



Unlocking the future: Embracing generative AI at TELUS

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Agenda

1. Learning & upskilling
2. Adoption
3. Change management
4. Guidelines & guardrails
5. Future outlook

This presentation is powered by TELUS' **unicorn.ai Copilot**



What are you hoping to
get out of the session
today?



Riding the readiness wave

82%



say their organization has not provided any training

57%



workers want their company to provide AI training

56%



workers are experimenting with AI on their own

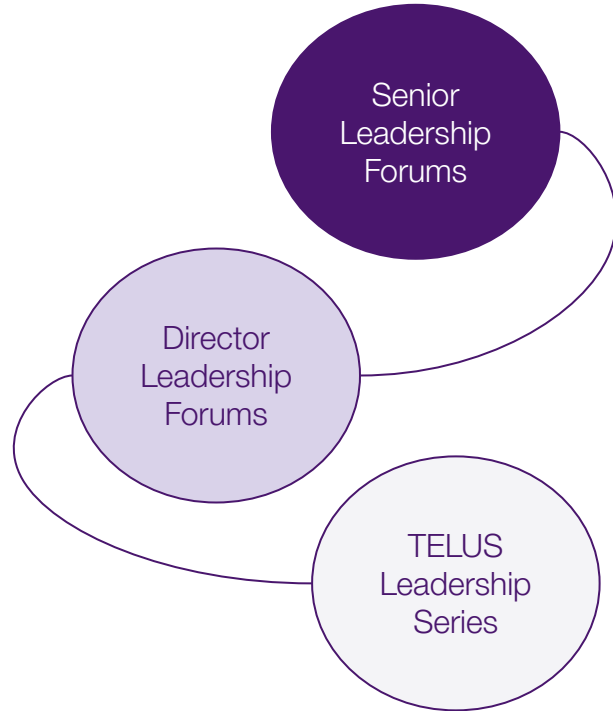
89%



daily users see biggest productivity gains

$\frac{2}{3}$ workers believe AI skills would improve their career options

Learning and growing with AI



Learning on demand

Ongoing upskilling

Assessments available

Grow with GenAI

Powered by Fuel 



What successes have
you had implementing
AI in your
organizations?



AI's swift conquest of global workplaces

70%

workers across 23 countries
report using AI in workplace

52%

knowledge workers
use AI weekly

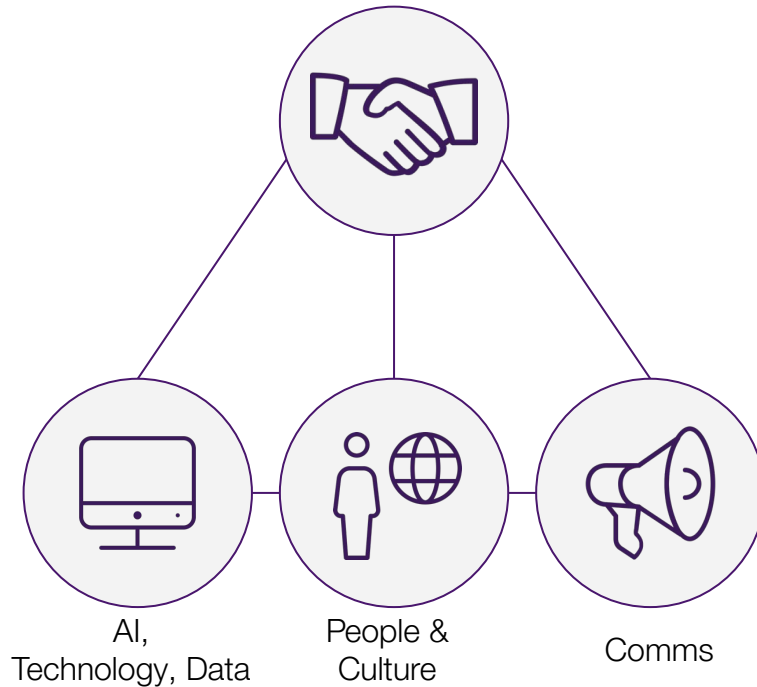
44%

increased usage in
nine months



Adoption rates are slowing - the opportunity now lies with late adopters

Powerful partnerships & strategic synergies



Collaboration with business partners early and often essential to drive adoption

What roadblocks have
you faced in
implementing AI in your
organizations?

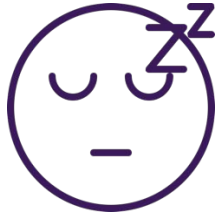


Navigating perception vs. potential



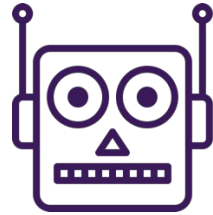
23%

concerned will be labelled as fraud if use AI



26%

fear will be perceived as lazy if use AI



33%

worry AI will replace human workers

50%

believe using AI will improve productivity



but only 13% of organizations have shared AI guidelines

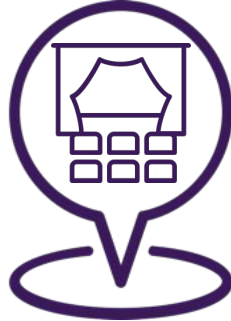


AI won't replace humans, humans using AI will replace those who do not

TELUS adventures in AI exploration



Fun-first
formula



Use case
show & tell



“Ask me
anything” panels



Team trial &
error testing



Connecting the dots on behaviour change: Powering our AI revolution with a digital mindset



Embrace a digital mindset



Collaborate differently than before



Appreciate new possibilities



How to ask the right questions



Responsible AI Framework



Responsible AI testing



Internal AI and ability to create copilots



Declaration on AI Image Generation

Sharing context of how humanistic leadership empowered by technology creates culture of curiosity

Let's make the digital world friendly for all

2024 AI Report

The power of perspectives in Canada



80% respondents aged 12-17 expect their generation will have to fix problems caused by AI



78% agree AI's development and usage should be regulated



42% self-identified as racialized group feel AI biased against them and peers



Thank you

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