

● LIVE ZOOM SESSION



Using AI to Transform Organizations: The Promise and Barriers

Thursday, November 20, 2025

8A PST (Los Angeles)

11A EST (New York)

4P GMT (London)

USC University of
Southern California



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USC MARSHALL **CENTER** FOR
EFFECTIVE ORGANIZATIONS

Bridging Research & Practice to Drive Results



Organization Design



Transformation



Humans@Work

Building Capability To Drive Success in Complex Organizations



**PUBLIC
PROGRAMS**



**CUSTOM
PROGRAMS
& LABS**

RESEARCH



NETWORKS



PROJECTS

+ Webinars & Online Resources

Upcoming Events & Network Meetings



Workshops

- Mar 3-6, 2026 (Los Angeles)
- May 19-21, 2026 (Los Angeles)
- March & May, 2026
- November – June 2026

Webinars

- Dec 4 (Virtual, timed for APAC)
- Jan 14 (Virtual)

Part I: Strategic Organization Design Workshop
Part II: Strategic Organization Design Activation Workshop
2026 Strategic Org Design Certificate Program
Strategic Resource Group Certificate Program

EEN: Getting Your HR Tech Stack (and Strategy) Back on Track
EEN: Navigating Short-Term Pressures and Long-Term Shifts in 2026

Contact Jennifer Sparks Taylor (sparksj@usc.edu) to Learn about EEN

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WORKFORCE TRANSFORMATION



In the Age of AI

Conflicting Evidence Abounds

McKinsey Nov 25:

39% report enterprise level ROI
23% scaling agents somewhere
>\$5B orgs most likely to scale

https://www.mckinsey.com/~media/mckinsey/business%20functions/quantumblack/our%20insights/the%20state%20of%20ai/november%202025/the-state-of-ai-2025-agents-innovation_cmyk-v1.pdf

Wharton Oct 25:

75% report positive ROI
ChatGPT & Copilot most used
<\$250M orgs report quicker ROI

https://ai.wharton.upenn.edu/wp-content/uploads/2025/10/2025-Wharton-GBK-AI-Adoption-Report_Full-Report.pdf

But some key areas of agreement

Biggest impact:
Business Process Redesign

Talent Risks are Real



Near Term: Degraded elite performance,
sliding discernment



Longer term: Shrinking talent pipeline, low
expertise development

AI is great at knowledge, less good at
critical human skills

AI lifts the floor, but lowers the ceiling



Low and moderate performance improves with AI - Augment / automate / reduce



Elite performance degrades with AI - Protect!



Individual performance doesn't directly translate to organizational performance

Team Level

AI task
performance

Team design

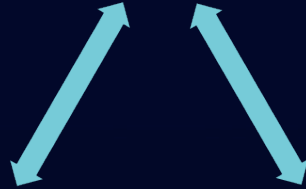
Team
performance

Individual Level

AI task
performance

Job and
career design

Job
performance



Use cases matter

Augment: Personal coaches for skills and performance


Automate: Do the same things, faster

Transform: Do things differently; do previously impossible things



LLM Licenses alone aren't enough





Individual
improvements are
still trapped in the
clunky process

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Getting Started:

Common Agent Use Cases



FAQ's, Policies, company info



Operational Workflow Automation: customers, sales, employee support, etc



External scans, regulatory, market info



Software, coding



Content generation: marketing, comms




Data work: cleaning, preparation, etc


Reinventing Work with AI: Examples



Financial Services: Fraud Detection & Prevention

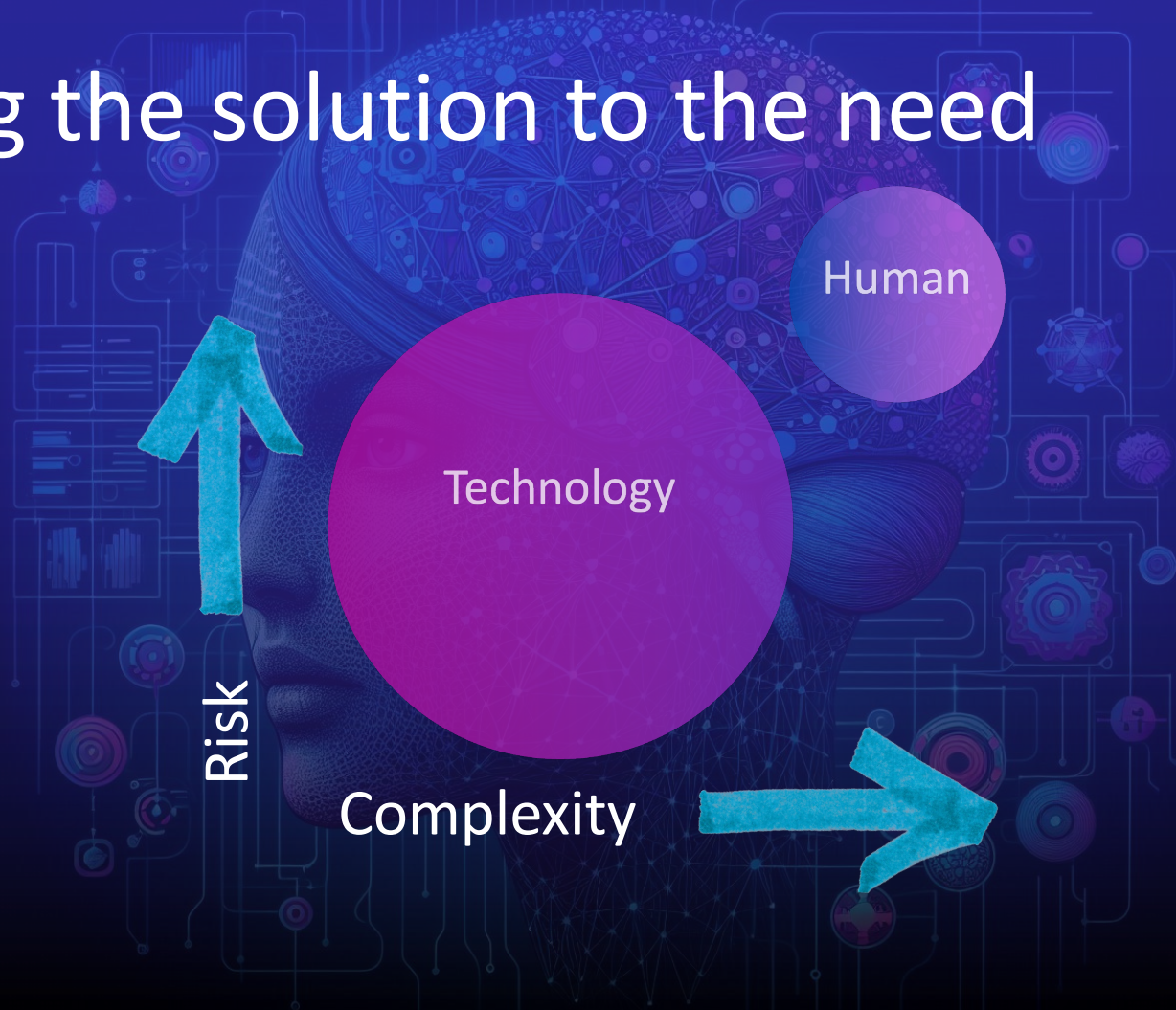


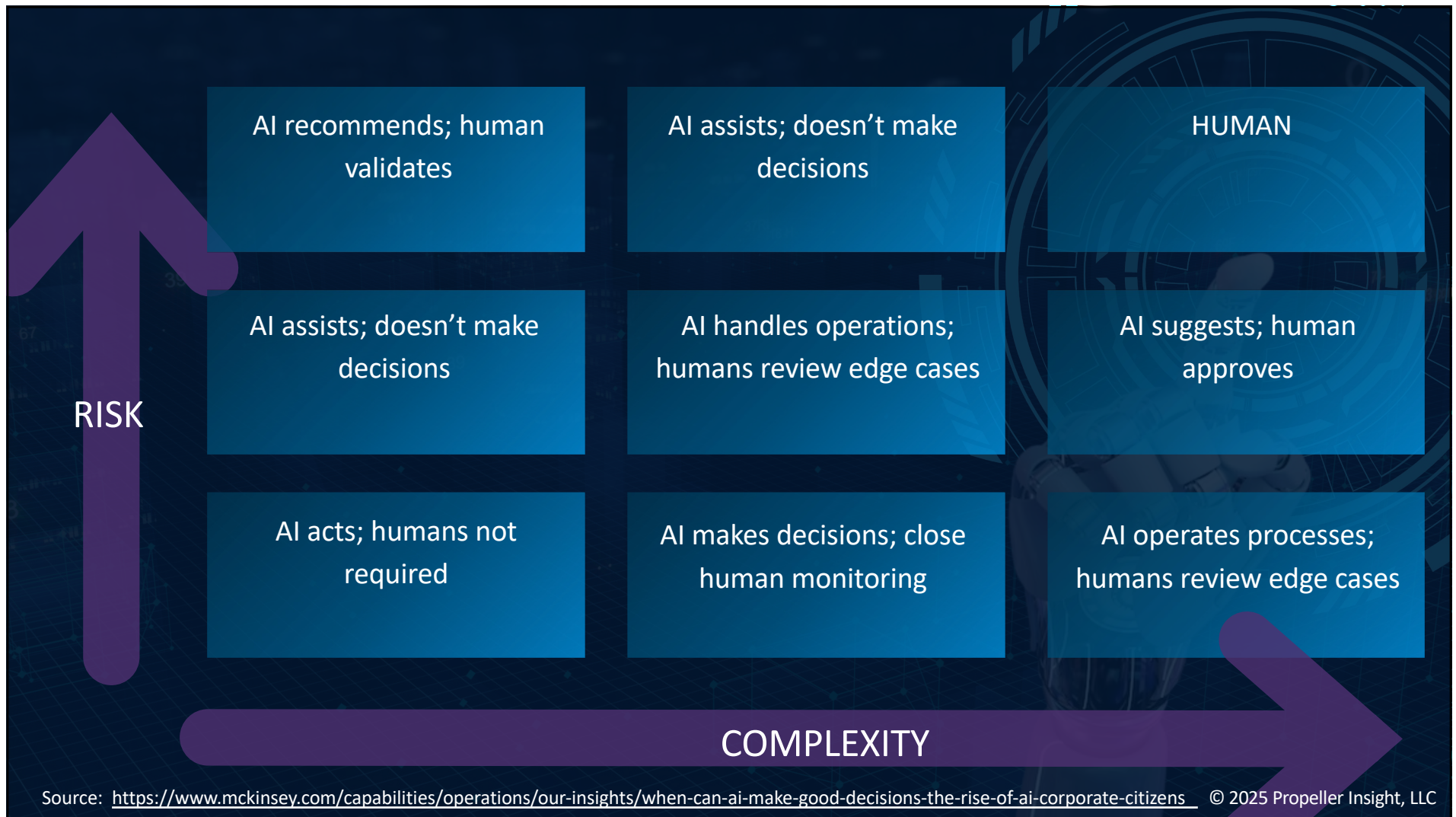
Pharmaceuticals & Healthcare: Drug Discovery, Personalized Medicine



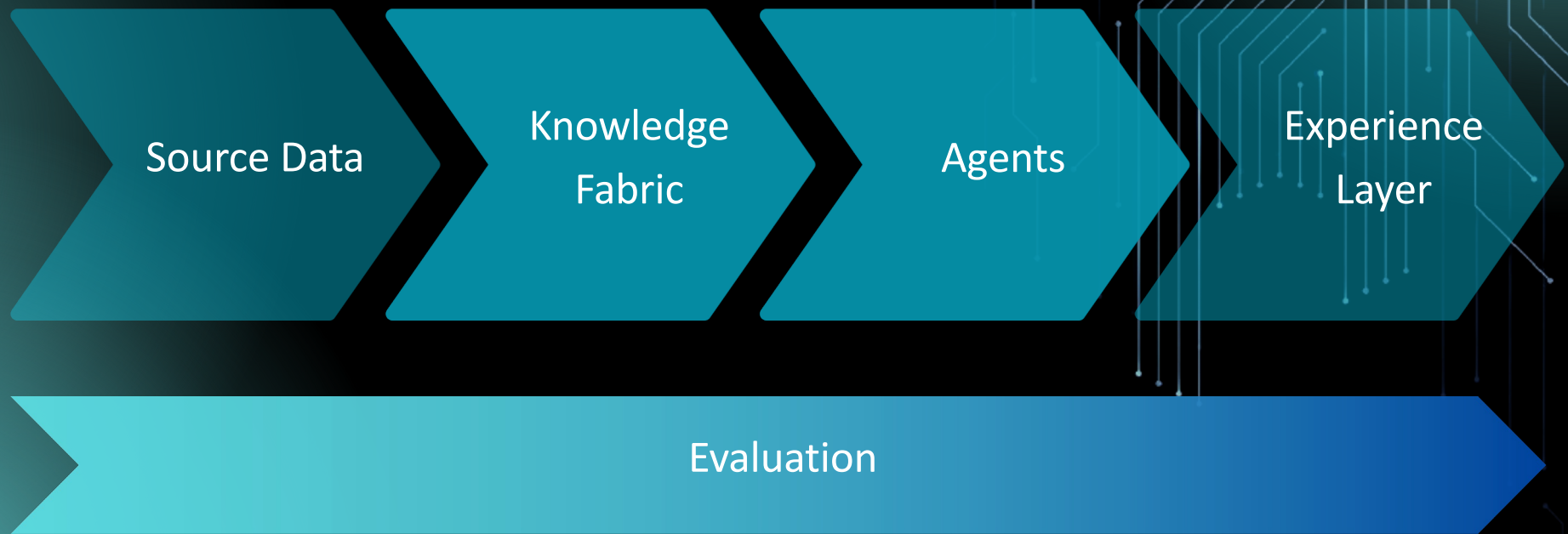
Manufacturing: Cycle Time, Defect Prevention, Capacity Optimization

Fitting the solution to the need





Trustworthy AI requires some extra steps



Winning with Human Centered Design



Human Control



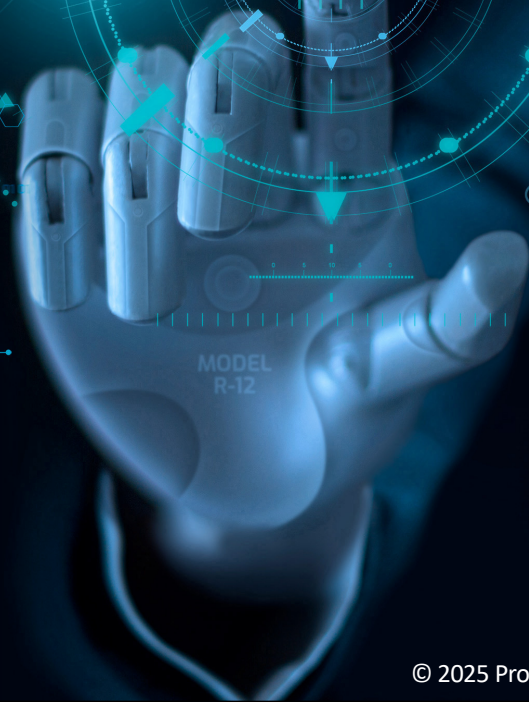
Transparency & Explainability



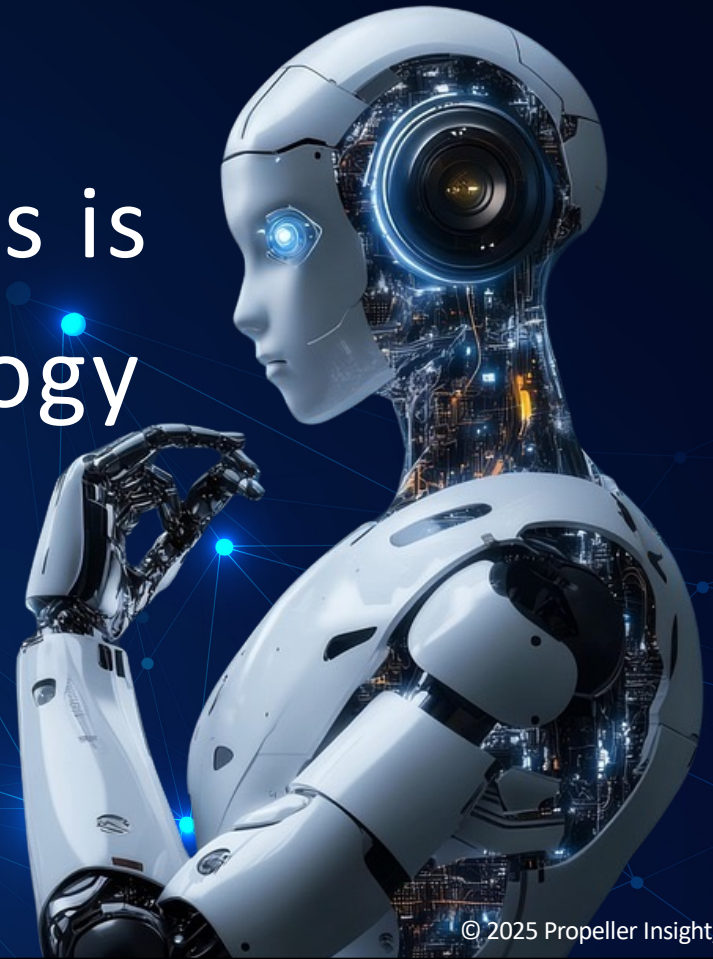
Ethics & Fairness



User Centricity




Building effective AI-enabled organizations is more than a Technology Problem



What's needed to build an AI-enabled organization:

- Strategy + Prioritization
- Business Acumen
- Design Thinking
- User Experience
- Human + AI Teaming
- Business Process Design
- Research + Testing
- Governance + Trust
- Skills + Tasks
- Job + Org Design
- Motivation + Leadership
- Change Management



If you want to go fast,
go alone

But if you want to go far,
go together

Reinventing work in the age of AI



Reinventing work in the age of AI

1. **Purpose:** What are we trying to achieve here?
2. **People:** What unique capabilities do humans bring to this question and what unique human needs are we meeting?
3. **Product:** What technical capabilities can we leverage to solve this problem or advance this opportunity?
4. **Process:** How do capabilities and tasks come together to efficiently and effectively address the question at hand?
5. **Preparation:** Do you have the data (available and accurate) and capabilities you need?
6. **Protection:** What safeguards are required to ensure quality, reliability and safety?
7. **Pace:** How can we build adaptable systems and people that can keep up the required pace of change?
8. **Pyramid:** How can we most effectively structure our organization to meet our strategic imperatives?
9. **Place:** Where does work happen and how is it coordinated?
10. **Positions:** What combination of worker roles and worker types is best to efficiently and effectively meet the organization's needs?



AI Business Transformation Lab



Year Long Peer Learning Experience

Curated non-competing organizations

Quarterly 2-day in person events

Custom Consulting

Resources



AI is the third information revolution

<https://www.linkedin.com/pulse/ai-third-information-revolution-alec-levenson-aoqrc/>

This is why your company's AI strategy is failing

<https://www.fastcompany.com/91405623/this-is-why-your-companys-ai-strategy-is-failing-ai-strategy-failure>

AI's limitations: What it doesn't know can hurt us

<https://www.hrexchangenetwork.com/hr-tech/articles/ais-limitations-what-it-doesnt-know-can-hurt-us>

Using analytics and AI to drive org change

<https://www.linkedin.com/pulse/using-analytics-ai-drive-org-change-alec-levenson-ls3pc/>

AI's impact on analytics, OD and strategic HR

<https://www.linkedin.com/pulse/ais-impact-analytics-od-strategic-hr-alec-levenson-fha5c/>