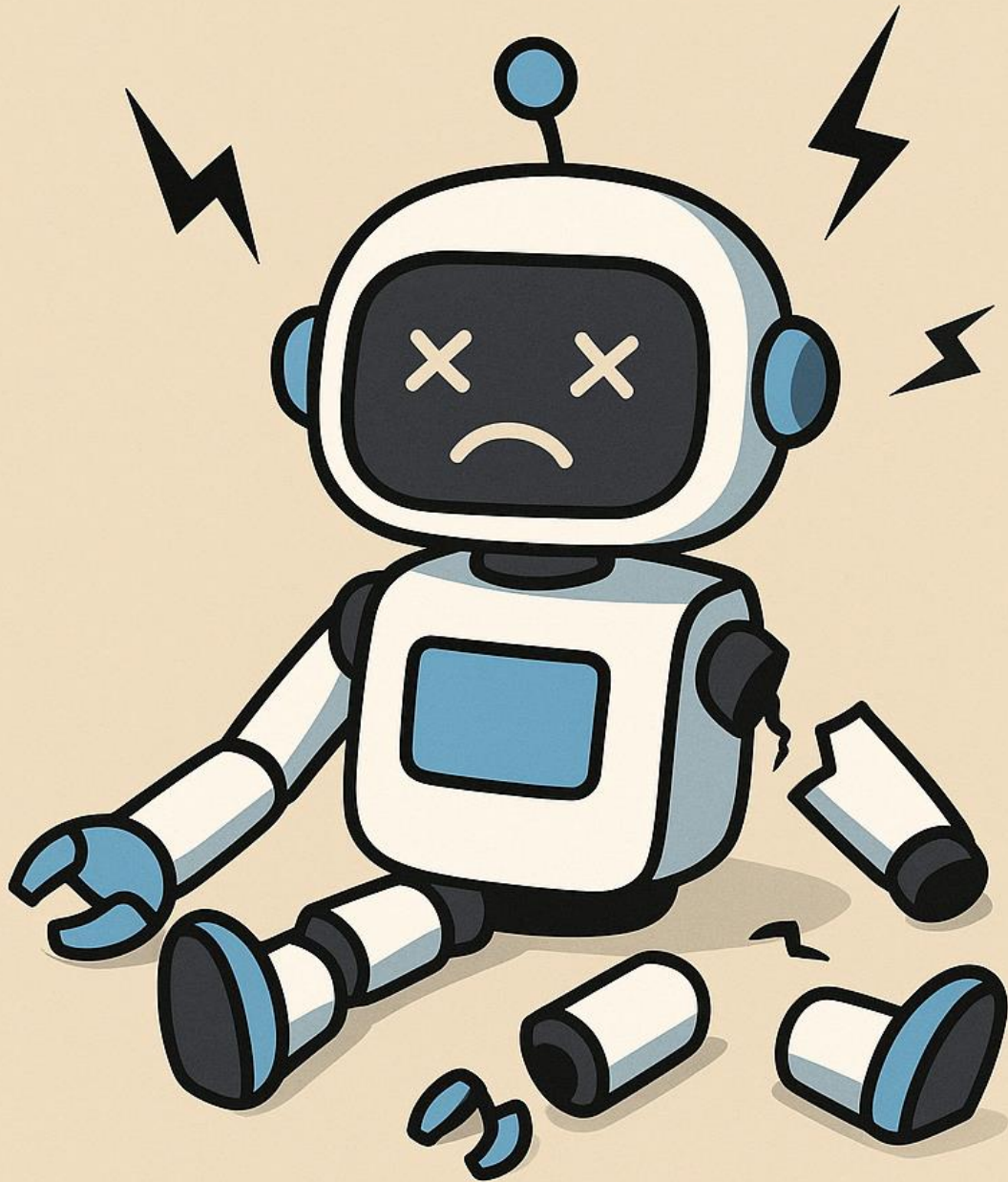
MIT report: 95% of generative AI pilots at companies are failing



BY **SHERYL ESTRADA**

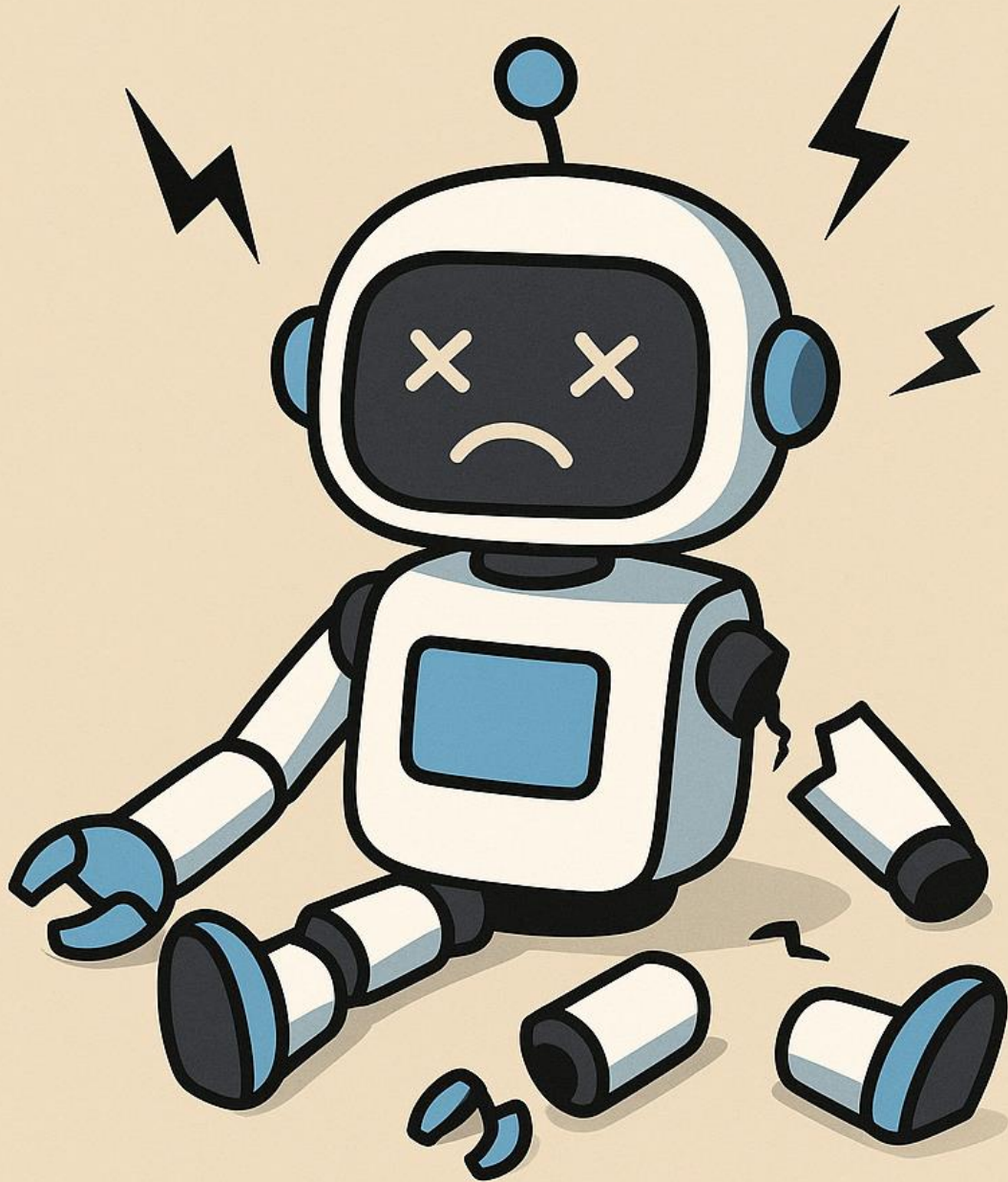
SENIOR WRITER AND AUTHOR OF CFO DAILY

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

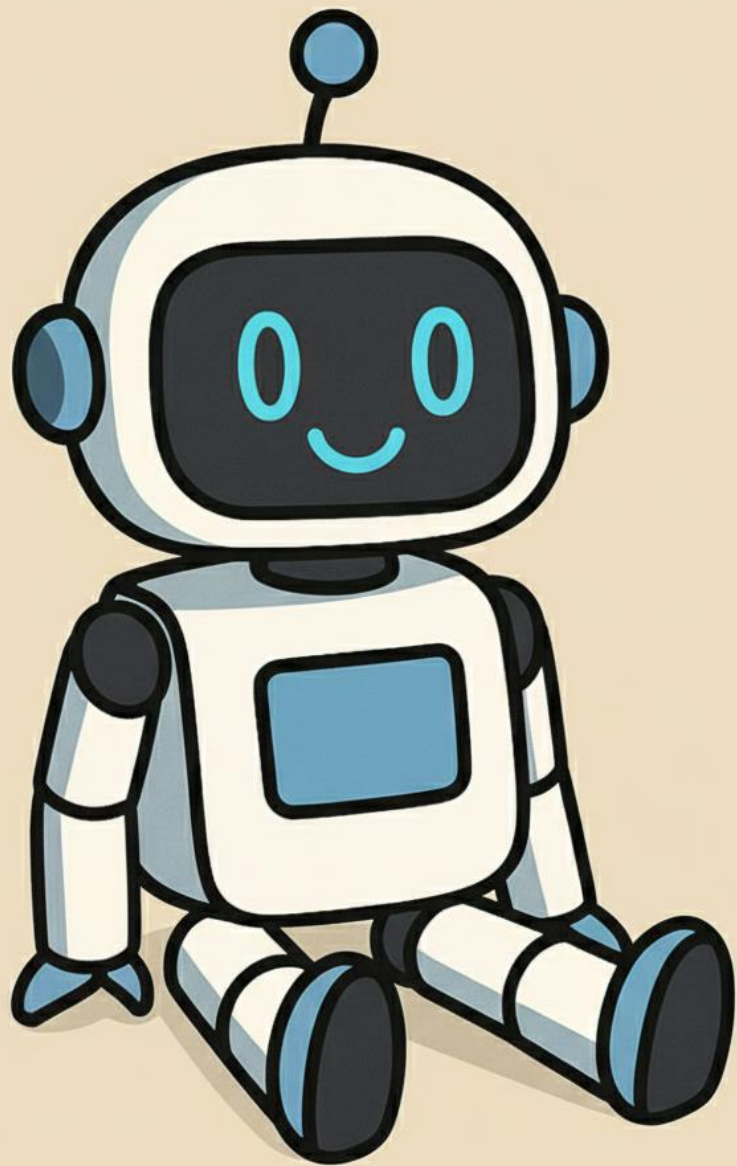
//// THE 7 C'S



Health scan

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

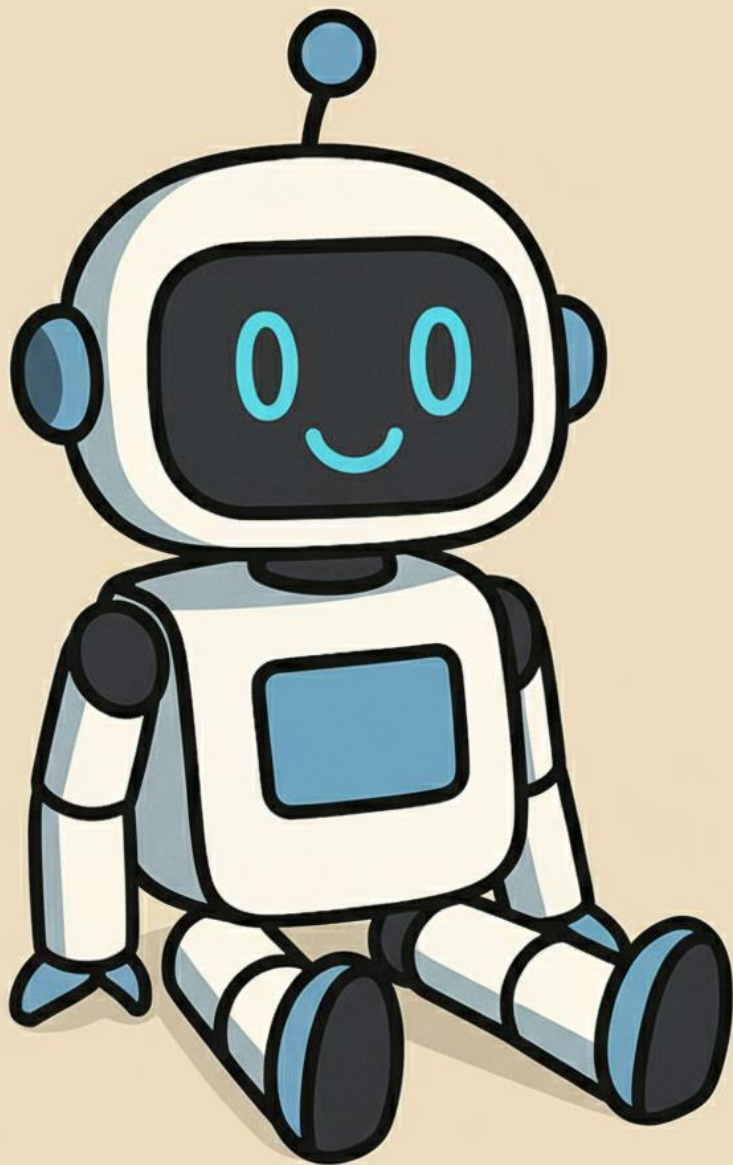




THE **NoW**
OF WORK

The Framework

THE **NoW AI**
PROGRAMS



AI Principles



AI Operating Principles v:052025

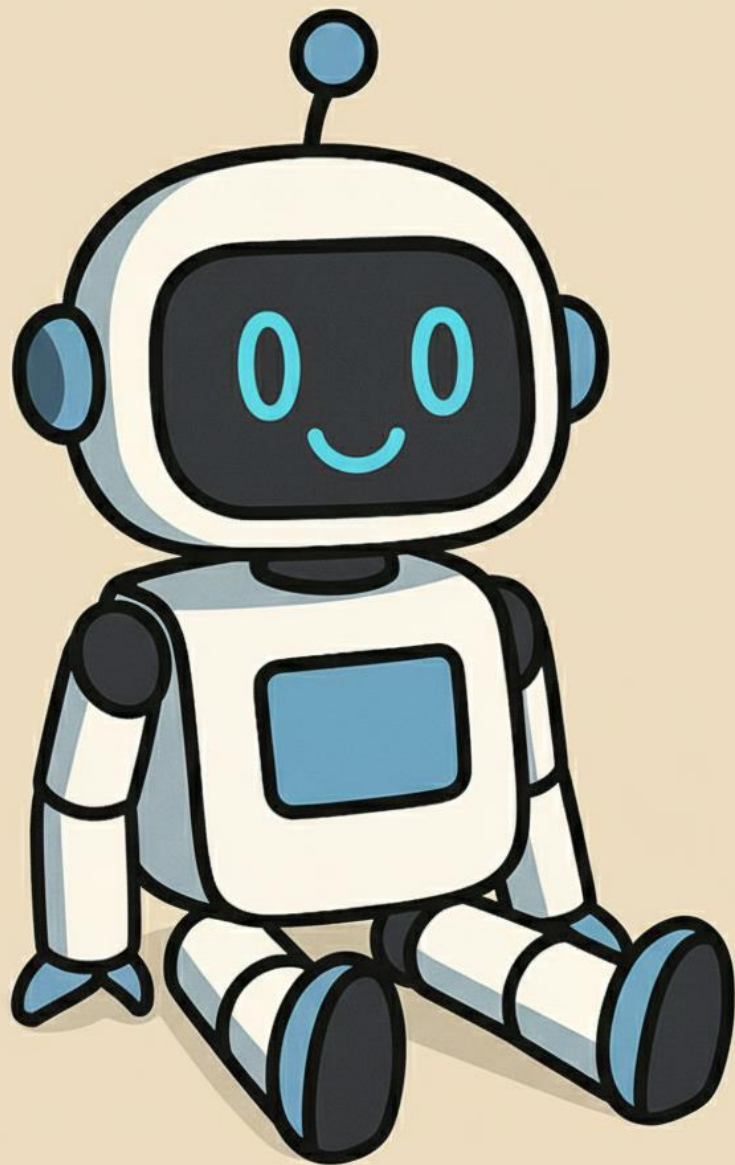
At the NoW of Work, we recognize the transformative potential of Artificial Intelligence (AI) to enhance our services, streamline operations, and deliver greater value to our customers. We are committed to using AI responsibly and ethically, ensuring that its deployment aligns with our core values and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

- 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.
- Privacy & Security**
We will keep all data private & secure by following all applicable data protection laws.
- 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).
- 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.
- 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.
- 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.

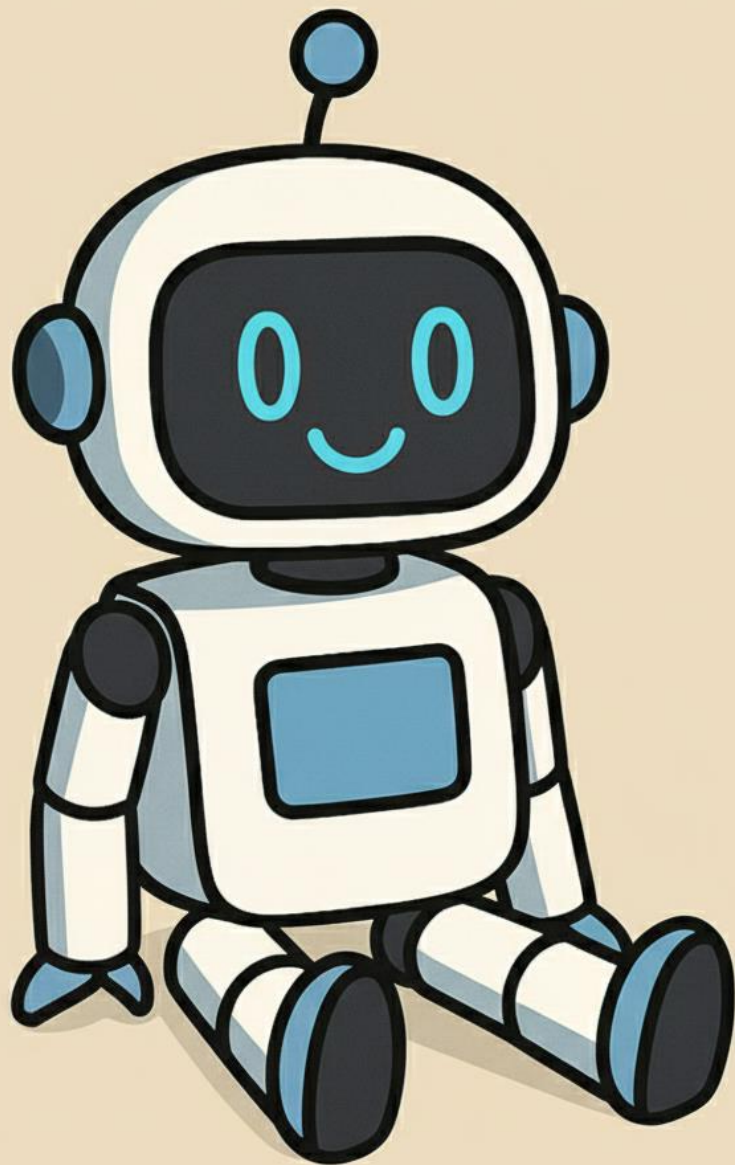
In the next three years, our goal is to expand our *knowledge, adoption of, and products & services* to bring our Team Members, Clients and broader community the 7 C's. We aim to reach new heights in both Team Member and Client experiences by making our processes *more repeatable, predictable and scalable*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



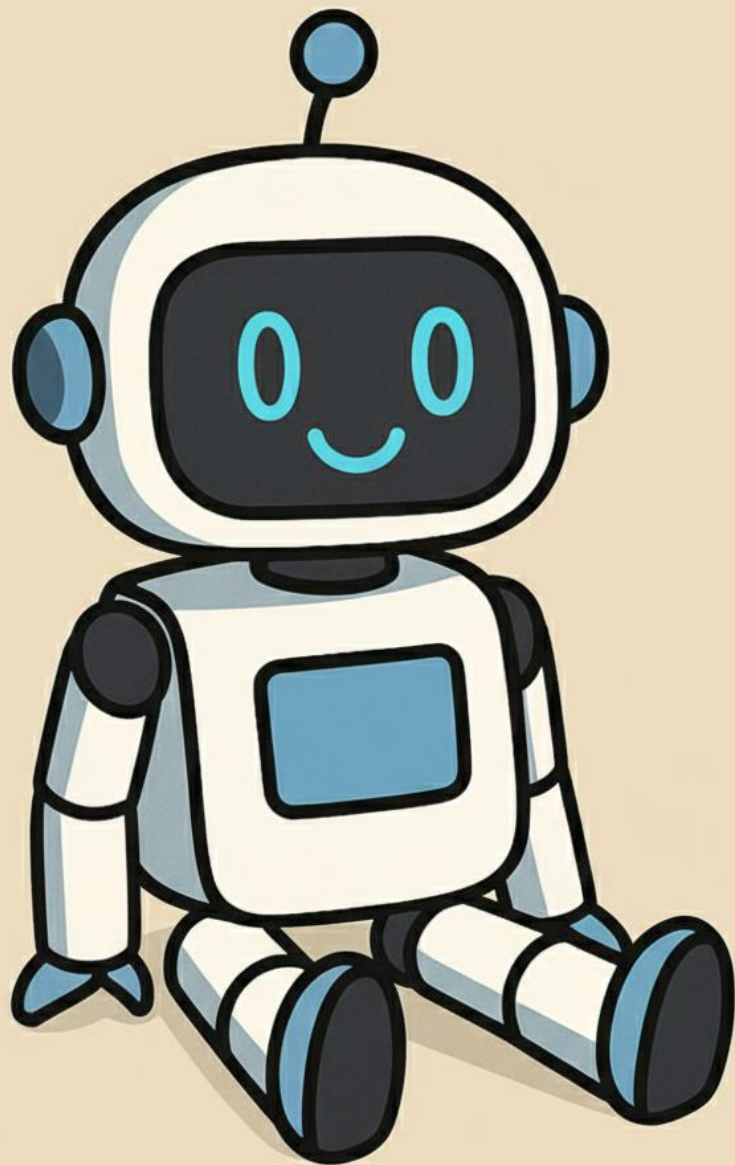
AI Backlog

WHAT PROBLEM
ARE YOU TRYING
TO SOLVE?

The Kanban board is organized into six columns representing different stages of AI use case development:

- ALL AI USE CASE IDEAS** (56 items):
 - Card 1: "WHAT PROBLEM ARE YOU TRYING TO SOLVE?" with a question mark icon. Label: "ALWAYS YOUR STARTING POINT".
 - Card 2: "PAY YOUR TAX NOW Here!" with a tax sign icon. Label: "FINANCE".
- IDEAS TO BE VETTED** (1 item):
 - Card 1: "Purpose of the vetting stage".
- AI BACKLOG** (4 items):
 - Card 1: "Purpose of the backlog stage".
 - Card 2: "FUN & FOR LEARNING Idea 1".
 - Card 3: "Coordinate/Communicate automatic follow ups with potential hires".
 - Card 4: "Improve CSRs with Performance Coaching Reviews (Avoca)".
- Experiments in progress** (1 item):
 - Card 1: "AI Invoicing Generation and Review to save on department time management and collate brand identity and language".
- Successful experiments** (2 items):
 - Card 1: "What is SUCCESSFUL?".
 - Card 2: "Sales Performance Coaching VRS | Virtual Reality Sales Pitch and Closing Training (Rilla)".
- Failed experiments** (1 item):
 - Card 1: "What is FAILED?".

At the bottom of the board, there are two small robot icons and a "PEOPLE & CULTURE" label.



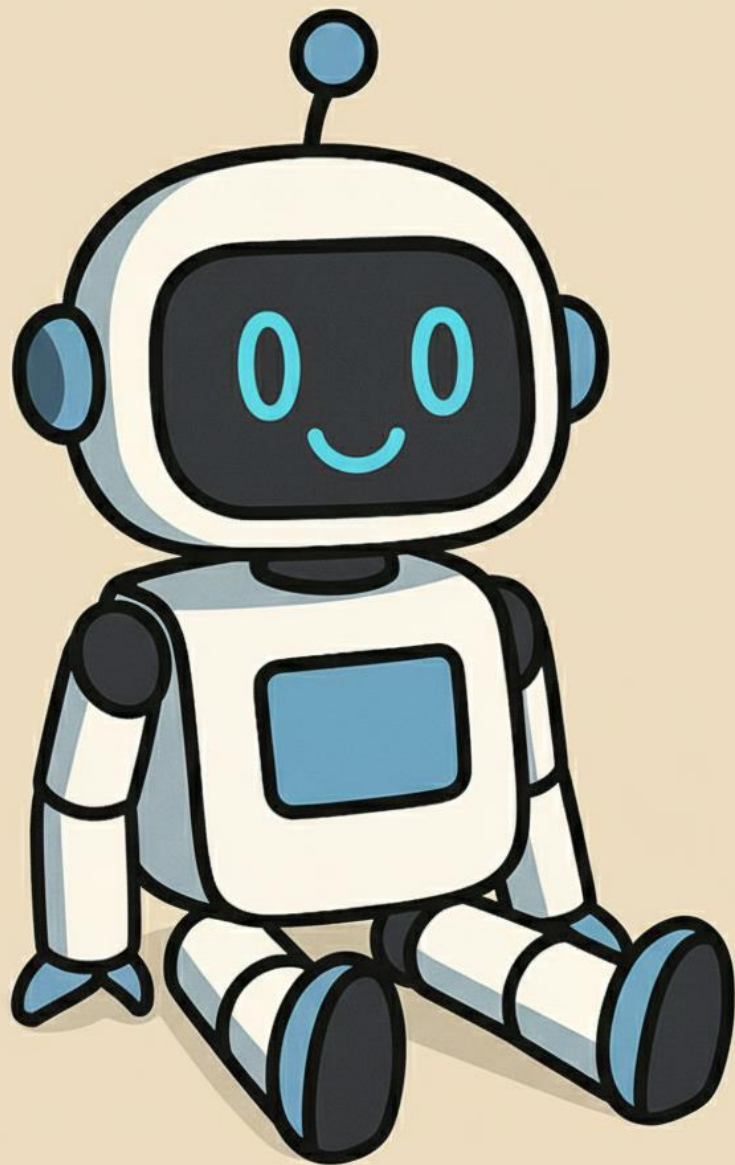
Vetting AI use-cases

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?

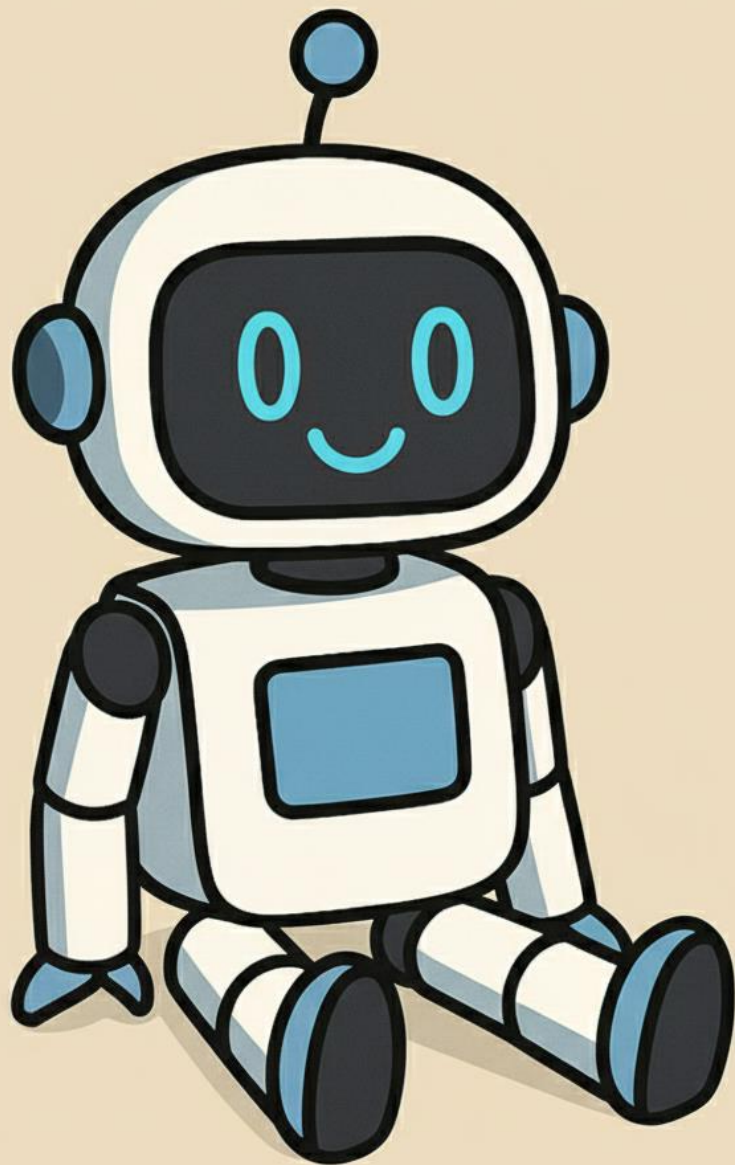
2. Data Privacy & Security

- ☐ 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

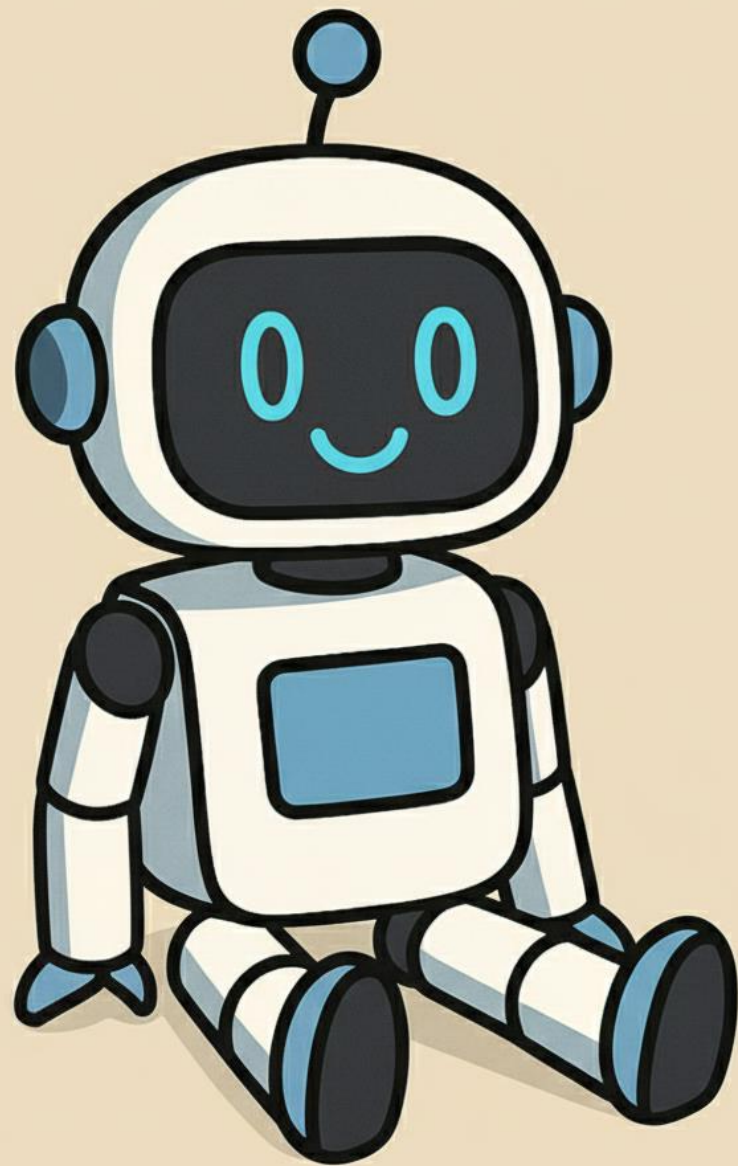
Company name: *

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

Name of the AI Solution to be piloted: *

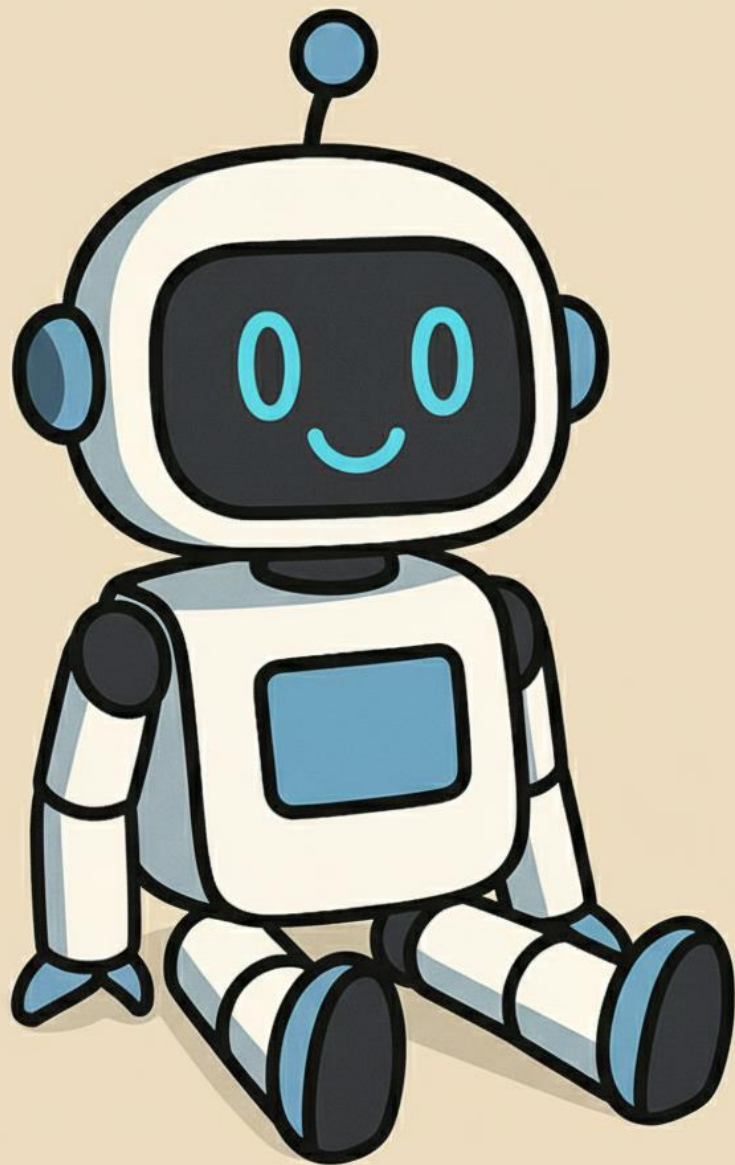
Name and contact info of vendor contact:

The problem to solve: *



3P decisions

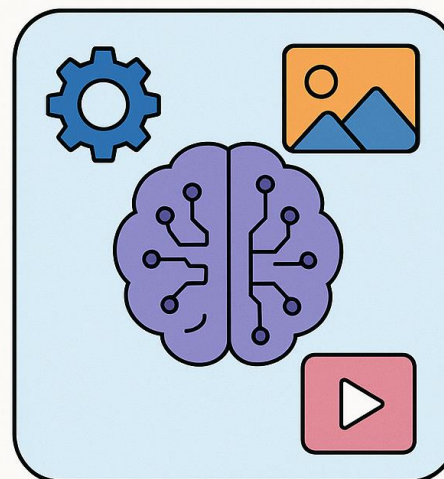




Maximizing Gen AI

GEN AI AND ITS UNTAPPED POTENTIAL

Most companies are not maximizing the technology's use cases



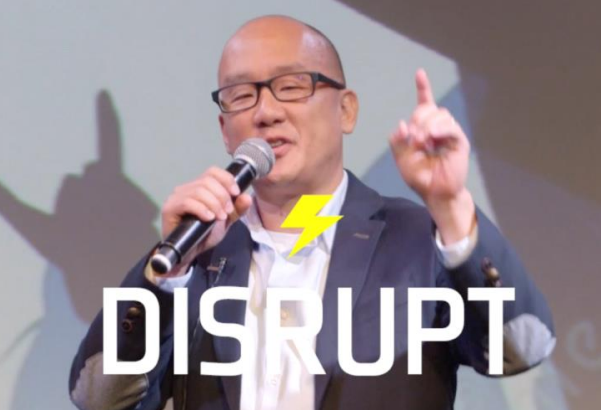
Potential
use cases

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.



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



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

THE **NoW**
OF WORK

2015 / 2016

2025 / 2026

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
EXECUTIVES

**START
Now
OF WORK INC.**

THE FUTURE
IS NOW

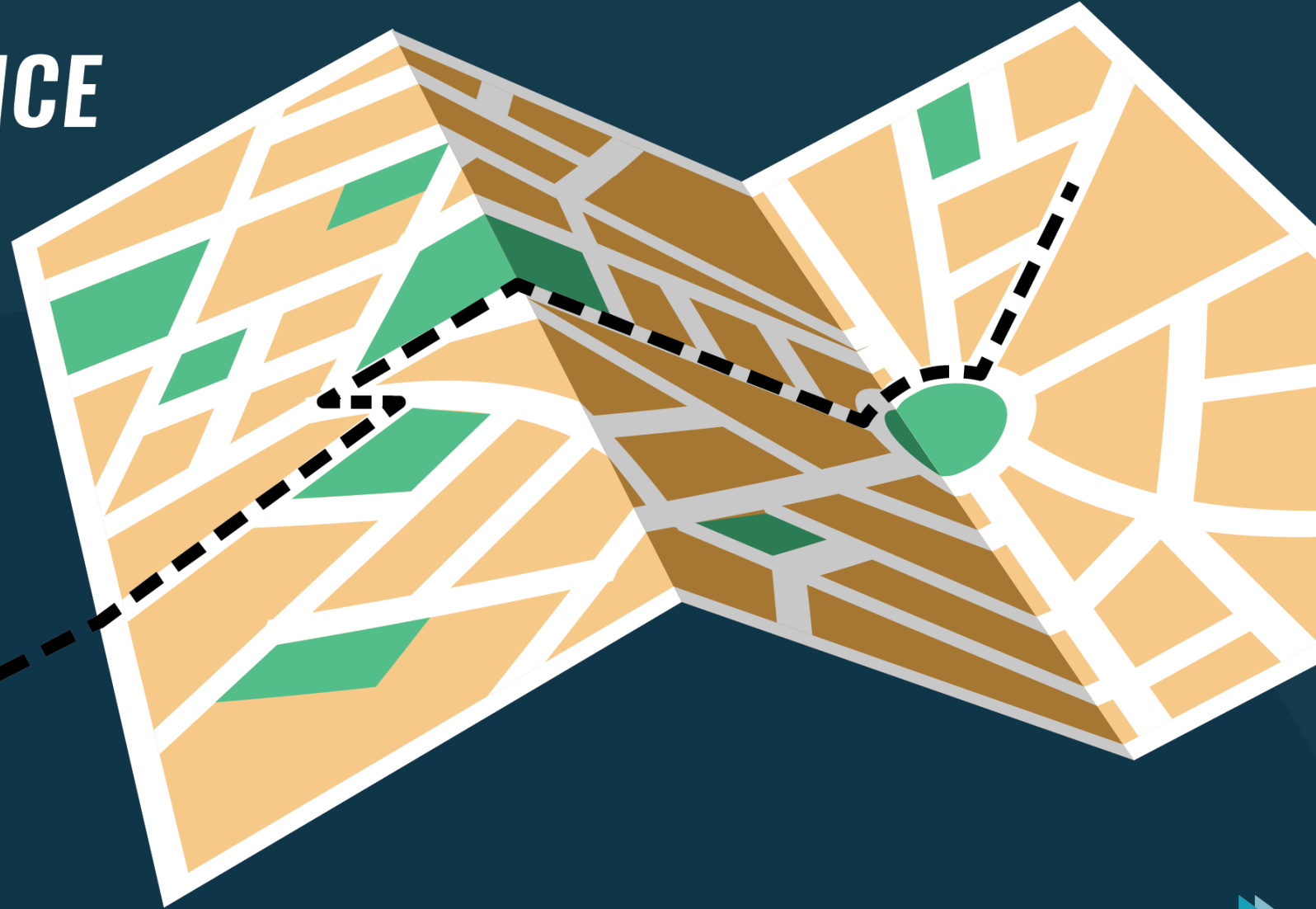
ARE YOU
READY?



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



CUSTOMER JOURNEY/EXPERIENCE



INNOVATION ECOSYSTEMS

Internal



INNOVATION ECOSYSTEMS

External





THE INNOVATION SHIFT





PROGRESS



PERFECTION





MEASURE WHAT MATTERS



VANITY METRICS

The Rule of 3

Personal



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

WOM

THE FUTURE
IS NOW
ARE YOU READY?

