AI INSPIRATION

Marcelina Dutkiewicz

CEO EFFICIENCY TACTICS
EX-DIRECTOR, DIGITAL & AI - GENMAB
-PM & TEAM LEAD
12 years of PM, Strategy Leadership & pharma experience. Expert in translating difficult concepts to accessible topics.

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DREAMS,
STAR WARS,
FLYING BOARDS
& IRONMAN

WHERE ARE WE NOW?

HOW ABOUT J.A.R.V.I.S?

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BUT MOST PEOPLE YOU MEET WILL SAY THAT THEY GET SMOKE:

HIGH-LEVEL NON-ACTIONABLE RESULTS..

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CHECK

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efficiency TACTICS

AI ADOPTION IS A PEOPLE STRATEGY.

"I've always thought of AI as the most profound technology humanity is working on . . . **more profound than fire or electricity** or anything that we've done in the past."

-**Sundar Pichai**
CEO of Alphabet (Google)

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Sundar
still calls it
a technology...

efficiency TACTICS
AI ADOPTION IS A PEOPLE STRATEGY.

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ADDS EXPERIENCE
ELEVATES SKILLS
CHANGES HOW WE WORK

superuser stoy
what if we all worked like this?

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EXPERIENCE

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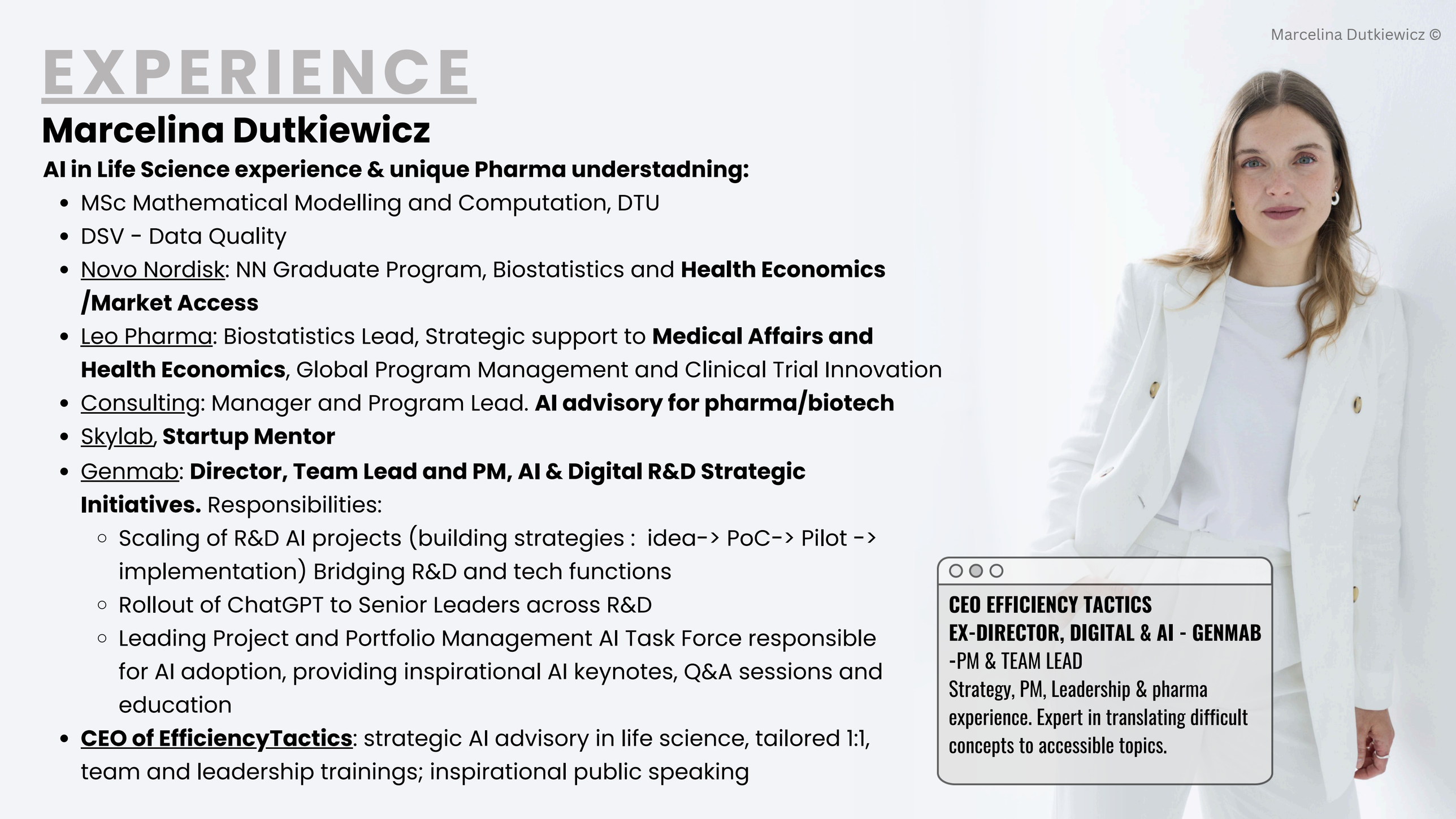
AI in Life Science experience & unique Pharma understadning:

- MSc Mathematical Modelling and Computation, DTU
- DSV - Data Quality
- Novo Nordisk: NN Graduate Program, Biostatistics and **Health Economics /Market Access**
- Leo Pharma: Biostatistics Lead, Strategic support to **Medical Affairs and Health Economics**, Global Program Management and Clinical Trial Innovation
- Consulting: Manager and Program Lead. **AI advisory for pharma/biotech**
- Skylab, **Startup Mentor**
- Genmab: **Director, Team Lead and PM, AI & Digital R&D Strategic Initiatives.** Responsibilities:
  - Scaling of R&D AI projects (building strategies : idea-> PoC-> Pilot -> implementation) Bridging R&D and tech functions
  - Rollout of ChatGPT to Senior Leaders across R&D
  - Leading Project and Portfolio Management AI Task Force responsible for AI adoption, providing inspirational AI keynotes, Q&A sessions and education
- **CEO of EfficiencyTactics**: strategic AI advisory in life science, tailored 1:1, team and leadership trainings; inspirational public speaking



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EXPERIENCE

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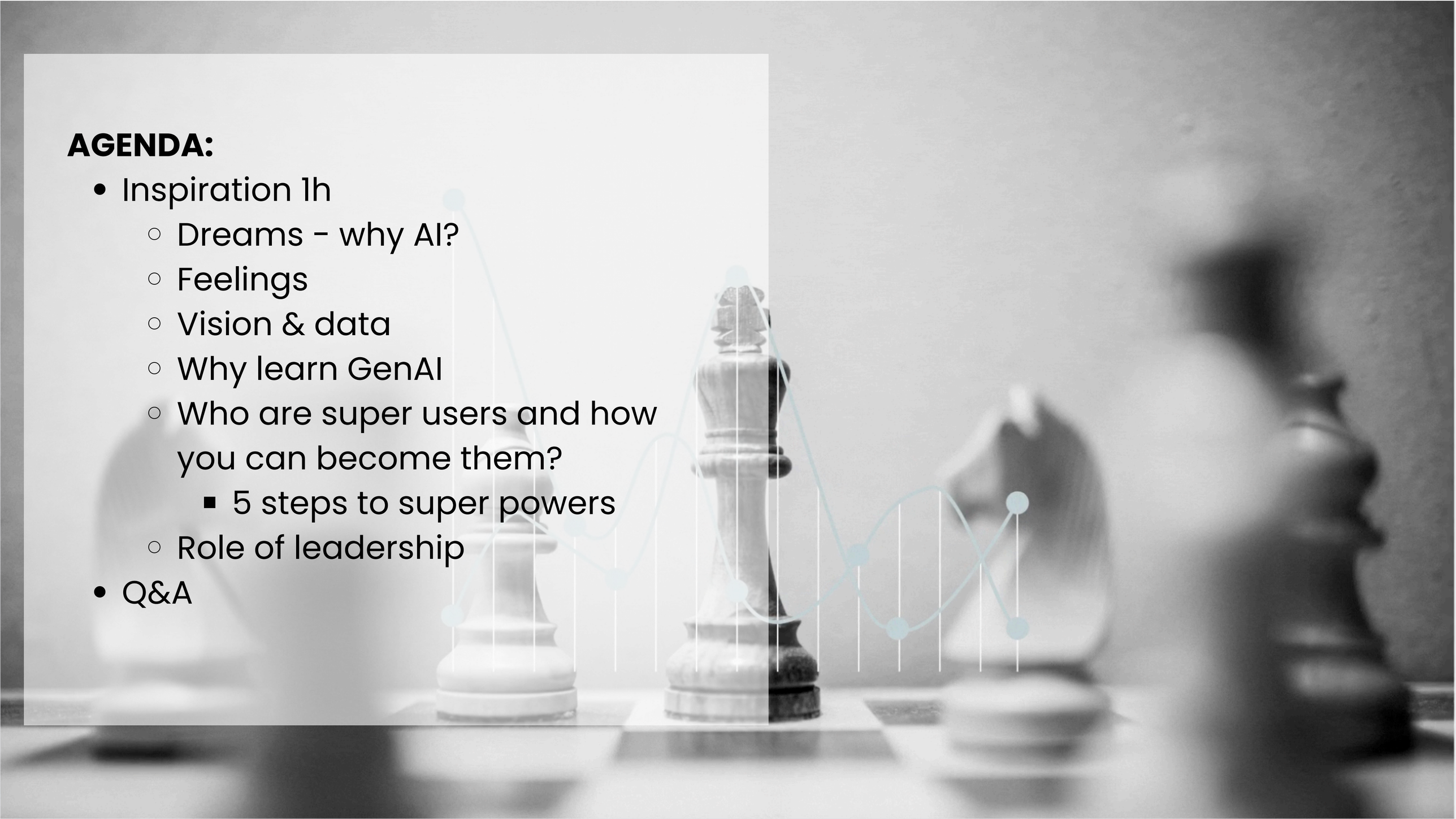
CEO of EfficiencyTactics:

- Keynotes - conferences and corporates
- Inspirational sessions for C-suites - why invest into AI & what does it talke to lead a successful adoption
- 1:1 upskilling for C-suite, BoD and individuals
- Strategic AI advisory in life science - AI strategy, AI product startegy, AI change management and leadership
- Tailored team and leadership trainings

Other activities:

- Leader of Women in Life Science Denmark - AI & Digital Transformation team.
- TopX Summit - AI as a super power for Senior Leaders
- DTU Skylab - Mentor
- Author of AI transformation guide for leaders: “It starts with Vision”



AGENDA:

- Inspiration 1h
  - Dreams - why AI?
  - Feelings
  - Vision & data
  - Why learn GenAI
  - Who are super users and how you can become them?
    - 5 steps to super powers
  - Role of leadership
- Q&A

Rules?

Diversity

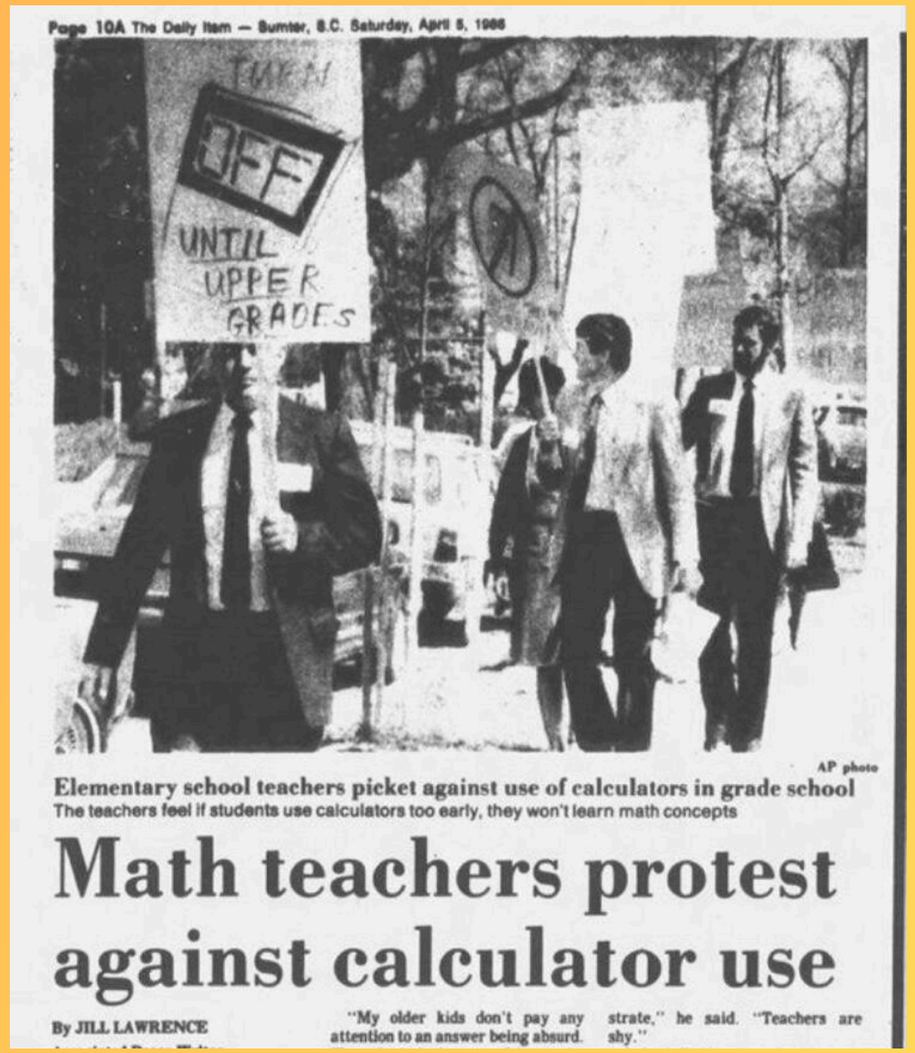
Feelings

efficiency TACTICS

AI ADOPTION IS A PEOPLE STRATEGY.

Internet 'may be just a passing fad as millions give up on it'

NOW THERE'S ANO
INTELLIGENT FI
COULD MAKE YOU E



Page 10A The Daily Item — Sumter, S.C. Saturday, April 5, 1986

AP photo

Elementary school teachers picket against use of calculators in grade school

The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd. strate," he said. "Teachers are shy."

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EMPLOYEES & AI

“Executives should be prepared to iterate and adapt their plans and expectations for GenAI as tools evolve, roles and workflows change, and employee proficiency improves. At the moment, however, only 1/3rd of employees report that their organization has communicated how its plans for using technology may impact their job in the future.”

52%

of people who use AI at work are reluctant to admit to using it for their most important tasks.

78%-80%

of AI users BYOAI to work

53%

of people who use AI at work worry that using it on important work tasks makes them look replaceable.

76%

say they need AI skills to remain competitive in the job market.

McKinsey, 2025
Microsoft Annual Report: Work trend index, May 2024

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AI & LEADERSHIP THROUGH NUMBERS

“We’re at the forefront of integrating AI to not just work faster, but to work smarter. It’s our responsibility as organizational leaders to ensure that this technology elevates our teams’ creativity and aligns with our ethical values.”

-Karim R. Lakhani, Chair, Digital Data Design Institute at Harvard, and Dorothy & Michael Hintze Professor of Business Administration at Harvard Business School

79%

of leaders agree their company needs to adopt AI to stay competitive

59%

worry about quantifying the productivity gains of AI

60%

of leaders worry their organization’s leadership lacks a plan and vision to implement AI

41%

of leaders who are “extremely familiar” with AI expect to redesign business processes from the ground up with AI with the next 5 years

Source: 8 May 2024 Microsoft Annual Report: Work trend index

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WHY LEARN GENAI?

POWER USERS OF GENAI SAY :

- AI MAKES THEIR OVERWHELMING WORKLOAD MORE MANAGEABLE (92%)
- BOOSTS THEIR CREATIVITY (92%)
- AND HELPS THEM FOCUS ON THE MOST IMPORTANT WORK (93%)
- HELPS THEM FEEL MORE MOTIVATED (91%)
- ENJOY WORK MORE (91%)

Source: 8 May 2024 Microsoft Annual Report: Work trend index

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WHY TRAIN YOUR ORGANISATION?

ON AVERAGE POWER USERS OF GENAI EXPERIENCE:

- SAVING FROM 1,5H -5H A WEEK*
- 40% DECREASE IN TIME TAKEN TO COMPLETE WRITING TASKS
- 18% INCREASE IN QUALITY OF WRITTEN TASKS
- 40% HIGHER QUALITY RESULTS

...

Source: 8 May 2024 Microsoft Annual Report: Work trend index; *BCG Jan, 2025

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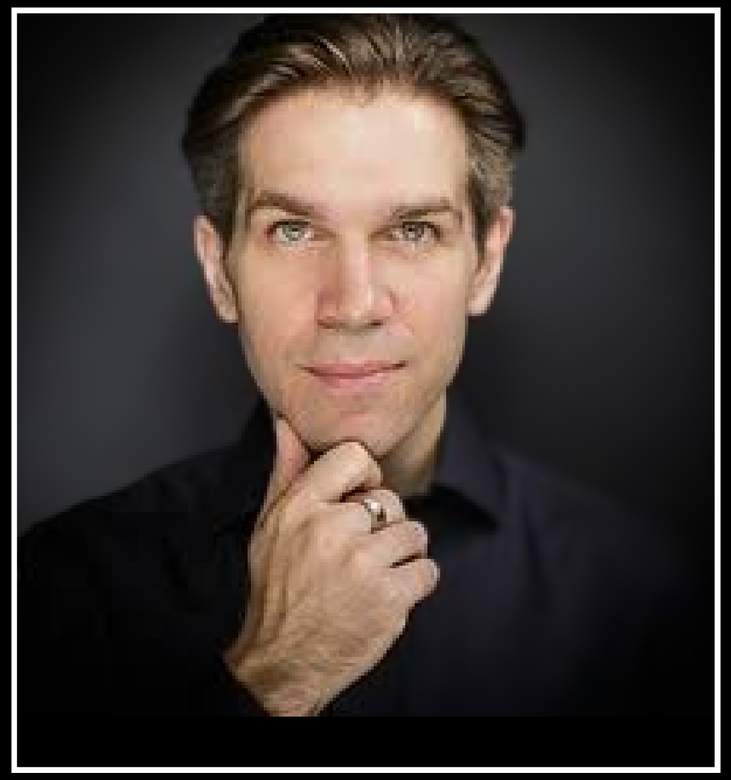

Brice Challamel
(former)
Head of AI
Moderna

There are no more individual contributors at Moderna.

Every employee is a team of five. Themself, their AI Assistant, their AI Coach, their AI Expert, and their AI Creative Partner

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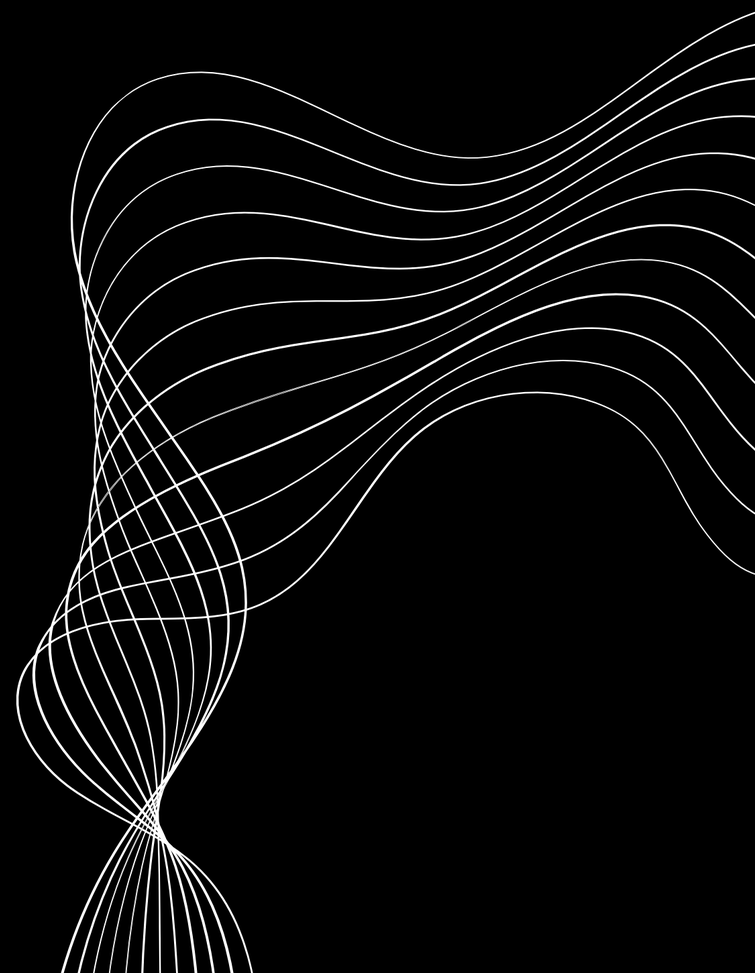
45% PROFESSIONALS WORRY AI WILL REPLACE THEIR JOB



Source: 8 May 2024 Microsoft Annual Report: Work trend index

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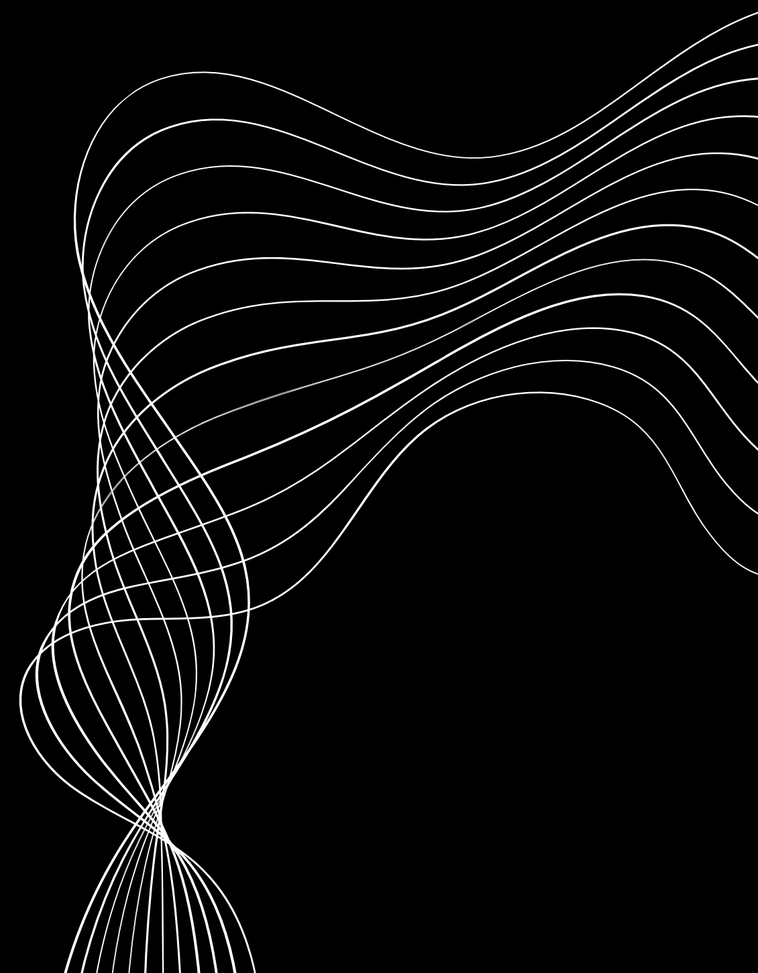
INSTEAD
IMAGINE 80/20
RULE



Source: 8 May 2024 Microsoft Annual Report: Work trend index

ADJUSTING EXPECTATIONS

AI IS NOT MEANT TO GIVE YOU PERFECT RESULTS

BUT

...ASSISTANT, DRAFT, 80/20

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This is about you.

Doing more, better, faster.

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HOW TO BECOME A POWER USER?

Source: 8 May 2024 Microsoft Annual Report: Work trend index

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1

HOW THEIR LEADERSHIP BEHAVES

AI power users are 53% more likely to receive encouragement from leadership to consider how AI can transform their function

- every transformation requires strong leadership

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2

GET TAILORED TRAINING

They’re also more likely to have received training on

- prompt writing
- how to use AI for their role or function

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3

WAY OF WORKING

Power users are more likely:

- to frequently pause before a task and ask themselves if AI can help (+49%)
- to keep trying if they don't get the perfect response the first time (+30%)
- to research and try new prompts (+56%)

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4

START EXPERIMENTATION

Power users are 68% more likely to frequently experiment with different ways of using AI-in fact, it's the #1 predictor of whether someone will be a power user or not.

- START EXPERIMENTING!!!

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5

HOW POWER USERS START THEIR DAY

Power users start the day with AI (85%) and get ready for the following workday.

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INCLUSIVENESS

What do you need to become a SUPER USER?

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OPPORTUNITY

Nordics combined GDP gains of

€55 billion would be realized if white-collar workers achieve time savings of

5+ hours weekly through GenAI use.

Annually....

What impact could it have on your department?

What impact could it have on your work?

How to unlock that opportunity?

Source: BCG, Jan2025

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JOURNEY

- drafting
- knowledge
- advisory
- strategy and brainstorming
- process improvements / initiatives

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HOW I AM USING GENAI?

- Understand concepts
- Summarise content
- Analyse documents
- Pre-draft content
- Check for ambiguities
- Support planning
- Analyse data
- Ideate
- Prepare for 1:1s
- Find documents
- STRATEGY!!!
- Minutes & Action points
- Job descriptions
- Team building activities
- Create GTM
- Plan products & sales strategy
- Project timelines
- Learn
- Advisory
- Brainstorming
- What are the top questions to ask?
- What are the top insights?

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WOULD YOU LIKE TO WORK WITH ME? HERE IS WHAT I DO:

COACHING

Work with me 1:1 and ask all of your AI questions or take a 1:1 AI upskilling journey

KEY NOTES

I do believe in Inspiration being a key component of change. I can help you with AI inspiration for leaders, smaller teams and big audiences

TRAININGS

AI training for Teams, prepared with examples tailored to your team and jargon free!

STRATEGY

I help life sciences companies build AI strategies, AI adoption strategies, and AI product strategies.

For pricing or to discuss more options, please feel welcome to contact me via LinkedIn, phone or email.

+4560904345 | marcelina@efficiencytactics.com

Thank you

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GIFTS ->

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TRY THIS

Learn anything - chatgpt prompt:
“Explain [X] to me as to a 16, 20, and 25 year old, max in 100 words each.”

Superwords: “Step-by-step”, “actionable”, “Act as”, “Why”

Copilot start of the day prompt:
“Summarise my emails, teams messages and channel messages from the last workday. List action items in a dedicated column. Suggest follow-ups in a dedicated column. Table should look like this: Type (mail, teams, channel) | topic |summarisation | action item |follow-up. If I have been directly mentioned make the font of the topic bold.”
Tip1: You can add ‘all messages from [X] or on project [Y] need to be included’
Tip2: AI can make mistakes. Remember this is not instead of you reading your emails. This is meant as a support for you, so you can fast catch up on your work after the weekend or summer holidays.

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TRY THIS

Try each of these prompts and notice difference in output quality

1. Provide 20 examples in form of bullet points + prompt for each on how a [X] professional can use ChatGPT in their day to day work.

2. Act as a genai specialist that has indepth understanding of Transport and Logistics. Provide 20 examples in form of bullet points + prompt for each on how a [X] professional in [company Y] could use ChatGPT to their advantage in their day to day work.

3. Act as a genai specialist that has indepth understanding of Transport and Logistics.. Provide 20 examples in form of bullet points + very specific prompt example (applying best prompt engineering practice) for each bullet point on how a [X] professional in [company Y] could use ChatGPT to their advantage in their day to day work.

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