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Unleash the full potential of generative AI

Exploring six strategic questions that will help organisations
unleash the full potential of generative AI

We investigated the use of AI in the Nordics and found strong utilisation of generative AI among employees, a keen focus from leadership but a lack of strategic prioritisation

91%

... of executives view generative AI as a **big opportunity** for their organisation.

42%

... of employees use generative AI tools **multiple times a week professionally.**

6%

... of organisations have established either a **strategy or a generative AI team.**



Take a *different approach* to unleashing the *full potential* of generative AI

Generative AI is everywhere and on everyone's mind. New groundbreaking applications and imaginative use cases are introduced on a daily basis. Technology develops exponentially. Adoption rates soar.

However, the current enthusiasm and widespread applications in business need to be put into a strategic perspective.

At the end of the day, generative AI is merely a technology, and to unleash the truly transformative potential, strategic choice-making is needed. If not, implementation of myriads of exciting use cases might turn out to be the biggest waste of resources in the history of organisations.

Compelling opportunities, deep strategic thinking and decisive resource allocation are needed to harvest the full potential of generative AI.

Bottom-up experimentation must go hand in hand with a top-down strategic view of making the right choices for the future.

From our experience, you need to explore six strategic questions to unleash the *full potential* of generative AI

1.

Current business

How might we identify high-potential opportunities in current business to fast-track efficiency and quality gains?

2.

Future business

How might we rethink our business model if powered by AI, taking a zero-based approach?

3.

Accelerated impact

How might we experiment and scale generative AI opportunities to unleash the full potential faster than competition?

4.

Building blocks

How might we nurture, build or access the essential capabilities and technologies required to become fit for the future?

5.

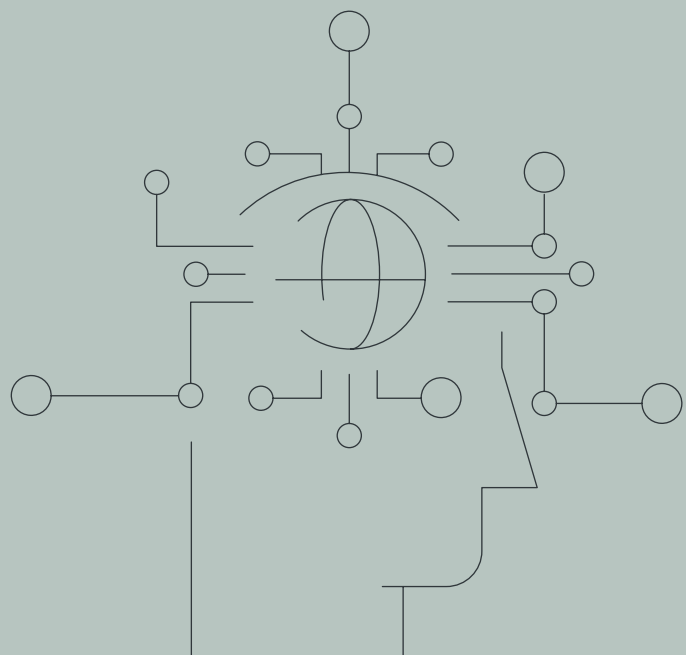
Human transformation

How might we take a profoundly human-centric approach to transforming the business and crossing the emerging AI chasm?

6.

Sustainable results

How might we shape our future in an ethical and responsible manner to safeguard our business and deliver sustainable results?



1 Current business

How might we identify *high-potential opportunities in current business* to fast-track efficiency and quality gains?

Put real needs before AI solutions

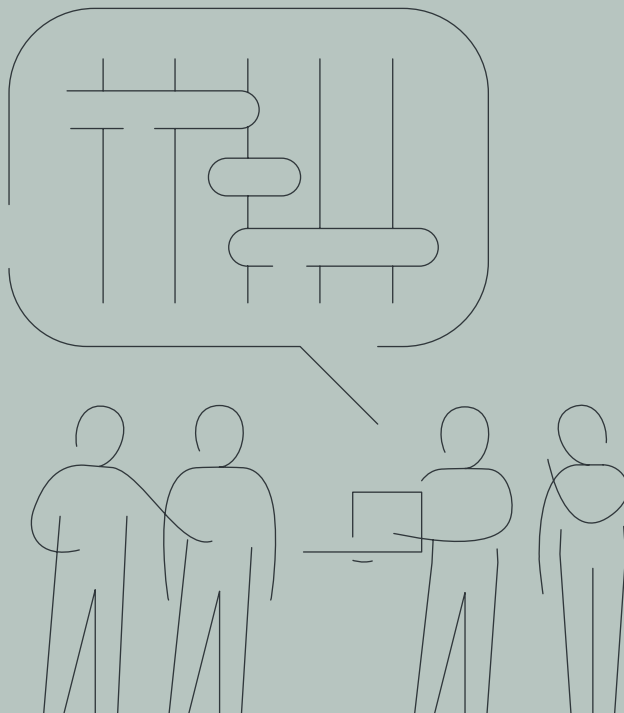
Map current inefficiencies and pain points across the value chain and customer journey, covering both backstage and frontstage of the business model before even considering generative AI solutions.

Explore multiple AI solution options

Generate and prototype generative AI use cases and opportunities, addressing pain points with ready-to-build or simple build-your-self solutions – while also considering non-AI solutions.

Demonstrate impact really fast

Prioritise use cases by assessing risks and impact to identify quick wins to get traction faster – deploy solutions fast to learn even faster.



1 Current business

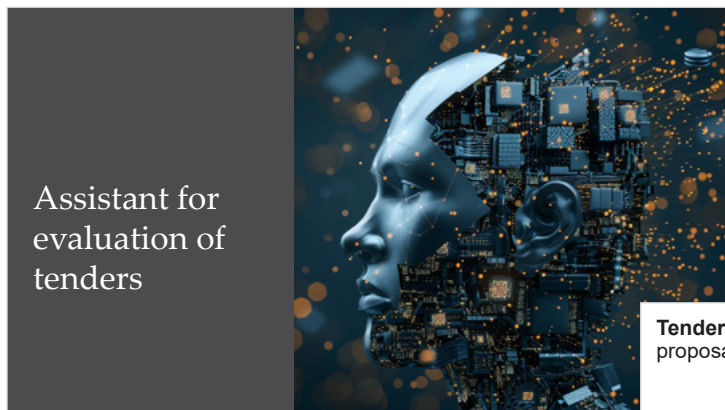
The potential within generative AI is already substantial – be strategic when identifying use cases and choosing what to scale

Optimising tendering processes by 50% in aviation

A leading airport operator in Europe used 80 FTEs over a six-month period to assess and evaluate hundreds of tender proposals (e.g. restaurant slots and clothing stores).

Having identified and prioritised this major resource issue, different solutions were evaluated for using generative AI to automatically analyse all proposals and pre-score proposals based on how well they fulfilled the tender criteria, potentially halving the number of FTEs needed to read and evaluate the proposals. Furthermore, the solution is flexible and customisable for similar analyses with limited coding needed.

The tender AI agent evaluated had an average accuracy rate within +/-10% of what a human could achieve, meaning more time could be spent on scoring the proposals.



Facts and insights

40%

of working hours will be impacted by large language models (LLMs).

2x

the speed for coding by using generative AI as a coding assistant.

30%

boost in HR productivity through utilising generative AI.

Tender evaluation agent results | The agent pre-scores all proposals based on how well they fulfil the tender criteria

	CRITERIA 1	CRITERIA 2	CRITERIA 3
Supplier 1			
Supplier 2			
Supplier 3			

2 Future business

How might we *rethink our business model if powered by AI*, taking a zero-based approach?

Discover hidden innovation needs

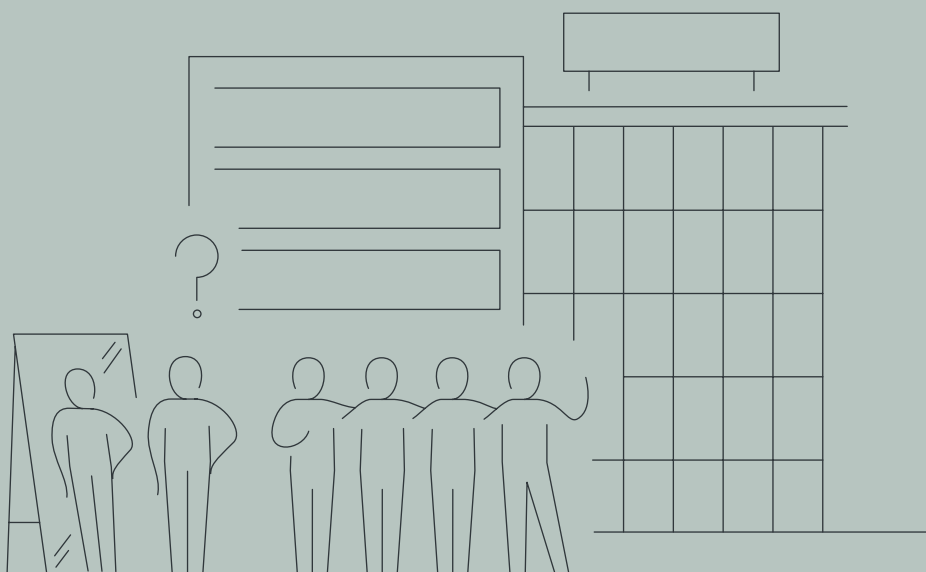
Uncover latent and unmet needs inside and outside the organisation to uncover novel innovation opportunities – and avoid “getting faster horses” powered by generative AI by asking what the customer wants.

Take a future-back approach

Reset your business to day zero and work from the future and backwards. Dare to rethink future business models in an unbiased way and build compelling future scenarios leveraging the full potential of generative AI.

Turn the far future tangible today

Prototype the future fast to make it real and compelling while working systematically to validate critical assumptions to make the right choices for the future.



2 Future business

Generative AI holds a truly disruptive potential which calls for putting current business models under scrutiny sooner rather than later

Disrupting claims handling in the insurance industry

EvenUp uses generative AI to support personal injury lawyers and their clients and aims to change the field by leveraging generative AI to generate demand packages that accurately reflect the true value of injury claims.

By analysing large datasets of 250,000+ verdicts and settlements, EvenUp provides more accurate demand packages – and saves time and reduces costs for law firms. 30% higher claims on average and faster settlements.

By specialising in personal injury law, EvenUp can concentrate its resources and expertise to address specific challenges and opportunities that personal injury lawyers and their clients face.

Next up is autonomous generative AI agents that will behave with collaboration, cost, memory and utility in mind. When the EvenUp AI agent has created the demand package, it will automatically be shipped and assessed by the insurance AI agent with potentially no human intervention.

EvenUp

Overview Products Company Contact Schedule a call Log in

Claim bigger, settle faster

Powered by millions of records, EvenUp turns medical docs and case files into AI-driven demand packages for injury lawyers.

Schedule a call Learn more

Trusted by the best injury lawyers and firms

3,000+ Demands drafted per month	700+ Law firms using EvenUp	\$500M In claimed damages	\$75M In missing documents flagged
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Facts and insights

96%

of global business leaders agree that **convergence of digital and physical worlds will transform business** in the next decade.

95%

of global business leaders believe **generative AI is ushering in a new era of enterprise intelligence.**

60%

of new unicorn start-ups **are generative AI native.**

3 Accelerated impact

How might we *experiment and scale generative AI opportunities* to unleash the full potential faster than competition?

Balance portfolio of AI initiatives

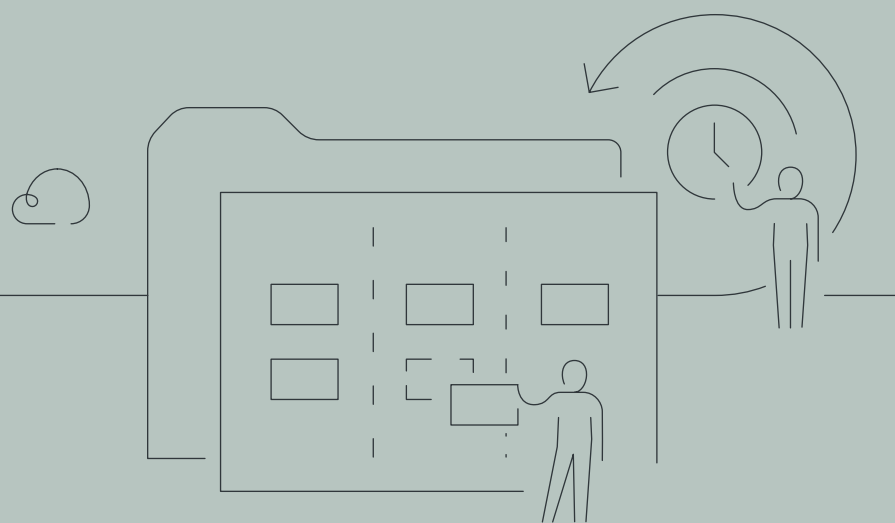
Design and manage a balanced portfolio of AI initiatives with no-regret moves, bold bets and experimental options to optimise total return on your AI investment.

Make de-risking a core capability

Embrace the inherent risks of AI smartly by installing a dual operating system to accelerate low-risk, no-regret moves and de-risk bold bets and experimental options.

Foster bottom-up experimentation

Encourage widespread generative AI adoption across the organisation to fuel bottom-up experimentation to spot and scale new ideas developed by lead users and frontrunning employees.



3 Accelerated impact

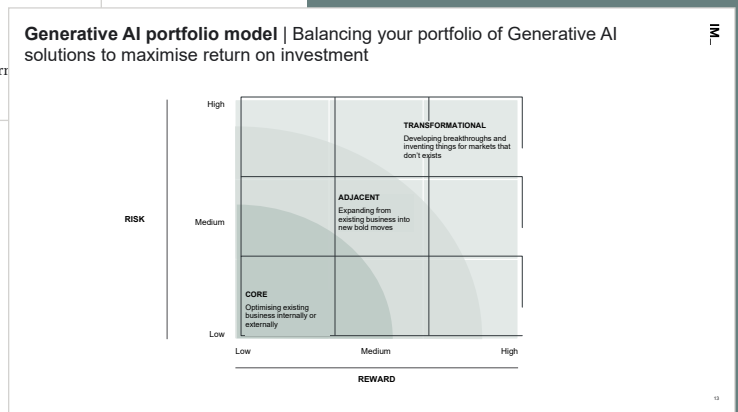
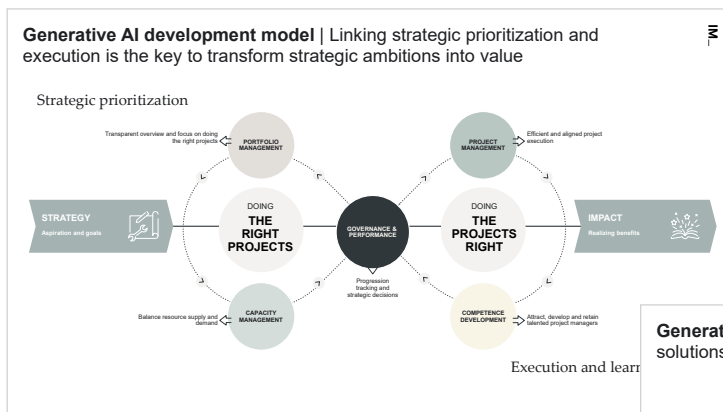
Taking a balanced approach to delivering fast impact while allowing space for long-term strategic experiments

Installing an agile AI portfolio and project management model

After having completed a transformative AI strategy process, a leading global philanthropic foundation observed a strong need to upgrade capabilities and management systems for managing the implementation of incremental and radical AI solutions. Current models did not serve this purpose well.

To drive fast impact creation, a new agile project model was designed, making sure to emphasise the very cross-functional nature of developing impactful AI solutions as well as tailoring the model to different levels of risk.

Further, to balance investments strategically and to manage multiple innovation projects, a simple and agile portfolio management model was designed to make better choices and drive execution through clear resource allocations.



Facts and insights

41%

of executives plan to **double their investments in generative AI** in the next six to twelve months.

64%

of CEOs say that they are **facing significant pressure to accelerate the adoption** of generative AI.

10%

of **innovation investments** should be fenced and allocated to experimental strategic options to maximise portfolio returns.

4 Building blocks

How might we nurture, build or access the *essential capabilities and technologies* required to become fit for the future?

Spot and fill AI capability gaps

Assess current capabilities and spot gaps systematically given future AI choices to identify weaknesses in the organisation and secure critical future talents.

Upgrade technology resources

Map and assess upgrade needs for your current technology resources, including technology stack, infrastructure and architecture to ensure the right level of future fitness.

Build a robust ecosystem

Explore options among partners, vendors and suppliers to make the right choices for scaling and building the AI ecosystem to access complementary capabilities and assets.



4 Building blocks

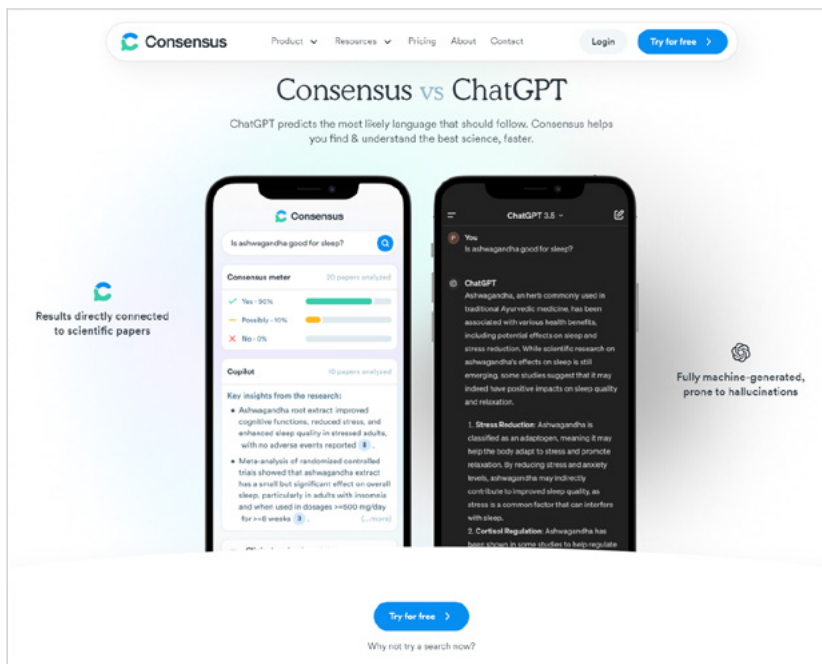
The rapid progression of generative AI requires companies to act fast in identifying relevant partnerships to build a solution quicker

Partnering up with OpenAI to build AI academic search engine

The startup Consensus identified that the search for reliable research and unbiased information was a real pain for many researchers and students. Consensus offers a search engine that uses generative AI to find insights in over 200 million scientific research papers quickly.

By initiating a partnership with OpenAI, they got early access to the latest GPT models, giving them the opportunity to build their services quicker than their competition.

Consensus raised \$3M in seed funding, which was later brought up to \$4.25M. Furthermore, they are one of the most popular GPTs in OpenAI's GPT store and have been placed #1 in popularity regularly.



Facts and insights

40%

of the workforce will need to **reskill in the next three years** as a result of implementing AI.

72%

of IT leaders respond that there is a **crucial gap in their workforce for AI skills**.

49%

of organisations are **struggling to recruit AI talent**.

5 Human transformation

How might we take a *profoundly human-centric approach* to transforming the business and crossing the emerging AI chasm?

Upskill your workforce fast

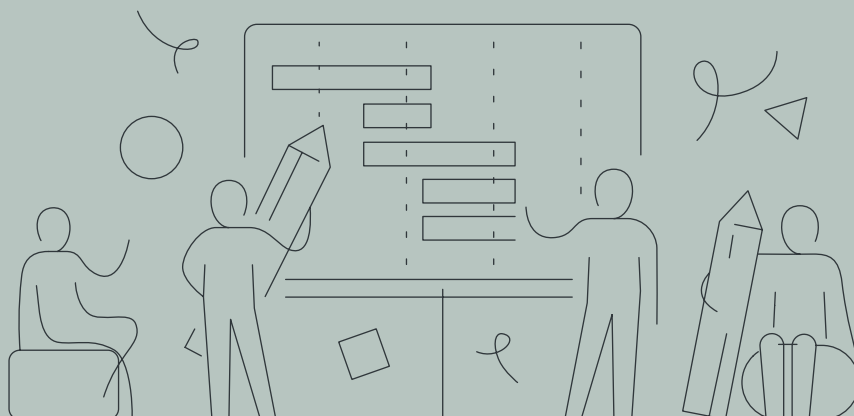
Develop a competence model and train employees systematically in AI skills while launching dedicated initiatives to accelerate the adoption rate inside the organisation where risks of low adoption are high.

Put people before technology

Ignite passion for AI across internal stakeholder segments by making it relevant, tangible and putting people and change leadership first in every step of implementing new AI solutions.

Recruit talent strategically

Scout for AI talent inside and outside of the organisation and decide how to invest in attracting talents and employee branding in a future of extreme AI talent scarcity.



5 Human transformation

The real value of generative AI comes when you are able to inspire your workforce to adopt the tools

Enhancing journalistic productivity by 40%

Recognising the potential benefits of generative AI in journalism, a prominent Nordic media firm sought to harness the technology for more efficient news reporting.

Our mission was to facilitate a leap in operational efficiency and content excellence. To achieve this, we hosted inspirational sessions and conducted extensive prompt engineering training, encompassing both foundational and sophisticated techniques such as contextualisation, chain of thought, process prompting and templating.

The results from a three-week pilot were promising. Journalists witnessed up to a 40% boost in their weekly productivity. Moreover, the average performance of the generated content surged by 24%, indicating both a quantitative and qualitative improvement in output. Additionally, there was a noticeable 4% boost in employee satisfaction, signifying a positive shift in the workplace environment.



Facts and insights

70%

of learning comes from **challenging assignments**.

20%

of learning comes from **interaction with others**.

10%

of learning comes from **formal training**.

Prompt engineering

/prompt ɛnʤɪˈnɪəriŋ/

The art of crafting text to elicit productive behavior from generative AI models.

Six further prompt engineering techniques to elevate your results



- **Segment tasks into manageable pieces**
Break down projects into smaller, more digestible tasks for LLMs. Segmenting tasks can enhance the focus and precision of the generated output.
- **Encourage step-by-step thinking**
Ask the LLMs to think "step by step" to maximize their cognitive abilities. Breaking down a complex query into its constituent elements can yield more detailed and accurate results.
- **Specify a clear process**
Outline a step-by-step procedure for the model to follow. By indicating steps (Step 1, Step 2, etc.) in your prompt, you ensure that each phase addresses a particular aspect of the overarching task.
- **Emphasize truth and admittance**
Remind the model not to fabricate information and to admit uncertainty. This prevents misinformation and enhances the quality of responses.
- **Request multiple examples or lists**
LLMs don't tire or get irritated by tasks, so leverage this capability.
- **Promote interactive dialogue**
Encourage a back-and-forth with LLMs by either requesting feedback on its output or allowing it to ask follow-up questions. This approach can unearth deeper insights and ensure clarity.

6 Sustainable results

How might we *shape our future in an ethical and responsible manner* to safeguard our business and deliver sustainable results?

Set your ethical standards

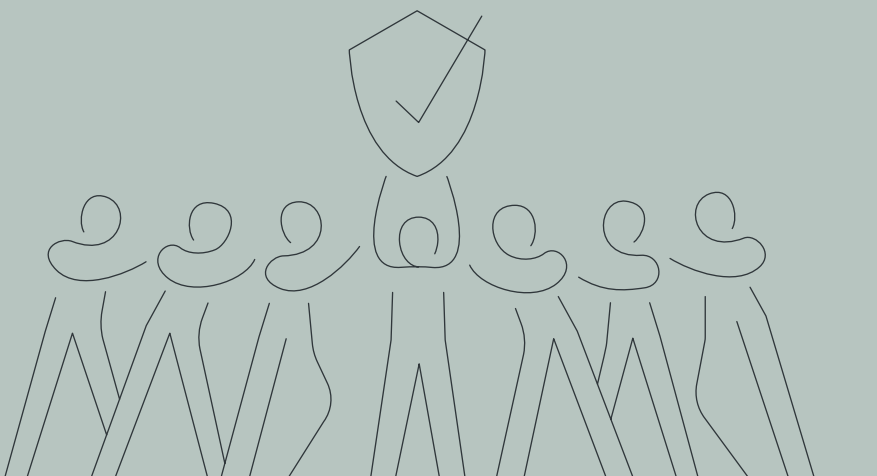
Make a non-negotiable ethical charter on responsible practices and behaviours to guide the organisation with clear guardrails on what to do and what not to do with AI.

Put security and sustainability first

Adopt rigorous security measures, conduct regular threat assessments and update defences to counteract emerging cyber threats, ensuring the safeguarding of critical data and AI integrity.

Lead the change from the top

Build executive leadership sponsorship to help navigate the paradoxes of AI and harvest the right impact while celebrating desirable behaviours aligned with AI standards to drive the right kind of adoption.



6 Sustainable results

Setting clear guardrails and non-negotiable standards for the use of generative AI will help organisations navigate the future

Establishing clear guidelines on the use of generative AI

Implement Consulting Group has integrated generative AI into the company's operations and services to boost efficiency and quality. With multiple geographies, locations and continuous high growth, it was key to establish shared guidelines and non-negotiables for the use of generative AI.

Factors considered include key elements such as input security regarding personal data and company information, output security regarding reviews, quality and training, internal technology regarding API vs standard terms, scope and limitations, model risk regarding risk resulting from using insufficiently accurate models to make decisions, software development regarding code sensitivity and key types of information present in code, intellectual property regarding trade secrets, IP and protection of new IP, costs regarding securing cost controls and monitorisation and ethics regarding ensuring transparency and fairness.

While the list is extensive, it was critical to ensure the right kind of use of generative AI to support future growth.

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Facts and insights

79%

of senior IT leaders are **concerned with the potential security risks** associated with generative AI.

73%

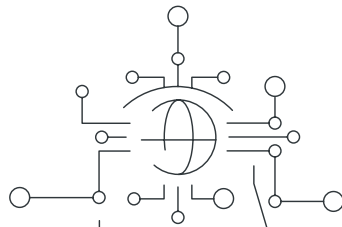
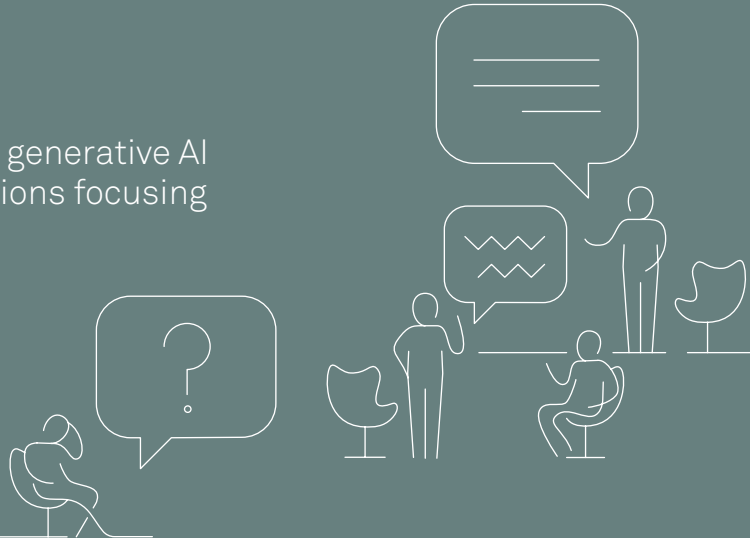
of senior IT leaders are **concerned about biased outcomes** from generative AI models.

9%

of companies are **prepared to manage the security risks** associated with generative AI.

We help clients with ...

Building experienced teams with 60+ generative AI experts, we co-create impactful solutions focusing on the most important challenges.



Imagination

We help you with imaginative perspectives and strategic insights that can challenge the status quo.



Hands-on

We are hands-on, results-driven and ready to prototype solutions to generate impact quickly.



Expertise

We combine extensive AI expertise with deep industry knowledge from more than 20 generative AI projects completed.



Collaboration

We are deeply committed to bringing our expertise into play in a way that engages your people, allowing us to co-create the best possible solutions.



Integration

We help you integrate AI as a natural part of your business and strategy rather than a standalone opportunity.



We build on the network of our partners and contacts



Implement can facilitate opportunities related to OpenAI services, e.g. ChatGPT Enterprise, GPTs and more.



Implement is in close collaboration with Microsoft, having enabled several clients to leverage the full potential of the Microsoft technology suite.



Implement collaborates with Amazon Web Services, exchanging knowledge about technology updates and the latest use cases delivered in the European market.



Implement and NVIDIA are long-term partners, bringing state-of-the-art AI solutions to our shared clients in the Nordics.



Implement is in close collaboration with PS/Kammeradvokaten on IT-related regulation such as GDPR, the EU AI Act, legal aspects of generative AI and more.



Implement is working with Google on detailing the economic impact of generative AI across 10+ European countries.

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We are ready to work alongside the world's most ambitious clients, taking on their toughest challenges.

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