



EMELIE FÅGELSTEDT, MAY 2026

HUMAN-CENTRIC AI

- Unlocking innovation at every level



**Generative AI can make us up
to 40% more efficient,
compared to those who don't use the technology.**

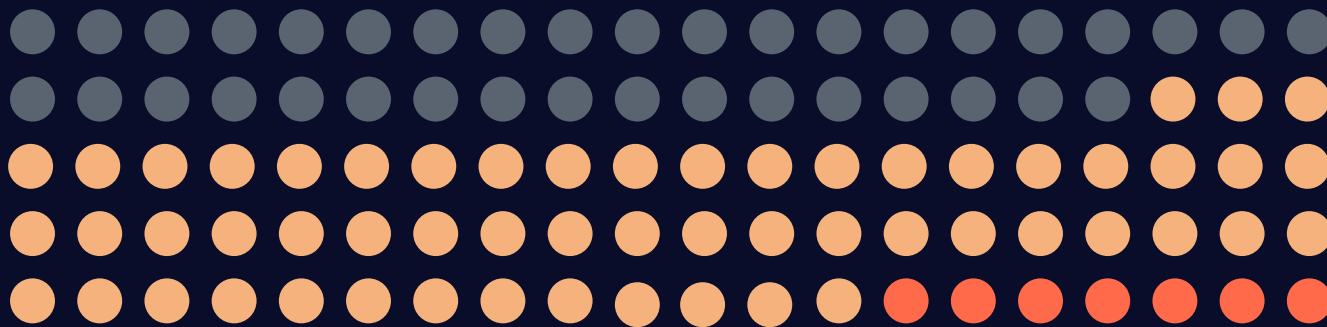


AI is not a
technology shift.
It's a human shift.



63 of every 100 jobs affected by AI in Sweden

Only 7 out of 100 jobs are expected to be replaced. But almost all will need upskilling.



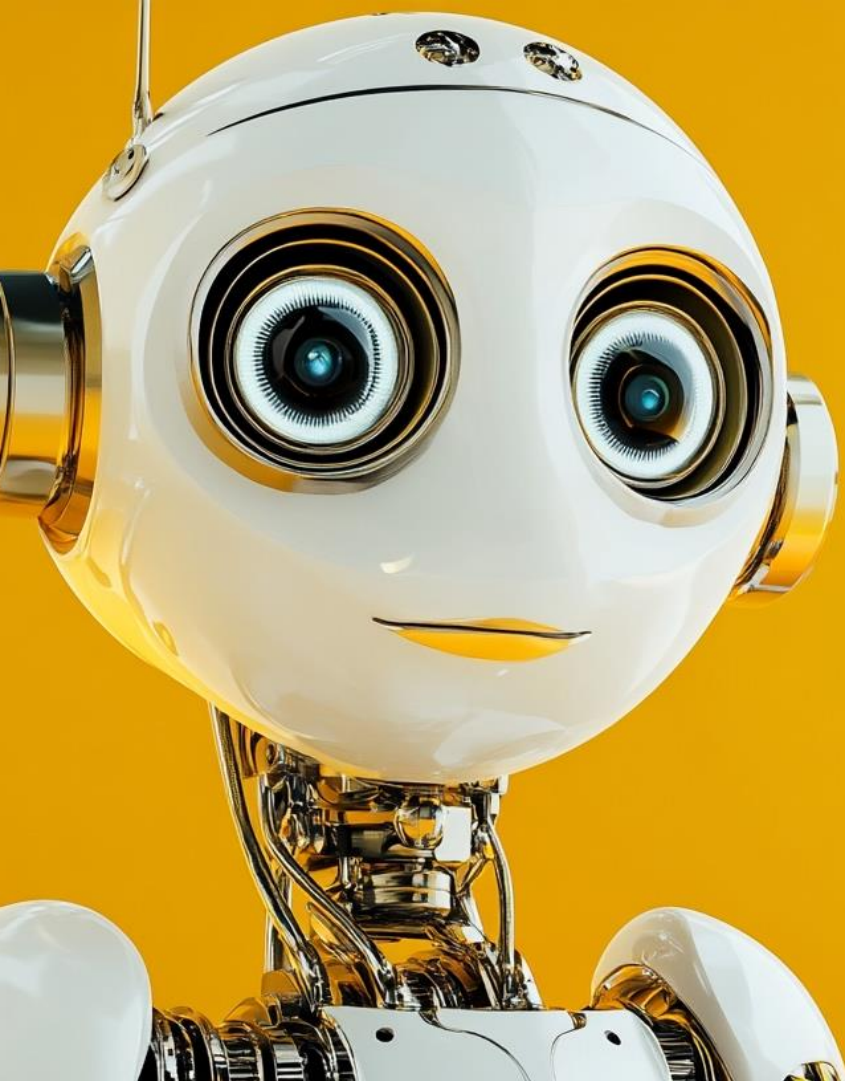
● 7 jobs replaced by AI

● 63 jobs affected by AI



”It is in [the] collaboration between people and algorithms that incredible scientific progress lies over the next few decades.”

- Demis Hassabis, cofounder and CEO of Google DeepMind



**Meet Nova – my AI
colleague.**

**An assistant and sounding
board. Freeing up time so I
can focus on meaningful
tasks and building business
relationships.**



When IBM automated HR administration through the AskHR bot:

Over 80 HR tasks and over 2.1M employee conversations could be automated annually. HR could focus on the people.



**When AI took over 47%
of customer service calls,
IKEA didn't fire anyone.**

**They retrained 8,500 call
center workers as remote
interior design advisors.**

The background of the image is a halftone-style illustration of a person's face. The person has a large, dark question mark on their forehead. The image is composed of black dots of varying sizes on a white background, creating a textured effect. The person's eyes are looking upwards and to the right. The overall color palette is black, white, and yellow.

**Can AI give us more
space to be human?**



Frontline innovation:

The people closest to the day-to-day operations often have the best insights.

Let them be part of innovating.



What knowledge do you currently have trapped inside silos?

Among shift workers, operators, field engineers, maintenance teams, retiring experts, younger talents, suppliers, local communities?



39%

**of workers' core skills will
change by 2030.**

Source: WEF, Future of Jobs Report 2025



48%

of employees rank training as the most important factor for gen AI adoption; yet nearly half feel they are receiving moderate or less support.



“You need a human value proposition for the age of AI.”

Source: Deloitte Insights, 2025



**What if anyone with a problem,
could build the solution?**





Tech & AI

AI Hackathon cutting manual work from days to minutes

24-04-2026

Over two days, Nordea colleagues working with payments and financial transactions turned AI curiosity into working solutions. The focus was clear: solve real daily challenges, not just explore cool tech. Solutions spanned Nordea's full software delivery lifecycle using internal AI Platforms and external tool like GitHub Copilot, AWS Bedrock, Copilot Studio, etc.



Nordea invited colleagues to a two-day hackathon.

“The hackathon allowed us to quickly validate the idea and build a working MVP that shows how AI /.../ can deliver immediate and practical value.” - Lu Yang



Imagine an organization where...

Anyone can solve a problem they face in their day-to-day work.



THE FRAMEWORK

How to unlock innovation with AI?

0 1

TRAIN EVERYONE

Upskill and involve all employees – no matter their function or position. AI literacy for all.

0 2

OPEN THE TOOLBOX

Give access to a clear set of AI tools. Clear rules. No gatekeeping by IT.

0 3

REWARD CURIOSITY

Encourage an experimental mindset. Give space for and reward learning, not just results.

0 4

BREAK THE SILOS

Cross-functional buildathons. Joint projects with cross-functional teams.



**AI is the technology.
People are the strategy.**



Thank you!



Emelie Fågelstedt

Independent strategist | Future of Work | AI
Experiment | XR for learning | Founder Digital...

