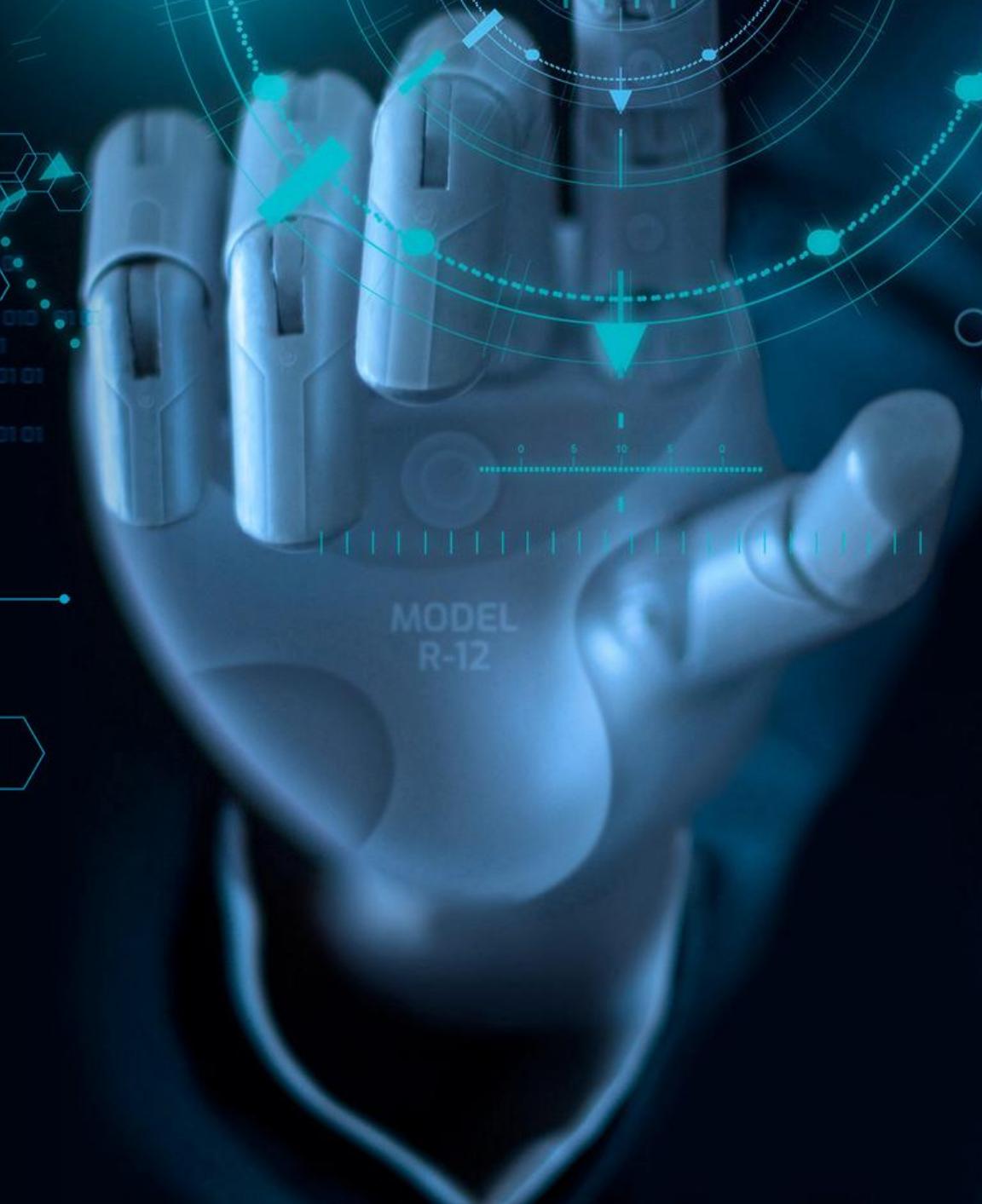


# Thriving in a World of AI

Trends Shaping the Future of Innovation



# Organisational Culture

Edgar Schein, a prominent scholar in the field, defines organisational culture as:

“A pattern of shared basic assumptions learned by a group as it solved its problems of external adaptation and internal integration, which has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way to perceive, think, and feel in relation to those problems.”

# Dimensions of Organisational Culture

- Values
- Norms
- Leadership Styles
- Communication Patterns

# Changing Organisational Culture

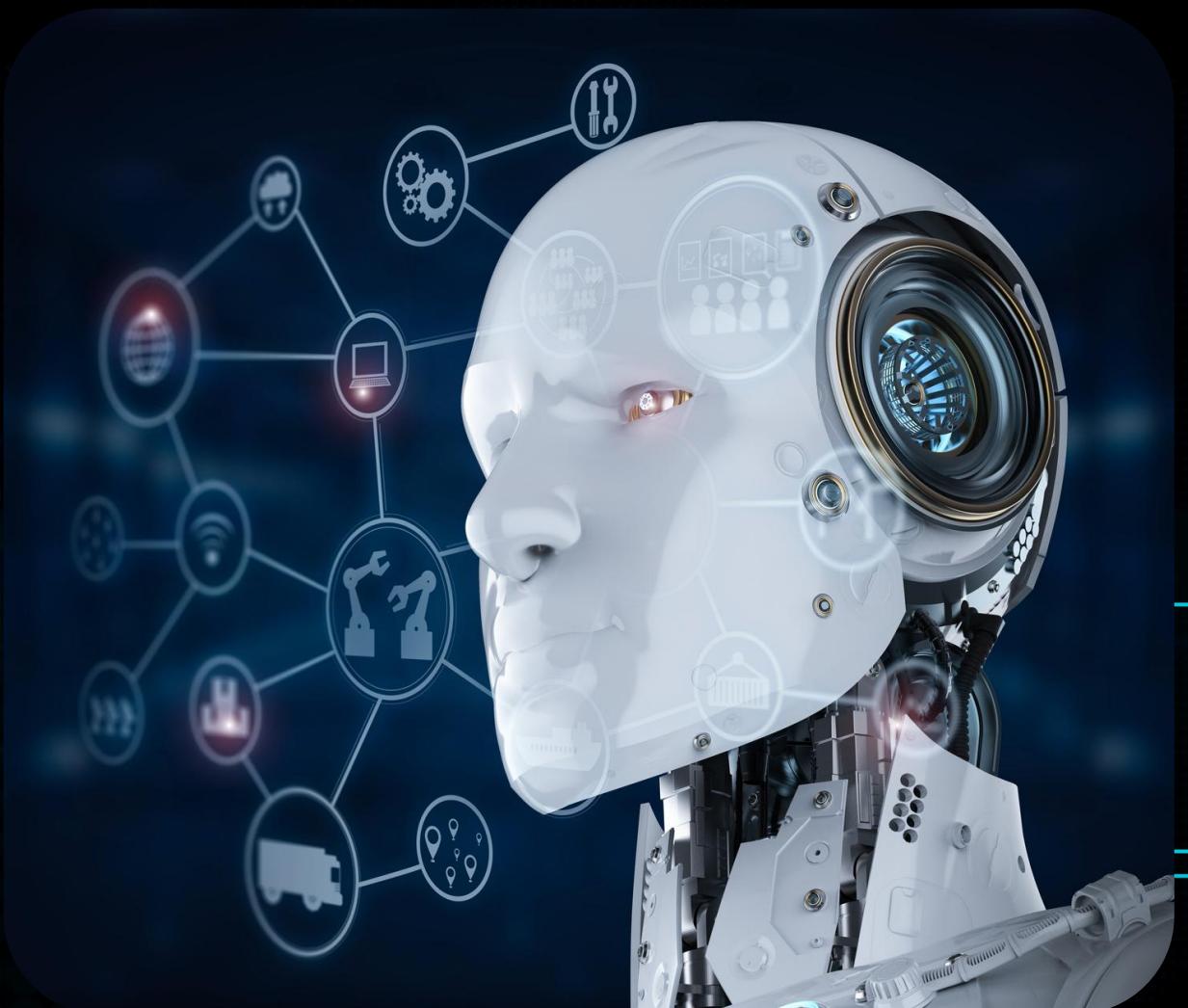
Changing culture is one of the most challenging tasks for leaders. It requires a clear vision, consistent leadership, and sustained effort.

## Steps to Cultural Change:

1. Assess the Current Culture: Use surveys, interviews, and observations.
2. Define the Desired Culture: Align with strategic goals.
3. Engage Leadership: Leaders must model the desired behaviours.
4. Communicate Clearly: Share the vision and rationale for change.
5. Reinforce Through Systems: Align policies, rewards, and structures.
6. Monitor and Adjust: Track progress and make necessary adjustments.

# The Role of Culture in Shaping Innovation, Risk Tolerance, and Adaptability

1. Understanding Organisational Culture
2. Culture and Innovation
  - a) Cultural Traits that Foster Innovation
  - b) Barriers to Innovation
  - c) Leadership and Innovation Culture
3. Culture and Risk Tolerance
  - a) High vs. Low Risk-Tolerant Cultures
  - b) Cultural Influences on Risk Perception
  - c) Building a Risk-Tolerant Culture



# Culture and Adaptability

## Cultural Attributes that Support Adaptability

- Agility
- Resilience
- Continuous Learning
- Customer Orientation

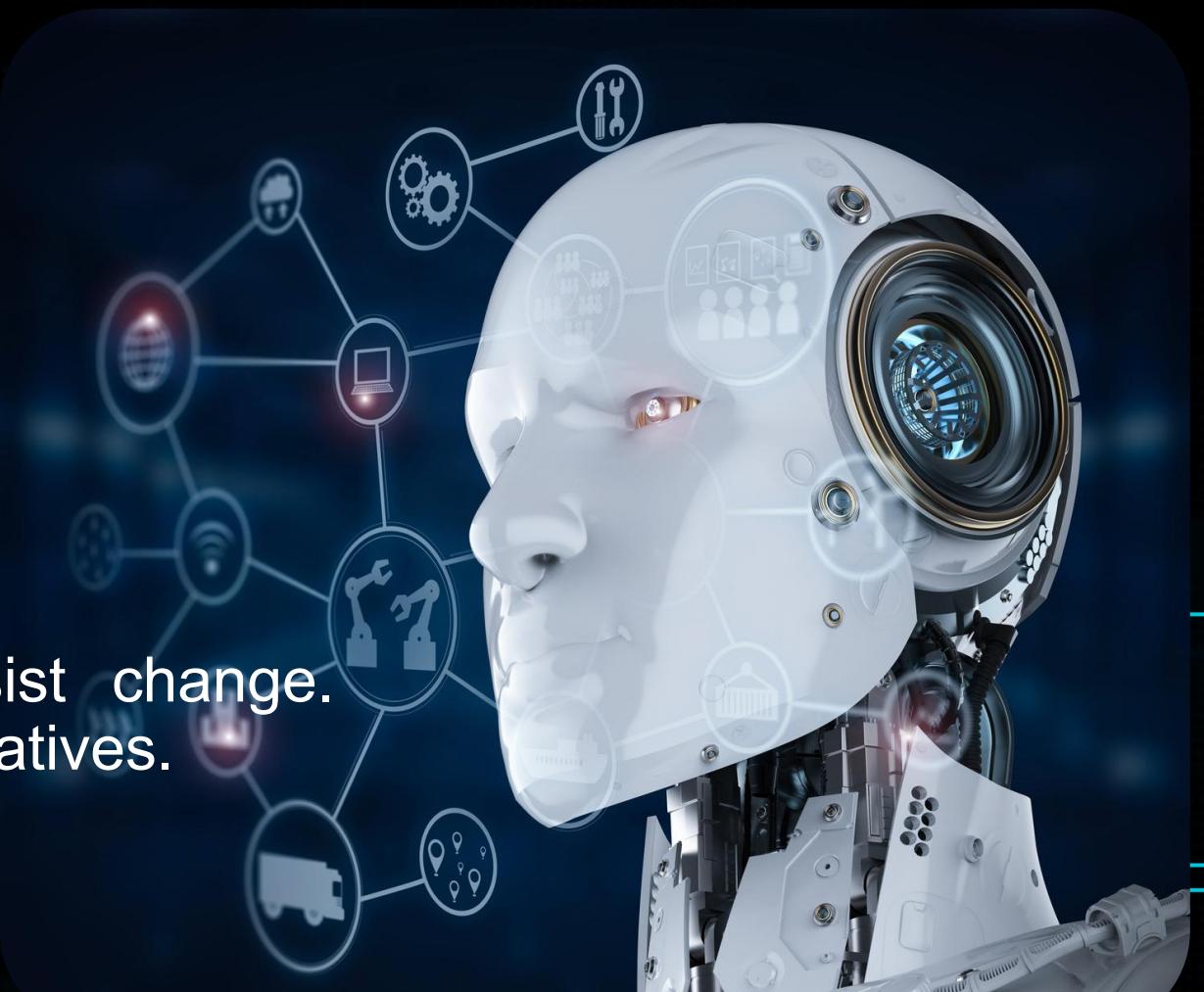
## Resistance to Change

Cultures that are rigid, hierarchical, or tradition-bound may resist change. Employees in such cultures may fear the unknown or distrust new initiatives.

## Leadership and Cultural Adaptability

Adaptive leadership is essential for fostering a culture of adaptability. Such leaders:

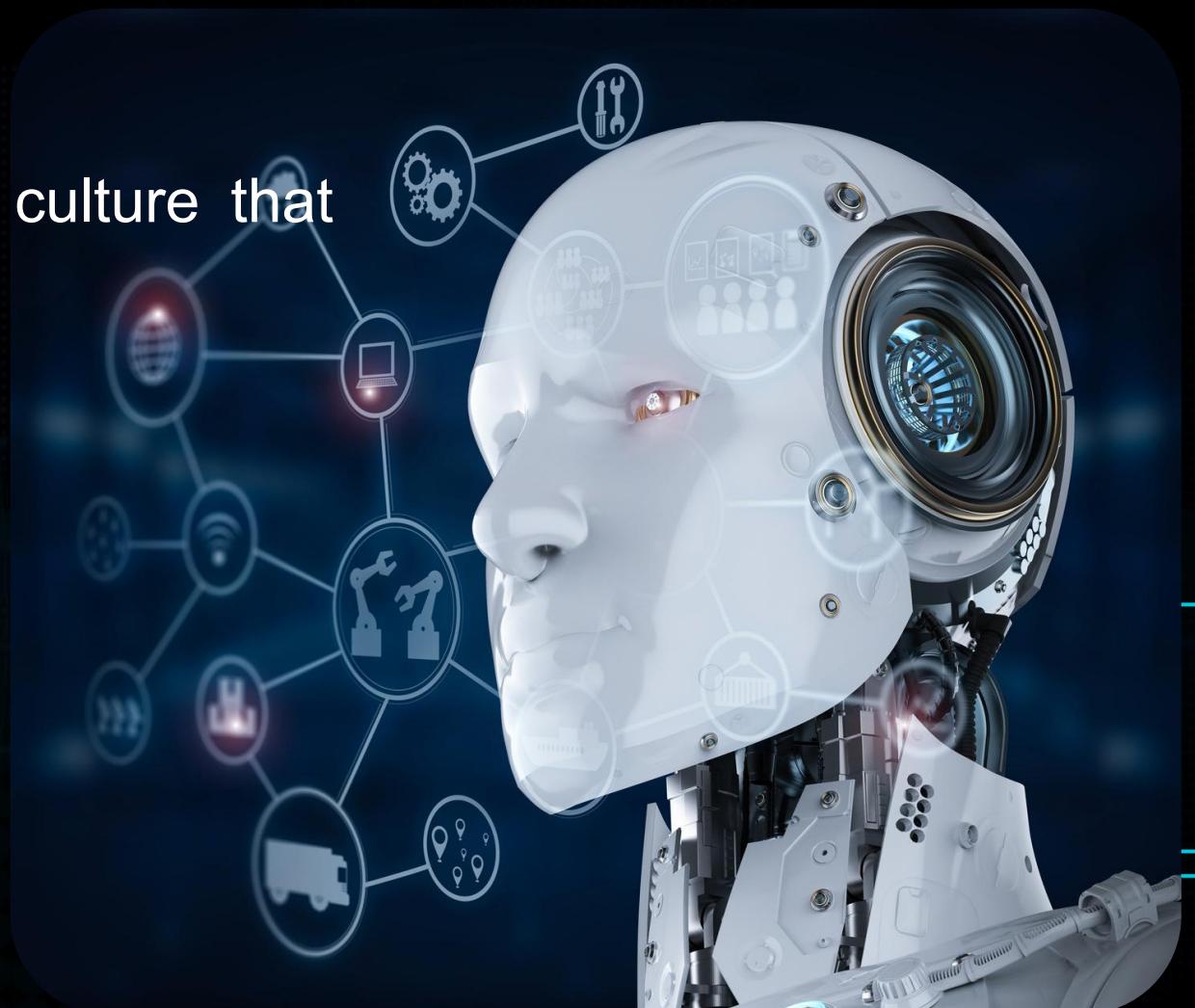
- Communicate a compelling vision
- Involve employees
- Provide support
- Model flexibility



# Cultivating a Culture for the Future

To thrive in the future, organisations must intentionally cultivate a culture that supports innovation, risk-taking, and adaptability:

- Assess the Current Culture
- Define the Desired Culture
- Engage Leadership
- Align Systems and Structures
- Invest in People



# Culture and Technology Adoption

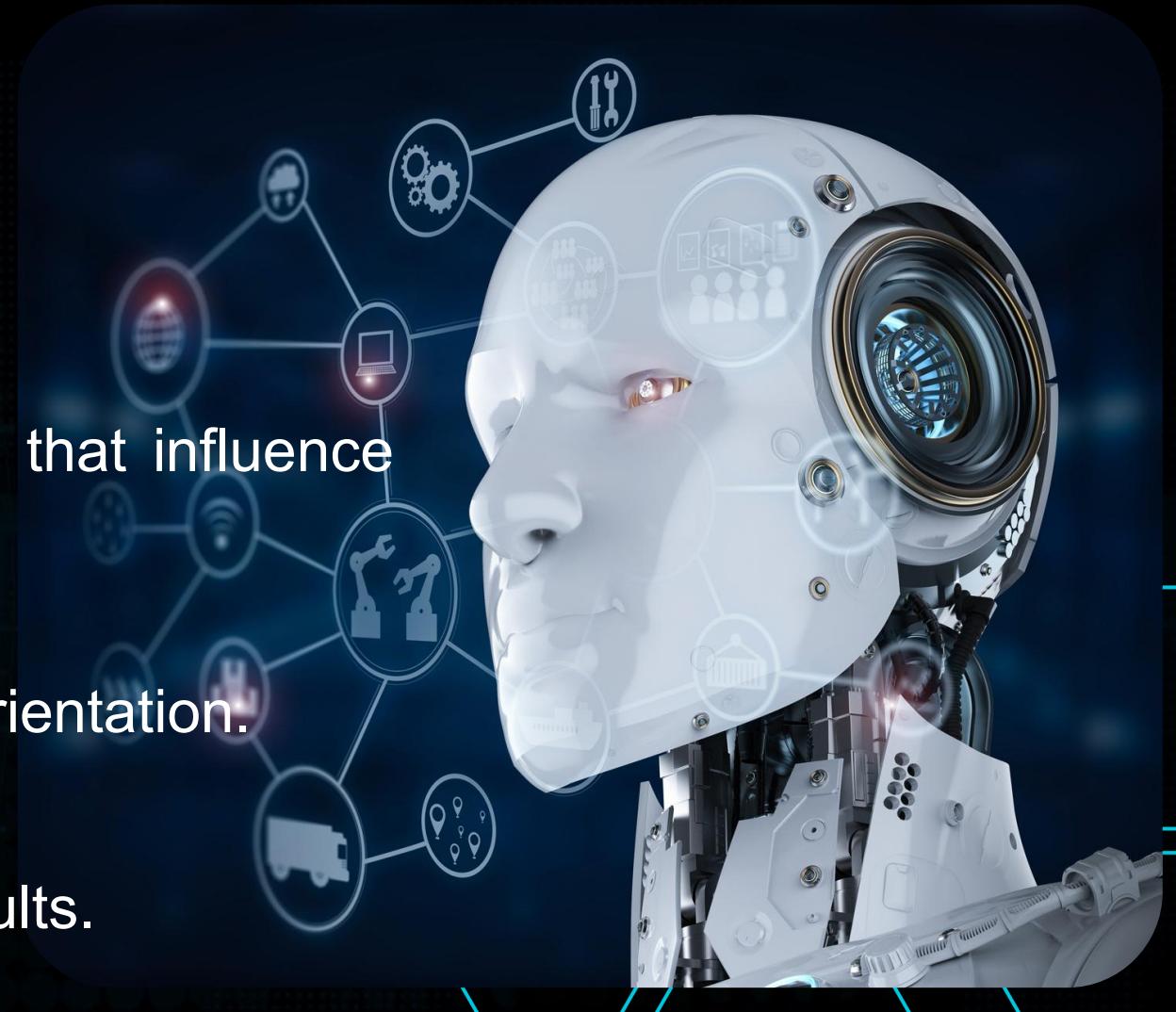
## Welcome to the Future

### Hofstede's Cultural Dimensions

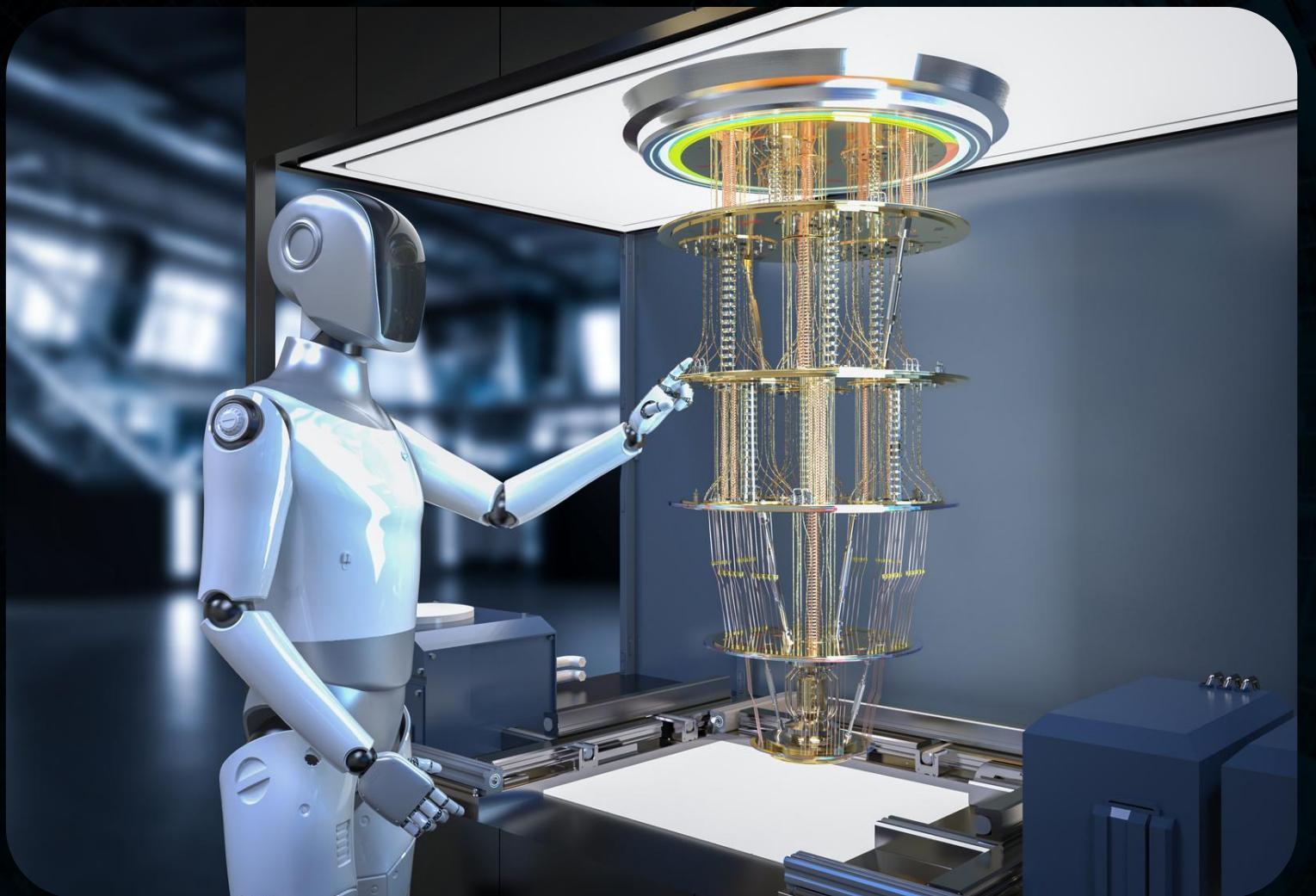
Geert Hofstede's model identifies six dimensions of national culture that influence behaviour:

- Power Distance – acceptance of hierarchical order.
- Individualism vs. Collectivism – preference for individual or group orientation.
- Uncertainty Avoidance – tolerance for ambiguity and risk.
- Masculinity vs. Femininity – preference for achievement vs. care.
- Long-Term Orientation – focus on future rewards vs. short-term results.
- Indulgence vs. Restraint – degree of freedom in fulfilling desires.

These dimensions affect how societies perceive and adopt new technologies. For example, high uncertainty avoidance may lead to resistance to unfamiliar technologies, while individualistic cultures may embrace personal tech innovations more readily.



# Cultural Readiness in the Context of AI



## Support AI-driven transformation

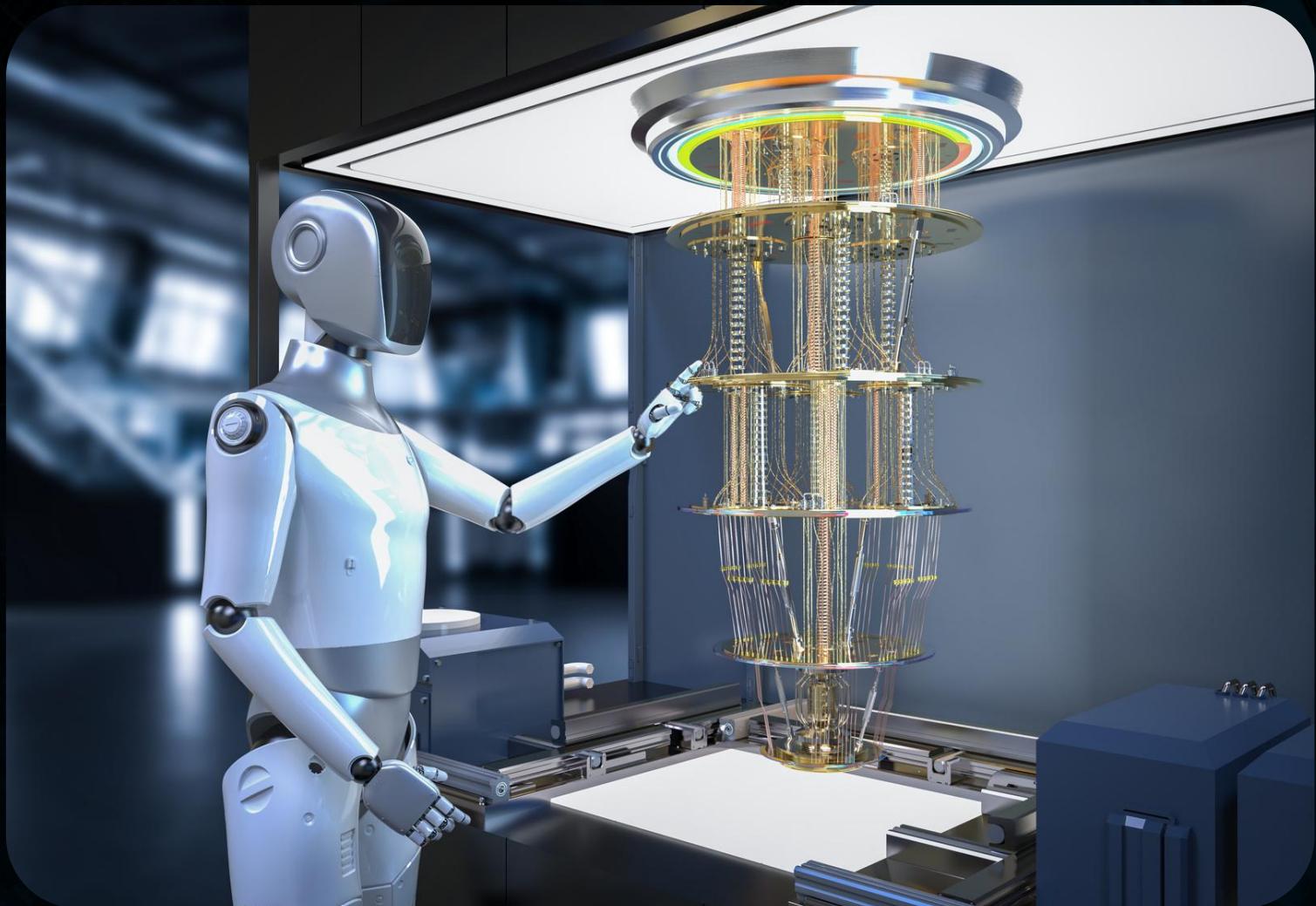
Cultural readiness refers to the extent to which an organisation's culture is prepared to embrace and support AI-driven transformation. It encompasses attitudes toward technology, openness to change, trust in data, and the willingness to experiment and learn.

Leadership commitment to AI

Employee openness to automation

Trust in data and algorithms

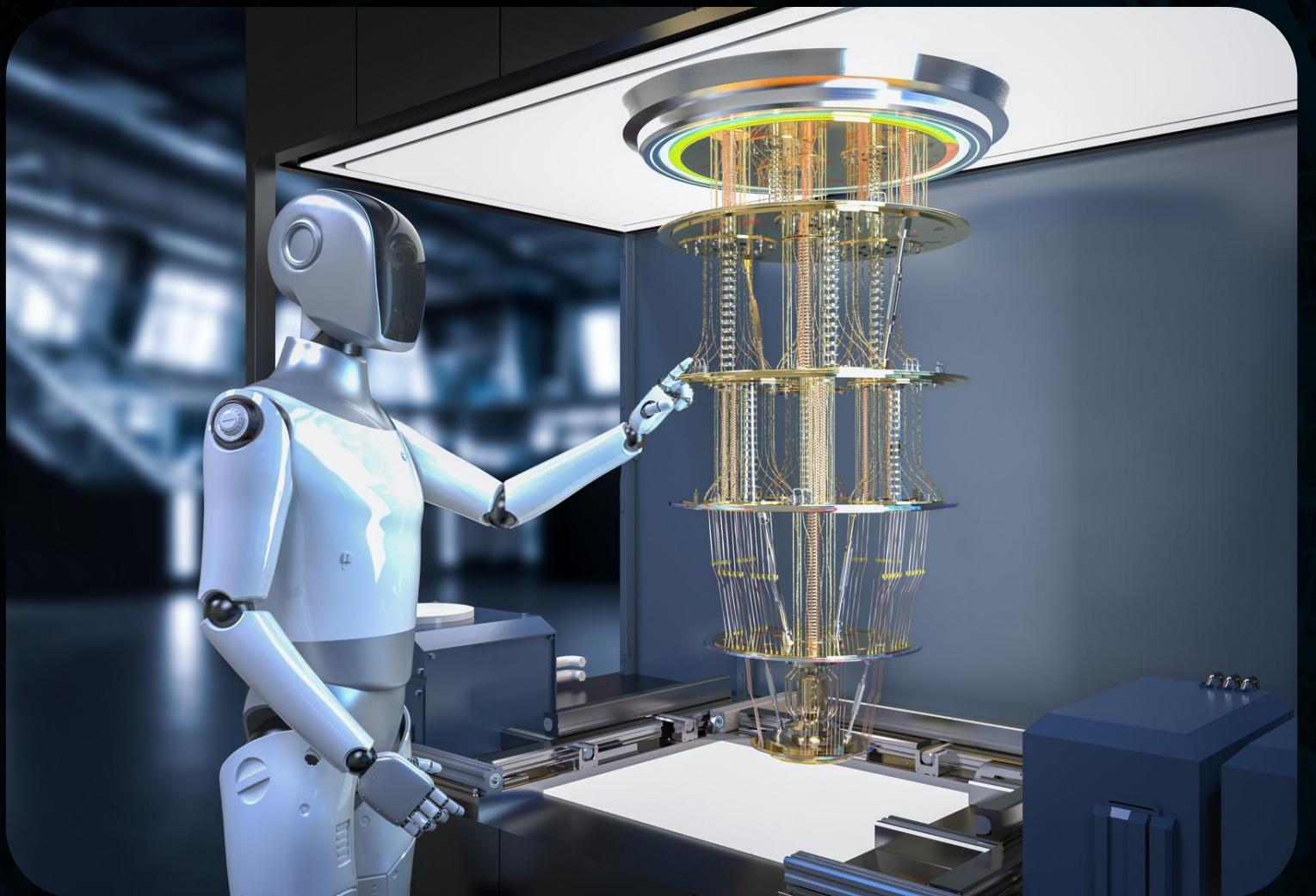
# The role of Culture in Shaping AI Strategy



AI strategy involves defining the vision, goals, and roadmap for AI adoption. Culture influences this process in several ways:

- ✓ Vision and Leadership Alignment
- ✓ Strategic Prioritisation
- ✓ Ethical and Responsible AI

# Cultural Factors influencing AI execution

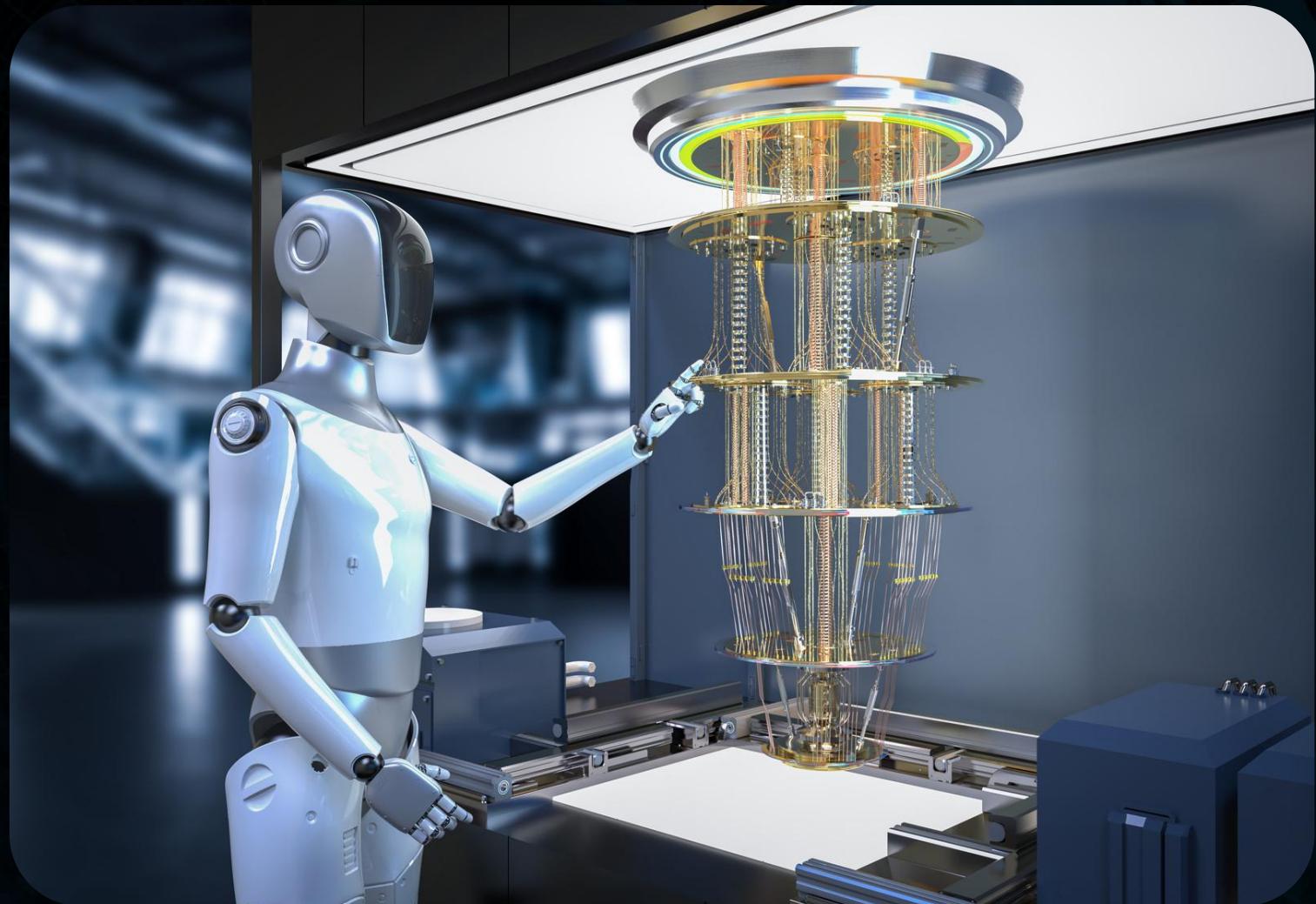


Even with a sound strategy, execution can falter if the organisational culture is not aligned.

Key cultural factors that influence AI execution include:

- ✓ Data-Driven Decision-Making
- ✓ Collaboration with Stakeholders
- ✓ Learning and Adaptability

# Cultural Barriers to AI adoption



Despite the promise of AI, many organisations struggle with cultural barriers that impede adoption:

- ✓ Fear of Job Loss
- ✓ Lack of Trust in AI
- ✓ Resistance to Change
- ✓ Skills Gaps and Digital Illiteracy

# Building a Culture for AI Success

## Revolutionizing Automation at Workplace

- Leadership Role Modelling
- Communication and Transparency
- Employee Engagement and Inclusion
- Ethical Frameworks and Governance
- Celebrating Success and Learning from Failure



# Organisational Diversity on AI Development

One of the most significant factors influencing the development and deployment of responsible AI is organisational diversity. Diversity in this context refers not only to demographic characteristics such as race, gender, and age but also to diversity of thought, experience, discipline, and cultural background.

## Understanding Organisational Diversity

- ✓ Demographic diversity
- ✓ Cognitive diversity
- ✓ Experiential diversity
- ✓ Cultural diversity



# Strategies for Promoting Organisational Diversity

To harness the benefits of diversity in AI development and deployment, organisations can adopt several strategies:

- ✓ Inclusive Hiring and Retention
- ✓ Diversity Metrics and Accountability
- ✓ Training and Education
- ✓ Community Engagement



# Embedding AI into the Organisational DNA



Strategic Alignment of AI with Business Goals

Cultural Transformation / Change Management

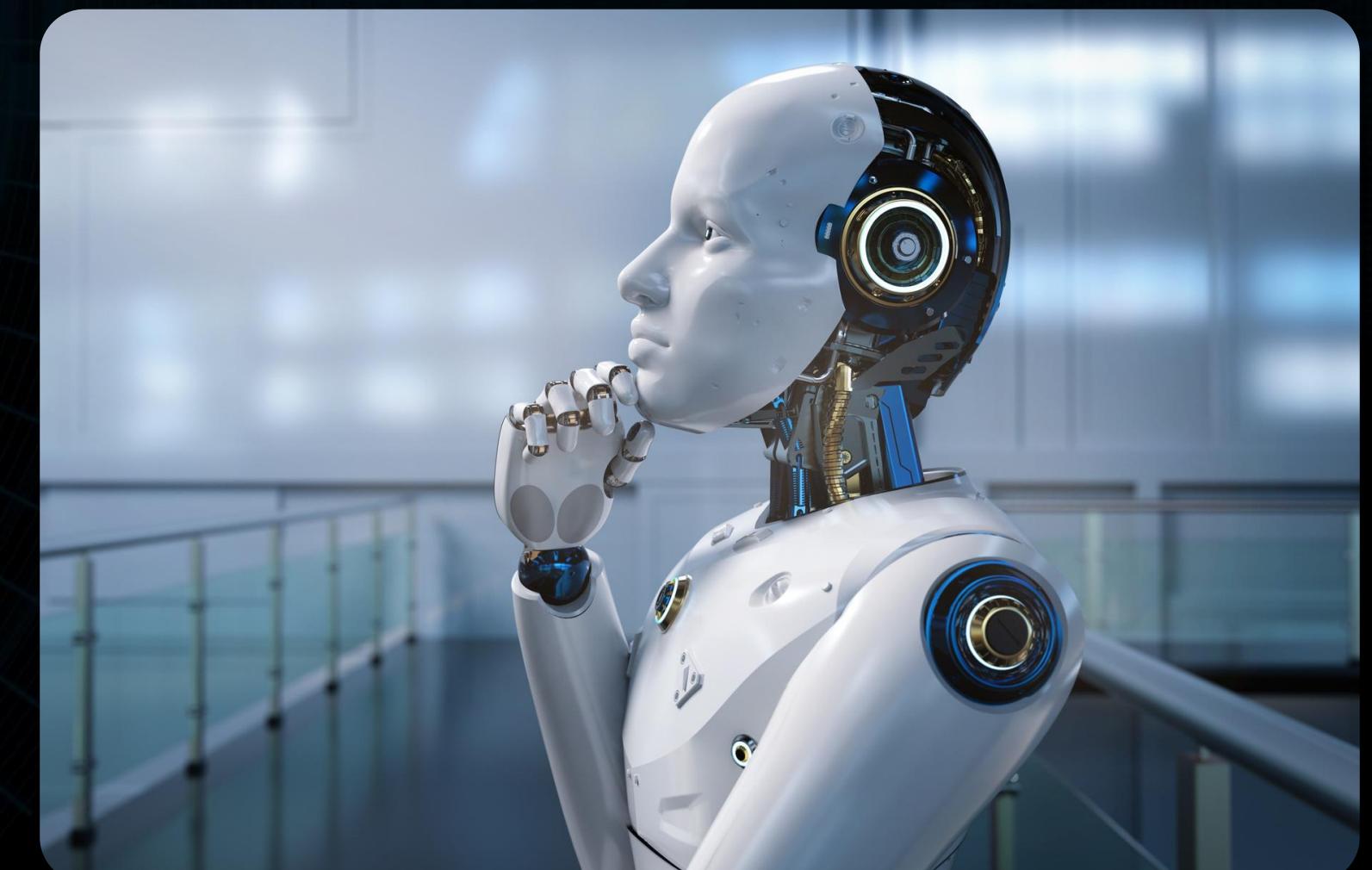
Talent and Skills Development

Data Infrastructure and Governance

Technology Integration and Scalability

## The ultimate differentiator

To remain competitive and innovative, organizations must go beyond adopting AI as a standalone tool or project. Instead, they must embed AI into their very DNA—integrating it into their culture, strategy, operations, and decision-making processes.



# Creating a Culture of Experimentation, Agility and Ethical Responsibility

## Attracting and retaining Gen Z talent

- ✓ Encouraging a Growth Mindset
- ✓ Implementing Feedback Loops
- ✓ Embracing Agility



# Integrating the Three Pillars

Creating a culture that simultaneously values experimentation, agility, and ethical responsibility requires a holistic approach. These elements are interdependent and mutually reinforcing.

## How to ensure ethical AI use

- ✓ Vision and Mission
- ✓ Leadership
- ✓ Structural and Process Alignment



# Thriving in a world of AI

## Benefits

- ✓ Increased productivity
- ✓ Improved decision making
- ✓ Enhanced innovation

## Challenges

- ✓ Job displacement
- ✓ Bias and fairness
- ✓ Ethical considerations



# Preparing for the Next Wave of AI Advancements

## Key Strategies

- ✓ The role of Cultural Foresight
- ✓ Anticipating Ethical and Social Implications
- ✓ Foresight in Innovation and R&D
- ✓ Workforce Transformation
- ✓ Inclusive and Participatory Governance



# Thank You



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