Share a book letter: *Generative AI for leaders*

Subject: The magic of Generative AI lies in its creative potential

Dear ……… ,

Generative AI has the potential to shape the future. It has the transformative power, effecting most human activities. Those who are at the helm of organisations must prepare for this future. The question is not whether technology will transform the business world, but how disruptive this transformation will be. Generative AI can transform entire business models, industries and economies, driving new levels of growth and prosperity. For those who dare walking this rather unknown path, which is the case for most of us, the rewards can be immense.

Generative AI offers predictive capabilities. This predictive facet of AI will enable leaders to make proactive data-driven decisions. AI can propose a variety of potential solutions for given problems or tasks, challenging conventional wisdom. Remember, AI models don't possess human intuition, ethical judgement or contextual understanding. Ultimately leaders should be held responsible for the technology the organisation deploy.

An effective generative AI strategy begins with a clear understanding of your own business context. This involves assessing your organisation’s: Strengths, Weaknesses, Opportunities and Threats (known as SWAT). Identify the areas where generative AI can add the most value, based on a clear vision and a set of goals. What do you want to achieve with generative AI? Why is this important and how does the AI strategy align with your overall business strategy and objectives?

The big difference with AI and previous global impactful technology waves is the enormous speed AI develops. This is caused by the access by so many, through which AI spreads almost as a tsunami.

Cultivating a culture of innovation and agility within the organization is paramount. Generative AI cannot be grasped fully overnight. It requires continuous learning, adaptation and understand that evolves and grows with the technology itself. Investing time and understanding the potential, the functionality and the ethical implications of generative AI will be crucial. The most important aspect of embedding generative AI in the organization is asking the right questions, understanding the impact of this transformative technology. Leaders must embrace a learning mindset.

The implementation is not a linear process, it will be marked by advancements, frustration and challenges. Breakthroughs and setbacks fostering an environment that is resilient to these fluctuations and encourages experimentation to ensure that you are not left behind.

CEO's must look ahead and strategically plan for a future interwoven with AI. This involves foreseeing potential impacts on the workforce, preparing for regulatory changes and considering the implications on business models and strategies.

Where to start? The author made a list of 75 tasks and processes to which organisations could immediately apply generative AI. These tasks do not require new technology to be developed. They only require good partnerships to develop a solid private generative AI infrastructure. The path forward is marked by immense promise as well as many challenges. The responsibility of steering this journey lies not with a single group but is shared among all stakeholders.

As a leader be the architects of the future. Your role is one of the most important, making adaptable policies that shepherd AI use.

Listen to the *Podcast* (recorded by Dickon Laws, Ogilvy’s EMEA Head of Innovation) study the *Mindmap* and the *Actions for Impact*, then read the *Summary* for more in-depth insights, ideas, and inspiration.

Enjoy reading and listening.

The Global Reading Club exists since 2015 and is now a library of over 100 books - books recommended, read and summarized by employees around the world from Ogilvy and WPP. This gives you quick access to relevant knowledge from books without having to read it from cover to cover.

Here is the [link](https://globalreadingclub.com/books/generative-ai-for-leaders) that takes you straight to the book Generative AI for Leaders*.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Generative AI for leaders.*