

AI transformation

From hype to business impact

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“Artificial Intelligence is the defining opportunity of our generation. It is not a technology that is coming; a future revolution on the horizon. It is already here, materially changing lives.”

Rt Hon Sir Keir Starmer, UK Prime Minister, [AI Opportunities Action Plan, January 2025](#)

Mark Wilson

Technology and Innovation Director

Once described as a “strategic-thinking technologist”, I help to **translate** words and **concepts** between the worlds of **business and technology**.

I work with our clients to make sense of **how technology can help** tackle real **business challenges**, and I support them in taking a clear, strategic view of their **future direction**.





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AI builds on other transformations

Cloud -> Business -> Digital -> AI

AI Transformation

Embedding intelligence into processes and decisions to amplify human capability. Driving automation, personalisation and data-driven innovation.

Digital Transformation

Reimagining how we engage customers/citizens/clients through digital products and channels. Creating new value while avoiding digital exclusion.

Business Transformation

Redesigning processes and operating models with modern tools and data. Cutting waste, boosting productivity, and improving outcomes.

Cloud Transformation

Modern, scalable platforms and services that form the foundation for change. The enabler that powers other transformations.

AI builds on other transformations

AI runs through all others. As does sustainability.

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Cloud Transformation

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Sustainability Transformation

Redesigning technology and operations to minimise environmental impact. Aligning IT strategy with net-zero goals and responsible resource use for long-term resilience.

Challenges that AI can address

AI is not the solution to everything, but it's a force multiplier for what matters



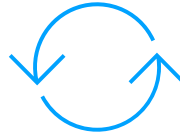
Rising costs and
productivity
pressures



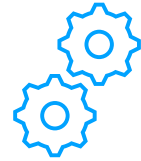
Customer
expectations for
speed and
personalisation



Talent
shortages and
retention
struggles



Manual,
repetitive
workloads



Legacy systems
slowing
innovation

What actually works today?

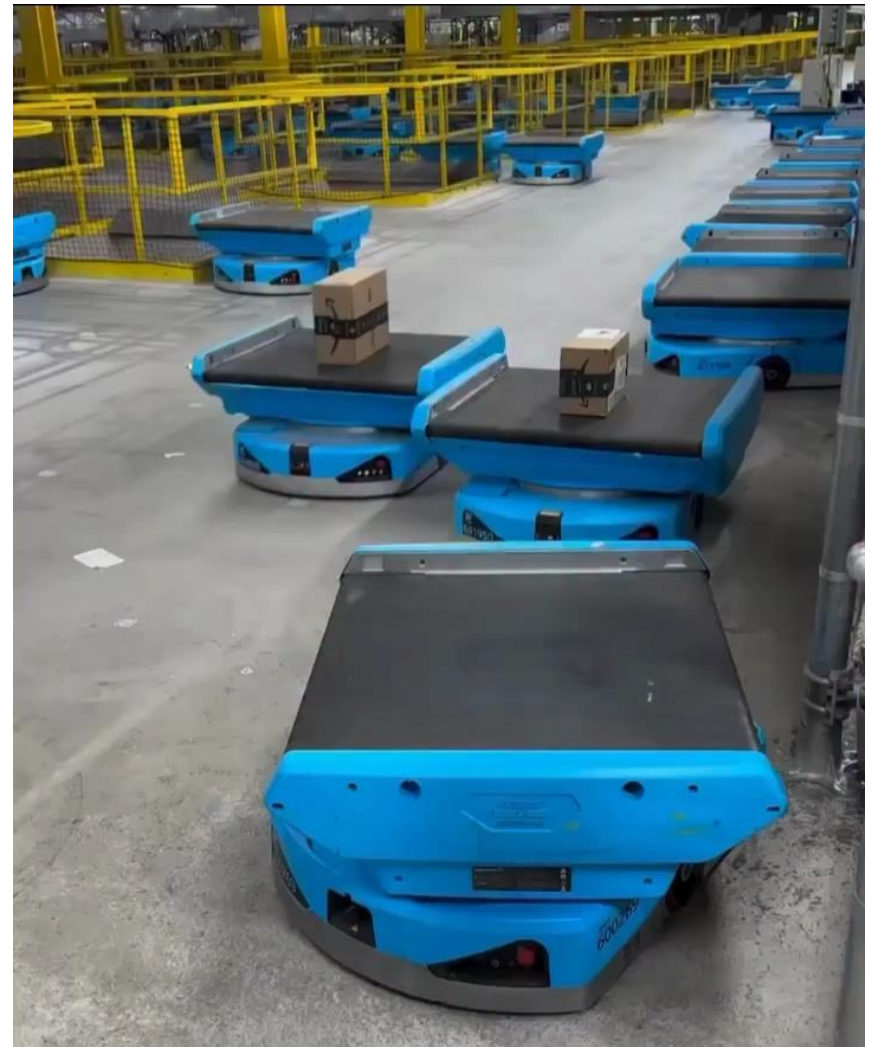
AI use cases gaining traction

- Code completion.
- Text summarisation.
- Image classification.
- Document search and retrieval.
- Meeting transcription and note-taking.
- Email drafting and customer support replies.
- Anomaly detection in data and monitoring systems.
- Product recommendations.

Duelling robots

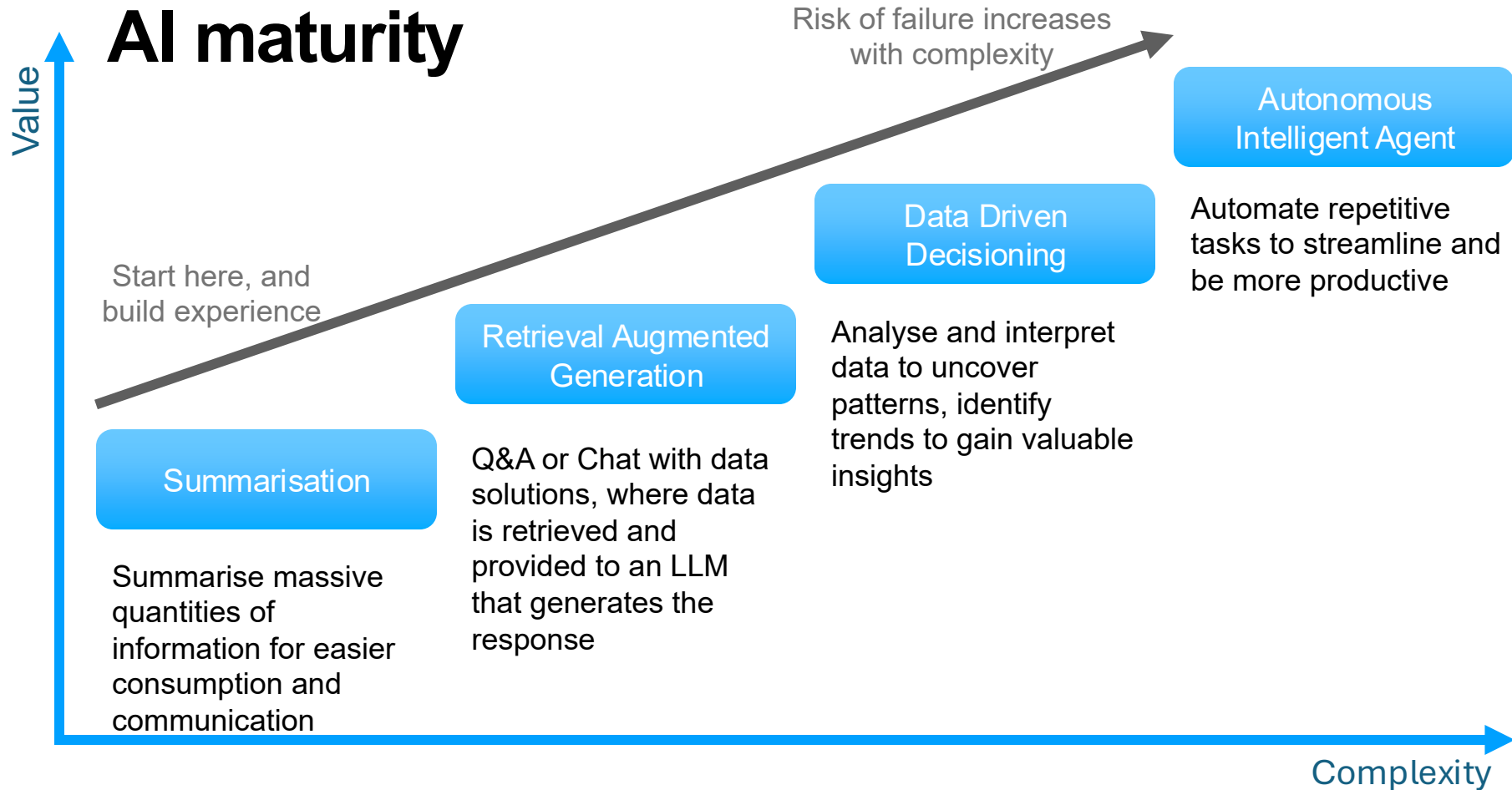
...with equal “intelligence”

[<https://www.instagram.com/reel/DLKefcKCfe7/>]

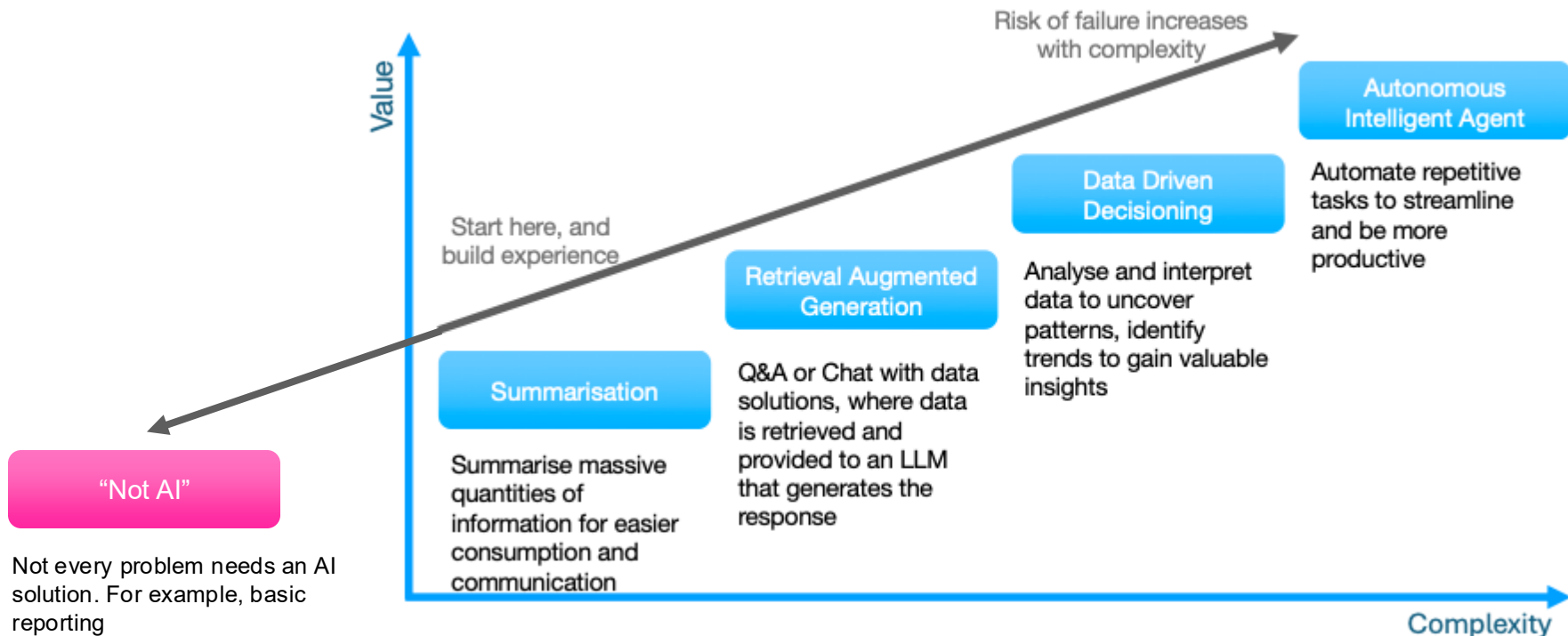


“Everything that's not yet working is AI.
Everything that's working is just called
software”

Johannes Kleske, Episode 318 of the WB-40 podcast, December 2024



Not everything needs AI!



Why AI adoption stalls

Skills | Data | Ethics | Change



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Foundations for success

Data

Your AI is only as good as your data

- Is your data discoverable, clean, and structured?
- Do you have a single version of the truth?
- Can you govern access and usage?

Foundations for success

Security, trust and compliance

AI brings new risks: hallucination, misinformation, leakage.

Regulatory pressure is increasing (UK/EU AI Act, GDPR).

Governance needs to **balance innovation and control**.

Build trust with:

- Role-based access & guardrails
- Clear policies for responsible AI
- Human-in-the-loop processes

Foundations for success

People and change

AI doesn't replace people – it augments them

- Fear and confusion will stall adoption
- Leaders must demystify and lead with clarity
- Digital skills uplift is critical, from frontline to boardroom

Key actions:

- Communicate benefits early
- Provide training and guidance
- Involve people in the process

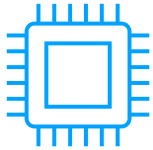


Guiding principles for AI transformation



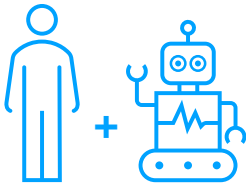
Business-led: finding value

“You don’t need an AI strategy. You need a business strategy that exploits AI.”



Tech enabled: building capability

Cloud | Data | Platforms | Governance



Human-centric: people matter

Augment, not replace

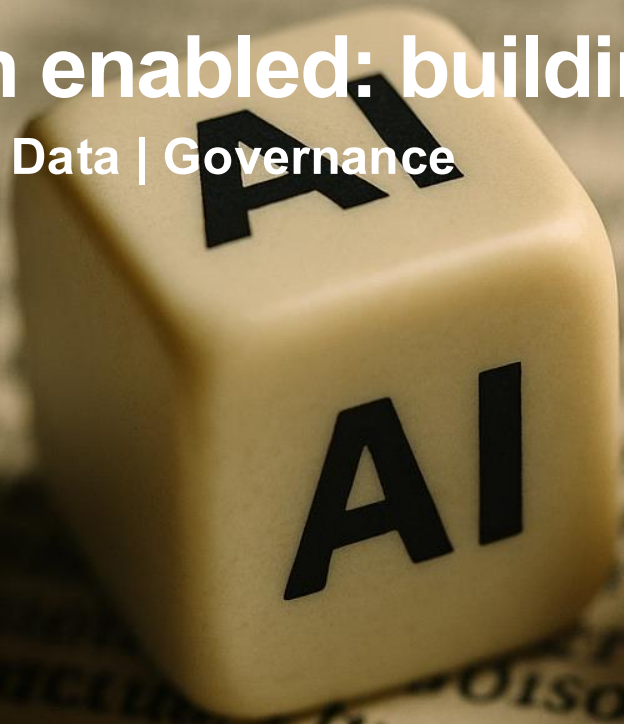
Business-led: finding value

“You don’t need an AI strategy. You need a business strategy that exploits AI.” [Marcus Robbins]



Tech enabled: building capability

Cloud | Data | Governance



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Human-centric: people matter

Augment, not replace

- For a real story of a human in the loop, search for Lieutenant Colonel Stanislav Petrov



Risks and guardrails

Use AI with purpose, not just presence

Risk	Mitigation
Hallucination/inaccuracy	Human-in-the-loop reviews
Bias and unfair outcomes	Diverse data and model validation
Data leakage	Clear policies and governance
Overhype and wasted spend	Business-led use case selection

Practical next steps

Readiness | Use cases | Scale



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Looking ahead

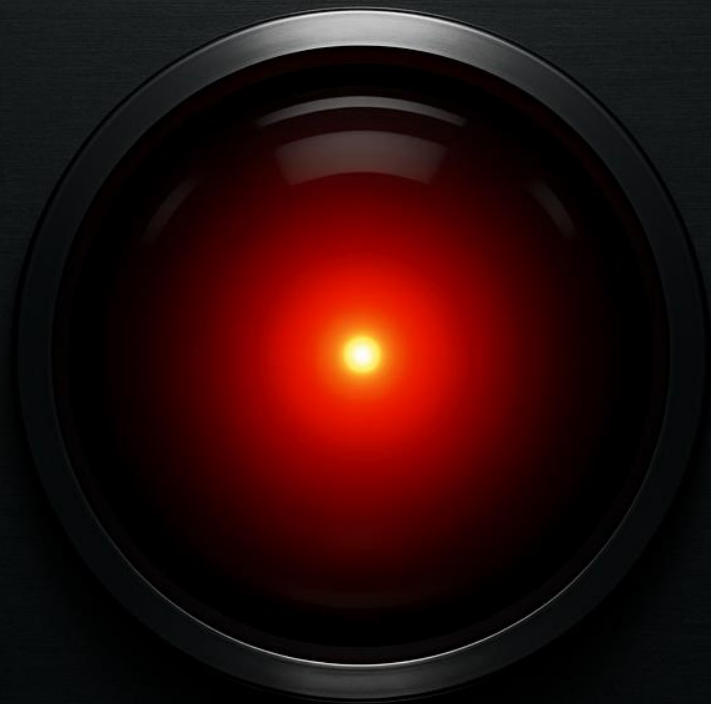
AI transformation is a journey, not a shortcut



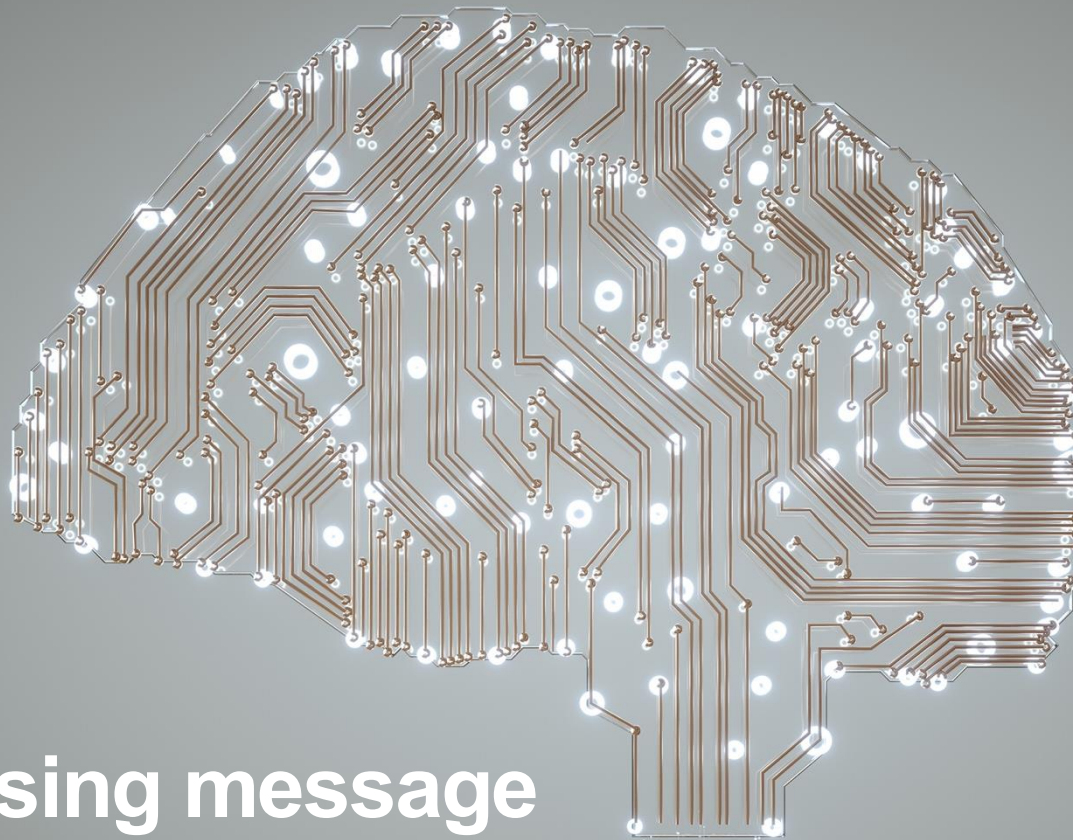
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The future of AI is not LLMs

Moving from predicting words to understanding the world



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- AI transformation is no different to anything else we have done in IT over the last few decades
- Businesses are built around people (employees and customers)
- If we don't fix the processes that affect the customer journey, we're missing the point

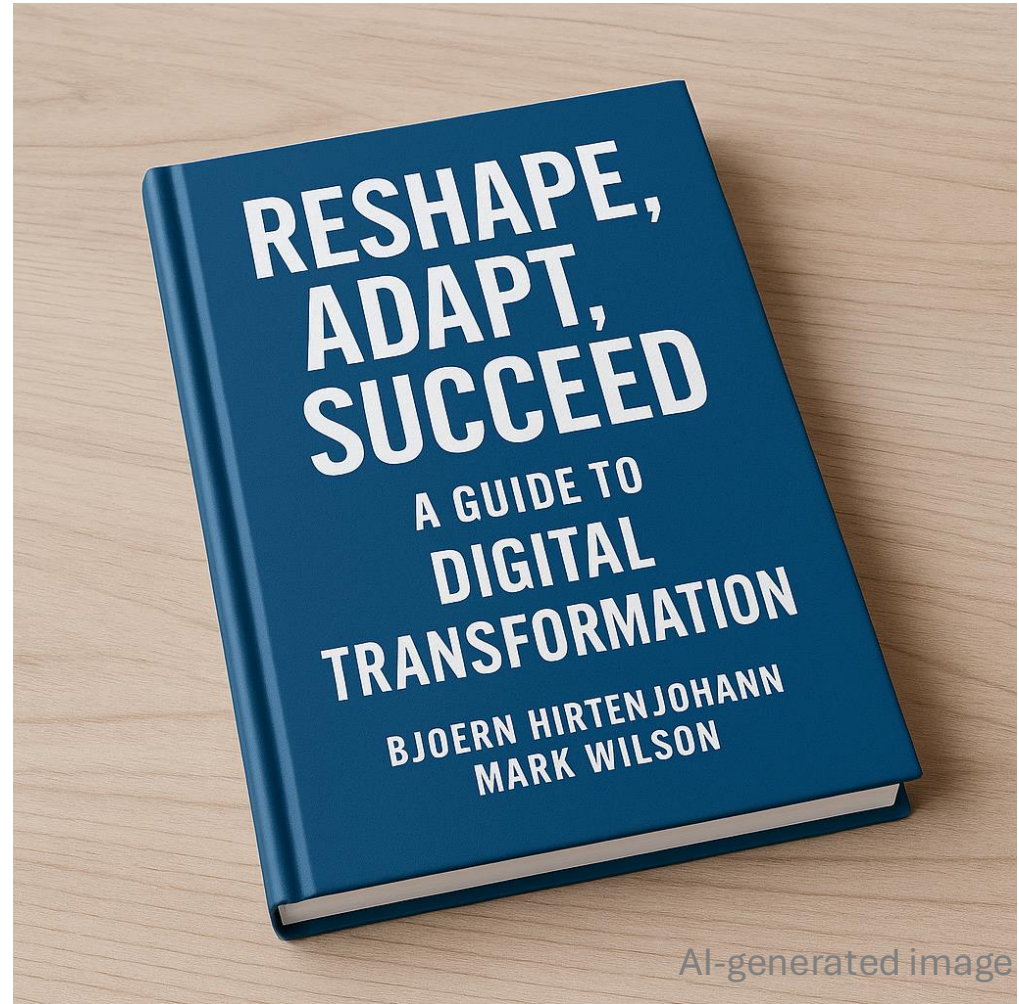
My closing message

“AI is not a technology wave; it's a business transformation wave” [Neil Marley]

If you liked this

Watch out for my book

- Expected early in 2026



Adopting AI is like buying
new ingredients.

Transforming with AI is like
rewriting the recipe.

Most companies sprinkle AI
into the mix and wonder why
it still tastes like the same
old dish.



Rob Llewellyn

Thank you

for your time



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