AI in de Praktijk: van Strategie tot Skills

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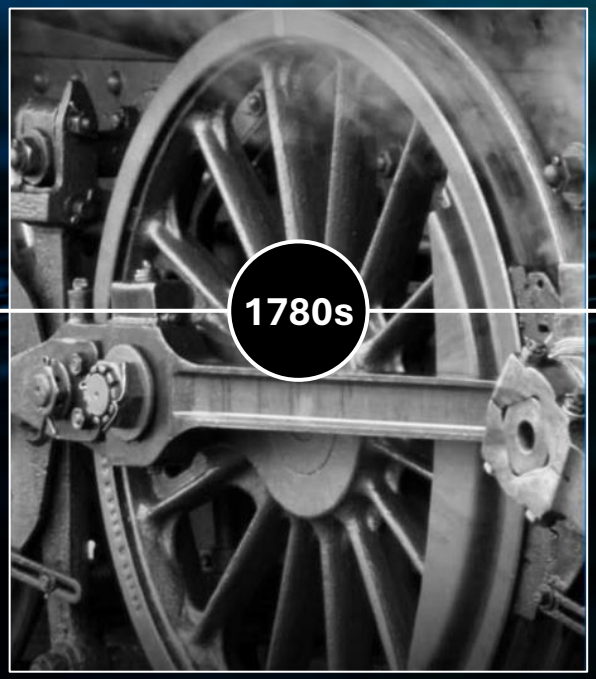
Microsoft Worldwide Learning
Leeuwarden, 12 November 2025

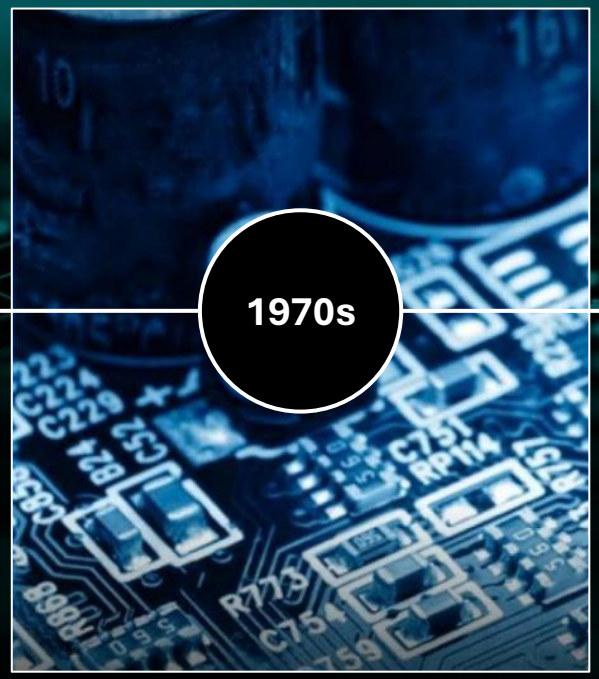
Microsoft

The 4th Industrial Revolution



STEAM

ELECTRICITY



ELECTRONICS & IT

DIGITAL

NIEUVE COURANTE

Tech Intensity
requires new skills

Empower every person
and every organization on the
planet to achieve more

AI is reshaping our world.

Not in years. Not in months. Right now.

AI transforms industries & business functions

Healthcare
- AI diagnostics
- Patient onboarding
- Clinical assistant agents

Finance
- Robo-advisors for investment
- AI-driven fraud detection
- AI-based credit scoring

Retail
- Personalized product recommendations
- AI-driven inventory forecasting
- Customer service chatbots

Education
- AI tutoring agents
- Personalized learning paths
- Automated grading system

Manufacturing
- Predictive maintenance agents
- AI-driven quality control
- AI-driven supply chain optimization

Customer Service & Support
- 24/7 availability bots
- Routine automation agents
- Quality standardization agents

Sales & Marketing
- Personalized engagement
- AI-driven predictive lead management
- Dynamic and real-time selling

Finance & Business Operations
- Automated reporting
- Real-time fraud prevention
- Auditing agenting

Supply Chain
- AI-driven predictive forecasting
- Intelligent route planning
- Continuous monitoring agents

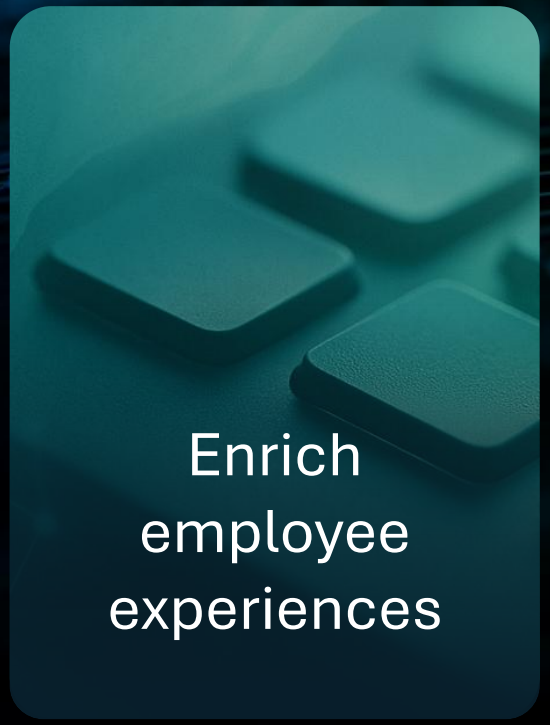
Human Resources
- Recruitment agents
- Individualized programming
- Predictive retention and engagement

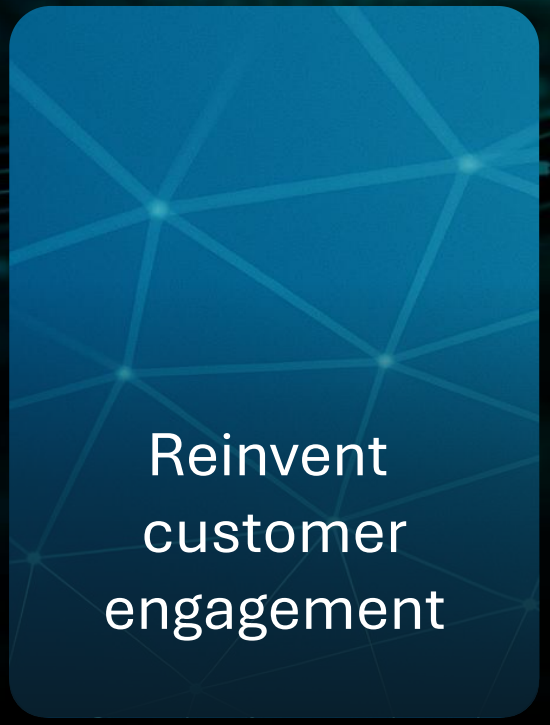
adaptation,
adaptation
risk
AI
security
competition
Transformation
empowerment
change
action,
cost
work
collaboration
improvement
action
strength
ambiguity
opportunity
gap
disruption
pressure
FOMO
through
challenge
skills
modernization
advantage
AI Transformation
optimization
resistance
complexity

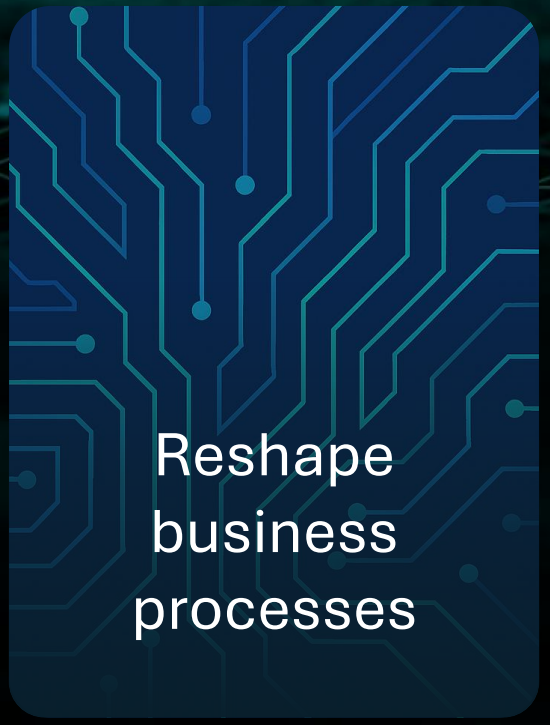
AI-First Differentiation

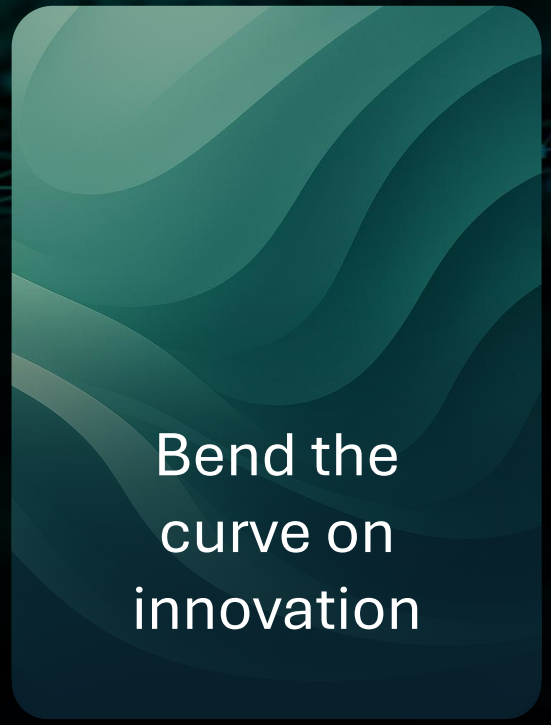
AI Transformation

Success framework









Microsoft Responsible AI Principles

Designing solutions worthy of trust

Fairness

AI systems should treat all stakeholders equiably and should not reinforce undesirable stereotypes and biases.

Transparency

AI systems and their output should be understandable to relevant stakeholders.

Accountability

The people who design and deploy AI systems must be accountable for how their systems operate.

Reliability

AI systems should designed to perform safety even in the worstcase scenario.

Privacy & Security

AI systems should protect data from misuse and ensure privacy rights.

Inclusion

AI systems should empower everyone, regardless of ability, and engage people by providing channels for feedback.

Journey to an AI Frontier Organization

Phase 1
Human with assistant

Every employee has an AI assistant that helps them work better and faster

Phase 2
Human-led agents

Agents join teams as “digital colleagues,” taking on specific tasks at human direction

Phase 3
Human-led, agent-operated

Humans set direction and agents run entire business processes and workflows, checking in as needed

The value we see at Microsoft (so far)

Customer service

11.5%
faster case resolution

Sales

9.4%
higher revenue per seller for one business group

Marketing

21.5%
increase in conversion rates on Azure.com

Finance

60%
reduction of case resolution time in cash collections

Legal

5%
reduction expected in external spend for regulatory work in 2025

Human resources

42%
greater accuracy in answering questions through employee self-service

IT

36%
increase in the self-help success rate for employees in one experiment

https://www.microsoft.com/en-us/worklab/ai-is-already-changing-work-microsoft-included

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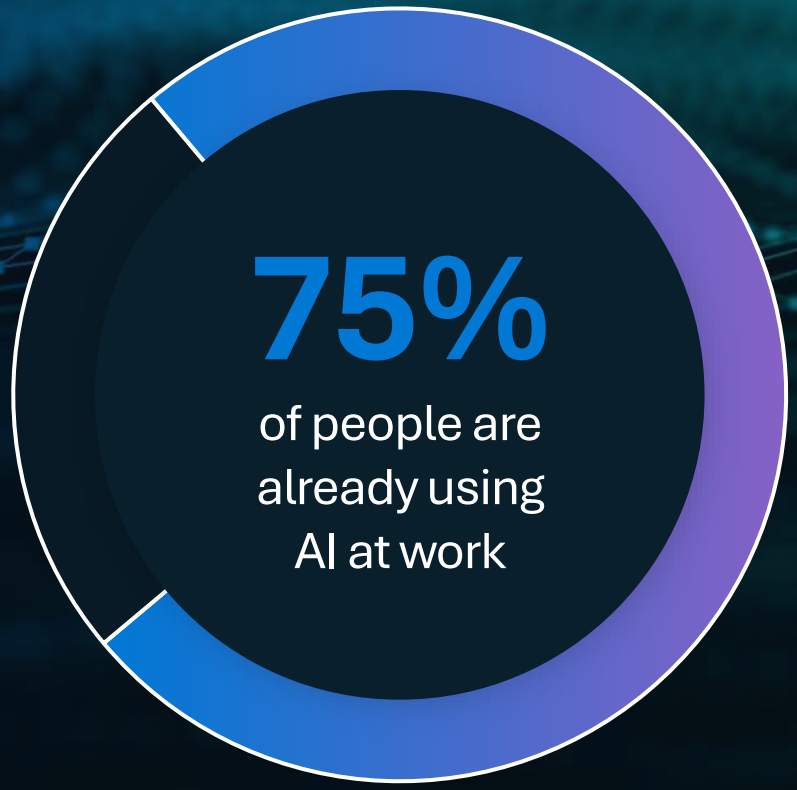
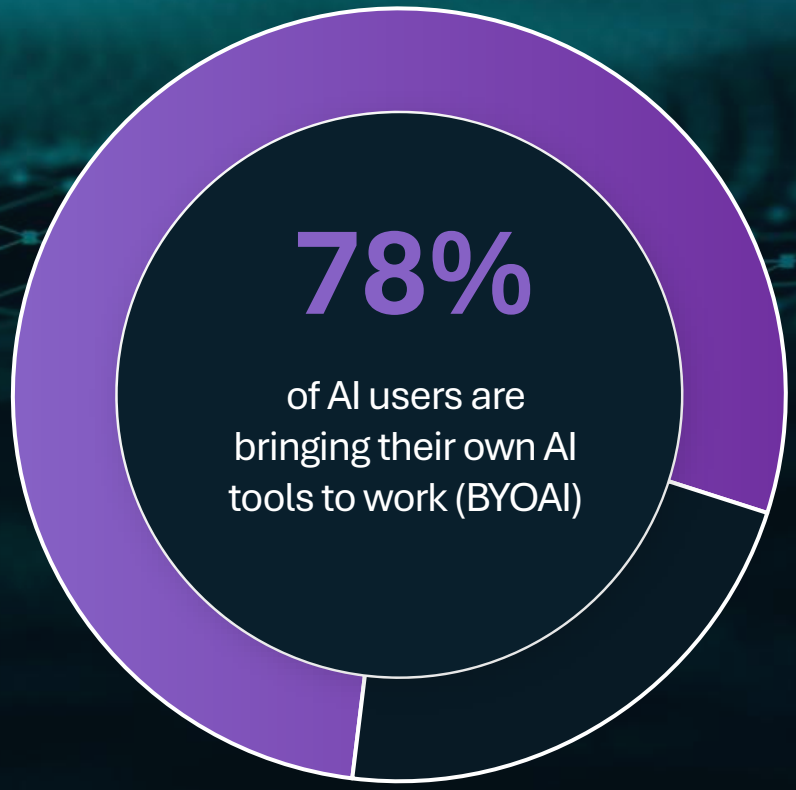
Employees want AI at work

and they won't wait for companies to catch up





Source: Work Trend Index Report, May 2024

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Building skills across the AI ecosystem

Building AI Skills Effectively

Enable leadership to drive the AI strategy	Strategy Governance Change management
Empower business users to put AI in action	Use AI in the flow of work Interact with agents and AI-powered apps
Equip IT and data teams to deploy and manage AI solutions	Infrastructure and security management Data engineering and data science
Gear up developers to build agents and AI-powered apps	Generative AI DevOps

AI fluency

Responsible AI

Prompting

The right **skills** help fuel your **AI innovation**

Powering increased employee **productivity and motivation**

Creating **competitive advantage** and supporting growth

Elevating the organization to **outperform in the market**

Fostering **resilient and adaptable** teams

Become AI –First, Become Frontier

Empower every person and organization in the world to achieve more

2025: The year the Frontier Firm is born

Thank you for your attention

Microsoft

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Work Trend Index Annual Report

2025: The year the Frontier Firm is born

Download report ↓

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Illustration by Joe McKendry, in collaboration with A