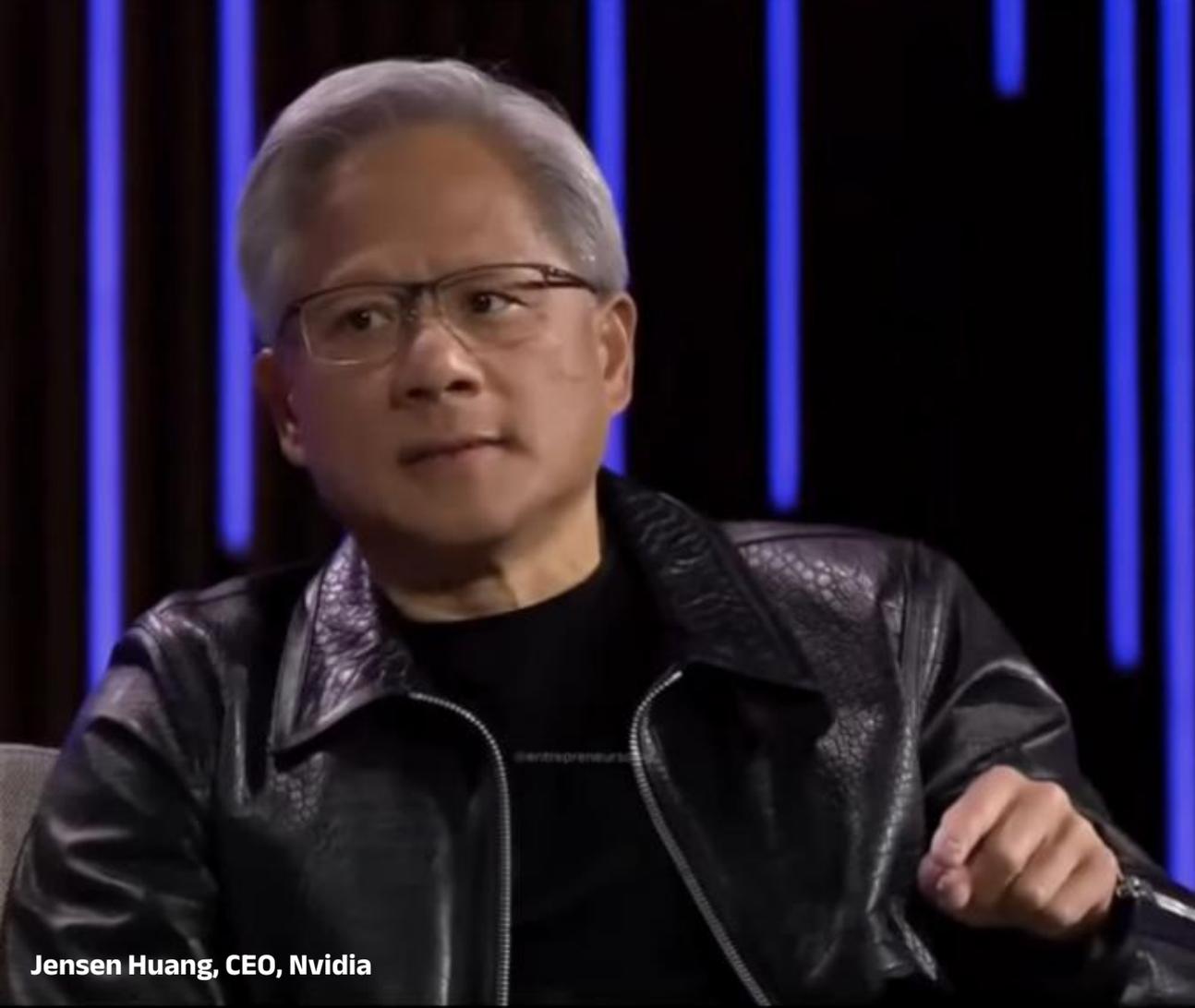




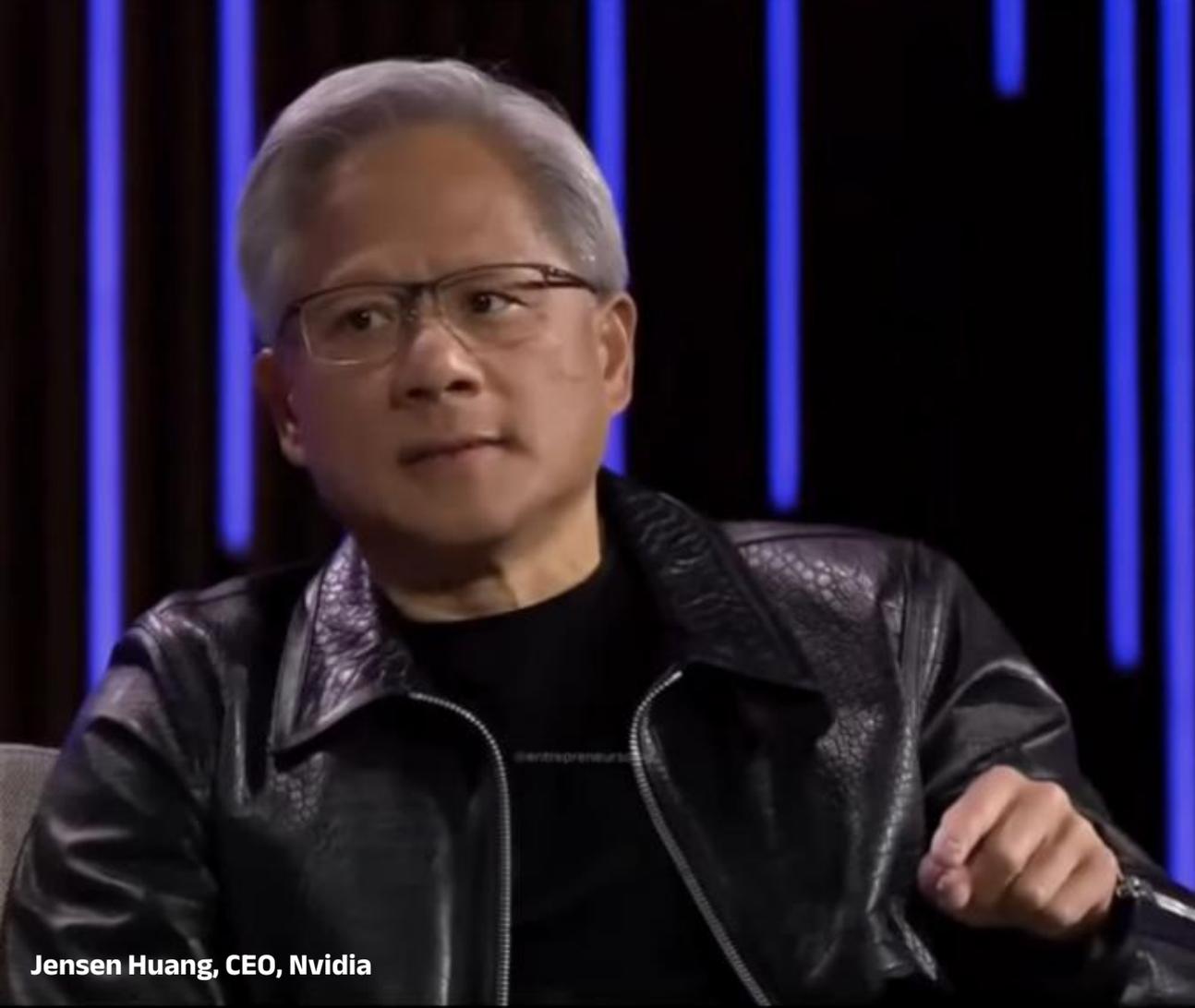
The Great Reset: Leading in the AI-first revolution

Pierre-Alexandre BALLAND
CEPS & Harvard University



If you are not engaging AI **actively** and **aggressively**, you're doing it wrong.

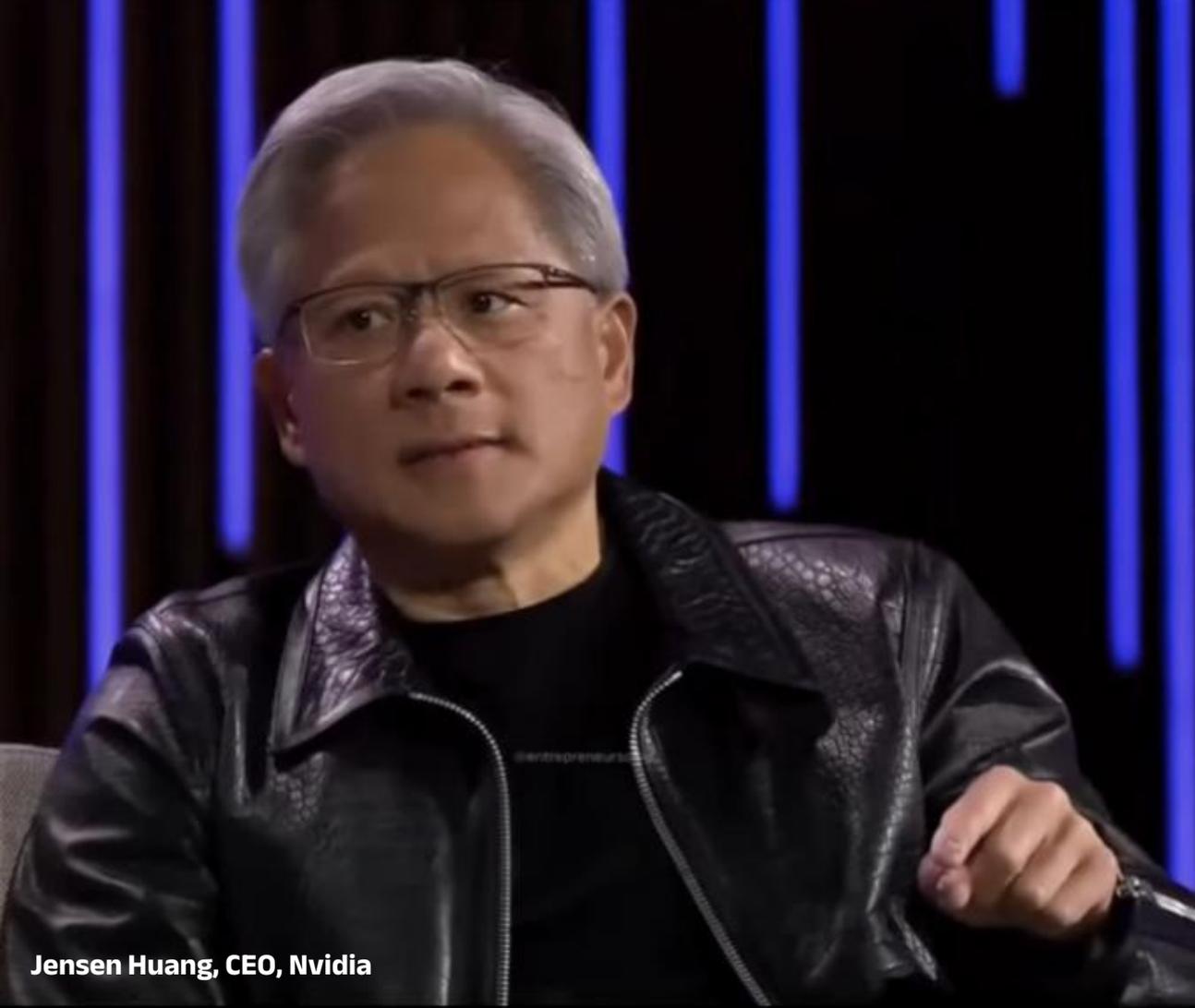
Jensen Huang, CEO, Nvidia



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You're not gonna lose your job to AI. You're gonna lose your job to **someone who uses AI.**



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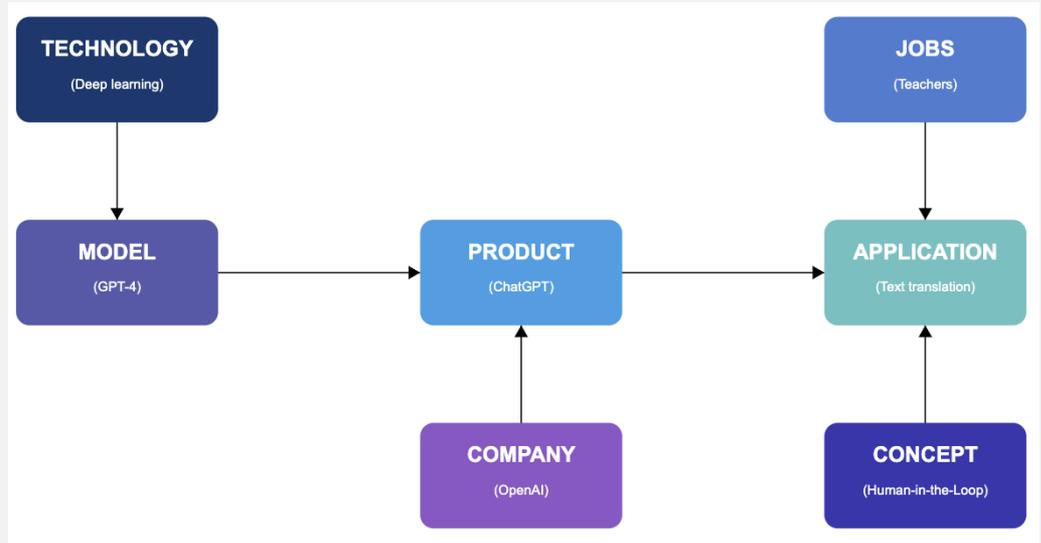
Your company is not gonna go out of business because of AI, **your company is gonna go out of business because another company uses AI.**

Are you just *'using'* AI?

around it?



Or are you re-building the business & tasks around it?



Artificial intelligence is transforming every industry, one **use case** at a time



The road to human amplification

NAVIGATORS

Internet data

Predictive power of graphs

Personalization

Recommender Systems



2010



The road to human amplification

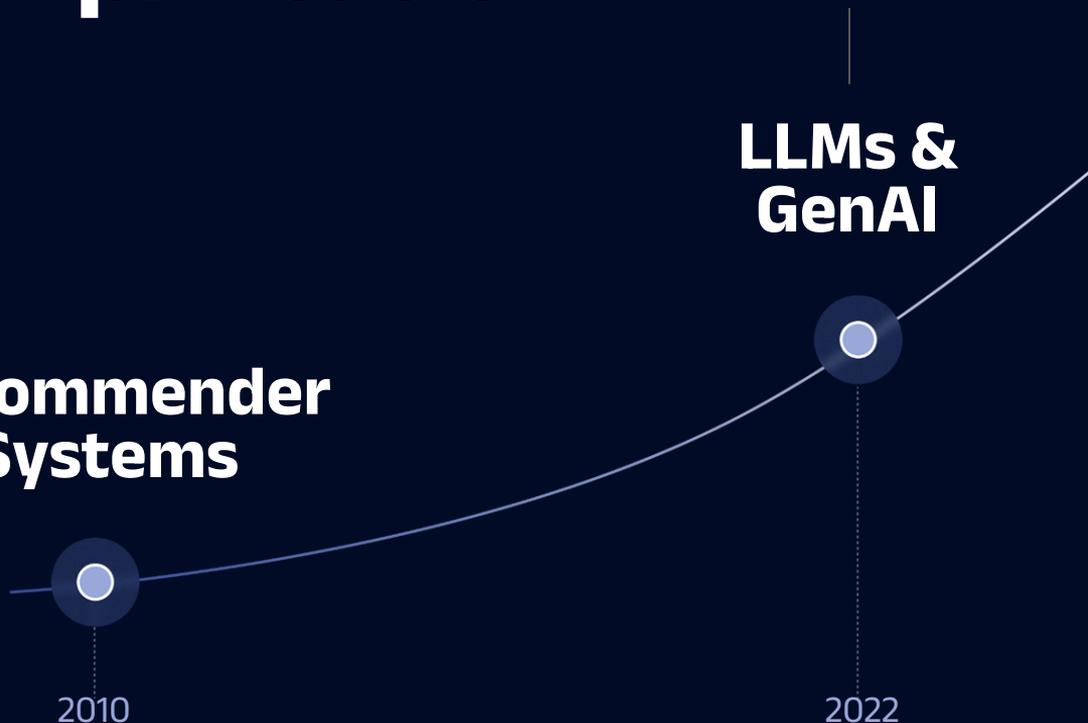
Recommender Systems

2010

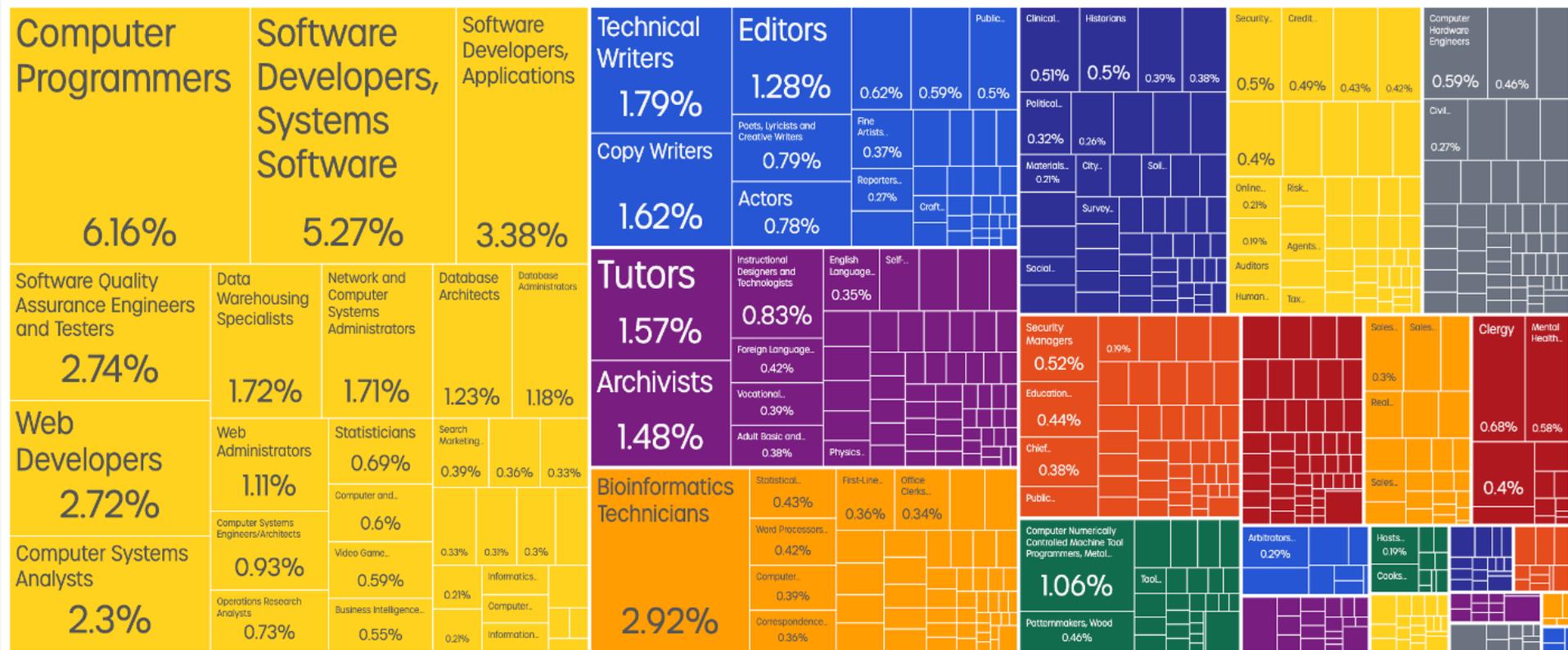
CO-PILOTS
Pre-trained
Emergent capabilities
Multimodal integration

LLMs & GenAI

2022

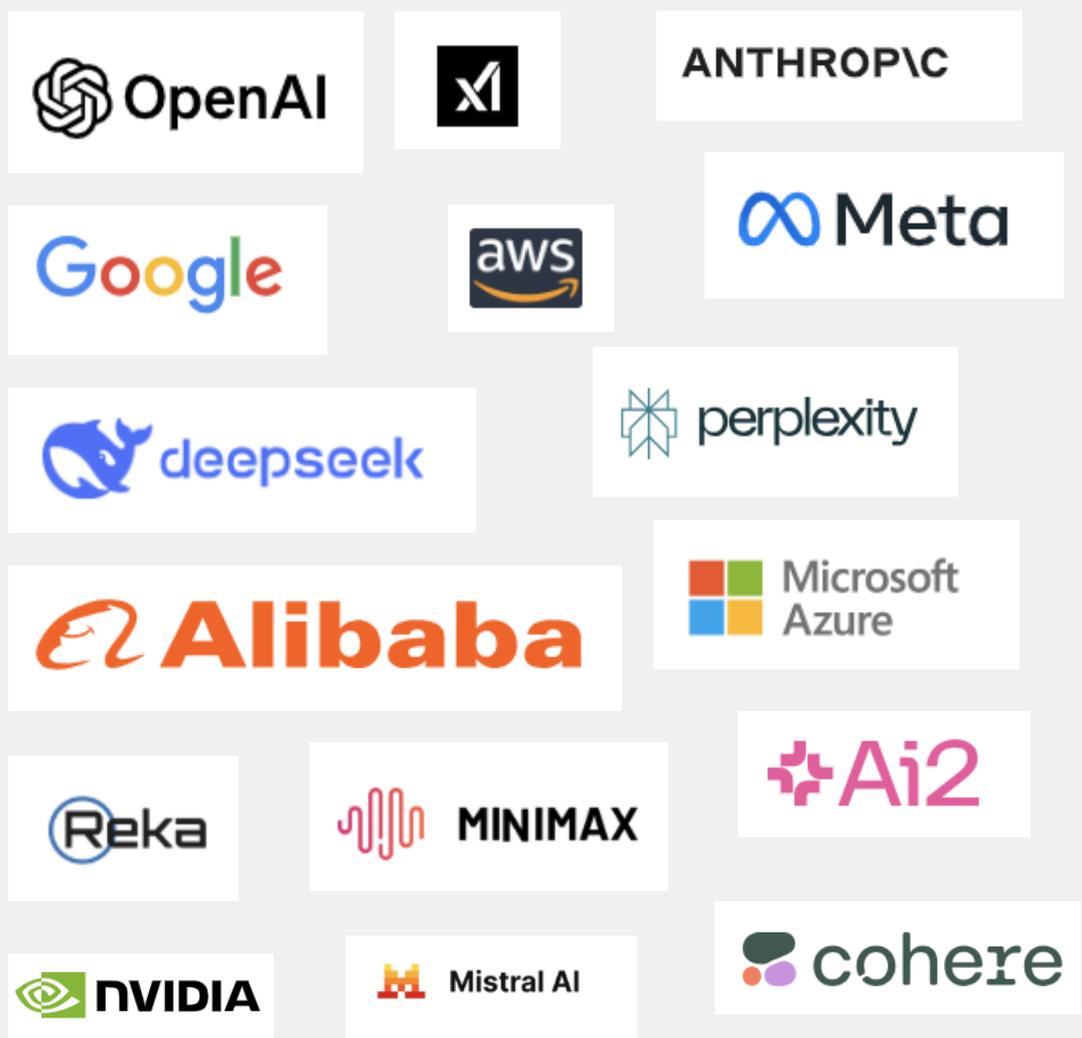
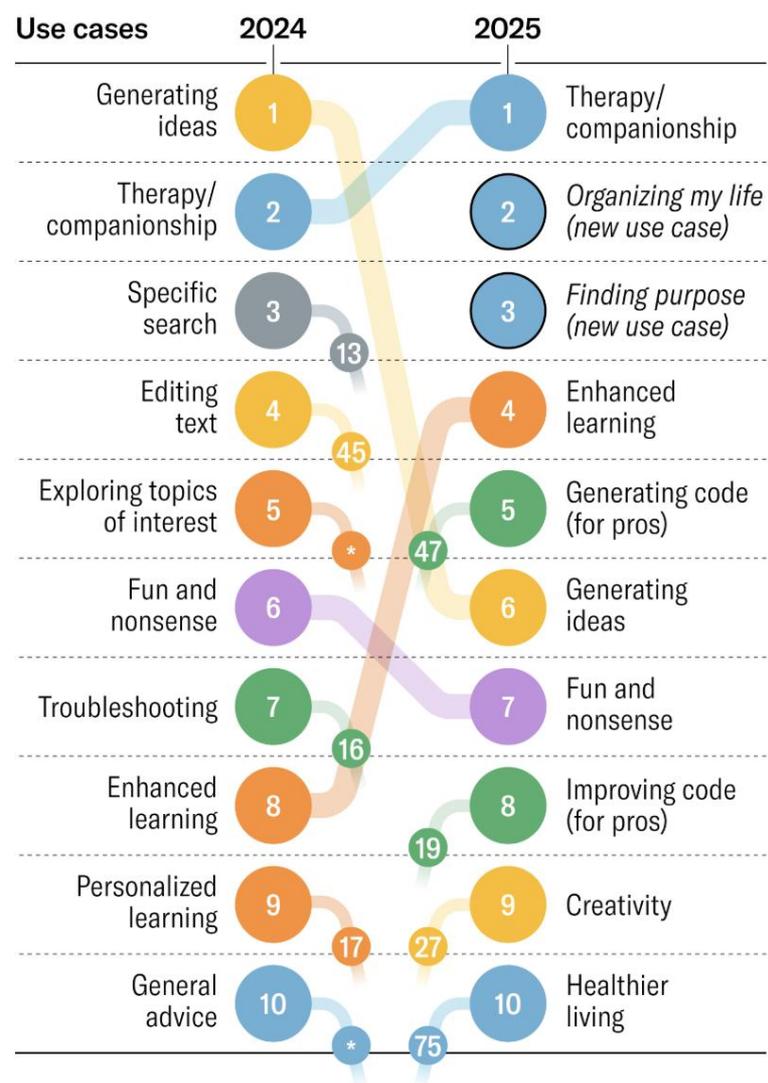


What is GenAI used for?



Created by AI World

Visualization based on four million Claude.ai conversations. Tool like ChatGPT and Microsoft Copilot are transforming content creation, customer service, and coding. Automates routine tasks, freeing up time for strategic work. Requires staff training to maximize effectiveness and maintain competitiveness.



1 Therapy/companionship	36 Imagination	71 Meeting summaries
2 Organizing my life	37 Generating appraisals	72 Cleaning up notes
3 Finding purpose	38 Relationship advice	73 Enhanced decision-making
4 Enhanced learning	39 Practicing difficult conversations	74 Navigating love lives
5 Generating code (for pros)	40 Building lists	75 Language translation
6 Generating ideas	41 Homework	76 Replying to emails
7 Fun and nonsense	42 Raising/guiding kids	77 Learning at work
8 Improving code (for pros)	43 Work buddy	78 Enabling better conversations with doctors
9 Creativity	44 Refining prompts	79 Structured thinking
10 Healthier living	45 Editing text	80 Data entry
11 Preparing for interviews	46 Drafting emails	81 Explaining technical documents
12 Generating relevant images	47 Excel formulas	82 Negotiating a deal
13 Specific search	48 Evaluating copy	83 Disputing a fine
14 Simple explainers	49 Personal finance	84 Generating video
15 Cooking with what you have	50 Help with reading books	85 Safe space to ask
16 Troubleshooting	51 Drafting a document	86 Eliminating meetings
17 Personalized learning	52 Drafting formal letter	87 Using MS Office apps
18 Boosting confidence	53 Fact-checking	88 Creative writing
19 Adjusting tone of email	54 Shopping	89 Exploring religion
20 Explaining legalese	55 Getting past writer's block	90 Choosing wine
21 Entertaining kids	56 Fixing bugs in code	91 Customer service
22 Corporate LLM/Copilot	57 Language learning	92 Breaking the rules
23 Writing student essays	58 Rubber duck debugging	93 Sampling data
24 Creating a travel itinerary	59 Understanding sex	94 Spotting anomalies
25 Personalized kid's story	60 Making sense of academic papers	95 Building a business plan
26 Medical advice	61 Generating synthetic data	96 Creating products and branding
27 Reconciling personal disputes	62 Generating a lesson plan	97 Writing blog posts
28 Generating a legal document	63 Classifying by criteria	98 Writing social media copy
29 Deep and meaningful conversations	64 Ad/marketing copy	99 Systematizing social media
30 Anti-trolling	65 For entrepreneurs/startups	100 Planning workouts
31 Dungeons & Dragons	66 For people with ADHD	
32 Tax advice	67 Writing/editing CV/résumé	
33 Interacting with the deceased	68 Organizing a brain dump	
34 Summarizing content	69 Thinking better	
35 Coding for amateurs	70 Recommending movies, books, etc.	

How people are using GenAI in 2025

Therapy/companionship now #1 use case, reflecting a shift from technical to emotional applications.

Personal and professional support now dominates (31% of use cases), overtaking technical assistance.

Users are becoming more sophisticated with better prompts but remain concerned about data privacy.

AI is increasingly used where human alternatives are scarce, expensive, or judgmental.

Users are calling for AI that can take actions rather than just providing advice (agents).

Data: online forums like Reddit and Quora, articles and user-generated content. Report and insights published by Zao-Sanders (Filtered.com) and featured in the Harvard Business Review.

<https://hbr.org/2025/04/how-people-are-really-using-gen-ai-in-2025>

The road to human amplification

Recommender Systems

2010

LLMs & GenAI

2022

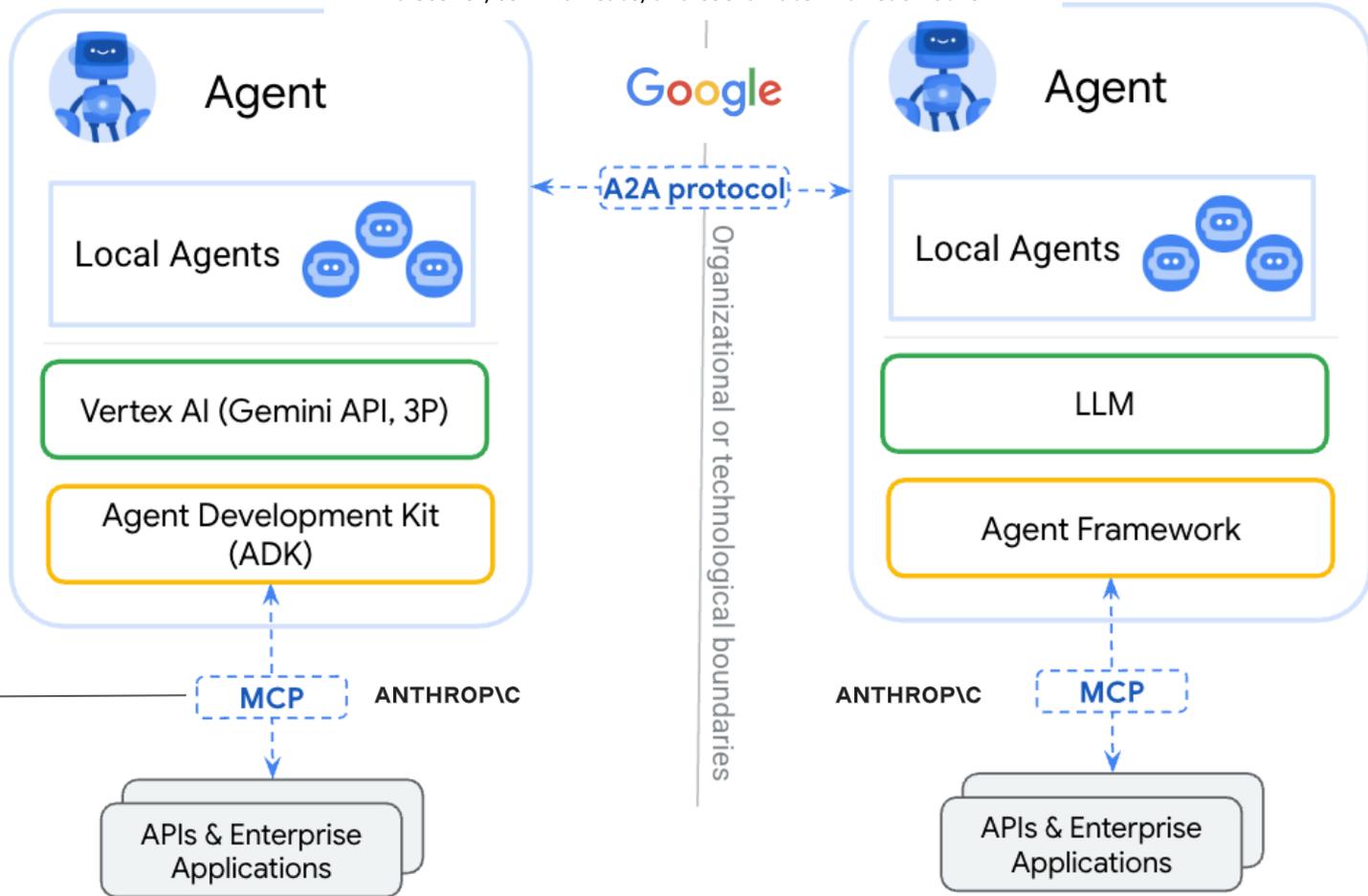
AI Agents

2027

OPERATORS

Autonomy
Roles, tasks & memory
External tools access
APIs, LLM plugins, Langchain,
RAG, VDB, MCP

Agent-to-Agent standardizes how autonomous AI agents discover, communicate, and coordinate with each other



Model Context Protocol standardizes how applications provide context (data and tools) to LLMs

The AI revolution



Rule 1: Embed AI Where the Business Decisions Are Made

Don't isolate AI in a lab - embed it in the business.

AI must live with domain leaders, not apart from them.

Connect data scientists, ML engineers, and AI product owners to units.

Co-own KPIs between business and AI - drive outcomes, not demos.

Rule 2: Measure Value in Production, Not in Prototypes

If it doesn't scale, it doesn't count.

Demos are great for discovery but value is proven in deployment (hard!)

Invest early in production-ready infrastructure: data pipelines, MLOps...

Track business impact, not just model performance.

Rule 3: Don't treat AI tools as magic wands

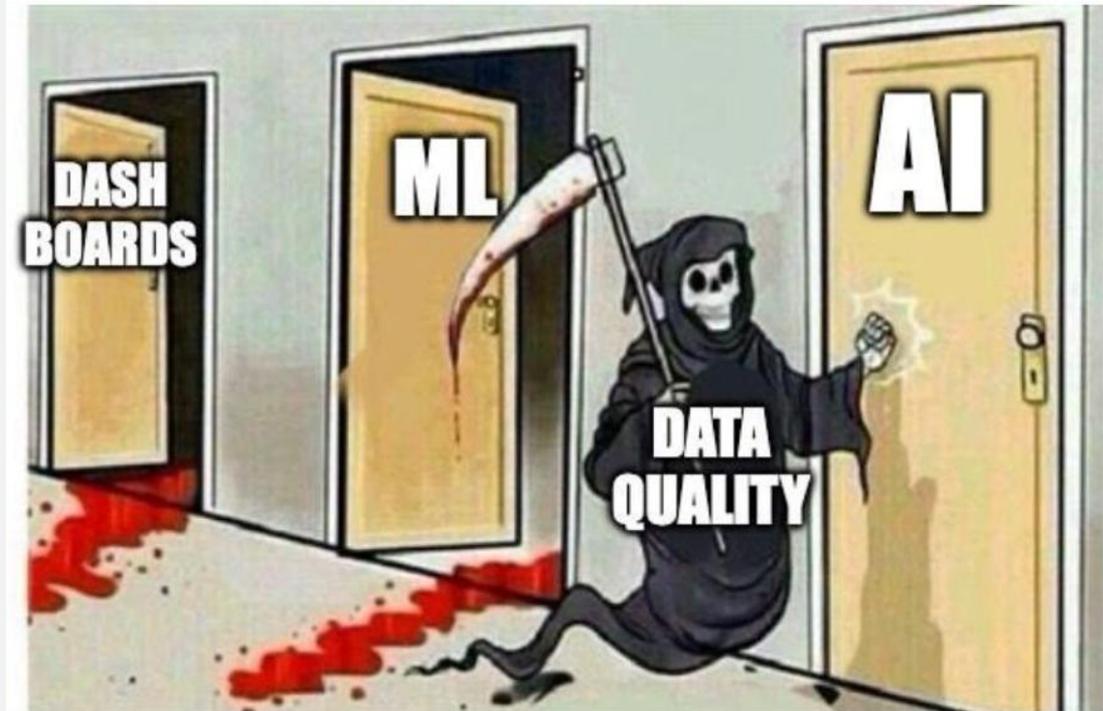
AI amplifies talent - it does not replace it.

Don't expect plug-and-play miracles. Design for use & iteration.

Without fine-tuning and monitoring, AI copilots are liabilities.

Think of AI tools as junior talent that needs to be empowered & managed.

AI without
data quality is
sophisticated
nonsense at
scale



Artificial Intelligence	Human Intelligence
Narrow (specific training)	Generalization (across domains)
Codified knowledge	Tacit knowledge
Structured environment	Unstructured environment
See hidden patterns	Explain/motivates
Logic	Empathy
Speed, strength & precision	Dexterity & coordination
Individual tasks	Interpersonal skills (Collective Intelligence)
Scale with more data	Learn from limited information
Consistent applications of rules	Ethical and moral reasoning
Codified processing	Context and nuances
Rapid computation	Evolutionary wisdom

Reshape workflows and task allocation by focusing on UHI

A new division of labor is needed where humans systematically focus on tasks that require unique human intelligence (UHI) in collaborating with their new AI assistants.

The deadly sins of GenAI

GLUTTONY

Creating bloated, inefficient systems by overusing AI-generated code or expensive APIs for simple tasks. 🍔

GREED

Forcing AI into every problem, even when traditional data science methods or simpler solutions are more efficient. 💰

SLOTH

Neglecting the hard work of sourcing, cleaning & structuring data, leading to biased, unreliable, or useless AI hallucinated outputs. 🛌

ENVY

Rushing to copy competitors' AI success without aligning solutions to our own business needs or societal goals. 👁️

WRATH

Blaming AI for failures instead of addressing poor implementation, bad strategy, or unrealistic expectations. 😡

PRIDE

Ignoring bias, ethical concerns or the environmental impact of AI in the race for short-term gains. 🦚

LUST

Falling for the AI hype and overpromising results without understanding its true capabilities or limitations. 💔

aiworld@ceps.eu



**Get a demo
of the AI
World**

**Receive
industry
specific
reports**

**Activate
AI-first
roadmaps**