



Webinar

AI : The role of directors and boards

Special Guests

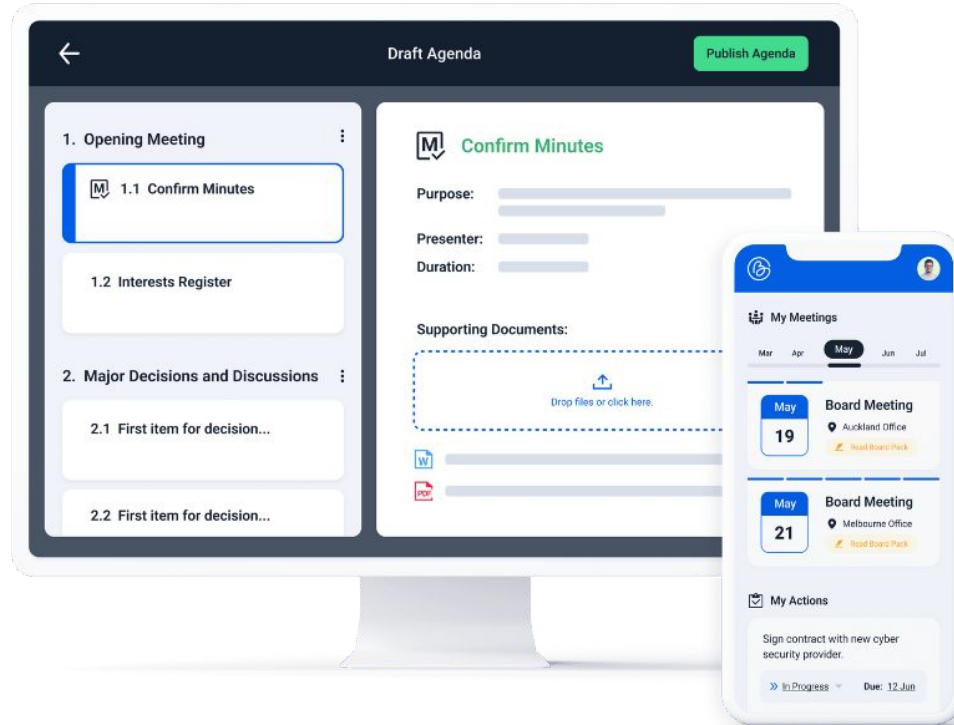
Lloyd Mander

Bede Cammock-Elliott

Hilary Walton

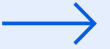








Making the fundamentals of governance free and easy to implement



Lloyd Mander

Founder & Principal
DOT Scorecard



**Bede
Cammock-Elliott**

Founder
seo.ai

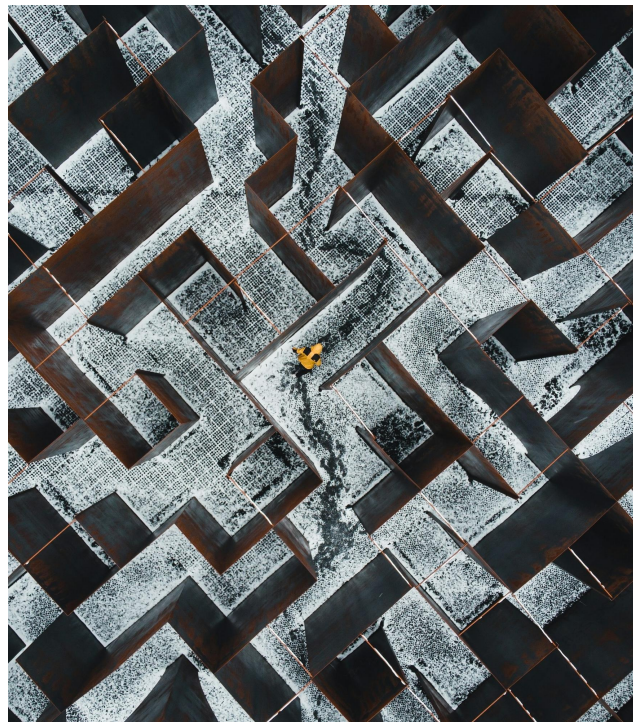


Hilary Walton

Senior Technology
Strategist
Microsoft



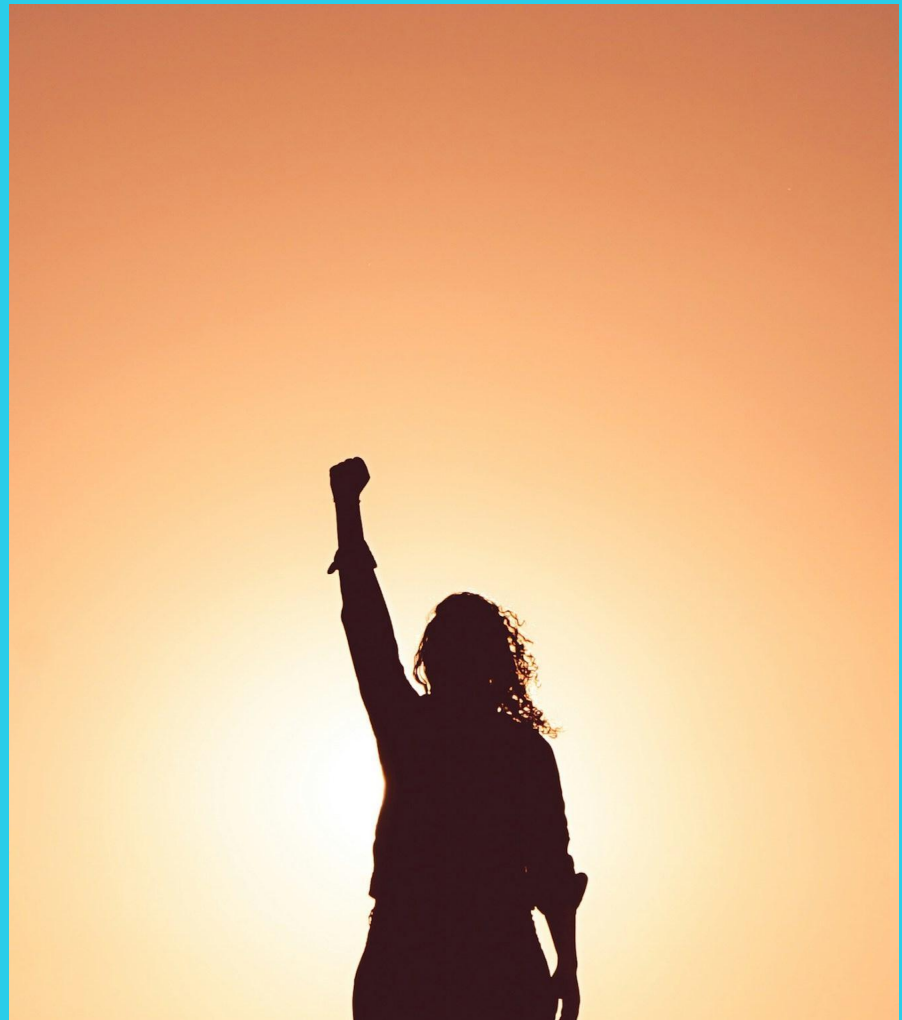
Where are we at now with AI?





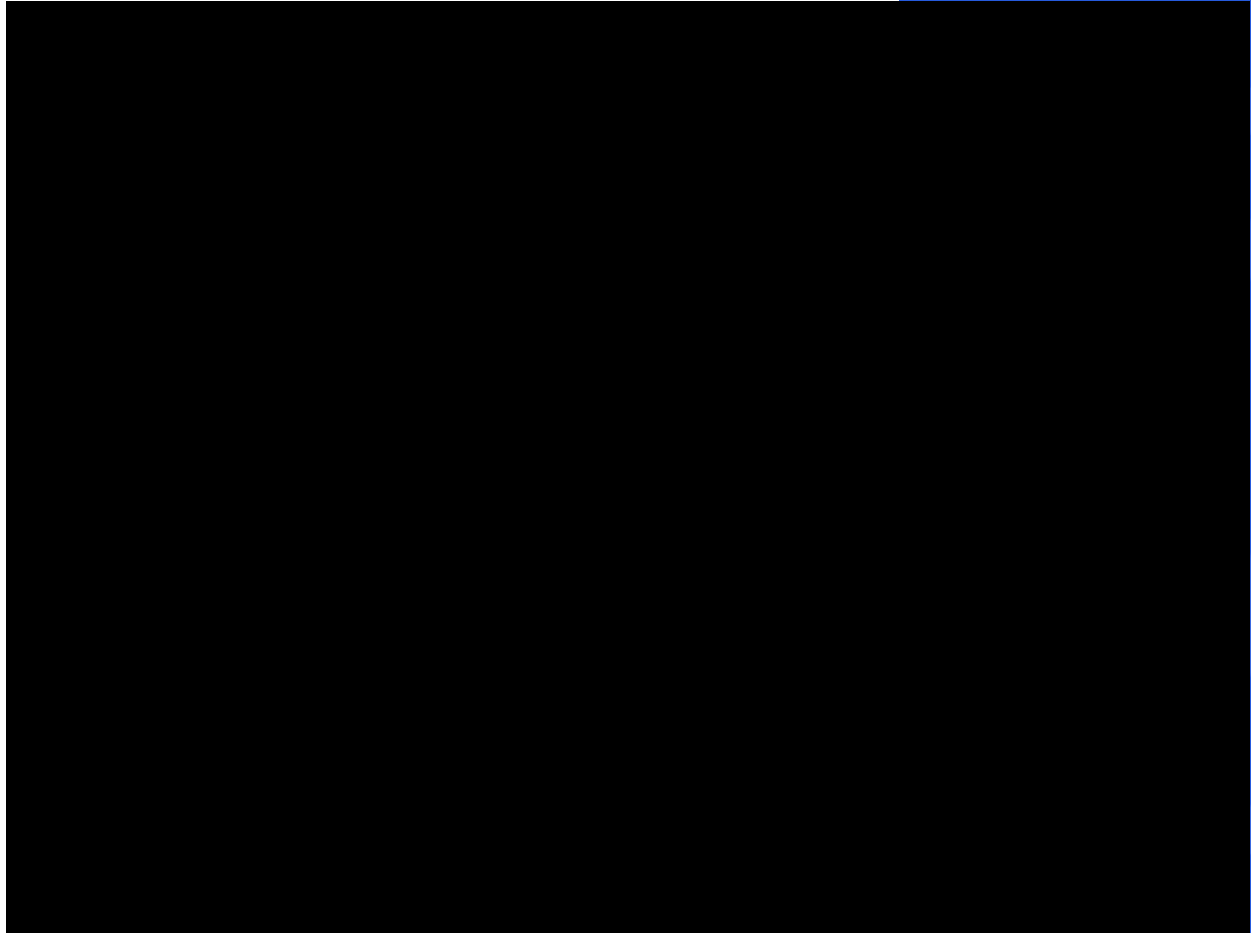
Key AI success factors

- Align AI initiatives with business objectives
- Define clear KPIs
- Leadership of change



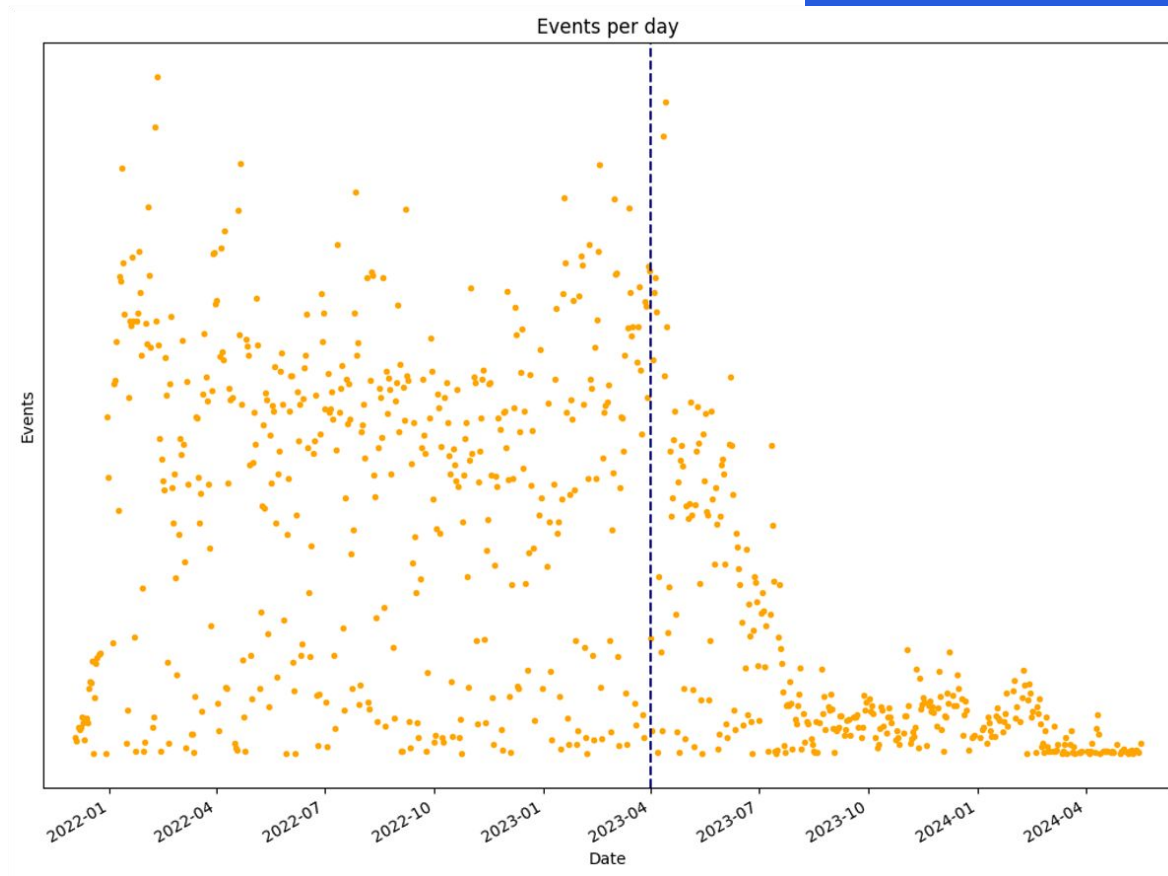


seo.ai
demo





seo.ai demo





Key AI success factors

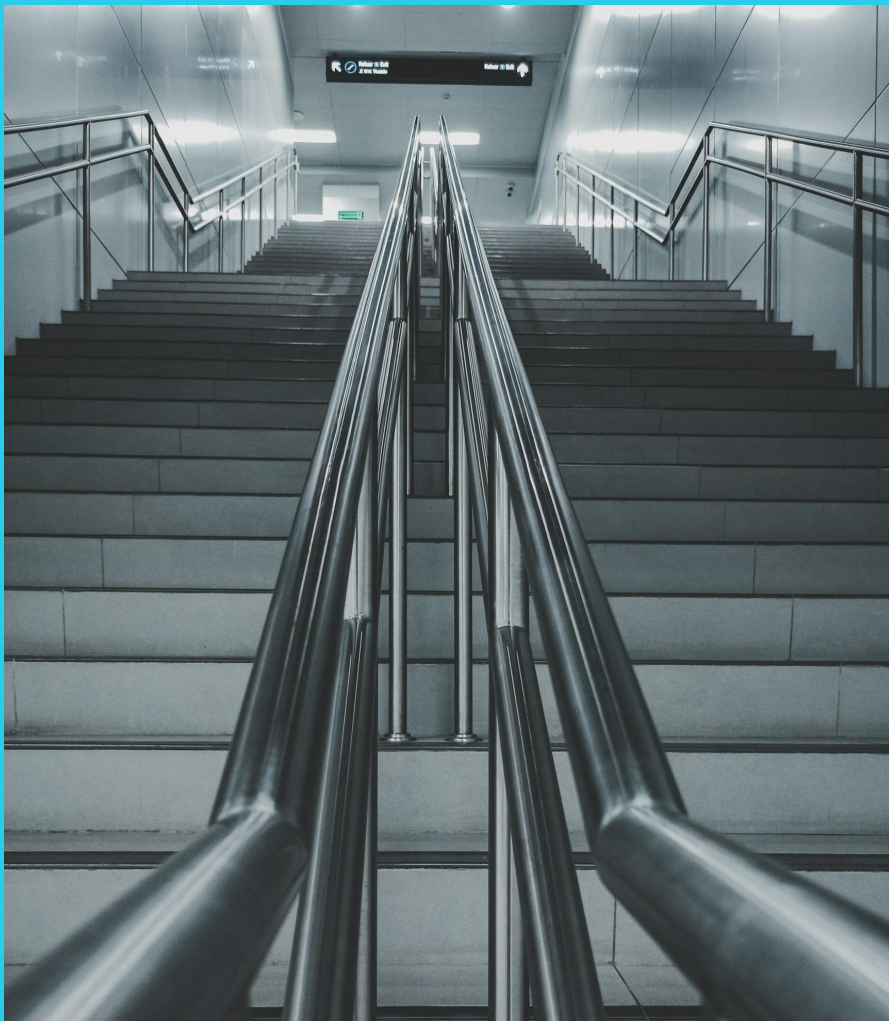
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Ensuring AI use is ethical

- Ensure transparency in AI decision-making
- Protect user privacy
- Create internal ethics team to oversee AI use



Setting guidelines & controls

- Form an AI governance team/committee
- Develop clear policies and procedures for AI initiatives
- Provide ongoing training on data privacy best practices



Encouraging innovation & experimentation

- Build wider leadership support for AI initiatives
- Offer ongoing training programmes
- Seek external partnerships if needed
- Create incentive programs to reward innovative ideas





Lloyd Mander

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Thank you

