



# From Prompting to Performance:

8 Factors for AI Change Transformation

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Chief Learning Officer





# UPSKILLING FOR A CHANGE

OMNI EDUCATION + CHANGE MANAGEMENT



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Engage with our free industry-leading omni events and podcasts to stay ahead of the curve on the latest strategies and best practices for winning in today's marketplace.



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Empower your teams with our customized practitioner trainings, workshops and certifications to build the knowledge and skills critical for omnichannel leadership.



## EXECUTION

Accelerate your omni strategy and activation with our hands-on digital and omni strategy, capability, analytics and project management support services.

it's time to be  **prompted**<sup>TM</sup>

**We're here to help you build your plan...**



**news**

the signals shaping  
the change



**impact**

the human and  
org implications



**capabilities**

the skills and tools people  
must learn next



**We've been >prompted™...**

**...but we must put the "I" back in AI.**

# AI is transforming commerce as we know it...



eCommerce search engines prioritize AI-ranked results



Retail media platforms optimize campaigns automatically



Content is dynamically generated and optimized



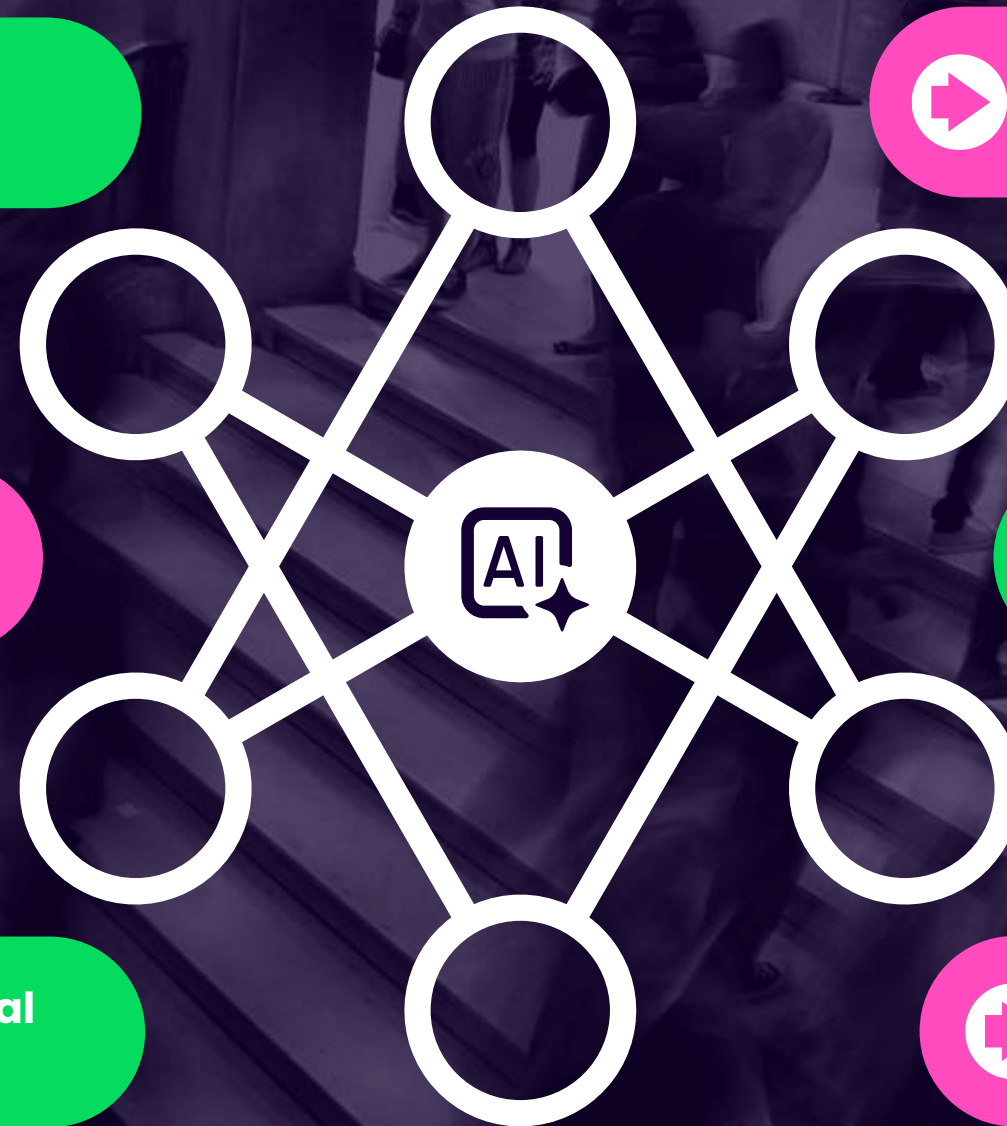
Supply chains use predictive demand modeling



Retailers deploy conversational shopping assistants



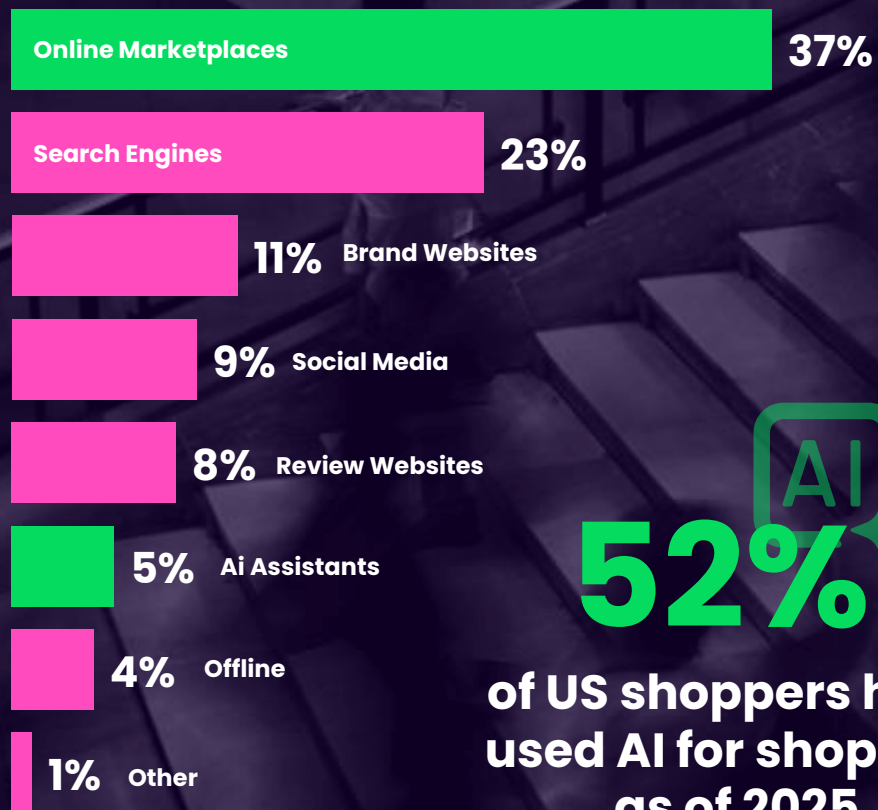
AI-powered recommendations personalize product discovery



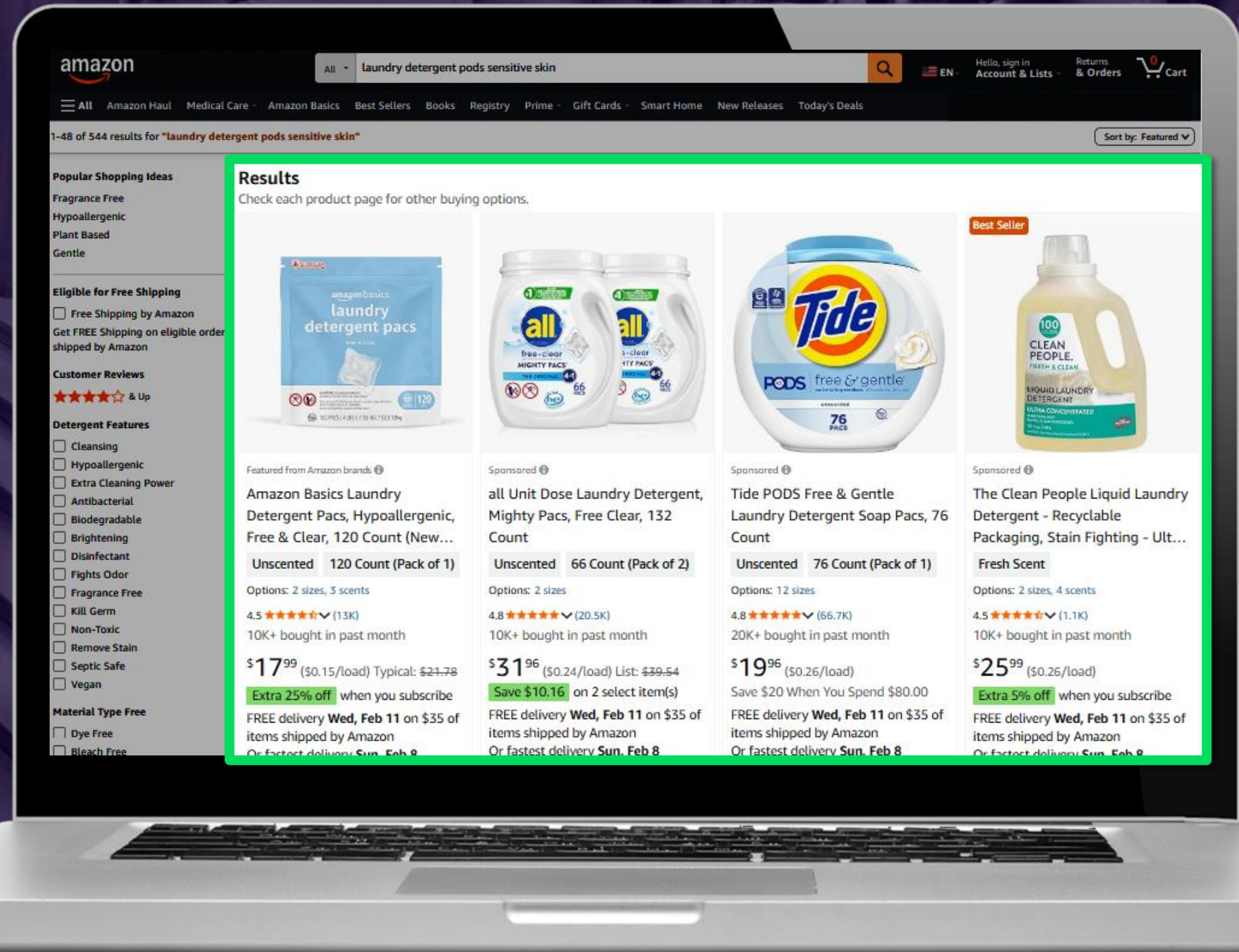
# The shopper journey is starting with AI...



## Where Global Consumers Start Their Product Search



**52%** of US shoppers have used AI for shopping as of 2025



The shopper journey is “ending” with AI...



20% 9X

of global retail sales  
were fueled by AI  
and agents during  
holiday 2025

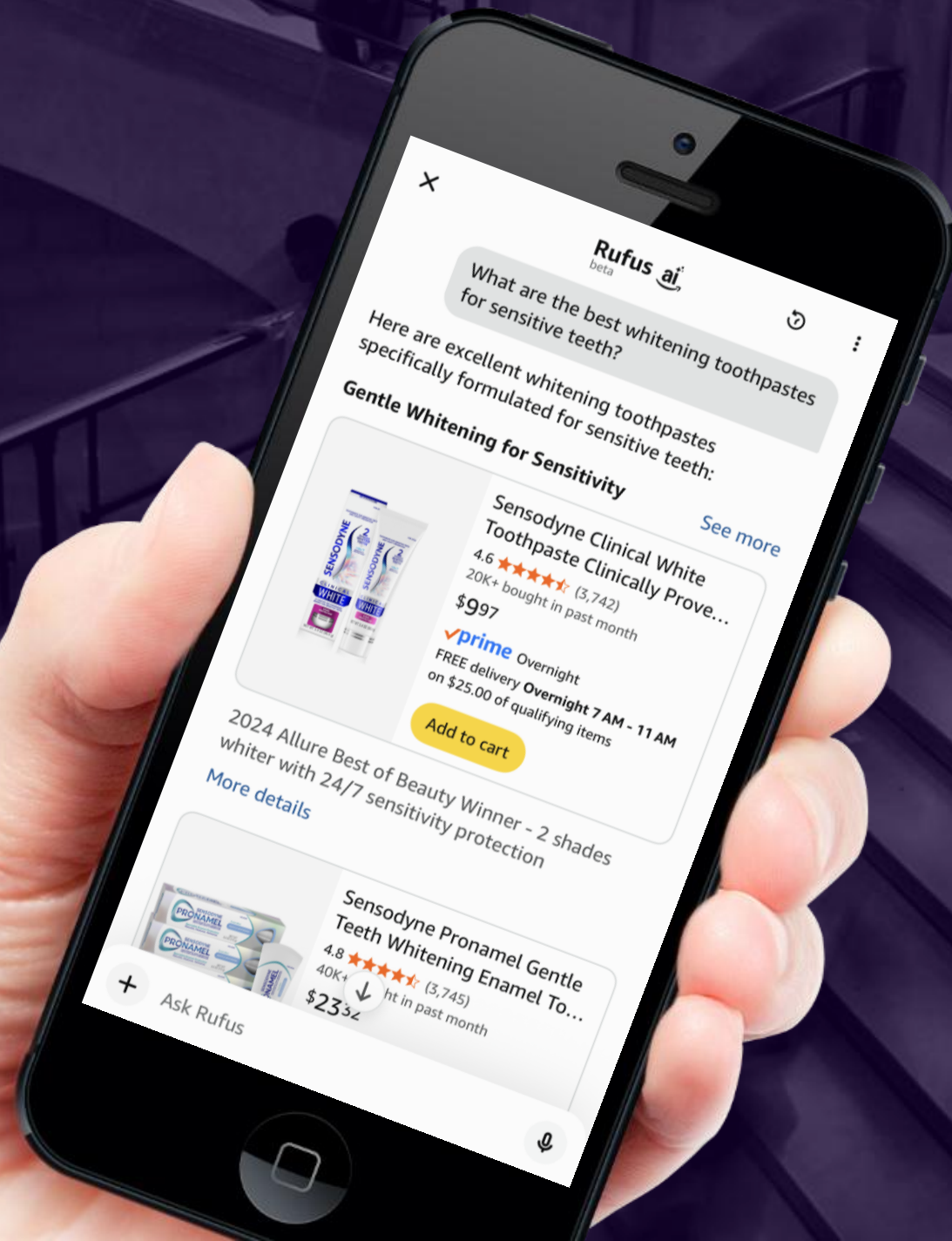
greater conversion  
from AI reccos  
vs. social media  
referrals

# And this will only continue to accelerate...



## AI reduces friction by:

- ✓ Filtering irrelevant options
- ✓ Prioritizing top-fit products
- ✓ Providing real-time reviews
- ✓ Enabling instant comparisons





AI is **transforming work** faster  
than any shift in our lifetime...



# The US CPG Industry Today



**= ~3 Million Professionals**

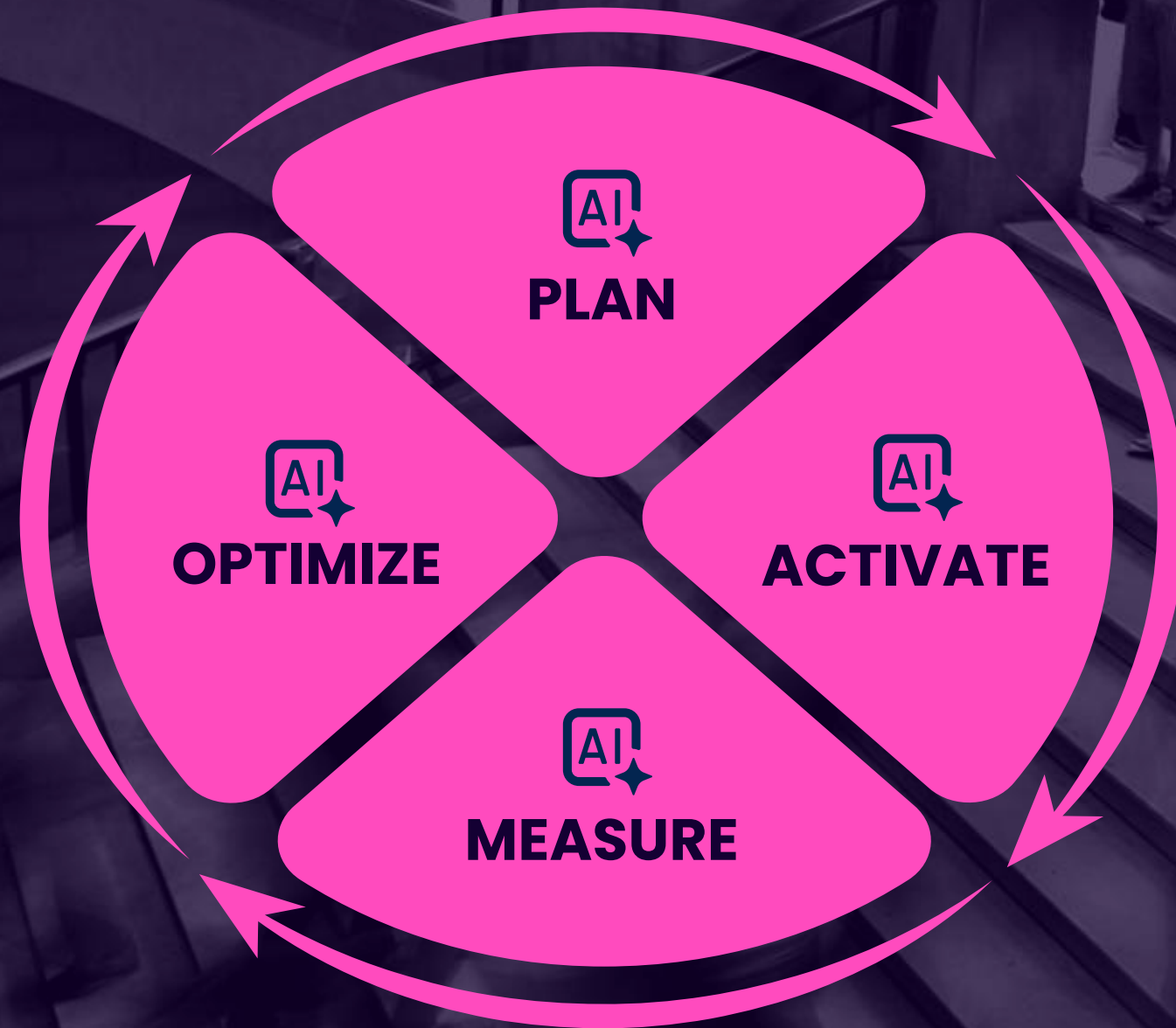
**70% of work changes**

**30% of roles change or disappear**

**100% of people must reskill**



# AI Is transforming everyday workflows



## Workflow Examples:

- ✓ Campaign activation & optimization
- ✓ Search & content diagnostics
- ✓ Pricing & promotion modeling
- ✓ Forecasting & replenishment plans
- ✓ Assortment & distribution analysis



# Example: AI Impact to CPG Ways of Working

**Traditional  
CPG Process**  
Up to 2+ Weeks

Data Pull



Analysis



Storytelling



Review



Decision



**AI-Assisted  
CPG Process**  
Less than 2 Days

Data Pull + Analysis + Storytelling



Review + Decision





# The new commercial division of labor

## Humans lead:

- **Strategy**
- **Creativity**
- **Relationships**
- **Governance**



## AI leads:

- **Analysis**
- **Monitoring**
- **Forecasting**
- **Automation**



# Human roles are shifting...

**FROM**

**TO**

**REPORTING**

**STORYTELLING**

**EXECUTION**

**ORCHESTRATION**

**ANALYSIS**

**DECISIONING**



# From content creation to performance direction

Examples:

✓ **Marketing Teams**

✓ **Sales Teams**

✓ **Media Teams**

✓ **Category Teams**



- ✓ **Campaign briefs**
- ✓ **Creative iterations**
- ✓ **Audience insights**
- ✓ **Post-campaign analysis**



# From account reporting to growth storytelling

Examples:

✓ **Marketing Teams**

✓ **Sales Teams**

✓ **Media Teams**

✓ **Category Teams**



- ✓ **Account diagnostics**
- ✓ **Opportunity sizing**
- ✓ **Buyer meeting prep**
- ✓ **Narrative building**



# From planning inputs to optimization insight

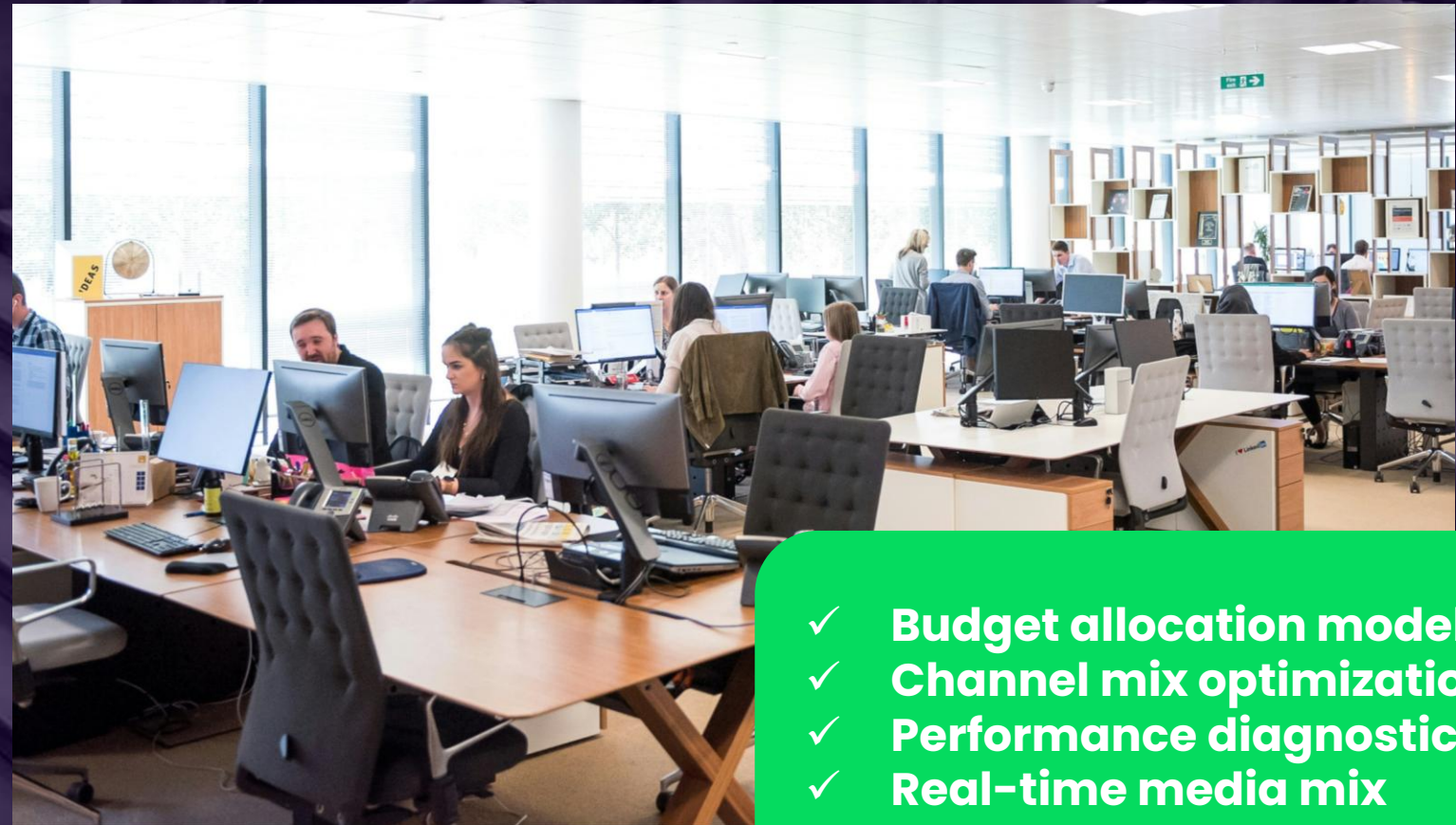
Examples:

✓ **Marketing Teams**

✓ **Sales Teams**

✓ **Media Teams**

✓ **Category Teams**



- ✓ **Budget allocation modeling**
- ✓ **Channel mix optimization**
- ✓ **Performance diagnostics**
- ✓ **Real-time media mix models**



# From assortment reviews to predictive foresight

Examples:

✓ **Marketing Teams**

✓ **Sales Teams**

✓ **Media Teams**

✓ **Category Teams**



- ✓ **SKU productivity analysis**
- ✓ **Trend forecasting**
- ✓ **Digital shelf scoring**
- ✓ **Incrementality measurement**



**AI informs decisions.**  
**Humans own decisions.**  
**Governance remains human.**



It's **exciting**...  
but **unsettling**.

***What does this mean for me?  
My team? My organization?***



**“We are called to be the **architects**  
of the future, *not its victims.*”**

**Buckminster Fuller**



**Humans are still  
the prompt...**

**Not *passengers*.**

**Not *casualties*.**

**Not *victims*.**

***Drivers* or *architects*  
of what comes next.**



# Commerce leadership requires AI change leadership



**AI Change  
Leadership**



**Commerce  
Leadership**

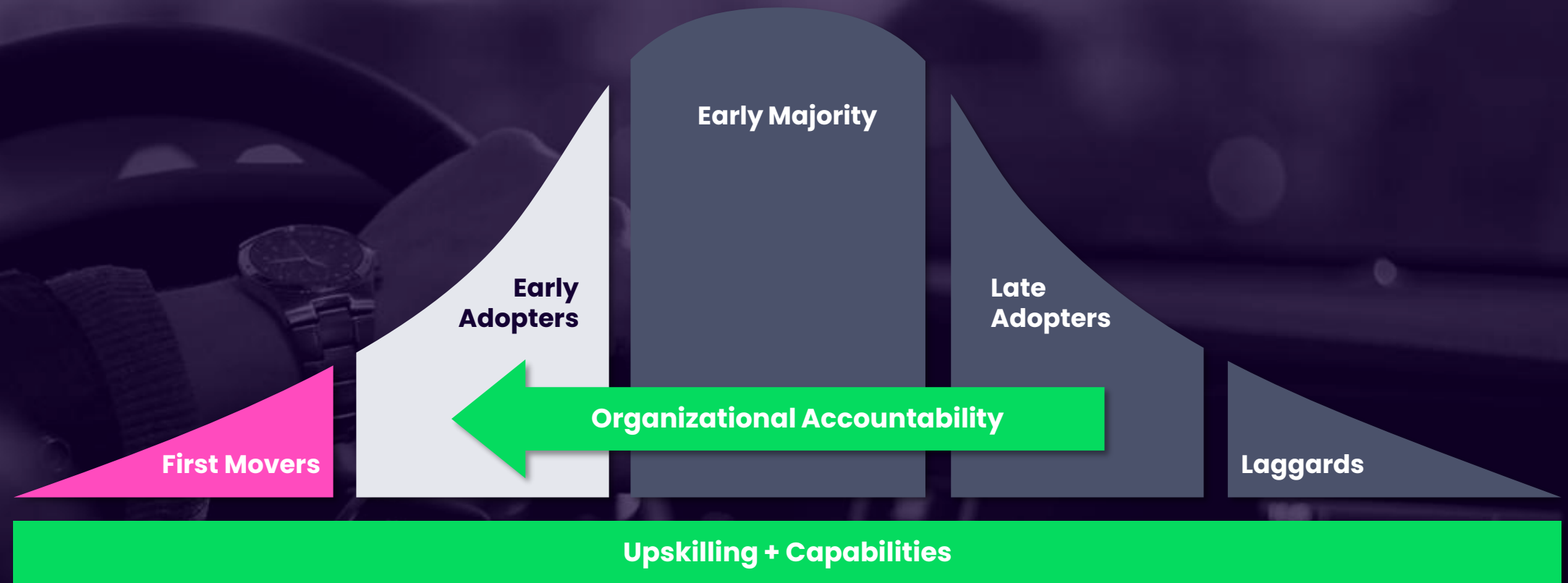


**Sales + Share  
Growth**



# But true change requires 8 factors

- Dedicated Leadership
- Achievable Vision
- SMART Strategy + Goals
- Executive Commitment
- Resources + Investment
- Communication + Assessment
- Upskilling + Capabilities
- Organizational Accountability



Most organizations are focused on tools. The ones that win will focus on transformation.



**How can we assess  
our **change readiness?****



# Change Readiness Assessment

## OMNI-FIED

<b>Dedicated Leadership</b>	<b>We have clear ownership and leadership driving AI strategy, adoption, and outcomes across the org</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Achievable Vision</b>	<b>We understand the role of AI in our business, the value potential, and the risk of falling behind without it</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>SMART Strategy + Goals</b>	<b>We have defined priority AI use cases, an activation roadmap, and measurable goals tied to impact</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Executive Commitment</b>	<b>We have visible and sustained executive sponsorship making AI a strategic priority across functions</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Resources + Investment</b>	<b>We are investing in the tools, data, and talent required to scale AI effectively and responsibly over time</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Communication + Assessment</b>	<b>We have clear KPIs for AI and are consistently tracking, sharing, and learning from performance</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Upskilling + Capabilities</b>	<b>We are equipping teams with the skills, training, and tools needed to confidently apply AI in their roles</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree
<b>Organizational Accountability</b>	<b>We have embedded AI in WoW, with teams accountable for adoption, experimentation, and results</b>	Strongly Disagree <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 Strongly Agree



**SUCCESS**



**Organizational Accountability**  
**should be our #1 ability....**



# Organizational Accountability Maturity Stages

Maturity	Crawl	Walk	Run	Sprint	Soar
STAGE	Group Consideration	Group Discussion	Group Assessment	Individual Assessment	Individual Advancement
INTERNAL MECHANISMS	<p>Team is introduced to AI through trainings, demos, and examples.</p> <p>Leadership encourages teams to explore where AI could support their work.</p>	<p>AI is regularly discussed in team meetings as a dedicated topic.</p> <p>Teams begin sharing use cases, experiments, and early wins.</p>	<p>Teams review AI use cases, outputs, and impact as part of business reviews.</p> <p>AI is embedded into planning, workflows, and key initiatives.</p>	<p>AI KPIs (efficiency, effectiveness, impact) are included in performance reviews.</p> <p>AI initiatives are assigned and owned within roles and responsibilities.</p>	<p>Compensation and incentives are tied to AI-driven impact and outcomes.</p> <p>Promotions and advancement reflect AI fluency, adoption, and leadership.</p>
EXTERNAL MECHANISMS	<p>Brand and retailer begin discussing AI capabilities, tools, and opportunities.</p> <p>Exploration of how AI may impact content, media, search, and operations.</p>	<p>AI is added to joint business conversations and account planning discussions.</p> <p>Brand and retailer share early tests, pilots, and learnings.</p>	<p>Brand and retailer collaborate on AI-driven initiatives (e.g., content optimization, retail media, forecasting).</p> <p>Shared KPIs or scorecards begin to evaluate AI impact.</p>	<p>Brand partners with retailer on advanced AI capabilities (e.g., retail media automation, agentic search, personalization).</p> <p>Retailer begins to prioritize partners based on AI readiness and execution quality.</p>	<p>Brand and retailer co-invest in AI innovation and integration.</p> <p>Retailer rewards or penalizes partners based on AI-driven performance, data quality, and consistency.</p>





**We are what we do.  
We do what we measure.  
If we want to do AI,  
we must measure AI.**



**You don't have to start  
with transformation...**  
**You start with tasks!**



# Instruction capabilities across tasks are greater than tools...

**Tools evolve rapidly.  
Instruction capability  
scales across all tools.**

**Strong instruction skill enables:**

- 1 Faster outputs**
- 2 Better insights**
- 3 Relevant recommendations**
- 4 More consistent workflows**

 perplexity  Grok  ChatGPT

Gemini  Copilot  Claude



# AI adoption begins with everyday work

Start by applying AI to repeatable, time-intensive tasks such as:



Analyzing sales or media data



Summarizing performance reports



Synthesizing meeting notes



Drafting campaign or account briefs



Creating first-pass presentations



# Easy AI adoption entry points



## Summarize something you already read

Turn reports into executive summaries



## Draft something you already write

Briefs, emails, or meeting prep



## Analyze something you already review

Sales, media, or shelf performance



# AI applications for marketing teams

## Select High-Impact Areas:

✓ Campaign Planning & Brief Development

✓ Content Creation & Optimization

✓ Audience & Targeting Strategy

✓ Performance Analysis & Optimization

### ROLE

Act as an eCommerce content strategist.

### OBJECTIVE

Create optimized PDP content for Target.com.

### CONTEXT

Premium dog food brand emphasizing natural ingredients and digestive health benefits.

### OUTPUT

Write 5 PDP descriptions with SEO keywords, benefit-led bullets, and premium brand tone.



# AI applications for sales teams

## Select High-Impact Areas:

✓ Account & Category Performance Analysis

✓ Whitespace Opportunity & Gap Identification

✓ Customer Storytelling & Presentations

✓ Meeting Preparation & Negotiation Support

### ROLE

Act as a senior sales leader.

### OBJECTIVE

Prepare for a buyer negotiation.

### CONTEXT

Annual line review with Kroger including pricing discussions.

### OUTPUT

Develop a meeting brief including performance summary, buyer priorities, and anticipated objections.



# AI applications for media teams

## Select High-Impact Areas:



**Planning &  
Investment Strategy**



**Campaign Optimization**



**Measurement &  
Attribution Analysis**



**Client Storytelling &  
Results Interpretation**

### ROLE

Act as a media optimization analyst.

### OBJECTIVE

Improve campaign performance.

### CONTEXT

Live Amazon Sponsored Search campaign  
for a beauty brand.

### OUTPUT

Identify underperforming keywords and creatives  
and recommend optimization actions.



# AI applications for category teams

## Select High-Impact Areas:

✓ Assortment & Space Optimization

✓ Trend & Demand Signal Identification

✓ Digital Shelf Diagnostics

✓ Category Strategy Development

### ROLE

Act as a category advisor for Walmart.

### OBJECTIVE

Optimize assortment.

### CONTEXT

Paper towel category performance across price tiers and pack sizes.

### OUTPUT

Identify bottom-performing SKUs and recommend rationalization and innovation opportunities.



**“We are called to be the **architects**  
of the future, *not its victims.*”**

**Buckminster Fuller**





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**CYBER**  
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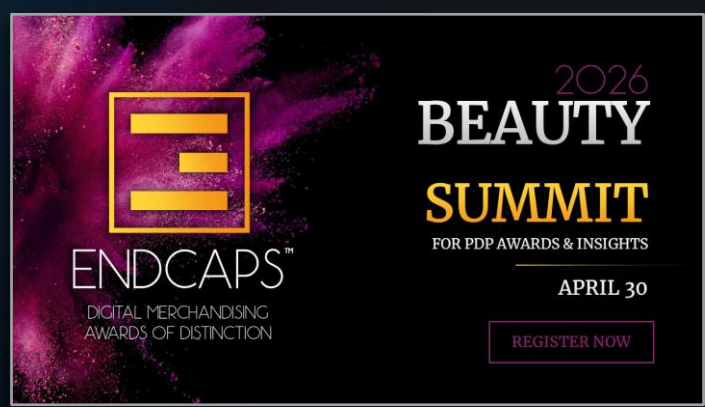
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