Sharedeck

AI is easy.

Until you add people.

By Marin Niehues

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Some Introductory Basics



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GenAI, AgenticAI or EmbeddedAI

GenAI

Embedded AI

AgenticAI

Focus on Creation

Generative AI focuses on **creating new content**, such as text, images, code, or videos, based on learned patterns.

Focus on Integration

Embedded AI integrates (often very specific) intelligent capabilities (often locally) **into existing systems** automation, and efficiency.

Focus on Autonomy

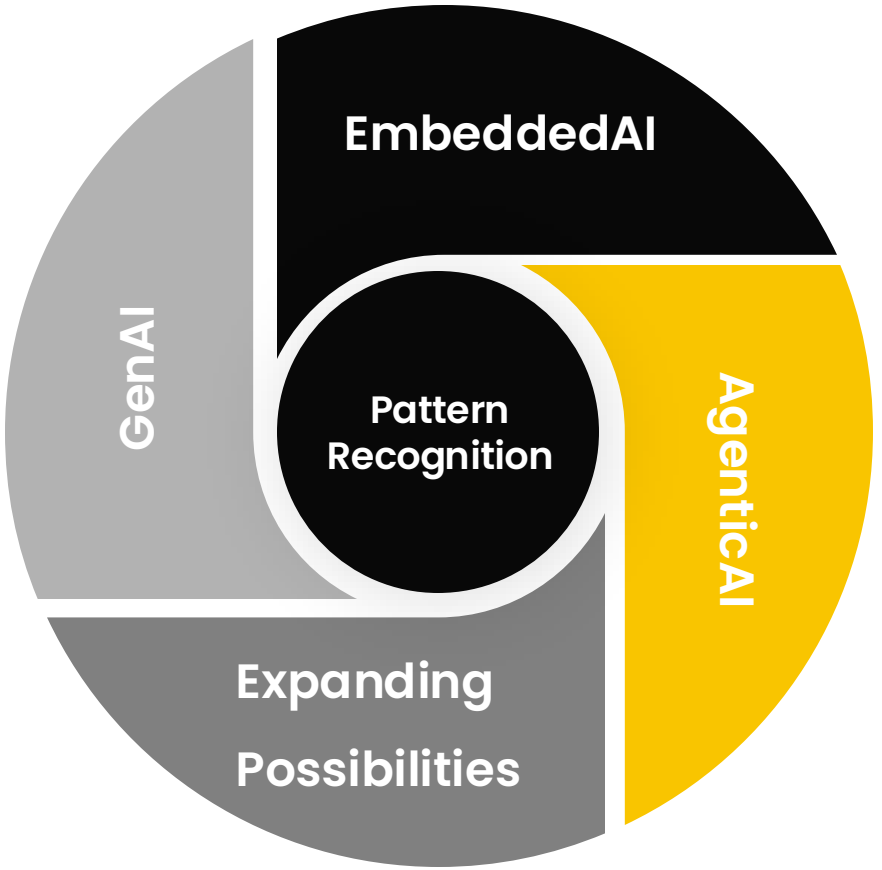
Agentic AI refers to AI systems that can **make autonomous decisions**, plan actions, and execute tasks without constant human input.

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It is all about patterns.

Using Patterns to create

Using Patterns to optimise



Using Patterns to imagine new possibilities

Using Patterns to execute

Pivot #1

The Legacy Software strikes back!



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The difference between AI and Algorithms

Basic Algorithms

Clear & Finite

An algorithm is a **clear set of instructions for solving a problem** or class of problems. Algorithms consist of a finite number of well-defined steps. They **can also be formulated in human language**.

Material Supply

Adaptable & Organic

AI uses algorithms but can **adjust its own parameters based on learned data.** Instead of following fixed instructions, **AI recognizes patterns**, adapts, and improves over time.

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What we mean saying „AI“

Artificial Intelligence

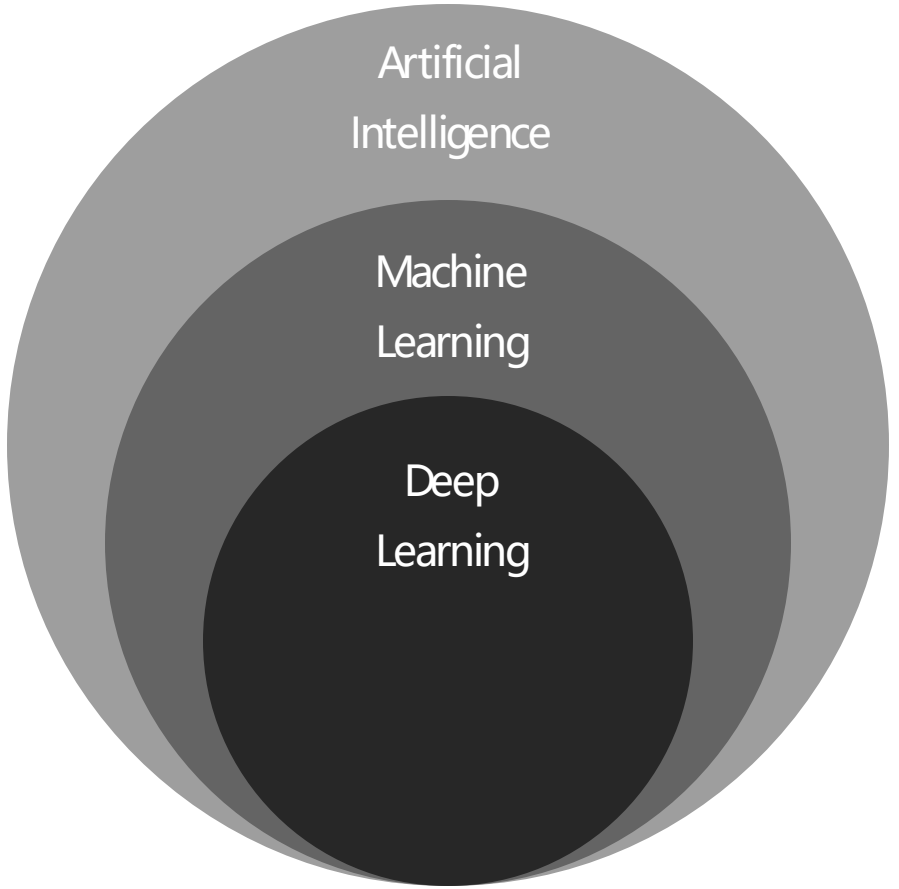
AI is the broad field of making machines "smart." It covers everything from simple rule-based automation to self-learning systems.

Machine Learning

ML is a subset of AI where machines learn from data instead of following fixed rules. It detects patterns, makes predictions, and improves over time.

Deep Learning

DL is an advanced type of ML using multi-layered neural networks. It powers image recognition, self-driving cars, and AI assistants.



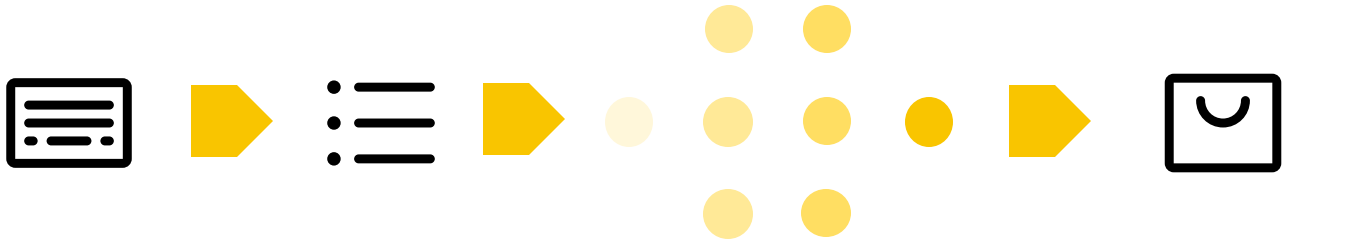
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How a Basic Algorithm works

IF I press the red button

THEN the alarm will sound

ELSE the alarm won't sound



Input

Predefined Rules

Predefined Logic

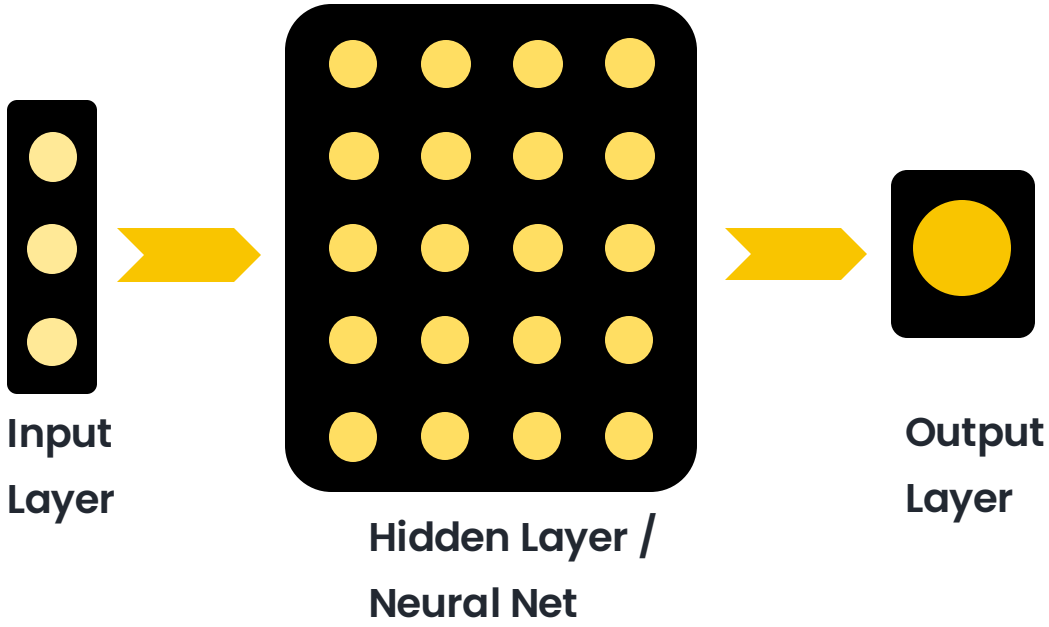
Predictable Output

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How Deep Learning works

Deep Learning processes data through

multiple layers of artificial neurons.



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But the Legacy Software Owner said:



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„We do not need Machine Learning. We just need AI.“



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But why did that happen?



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Because the Legacy Software Owner felt threatend.

And if people feel threatend no tech-stack will calm them down.

But what will?



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Saying

external perception

active and unconscious filter

Thinking

internal perception

unconscious process

Self Actualisation

Esteem Needs

Social Needs

Saftey Needs

Physiological Needs

Knowledge

Needs

Feelings

Sadness

Anger

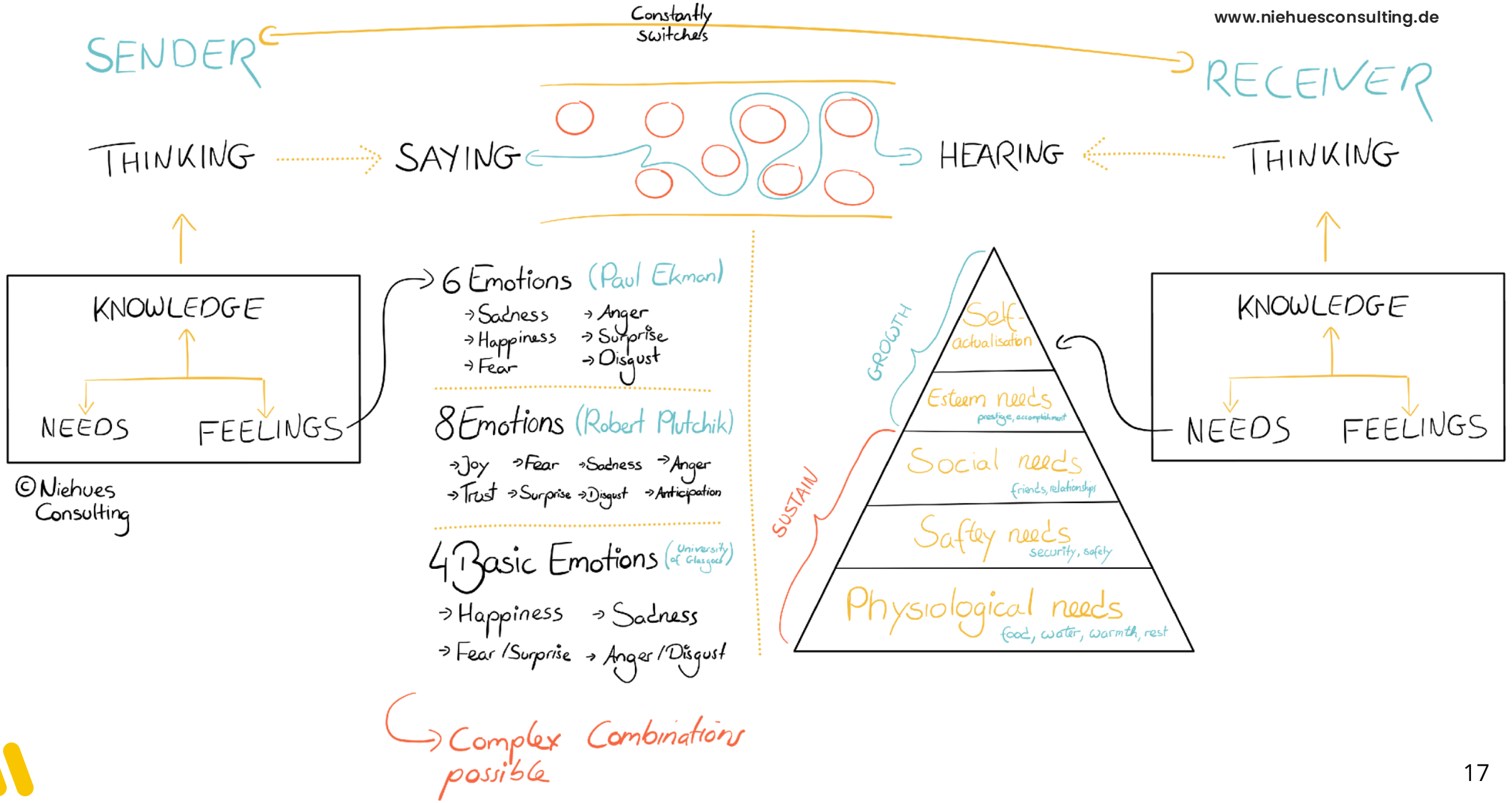
Happiness

Fear

Surprise

Disgust

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We don’t need Machine Learning.
We just need AI.

external perception

active and unconscious filter

They want to drive me out of my job and everyone is ungrateful for what I did for this company. I don't need that new fancy stuff. I do honest and hard work.

internal perception

Legacy Processes, Legacy Tools, Accomplishments, LACK OF ML/Data Knowledge, All the overtime he did, all the years he did put in for the company, his sense of accomplishment

unconscious process

Self Actualisation

Esteem Needs

Social Needs

Saftey Needs

Needs

Feelings

Anger

Fear

Surprise

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And you can map all upcoming Pivots to that model.

(And 90% of your project escalations)



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How to make people be your Allies.

People are more likely to
join resources together



Needs that grow
and accumulate

People likely will defend
their ressources



Needs that need
constant sustaining

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Pivot #1

Problem 1: No AI Literacy - the ability to understand, deal and act with AI and its foundations in a planned and educated manner. (Knowledge)

Problem 2: The existance of resilient Legacy Software without a shared commitment for transition and perspective for people involved in the legacy software. (Security Needs)



Pivot #2

This Data is mine!



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Why you need to share your data if you want „AI“

Foundation of AI

Data Silos kill your Patterns

No AI without data. If your data is fragmented, incomplete, or outdated, your AI initiative is dead on arrival. That’s why your domain expertise and systems matter.

ML needs patterns and patterns need access. When data is locked away in silos, models can't learn. Integration beats innovation when it comes to getting started.

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When people & data come together





Empower Individuals

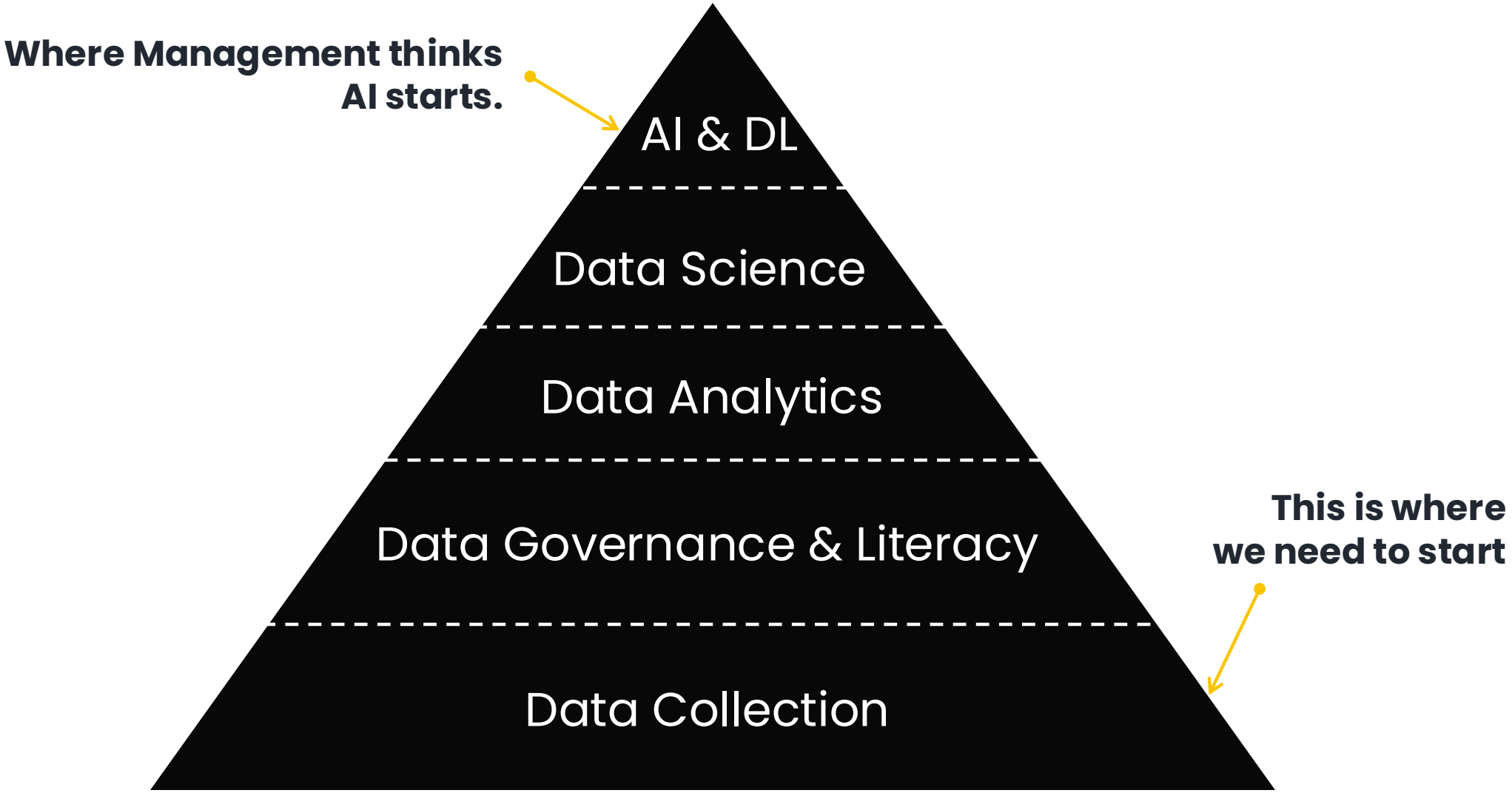
Data literacy means **understanding, questioning, and applying data effectively**. It includes the ability to collect, analyze, visualize, and interpret data to drive better decisions.

Empower the Organisation

Data governance is the **structured management** of data assets aligning people, processes, and technology to ensure **data is accurate, consistent, and secure** for business success.

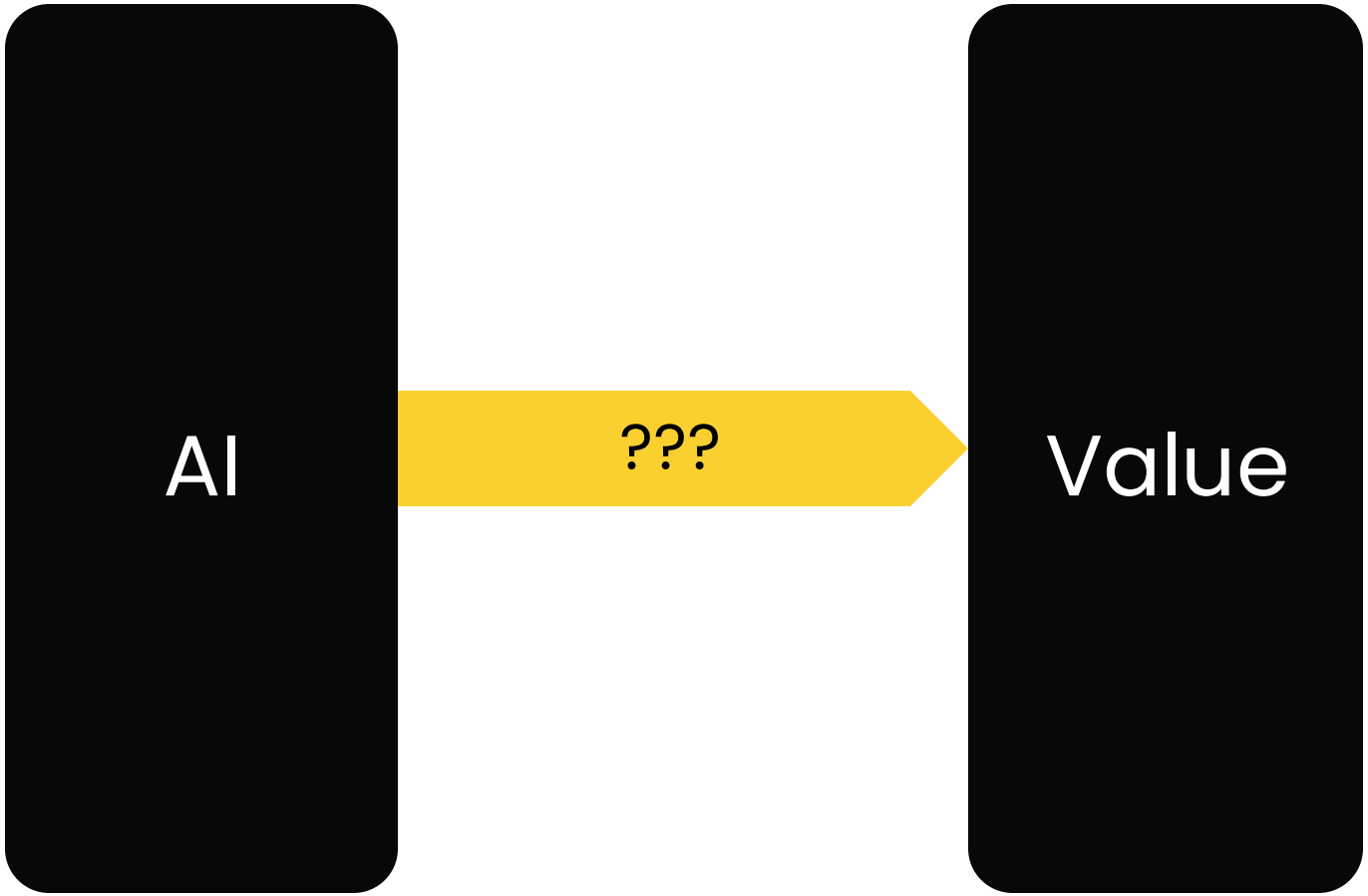
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The Data Pyramide



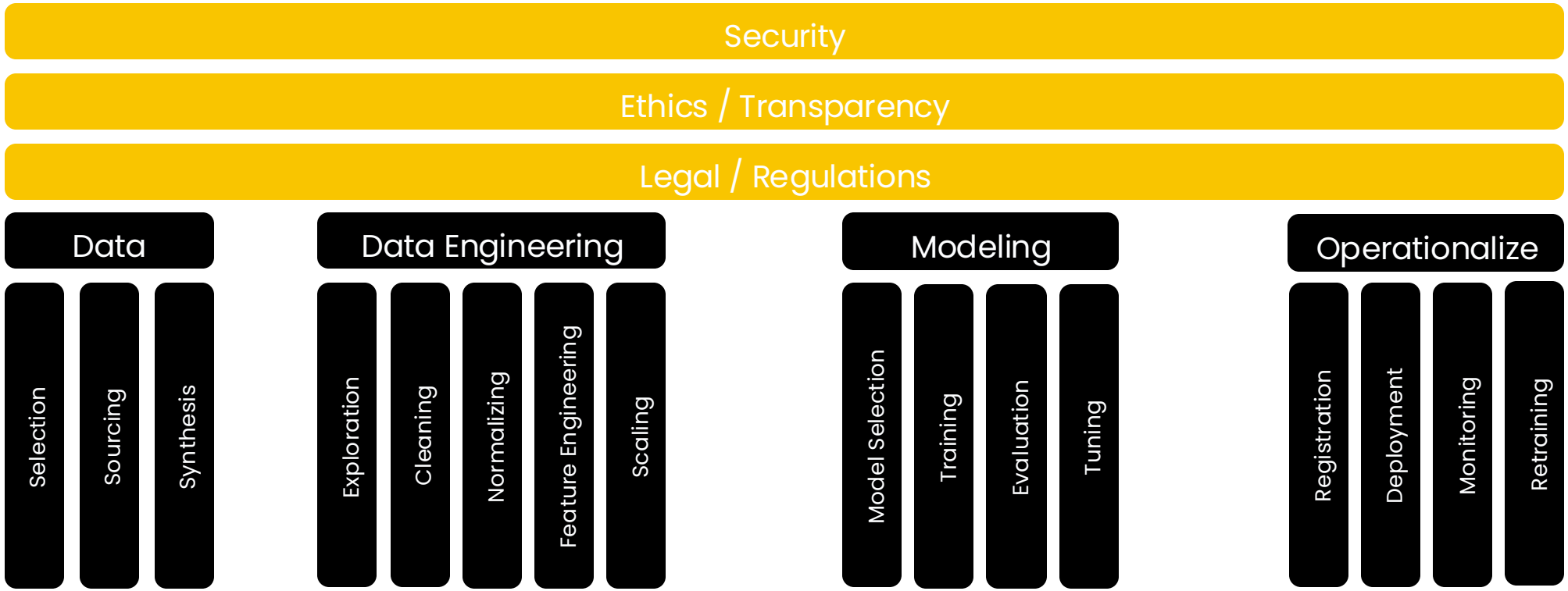
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What Management orders



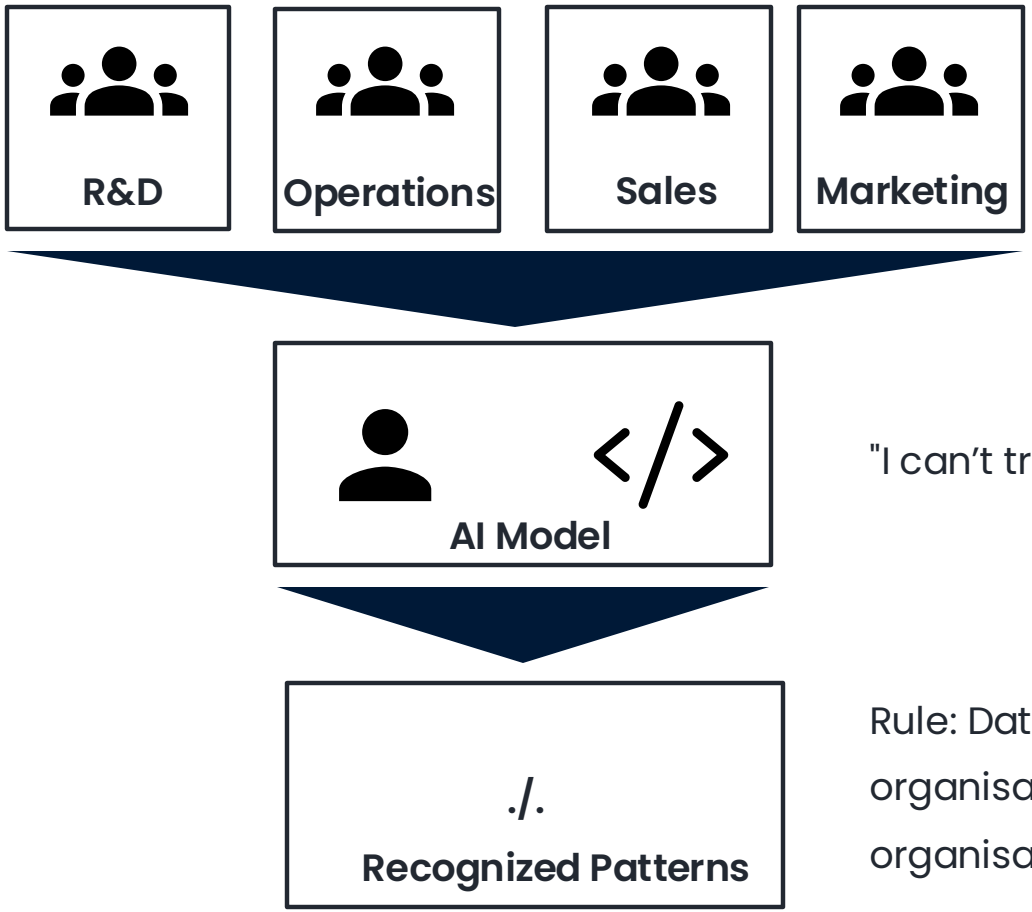
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What this really means



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What happens if you silo?



"This Data is mine."

"I can't train on what I don't have... :-("

Rule: Data Silos always follow organisational silos, so get your organisation in order.

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Pivot #2

Problem 3: No Data Strategy (Governance, Literacy, Management) → Contradicting Needs; Missing Knowledge

Problem 4: Data Silos are killing your AI. → Contradicting Security Needs

Pivot #3

Micromanage the sh#t out of this thing!



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Pivot #3

Problem 5: Micromanagement = Microimpact.

You hired experts - so treat them as such.

Problem 6: Generating overhead. Keep it lean.

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Pivot #3.5

Problem 7: No reflection on what went wrong.



Synopsis



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Your Quickstart Guide



AI Literacy

Make sure everyone knows what AI is and what it isn't. Start with a shared understanding of the basics.



Commitment & Buy-In

AI is change. Get buy-in across teams to avoid friction and offer perspective to people.



Data Strategy

It's not just about having data. Define how it's collected, structured, and shared.



Remove (Data) Silos

Break the barriers between departments so information can flow and models can learn.



Focus on Delivery

Management is a means to an end. Make sure leadership clears the way instead of standing in it.



Listen to the Expertise

Let your experts work. Trust beats control, if you hired the right people. Micromanagement kills results.

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And most importantly

➔ Learn from past mistakes.

Making a mistake?

That is fine.

Making the same mistake twice, expecting a different outcome?

That is simply madness.



One more thing



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One more thing

Technology might advance rapidly.

Business Cases might emerge quicker than 3 years ago.

The accivility might exponentially increase.

=> But the **human factor** remains the one element you can never automate.



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