



Beyond The Buzz

The Future of AI Adoption

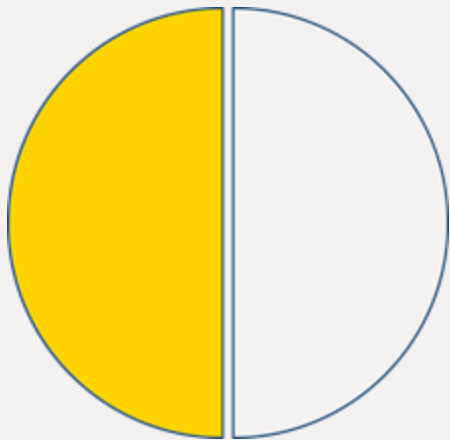
Avery Swartz
Founder & CEO, Camp Tech

OBIAA CONFERENCE // APRIL 2, 2025

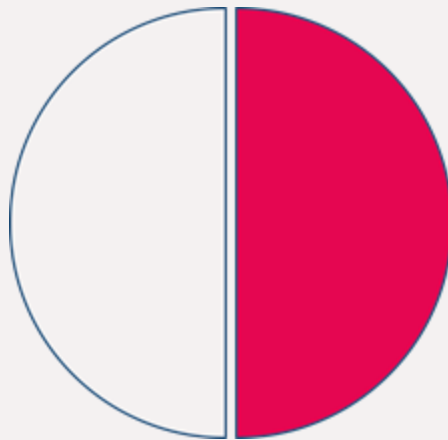
Download these slides at
<https://averyswartz.com/obiaa>



Does this sound familiar?



**Half of your team
uses generative AI.**



**And the other half
doesn't.**

46%
of Canadian workers used
generative AI in their jobs in 2024

Up from 22% in 2023

Source: Generative AI Adoption Index, KPMG, November 2024

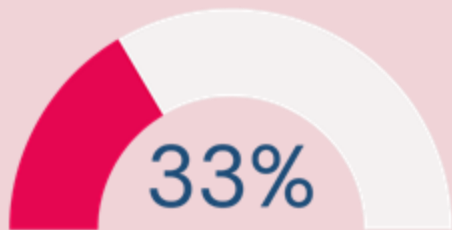
**Generative AI is
making Canadians
more productive**

68%

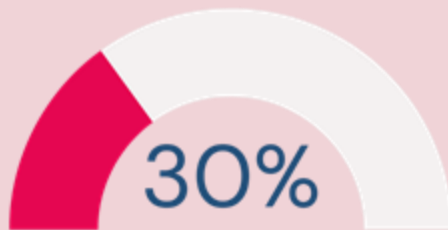
**report generative AI as saving at
least 1 hour of work per week**



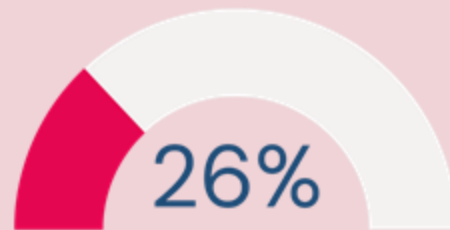
Use cases for generative AI for Canadians at work



Generating Ideas

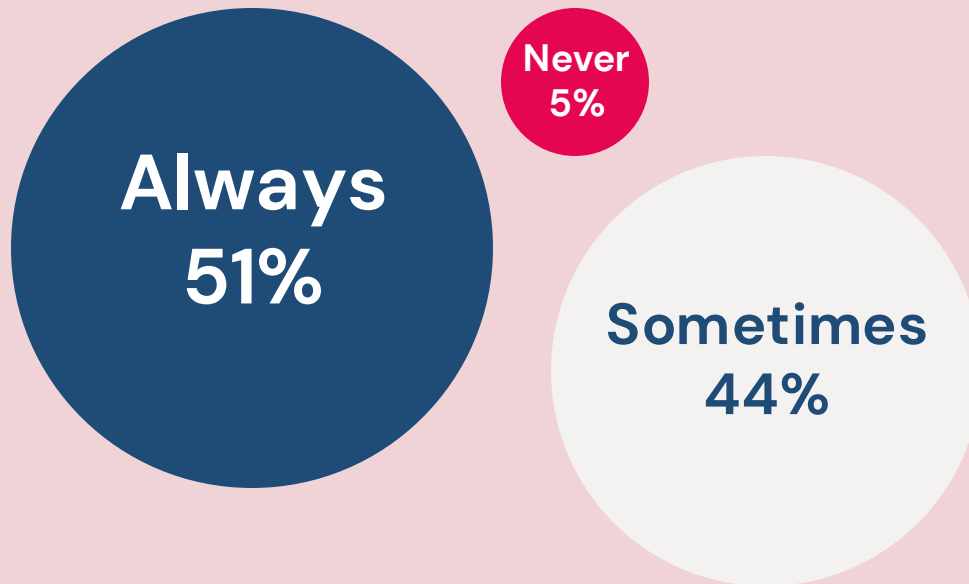


Research



Writing Emails

How often Canadians check the accuracy of the information produced by generative AI tools at work



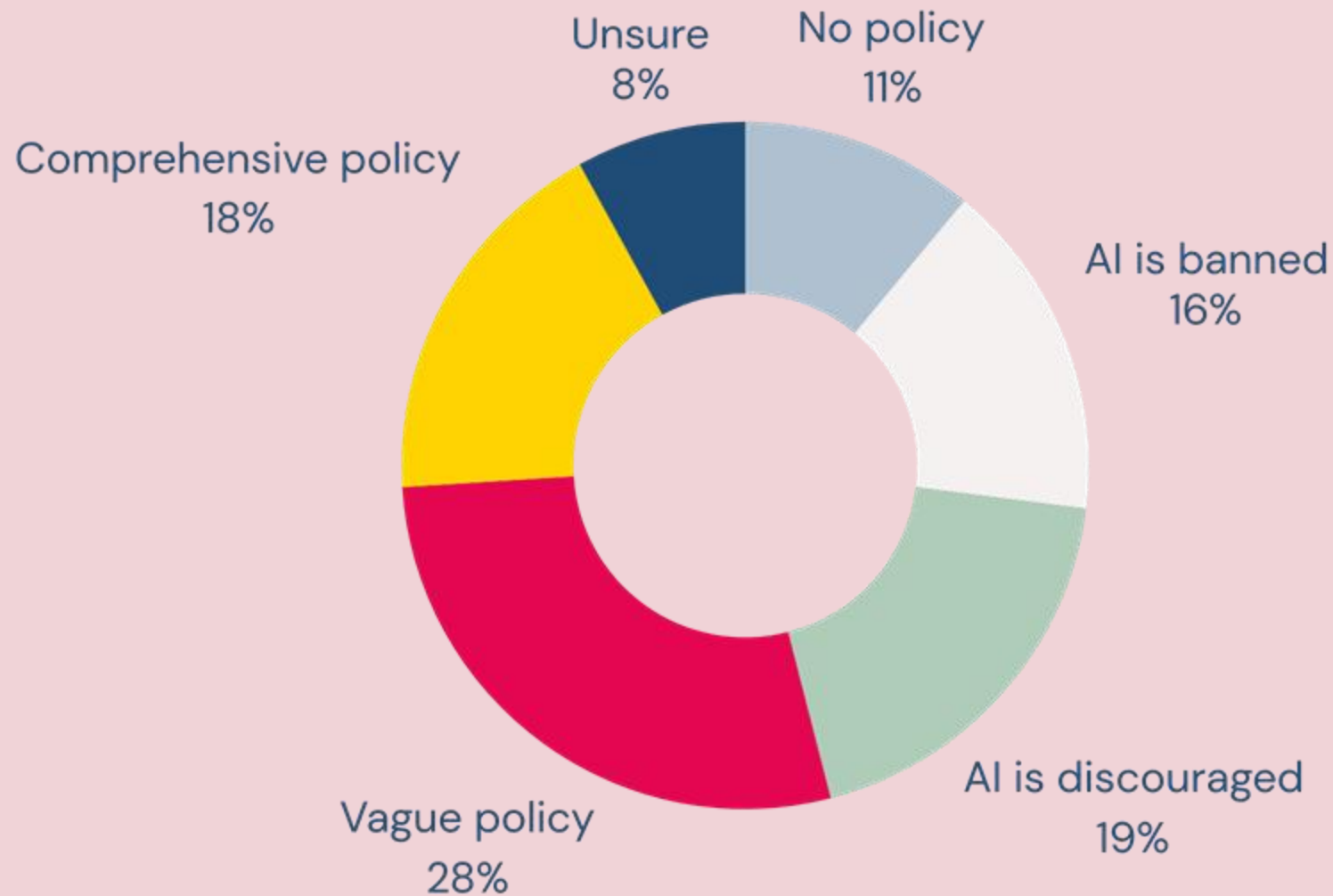
Canadians are sharing private information with generative AI

24%

Have entered proprietary data about their company

19%

Have entered private financial data about their company



**Does all of this leave
you feeling more
than a little uneasy?**



It doesn't have to be this way.



Wouldn't you rather have...

**A team where everyone
has the same foundational
knowledge of generative
AI's capabilities**

Plus a shared understanding for what, when,
where, and how generative AI is used?

Wouldn't you rather have...

AI coworkers that take care of monotonous, repetitive tasks

But their work is regularly verified for accuracy and quality?





Wouldn't you rather have...

Humans focus on the tasks that require sensitivity, judgment, creativity, and interpersonal skills

Lowering the security and reputational risk that generative AI poses?

Wouldn't you rather have...

Enhanced productivity
Greater capacity
Clarity
Safety
Ease





Here's how to get there



Education

*Must-have skills: prompt writing,
accuracy evaluation, safe data handling*



Experimentation

*Learn by trying, build habits, and when
you get stuck, ask the AI for help*



Culture

*Create a safe space where AI use is encouraged,
show your work, and reward mistakes*



Know the law

*Stay within legal and regulatory frameworks
for copyright, data privacy, and disclosure*



What's off limits?

Identify which roles and tasks must stay human and cannot be completed by AI



Human oversight

When, where, and how will humans review and approve work created with generative AI?



Rethinking how you use generative AI

One-off tasks

Writing an email

Editing a blog post

Brainstorming subject lines

Summarizing text

Changing tone

Transcribing a meeting

Resizing an image





Systems thinking

Design workflows by breaking a task into a series of steps, assigning AI at key points, and checking its work

Task: create a social media post

- 01 Identify the goal for the post
- 02 Generate ideas for graphics
- 03 Draft the caption based on main messaging document
- 04 Determine CTA
- 05 Assemble and schedule post

Which AI
tool, and
when?

When do
you check
the work?

Task: Sales for a new client

- 01 Client call
- 02 Sales proposal
- 03 Contract
- 04 Project brief
- 05 Handoff to project team

Which AI
tool, and
when?

When do
you check
the work?

GenAI Tools

General purpose tools

(writing, summarizing, brainstorming)

ChatGPT

Google Gemini

Claude

Notion AI

Marketing-specific tools

Copy.ai

Jasper

Image generating tools

ChatGPT

Midjourney

Canva Magic Media

Meeting Tools

Otter

Fireflies

Sales tools & CRMs

Salesforce Einstein

Hubspot

Audio and video generating tools

ElevenLabs

HeyGen

Automation and integration tools

Zapier

Relay

Customer service tools

Intercom

Zapier chatbots



Agentic AI

Autonomous systems that can make decisions and take action



Just get started

“The key skill in getting the most out of LLMs is learning to work with tech that is both inherently unreliable and incredibly powerful at the same time”

– Simon Willison



Resources

Generative AI Adoption Index, KPMG, November 2024

<https://assets.kpmg.com/content/dam/kpmg/ca/pdf/2024/11/generative-ai-adoption-index-report-en.pdf>

OpenAI Academy

<https://academy.openai.com/>

Government of Canada's Guide on the use of generative AI

<https://www.canada.ca/en/government/system/digital-government/digital-government-innovations/responsible-use-ai/guide-use-generative-ai.html>

AI Skills Lab Canada

<https://aiskillslab.ca>

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