



AI Summit

October 7-8, 2025 | Orlando, FL

APCO International Summit Series



Culture Eats Strategy for Breakfast

Is your ECC Ready for
Artificial Intelligence?

Kevin McNulty

NetWeave Social Networking



Steve Sasson

Kodak, 1975

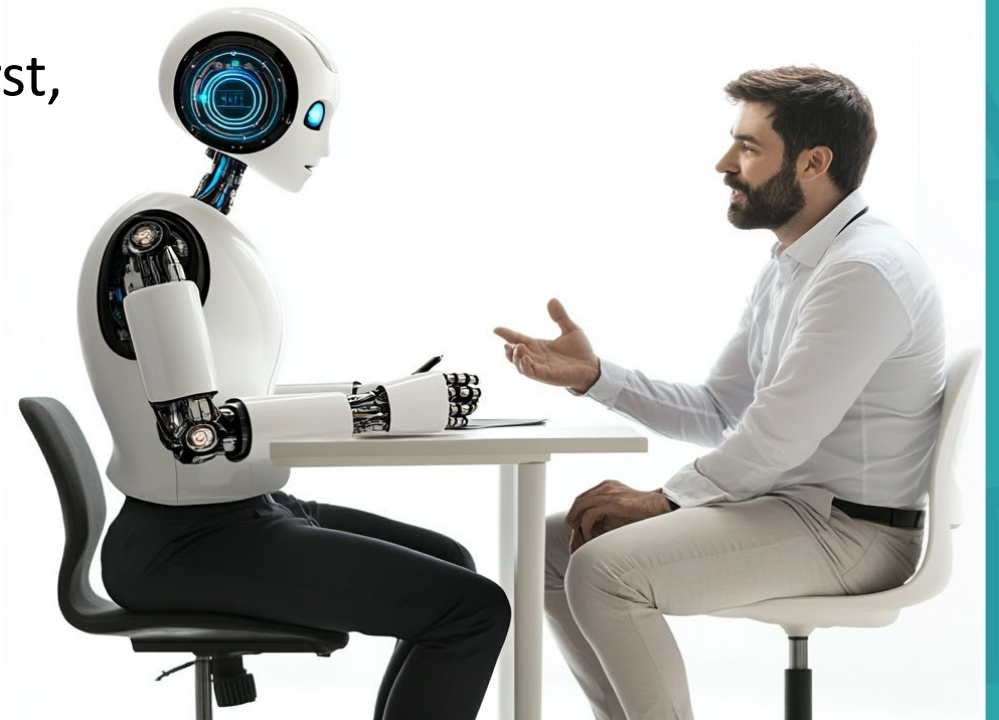


Technology cannot change your organization.

But YOU can change your organization using technology.

The Technology: What is AI?

- ***Changes nature of human-computer relationship.***
- Humans used to have to solve a problem first,
- so we could tell the computer how to do it.
- With AI, you can simply give a problem to a computer and ask it to see what solutions it can come up with.



The Technology: What is AI?

- ***General vs. Narrow AI***
- ***Generative AI***
 - Defined by the ability to generate its own novel solutions to prompts
 - Could be text, image, video, audio, coding, etc.



The Technology: What is NOT AI?

- ✗ A simple *rule-based tool* that follows “if/then” instructions.
 - ✗ A *scripted bot* that only does what it’s explicitly told.
 - ✗ A *replacement* for human judgment, empathy, or decision-making.
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- **AI Learns from data:** It identifies patterns and adapts without needing step-by-step programming.
 - **AI Understands context:** It can interpret language, intent, and nuance.
 - **AI Generates insights:** Instead of just executing tasks, it creates new content, solutions, or recommendations.

Automation follows orders.

AI thinks with you.

What is Possible with AI?

1. Individual Professional Use

- Use of AI that you can wholly control for your own use to improve quality, reduce task time, enhance productivity.



What is Possible with AI?

2. Organizational Use

- Implementing AI tools across an organization to improve organizational productivity, outcome quality, caller experience, agency interface, etc.



Leveraging AI for Yourself

- **Increase your own productivity**
 - Writing and communication
 - Meeting management
 - Data analysis
 - Content Creation

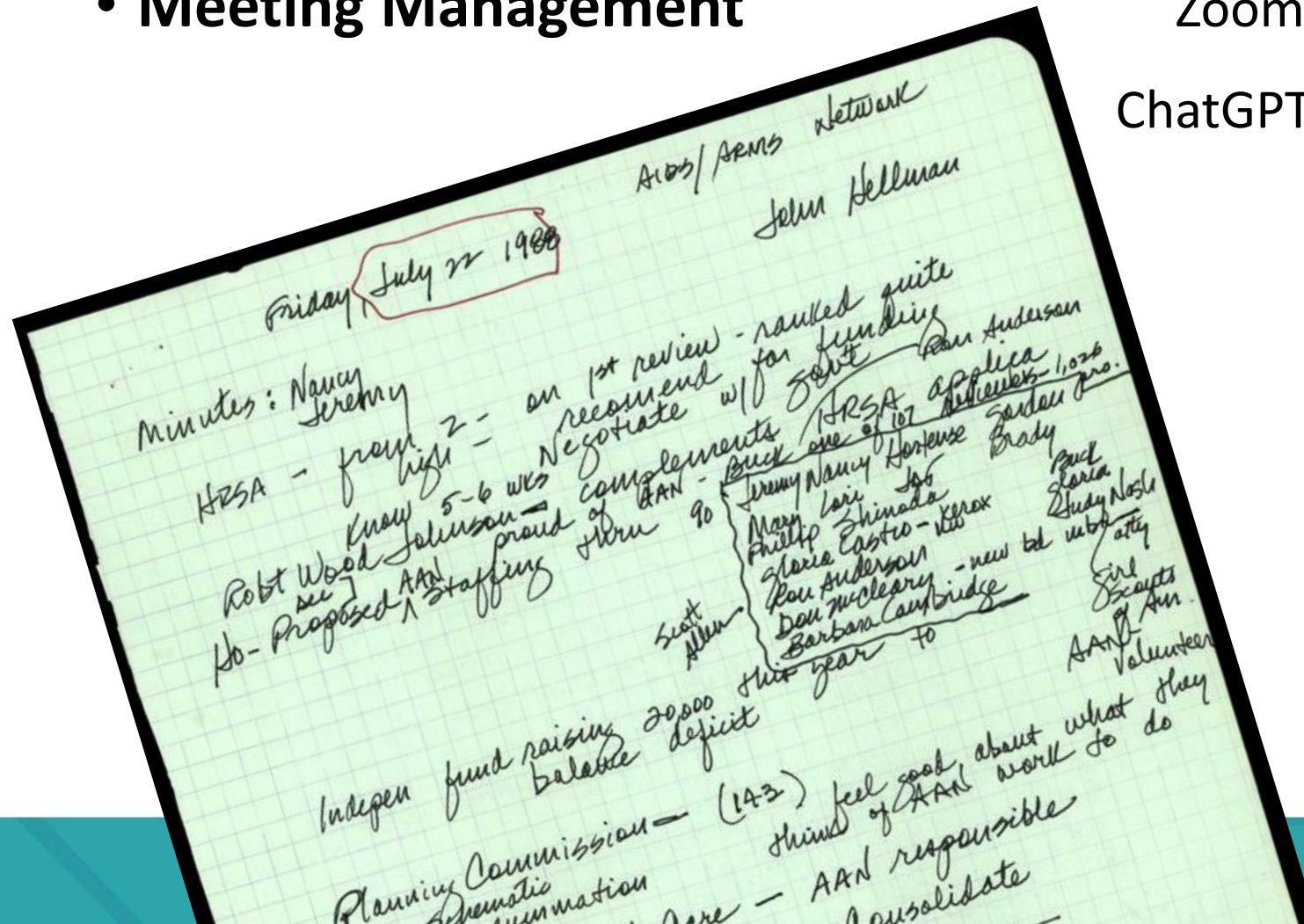


- **Writing content for you**

ChatGPT, Claude, Gemini, Perplexity, Copilot

• Meeting Management

Zoom, Teams, etc, for note taking,
ChatGPT et al for handwritten notes



- **Meeting Management**

ChatGPT et al for handwritten notes



- **Image Generators**

Midjourney, ChatGPT (DALL-E), Ideogram, Leonardo



- **Image Editors**

Midjourney, ChatGPT (DALL-E), Ideogram, Leonardo



Generative AI Examples

- **Image Generators:** [Midjourney](#), [DALL-E](#), [Leonardo](#), YouCam, Ideogram.
- **Text generators:** [ChatGPT](#), Gemini, Claude, Pi.
- **Audio Generators:** Eleven Labs, Mubert, Avia, Suno.
- **Video Generators:** [Sora](#), HeyGen, Veo, [RunwayML](#), Plika.
- **Video Editors:** Opus Clip, Munch, InVideo, Pictory.
- **Keep up with [futuretools.io](#)!**



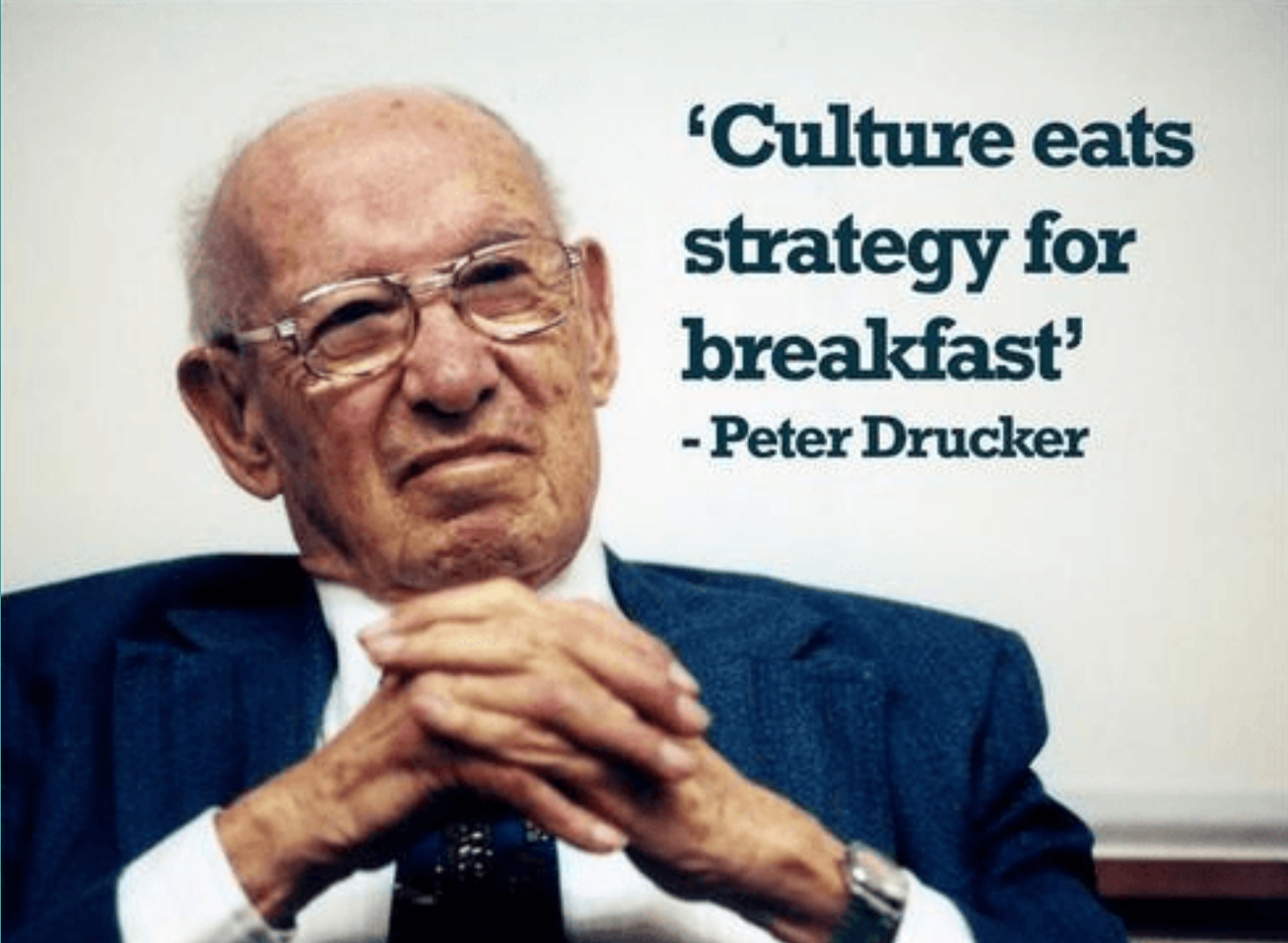
How to Leverage AI For Your Organization

- The real challenge?

CULTURE



**‘Culture eats
strategy for
breakfast’
- Peter Drucker**



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1. Culture is Foundational

Organizational culture is the ingrained system of norms, assumptions, and behaviors that governs how people act within a company.



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2. Strategy Needs Cultural Support

A well-crafted strategy can fail if it doesn't align with the organization's existing culture or if the culture doesn't support its implementation.



3. Culture Creates Organizational Inertia

A strong or resistant culture can prevent even the best-laid strategic plans from being realized, leading to inertia and resistance to change.



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4. Focus on People & Behaviors

A successful transformation requires a focus on changing mindsets, behaviors, and the overall culture, not just the plan itself.

Build a Foundation

- Foster a culture of learning and adaptation.
- Implement strong governance, ethical guidelines.
- Define clear objectives, use cases, KPIs.
- Start small and scale gradually.



Preparing Your People

- **Training:** Develop programs according to levels of tech proficiency. Conduct practical workshops where employees can interact with AI.
- **Transparent Communication:** Clearly explain the purpose, benefits, and limitations; address common misconceptions and fears.
- **Employee Involvement:** Solicit feedback, include in decision-making.

Preparing Your People

- **Dedicated Support Teams/Mentors:** Establish AI champions who can assist employees with AI tools and applications.
- **Emphasize Augmentation:** Reiterate that AI is meant to assist and enhance human capabilities, not replace jobs.

Challenges & Limitations

- Must have systems in place to screen for hallucinations and fact check.
- Public-facing chatbots require caution & testing.
- Ethical considerations and implicit bias of training data.
- **Data privacy and security must be safeguarded**
- Overcoming technical and infrastructure barriers could be hugely expensive and complex.

Questions?

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