

GROWTH SERIES



THE AI PLAYBOOK FOR BUSINESS LEADERS
FROM HYPE TO REAL-WORLD IMPACT!



Ian Hunt
Chief Customer Officer
RAKEZ



ALL EVENTS ON COMPASS WEBSITE

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UPCOMING EVENTS



GROWTH SERIES

Jan 29 2025

AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES

January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES

Jan 30 2025

January 30, 2025 11:00 am - 12:00 pm
Webinar

EVENT DETAILS >



extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR MARKETING & INBOUND

February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre

EVENT DETAILS >



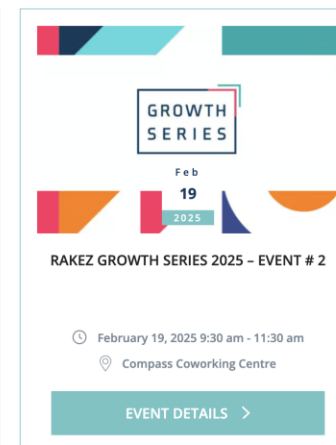
extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS

February 5, 2025 1:00 pm - 4:00 pm
Compass Coworking Centre

EVENT DETAILS >



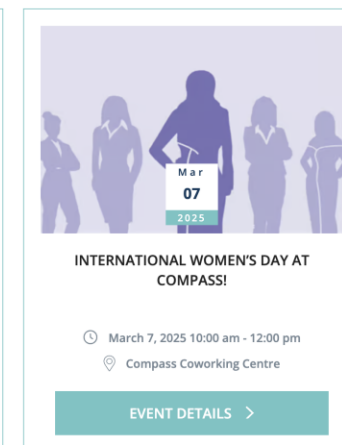
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Feb 19 2025

RAKEZ GROWTH SERIES 2025 - EVENT # 2

February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



INTERNATIONAL WOMEN'S DAY AT COMPASS!

Mar 07 2025

March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre

EVENT DETAILS >



NEXT EVENTS

16 APRIL 2025

Event 4: Closing The Deal:
Proven Sales Techniques To
Drive Growth

14 MAY 2025

Event 5: Mastering Financial
Management: Smart Money
Strategies for SMEs



TODAY'S SPEAKERS: KOSHIMA CO-FOUNDERS



Rob Hayes
AI Business Consultant
Enablement Lead



Carlo Pepe
AI Business Consultant
Enablement Lead



- ❑ 3 PILLARS OF AI IN BUSINESS
- ❑ STRATEGIC FRAMEWORKS
- ❑ WORKFORCE PRODUCTIVITY

CLARITY ON AI ADOPTION

The 3 Pillars Of AI In Business

AI ISN'T JUST ABOUT TECHNOLOGY

**It's About How Businesses Use It, Drive Value,
Efficiency & Gain A Competitive Advantage**

THE 3 PILLARS OF AI IN BUSINESS

1	WORKFORCE PRODUCTIVITY	Tools that help employees work faster, smarter & more efficiently.
2	BUSINESS PROCESS OPTIMISATION	Improving operations, workflows & decision-making across departments.
3	CORE BUSINESS OPTIMISATION	AI embedded into the fundamental systems that power a business.

THE 3 PILLARS OF AI IN BUSINESS

1	WORKFORCE PRODUCTIVITY	<ul style="list-style-type: none">❑ OpenAI ChatGPT❑ Microsoft CoPilot, Google Gemini, Claude❑ Salesforce Einstein
2	BUSINESS PROCESS OPTIMISATION	<ul style="list-style-type: none">❑ Resume Screening – HR❑ Supplier Contract Analysis – LEGAL❑ Customer Complaint Resolution - CX
3	CORE BUSINESS OPTIMISATION	<ul style="list-style-type: none">❑ Flight Scheduling❑ Fraud Detection❑ E-Commerce Recommendations

**ORGANISATIONS THAT ADOPT AI SEQUENTIALLY
TRANSFORM AN ENABLED WORKFORCE INTO
DEPARTMENTAL INNOVATION & CORE GROWTH**

Tools For A Fast, Effective,
Productive Workforce

WORKFORCE PRODUCTIVITY

1

**WORKFORCE
PRODUCTIVITY**

K_{SHIMA}

PRODUCTIVITY DOESN'T MAGICALLY INCREASE
WHEN AI TOOLS ARE INTRODUCED

**Education, Enablement, & Empowerment Is
Required To Drive Adoption & Productivity**

WORKFORCE PRODUCTIVITY

**BRING YOUR
OWN TOOL**

**PROVIDE TOOLS
& TRAINING**

**PROVIDE TOOLS
& ENABLEMENT**

WORKFORCE PRODUCTIVITY

**BRING YOUR
OWN TOOL**

- No training, structured guidance missing**
- Workforce struggle to understand how to apply**
- Data privacy & compliance risks**
- Limited oversight on effectiveness & security**

WORKFORCE PRODUCTIVITY

PROVIDE TOOLS & TRAINING

- ❑ Workforce struggle to understand how to apply
- ❑ Lacks context, results in low user confidence
- ❑ Low adoption spirals, halting progress
- ❑ Downward cycle stifles growth, innovation.

WORKFORCE PRODUCTIVITY

PROVIDE TOOLS & ENABLEMENT

- ❑ Workforce enabled with how to apply in work
- ❑ Boosts confidence using tools as an enabler
- ❑ Drives adoption, usage & confidence
- ❑ Cultivates curiosity for further exploration

**ORGANISATIONS WITH A STRUCTURED
APPROACH TO AI TOOLS & PRIORITISE
ENABLEMENT OVER TRAINING
ACHIEVE GREATER PRODUCTIVITY & ROI**

AI Use Cases Driven By Business Needs

STRATEGIC FRAMEWORKS

2

**BUSINESS
PROCESS
OPTIMISATION**

3

**CORE BUSINESS
OPTIMISATION**

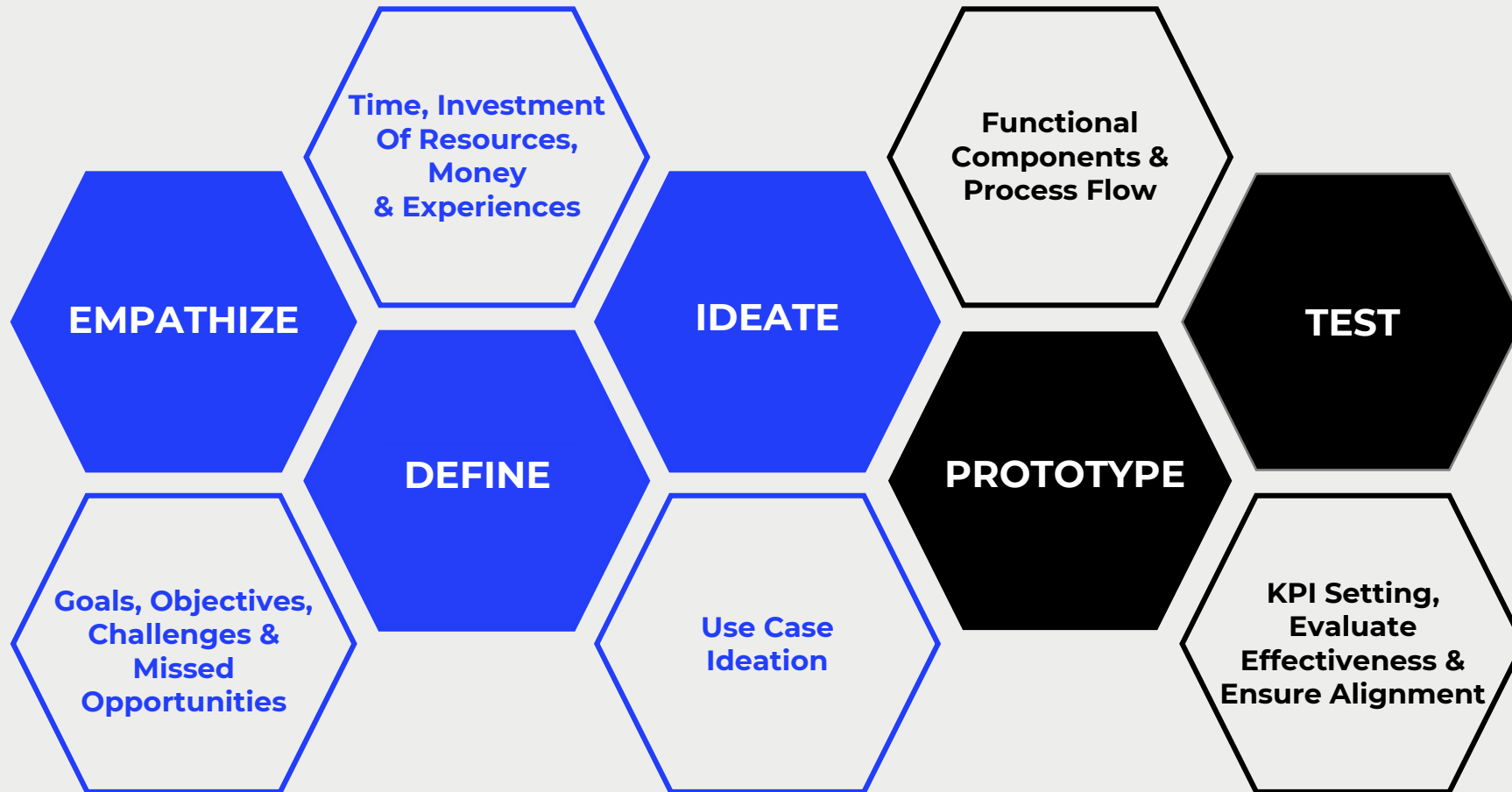
80% OF AI PROJECTS FAIL DUE TO
MISALIGNMENT WITH BUSINESS NEEDS

**A Structured Approach To Identifying, Defining
& Measuring High Impact Areas Is A Must**

STRATEGIC FRAMEWORKS

- ❑ DESIGN THINKING
- ❑ KOSHIMA TIME

DESIGN THINKING FRAMEWORK



KOSHIMA TIME FRAMEWORK

T (TIME)

HOW IS TIME SPENT ACROSS TASKS & PROCESSES?

Where do you spend your time?
What tasks consume the most time in function activities?

I (INVESTMENT)

WHAT IS YOUR ALLOCATION & USE OF RESOURCES?

Where do you invest the most resources for a task or workflow in your functional processes/workflows?

M (MONEY)

WHERE IS MONEY MADE & WHERE IT IS SPENT?

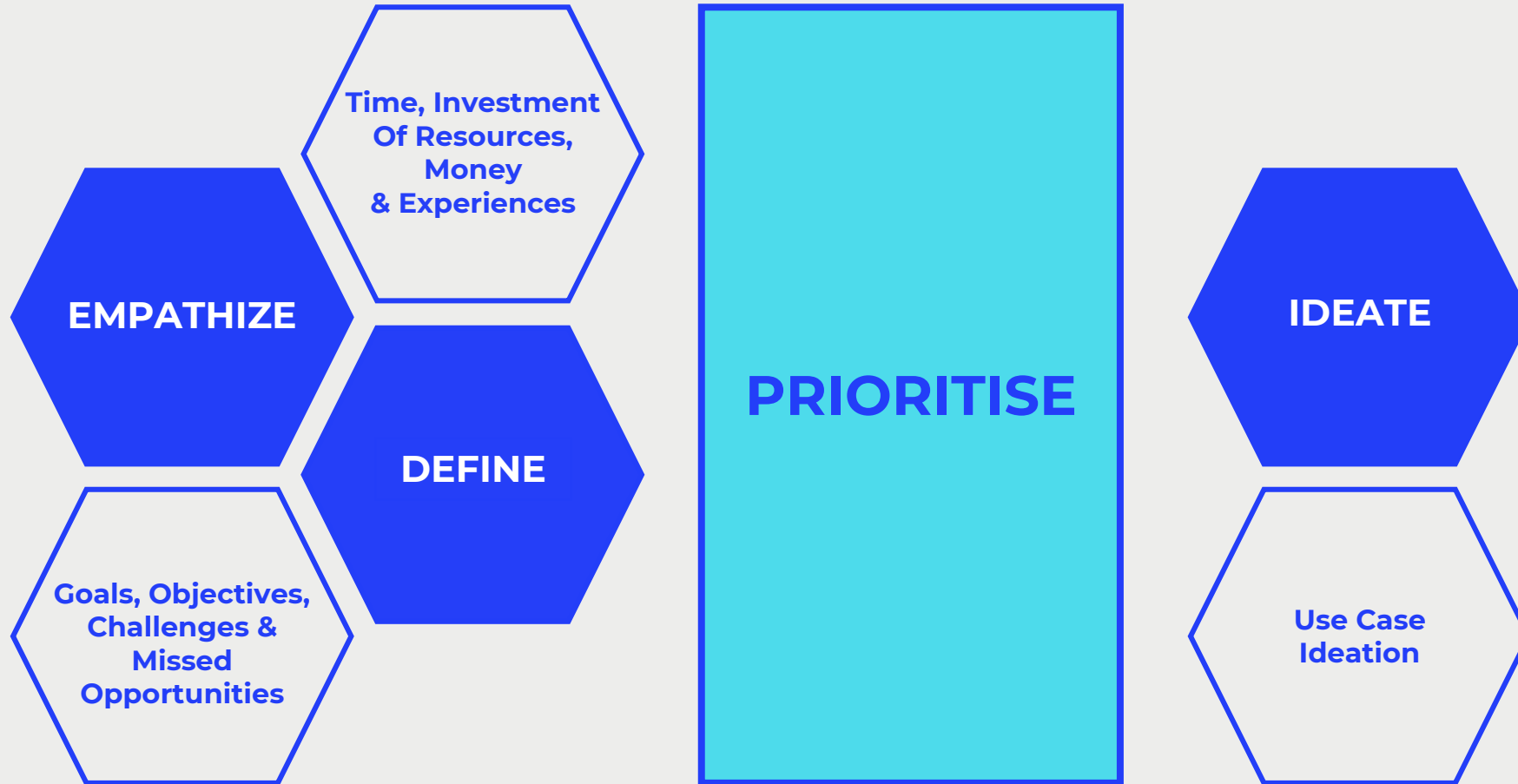
What are the major cost drivers and revenue opportunities?
Which specific changes are cost drivers & cash generating?

E (EXPERIENCE)

INTERNAL & EXTERNAL EXPERIENCES RELATED TO TASKS PERFORMED?

What are the key experiences of your customers & employees?
How can these experiences be improved?

PRIORITISING FOCUS WITH AI



TIME FRAMEWORK

AI SUCCESS DEPENDS ON SOLVING THE RIGHT PROBLEMS

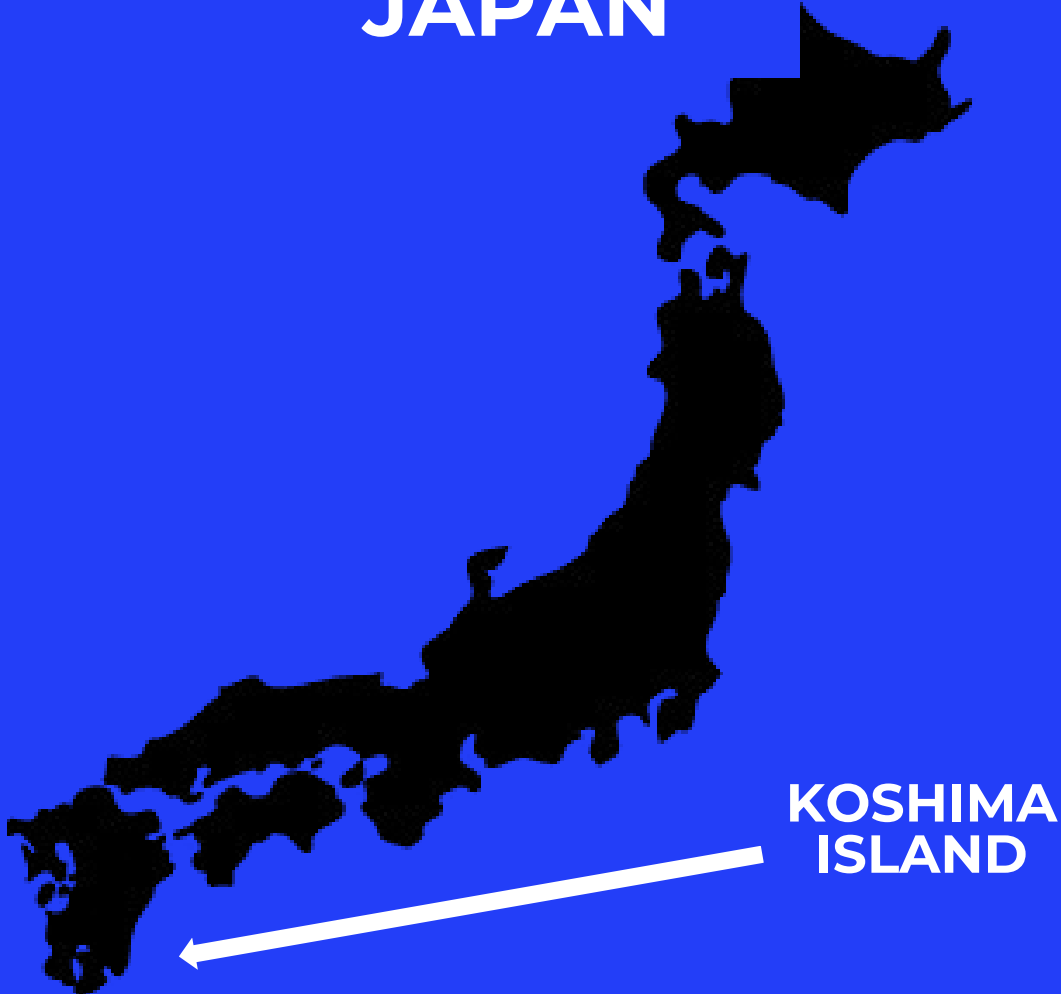
**Organisations that apply structured thinking
avoid wasted investment, eroding confidence
& succeed in driving real business value**

THE POWER OF INCREMENTAL GAINS



100th Monkey Phenomenon

JAPAN



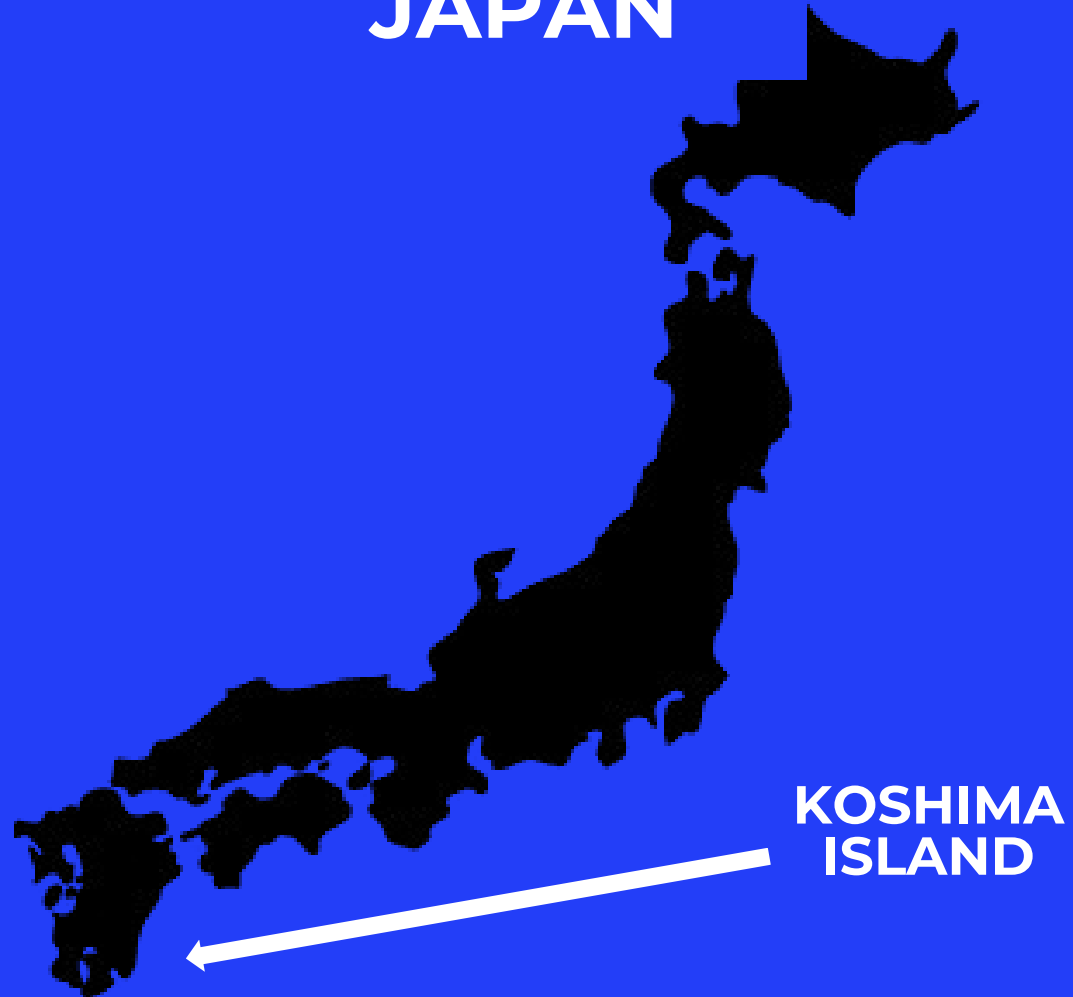
**KOSHIMA
ISLAND**

K_{SHIMA}

THE POWER OF INCREMENTAL GAINS

**THINK BIG,
START SMALL,
START NOW**

JAPAN



**KOSHIMA
ISLAND**

K_{SHIMA}

Early wins build confidence, creating a culture of AI adoption

Start your AI Journey with your people, grow, develop & evolve from there



**Arrange A 45-Minute
Consultant Call To
Start Your AI Journey
For Success!**

Survey



Q&A



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THANK YOU!