

FROM AI HYPE TO STRATEGIC IMPLEMENTATION: BRIDGING THE GAP
An overview of the recent online webinar hosted by
Bryan Whitefield and Colin Cardwell

The rapid rise of AI has left many organisations both excited and uncertain. In a recent online webinar, I partnered with AI specialist Colin Cardwell, from Aigile [[link to website](#)] to explore how businesses can approach AI adoption strategically and thoughtfully.

Here's a quick snapshot for you:

Adopting AI starts with understanding where your organisation stands. In our session, a poll revealed that most participants were in the planning or decision-making stages. This highlights the importance of a solid foundation. Before implementing AI, take a step back to audit your current AI usage and readiness. Without this snapshot, moving forward can feel like driving in the dark.

People are at the centre of successful AI adoption. Colin emphasised that tools and technology are only as effective as the teams using them. Training, skill development, and open communication are critical to fostering confidence and ensuring AI empowers rather than alienates. Introducing tools that solve immediate challenges is often the best way to start. After all, AI should support your people—not replace them.

Of course, AI comes with risks, including data leakage and ethical concerns. At the same time, it offers tremendous opportunities to streamline processes and free up teams for higher-value work. For example, we discussed how one client automated their web inquiries, categorising emails, drafting responses, and integrating data into their CRM. This saved the team hours of repetitive tasks, allowing them to focus on strategic goals. Thoughtful implementation like this ensures AI delivers measurable value.

Looking ahead to 2025, we see three major trends shaping AI:

1. **Large language models** are becoming smarter, handling tasks like interpreting handwritten notes and analysing multimedia content.
2. **AI-generated video** is set to transform marketing with affordable, high-quality content.
3. **And "agentic" AI** - systems capable of autonomously completing tasks - will redefine efficiency. Staying informed and adaptable is crucial as these technologies evolve.

As the session concluded, we encouraged attendees to adopt a balanced approach to AI: mitigate risks while seizing opportunities. To help, we provided Colin's 10-step AI Adoption Guide.

With the right balance of caution and ambition, 2025 promises to be a transformative year for businesses ready to embrace the potential of AI.