

AI's New Frontier: How Digital Co-Workers are Shaping the Future of Innovation

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NotedSource

**AI-Powered
Research**



**Expertise
Network**

Project Management System

Poll



- **How extensively has your company adopted generative AI?**
 - Fully integrated across operations
 - Deployed in some departments
 - Experimenting with pilots
 - Exploring but not using yet
 - No plans to adopt

AI as Teammate



Key developments

- Agentic AI and the arrival of digital co-workers
- Leveraging AI for Research, Innovation, and New Product Development

Today's focus

- AI's Rapid Development
- In-House Development vs. Outsourced
- Measuring the Impact of AI on Teams

Poll



- **If you believe your company's adoption of generative AI has been suboptimal, why?** (Select all that apply)
 - Limited AI expertise
 - IT restrictions (e.g., data privacy)
 - Unclear business value
 - Resistance to change
 - Lack of budget
 - Other (please share in the chat)

The Speed of Change



- **AI intelligence doubling every 3-6 months**
 - Agentic AI systems are iterating faster than organizations can adapt
- **Companies unsure of what tools to buy**
 - Organizational inertia vs. external pace of innovation
- **Pressure on innovation teams**
 - Even at the bleeding edge, internal groups can feel outpaced

In-House Development vs. Broader Deployment



- **AI capabilities are becoming widely accessible**
 - Business users can build without traditional tech support
- **Shift from building to enabling**
 - By the time a solution is deployed, a better one often exists

Measurement and Impact



- **Difficult to measure AI impact meaningfully**
 - Traditional metrics don't capture augmentation
 - AI doesn't just automate—it amplifies human capability
- **What should we measure?**
 - Speed improvements (time to task, decision-making)
 - Quality of outcomes (better decisions, fewer errors)
 - Effectiveness (but how do we define and track it?)
- **Shifting mindset on ROI**
 - Comparison shouldn't be “AI vs. human” but “AI-augmented human vs. human”
 - Need for new benchmarks and success metrics

The Role of External Partners



- **Navigating the pace and complexity of AI evolution is a team effort**
 - External partners can help bridge internal capability gaps
 - They bring specialized expertise, fresh perspective, and speed
- **Where they can help:**
 - **Speed of Change:** Keeping up with emerging tech and best practices
 - **Deployment:** Rapid prototyping, scaling, and integration support
 - **Measurement:** Defining and tracking meaningful impact metrics
- **Partnerships should be strategic, not just transactional**
 - Think of partners as co-developers of your digital co-worker ecosystem

Thank you!



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