[00:00:09.340] - Daniel Fagela
This is Daniel Fagela, head of Research Immerge Artificial Intelligence Research, and you're listening to the AI and Business podcast

[00:00:16.150] - Daniel Fagela
On the show over the course of the last six or seven years, hard to think about just how many episodes we've had during that period. But I've covered a great many individual AI use cases. And I know a lot of you listeners are interested in use cases. You want to know what's happening in logistics and banking and life sciences and how can it apply to my industry?

[00:00:32.800] - Daniel Fagela
How can I take those opportunities and translate them to my business? And we're going to cover a lot more use cases this year as well. So you're in luck, if that's what you're looking for in this episode. We're going to be talking at a bit of a meta level about what AI enabled work looks and feels like from the perspective of someone who's already involved in a work process. We talked about so many individual work processes, but at a high level, what does it look like when we used to be working with numbers and trying to make projections and looking at retroactive dashboards and now we get to look forward?

[00:01:02.410] - Daniel Fagela
What does it look like when we're an end user who's consuming those business insights? And we used to be kind of running on intuition, but now we're leveraging A.I. and data to be able to make more informed decisions and be more effective with our time at a metal level. How does that translate to different roles within our organization? This is an interesting slice and an interesting take we haven't had before, but that's exactly what we cover in this episode.

[00:01:23.890] - Daniel Fagela
Our guest is none other than PR. Nyberg, who is the chief commercial officer for strategy AI. PR. Was on our program not that long ago, speaking to us about the process of getting started with a AI picking first projects and important principles for getting started in a way that's most likely to deliver results. And this episode is a natural extension of that. Once we do get started, what are the kinds of changes we should be able to see and expect if we do things well in the experience of our actual employees, how are their lives going to change as their productivity going to change?

[00:01:53.680] - Daniel Fagela
Our workflow is going to change. There should be something that can open up imagination no matter what kind of workflow or industry you are operating in.