

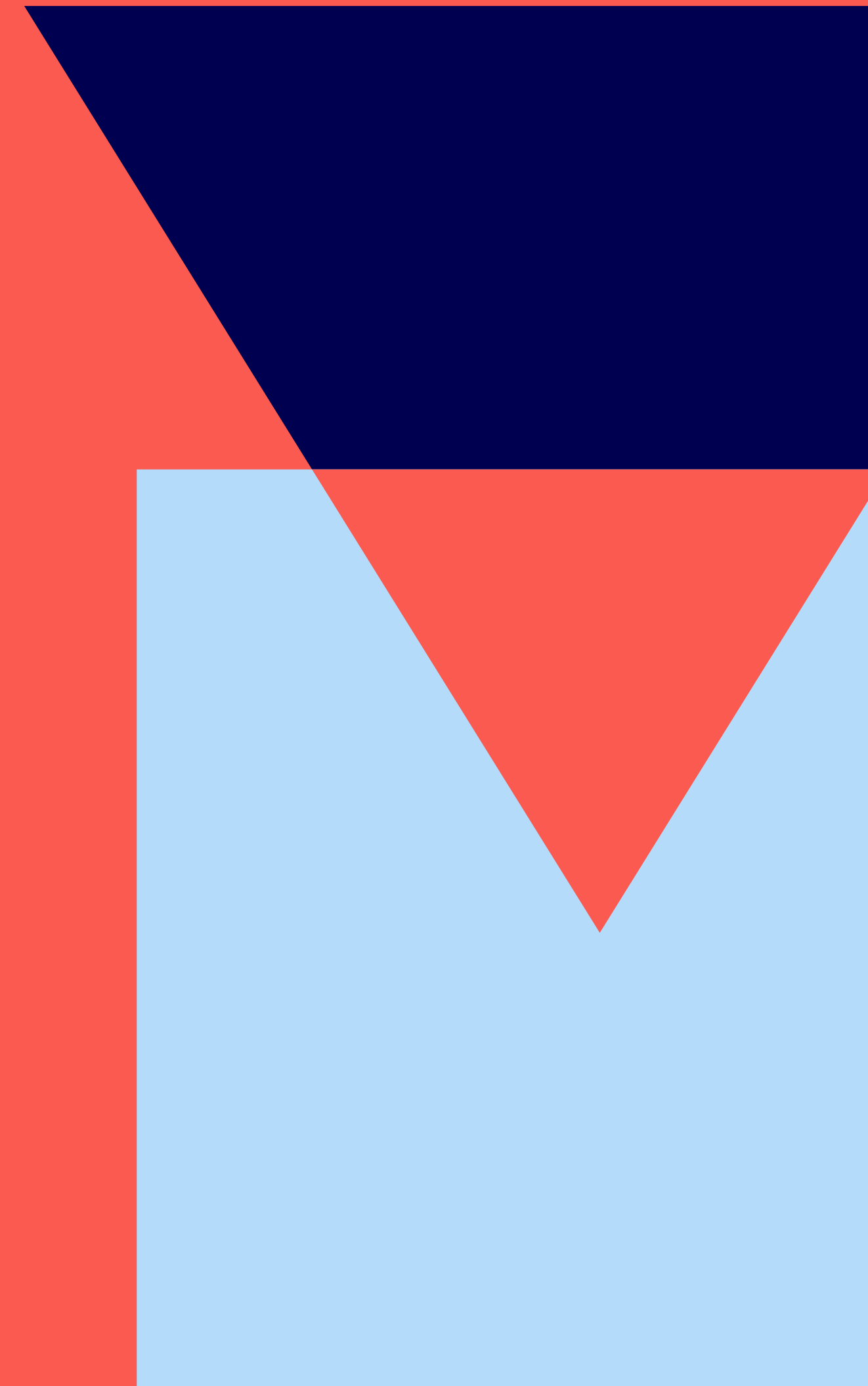
SECOND EDITION

HUMANS + AI INTEGRATION

GEN AI PULSE

AUGMENTED PEOPLE

CI&T



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AUGMENTED PEOPLE

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EDITION 1

Hyper Efficiency in
Software Development

PULSE is a quarterly paper written by our specialists at CI&T who are implementing AI solutions at the forefront with our clients. Here, you will find real-world data, actionable insights, and the transformative impact of this ongoing revolution.

AUGMENTED PEOPLE

How GenAI is **redefining leadership** and
empowering a new **era of human potential**

GenAI is a beacon of disruption, challenging our perceptions and reshaping our realities. This e-book delves into AI's profound impact on people and business empowerment.

We will highlight how the relationship between people and AI redefines leadership and how strategic adoption is crucial to succeed.

Join us as we delve into GenAI's potential to make us more adaptive, insightful, connected, and human.

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Leaders must grasp the profound
IMPACT OF CHANGE,
from the depths of human connection
to the transformation of work and society.

"AI is not just a technological leap forward; it's a catalyst for human innovation with the potential to transform the ways that each of work in ways that may not be imagined yet.

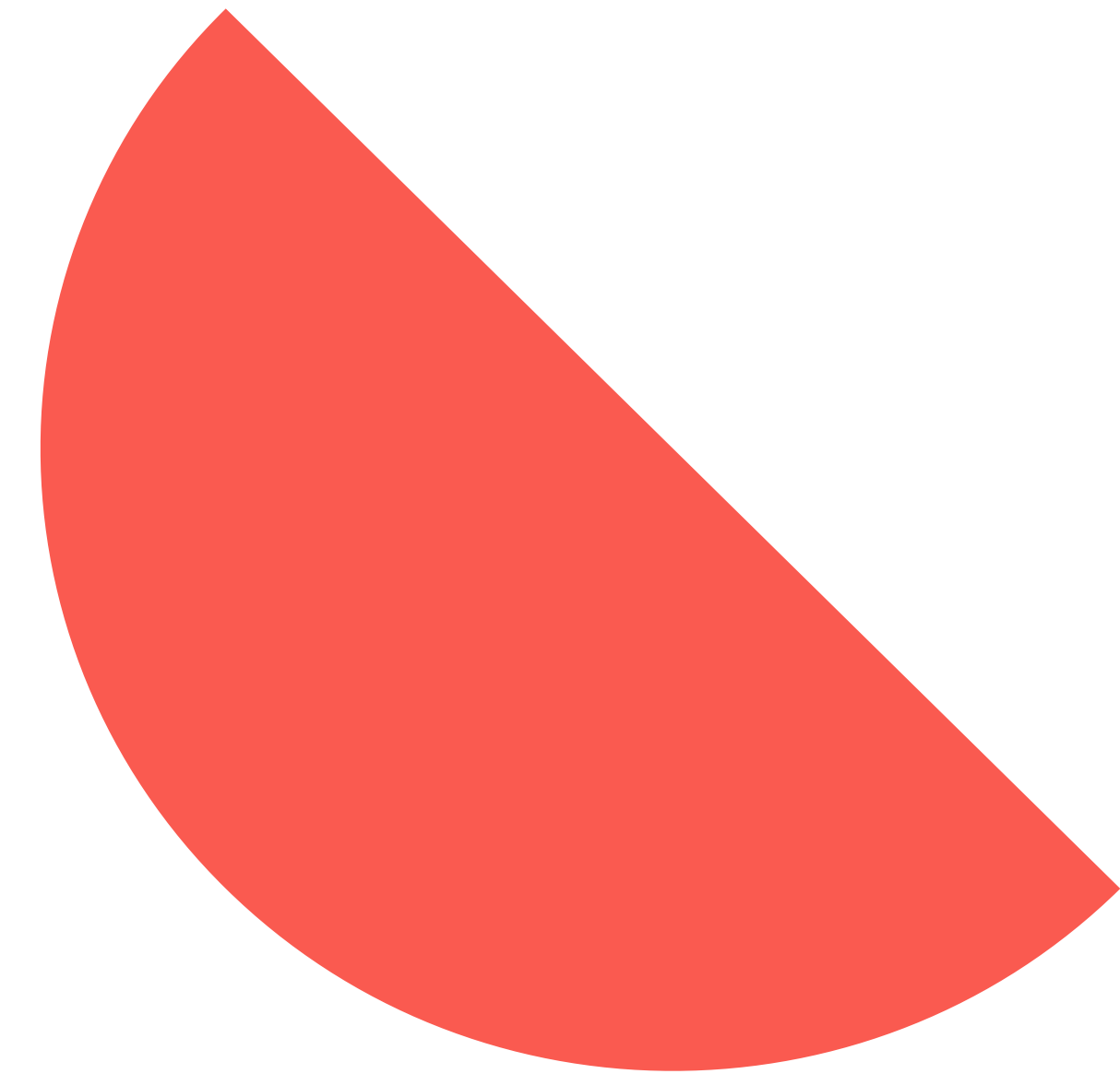
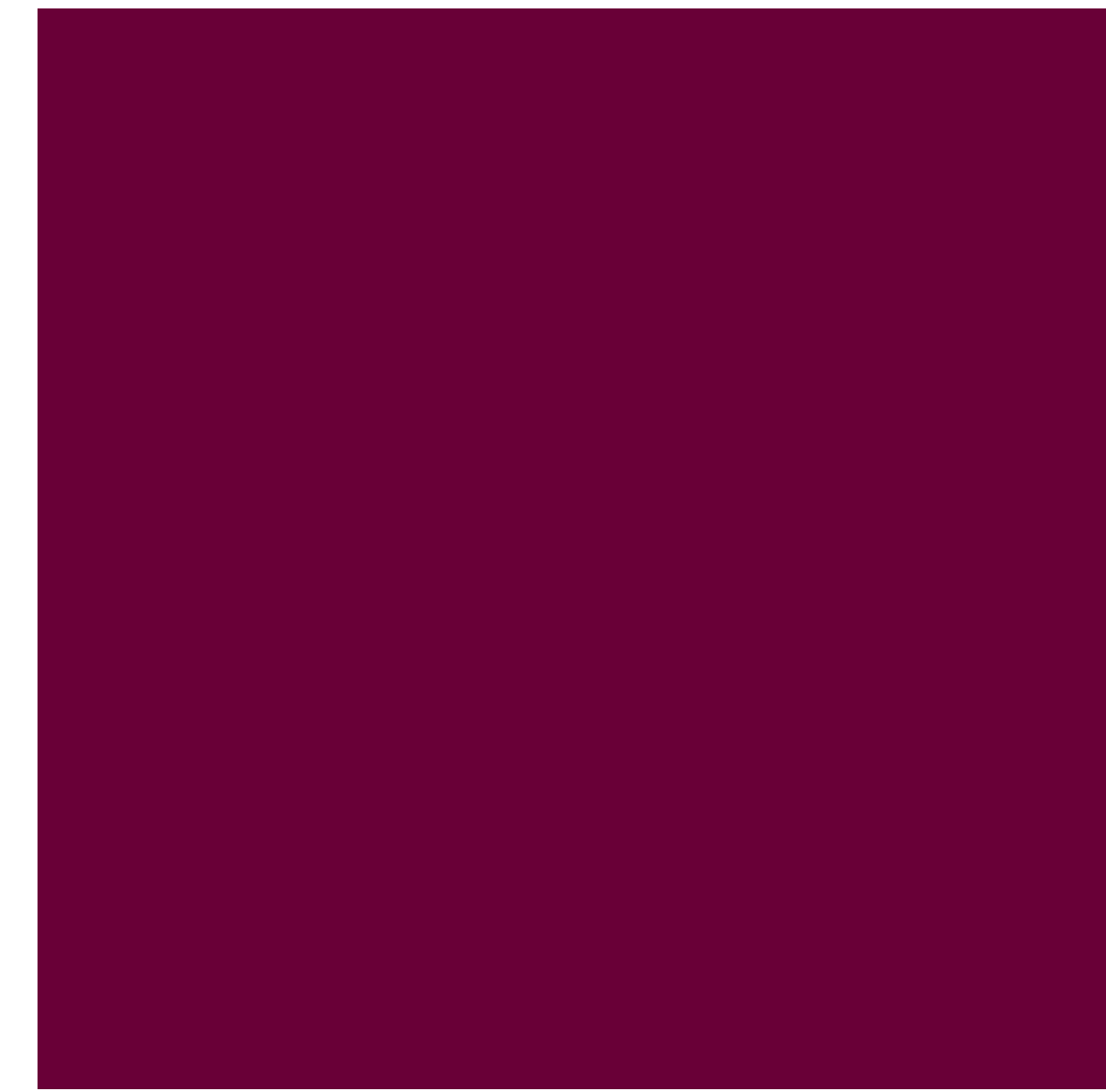
As leaders, we have the privilege and responsibility to harness this potential and guide our teams through uncharted territories. By fostering a culture of curiosity and resilience.

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we empower our people to blend their unique human insights with AI's capabilities, creating unprecedented opportunities for growth and discovery."



Jason McMann
VP, eCommerce
Engineering, Domino's



THE FOURTH BLOW TO THE HUMAN EGO.

GenAI challenges human self-perception and marks a new era in our understanding.

The rapid advancement of AI marks what Lucia Santaella and Dora Kaufman consider the fourth narcissistic wound* by challenging our uniqueness in creating and interpreting language, much like past scientific revolutions did.

Generative artificial intelligence as humans' fourth narcissistic wound – V.18 – Nº 1 jan./abr.
2024 São Paulo – Brasil SANTAELLA | KAUFMN

01.

The first significant blow to human narcissism was the Copernican revolution, which displaced Earth and humanity from the center of the universe, challenging the belief in human dominance.

02.

The second blow came from Darwin's theory of evolution, which refuted the notion of human separation from the animal kingdom, revealing that all living beings share a common ancestor.

03.

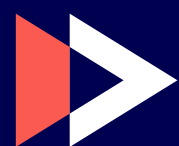
Finally, Freud identified a third, more personal blow to human narcissism: the realization that humans are not masters of their own minds and consciousness, as unconscious impulses and desires influence their actions.



Sigmund Freud

THE EMBRACE FACTOR

The integration of generative AI in the workplace, business, and relations provokes a reevaluation of what it means to be human. It promotes a cultural reaction in which many people should embrace and incorporate this technology into their activities.



**USE IT,
ADOPT IT**

Empowering people with AI



**NAVIGATE
AMBIGUITY**

Leading the change



**NAVIGATE
FLUIDITY**

Orchestrating Humans and Agents

CI&T



CONTEXT

USE IT. ADOPT IT.

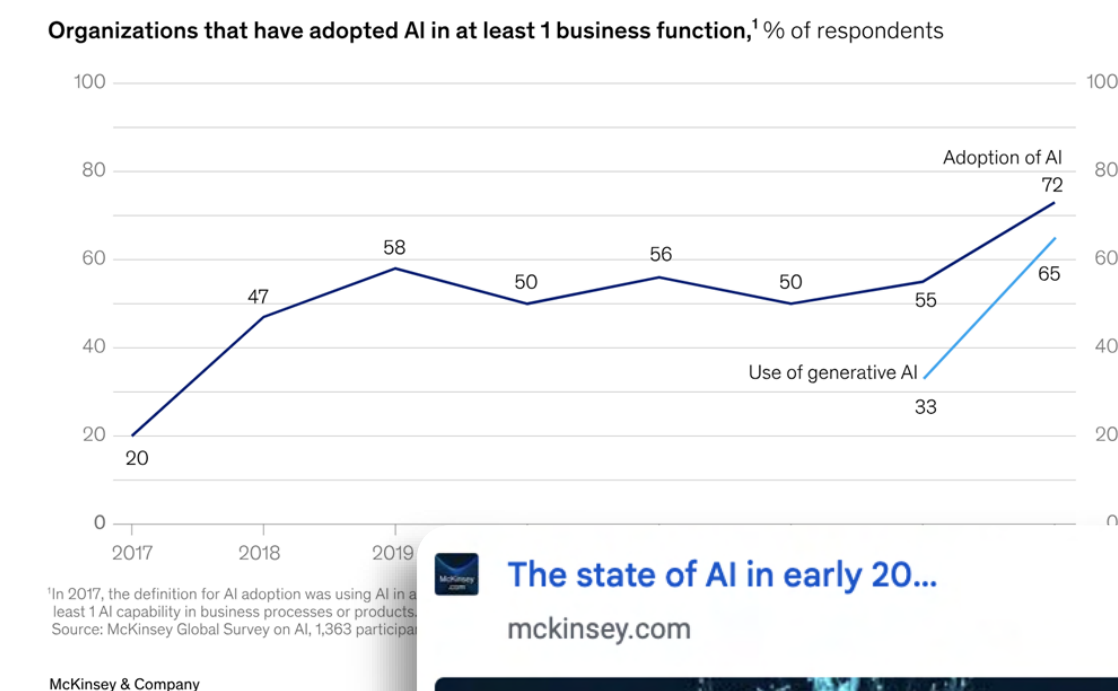
#Empowering people with AI

Successful adoption of Generative AI is crucial for workers, leaders, and organizations seeking to leverage its full potential.

Achieving high adoption rates requires a **well-structured and phased strategy emphasizing user engagement and skill development.**

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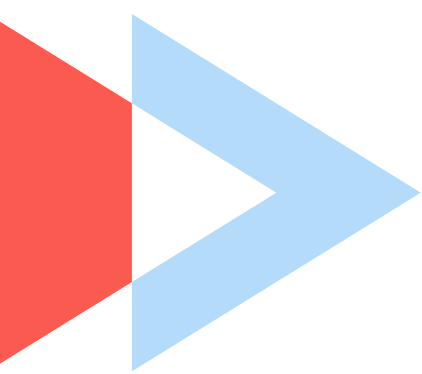
SCALING GEN-AI IS A 3 ACTS PROCESS



01. Demystify generative AI for all internal teams to create adoption.

02. Cost optimization, bottleneck elimination, design and adopt new tools and ways of working to increase productivity.

03. Venture into uncharted territories of the operational model, delving deep into what's possible beyond current understanding, thereby revolutionizing ways of work.



RESULTS

"GenAI is a tool that requires skilled people to generate value. We focused on people's interaction with the technology for our initial adoption actions, diversifying the approach. We started with prompt engineering training, followed by schedules for experience exchanges, dojos, and gamification involving the entire contract.

At the end of 2 months, we achieved an 80% adoption rate with one of our largest clients."



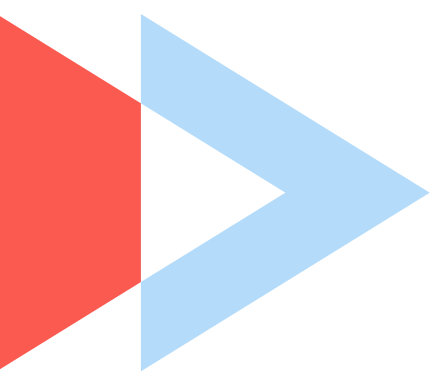
Murilo Patutti
Systems Architect, CI&T

CI&T

The adoption journey of **new AI tools** enabled a

25% to 35%

increase in efficiency for a **major CI&T client after 8 months.**



CONTEXT

NAVIGATE AMBIGUITY

#Leading the change

While technical skills become commoditized, the true value of a leader lies in their human-centric abilities to navigate ambiguity and translate it into a clear business vision.

Organizations with **C-suite engagement in AI initiative** are

1.2x

More likely to report significant productivity gains*

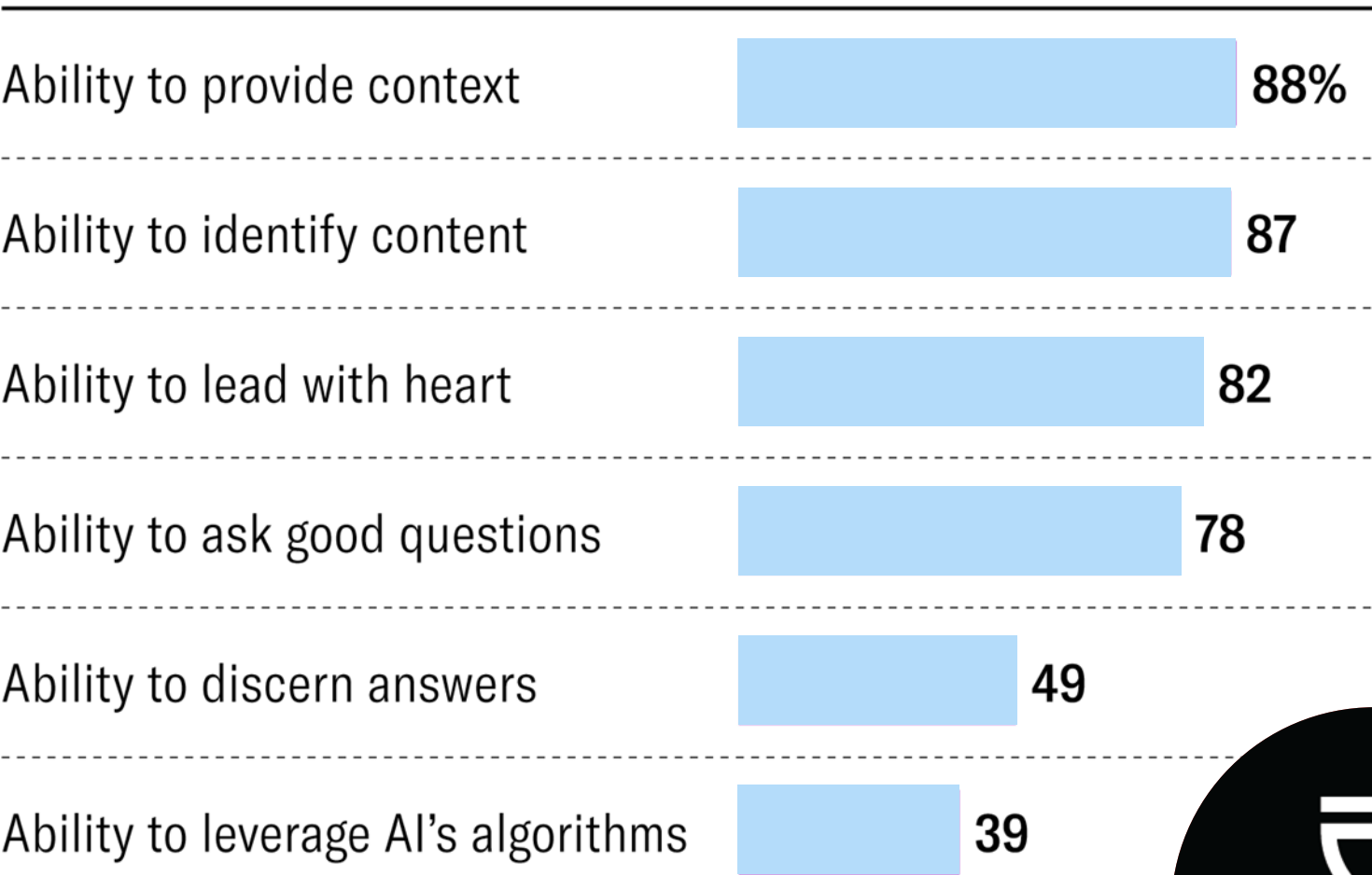
* McKinsey AI Report 2023



The Leaders Who Are Ready for the Future of AI

Leaders with high awareness, wisdom, and compassion are perfectly suited for stepping into the future by leveraging both the powers of AI and their own human qualities.

Percentage of respondents who say their leaders (who are rated high in awareness, wisdom, and compassion) also excel at key AI-augmented leadership skills



Source: Potential Project



RESULTS

"I believe leadership plays a crucial role in this adoption process, setting an example, motivating the team, creating opportunities, and ensuring an environment where people can learn. It's very much about learning and engagement, and how leadership can promote this within the environment in which it operates."



Márcia Tessarollo
Executive Manager CI&T

Teams with engaged leaderships are at least

50%

more likely to experiment and achieve significant productivity gains.

CI&T

"The hard skill becomes a technological commodity.

The leader needs to have more human skills to be able to translate the world's ambiguity into a consistent business vision.

This AI–boosted leader is paradoxically pushed to be a much more human leader. The leader becomes this representative of human consciousness in a world where artificial intelligence will be making many decisions."



Cesar Gon
Founder & CEO CI&T



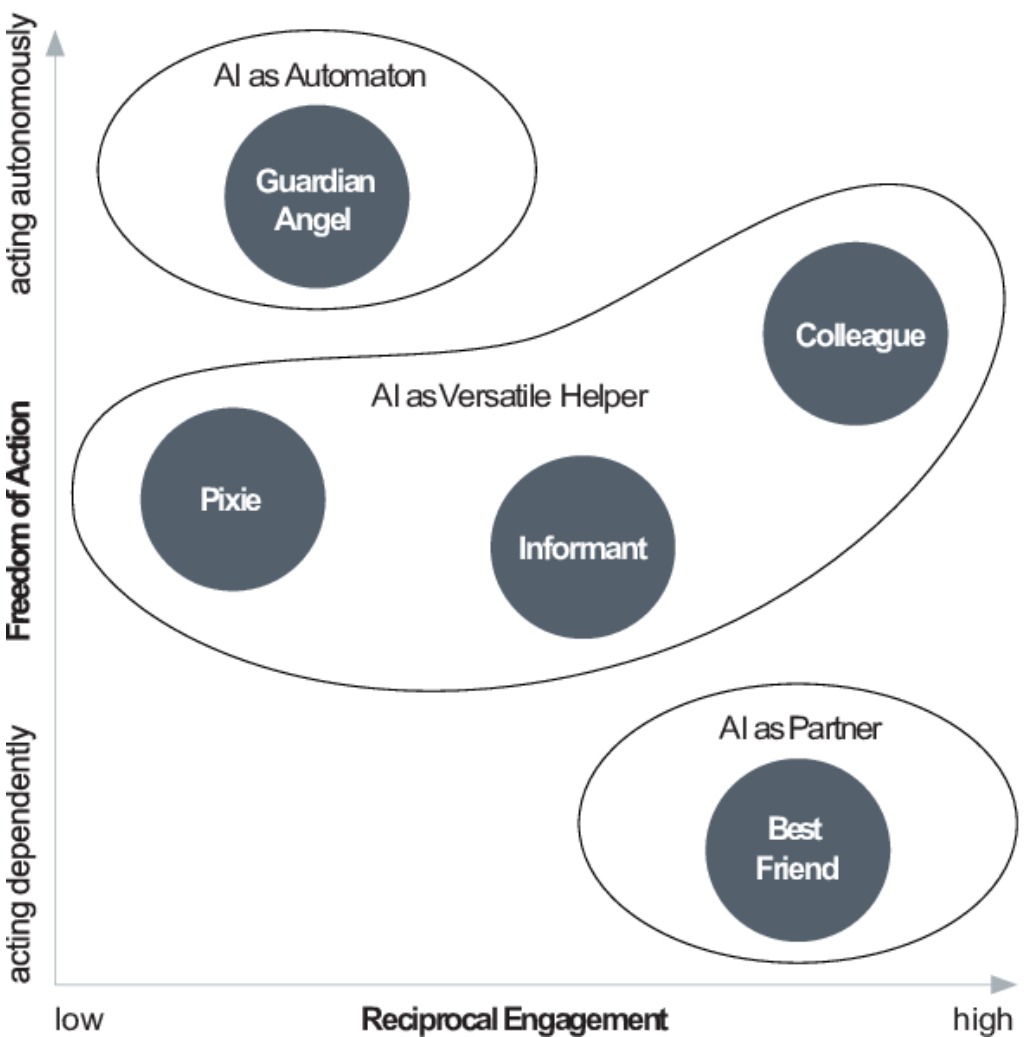
CONTEXT

NAVIGATE FLUIDITY

#Orchestrating Humans and Agents

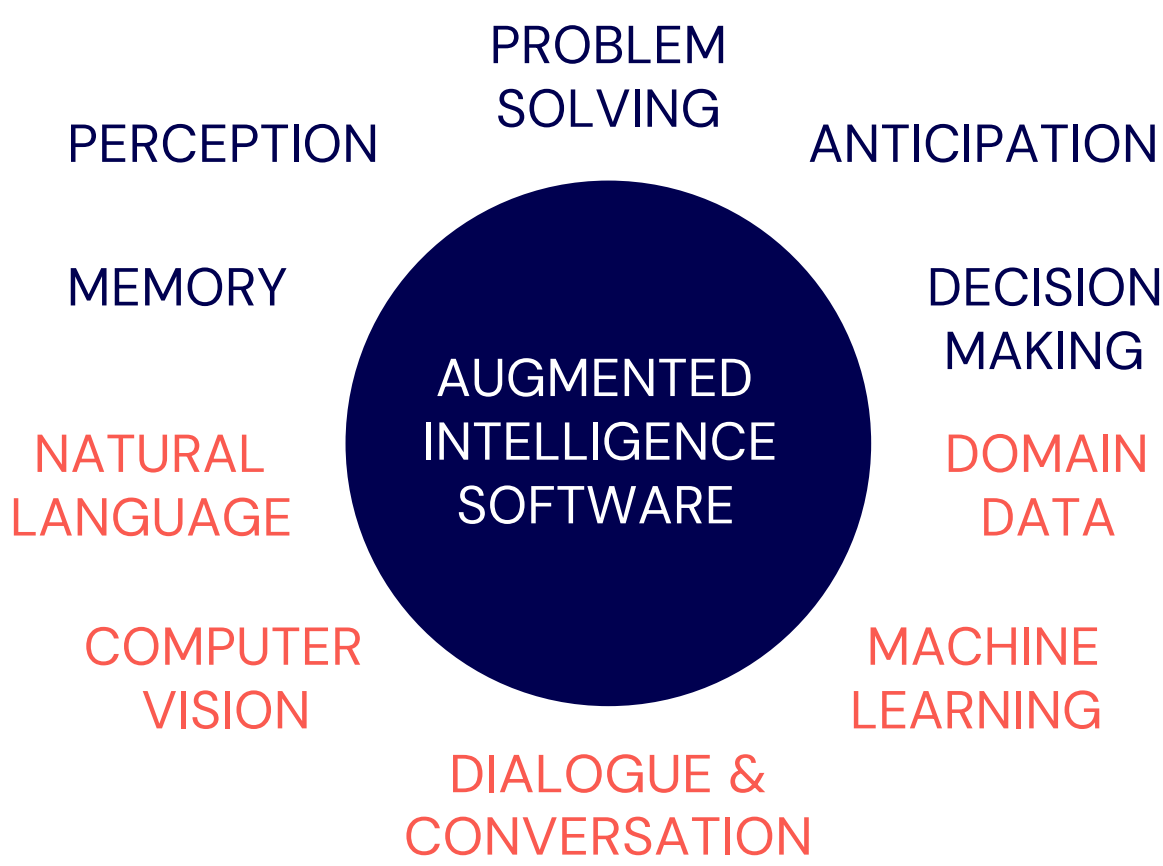
In a world where everything is embedded, **enterprises and leaders are challenged to orchestrate and navigate an intelligent combination of humans and AI agents.**

Designing purposeful human-AI interactions fosters acceptance and trust. By focusing on transparency, action direction, and personalization, organizations can meet user expectations, enhance experiences, and **build a symbiotic human-AI relationship, improving usability and engagement.**

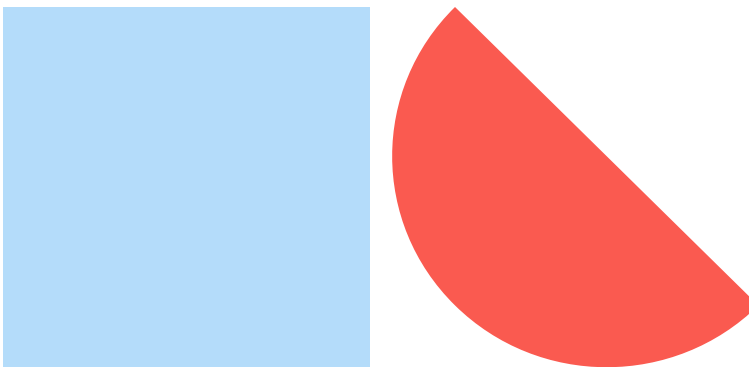


How Can Organizations Design Purposeful Human-AI Interactions:
A Practical Perspective
From Existing Use Cases
and Interviews

[DOI:10.24251/HICSS.2022.024](https://doi.org/10.24251/HICSS.2022.024)



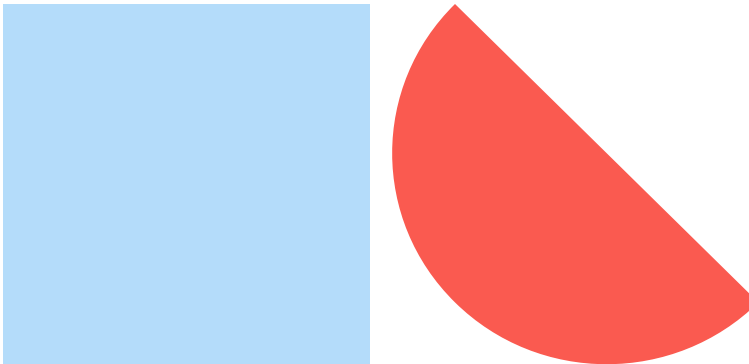
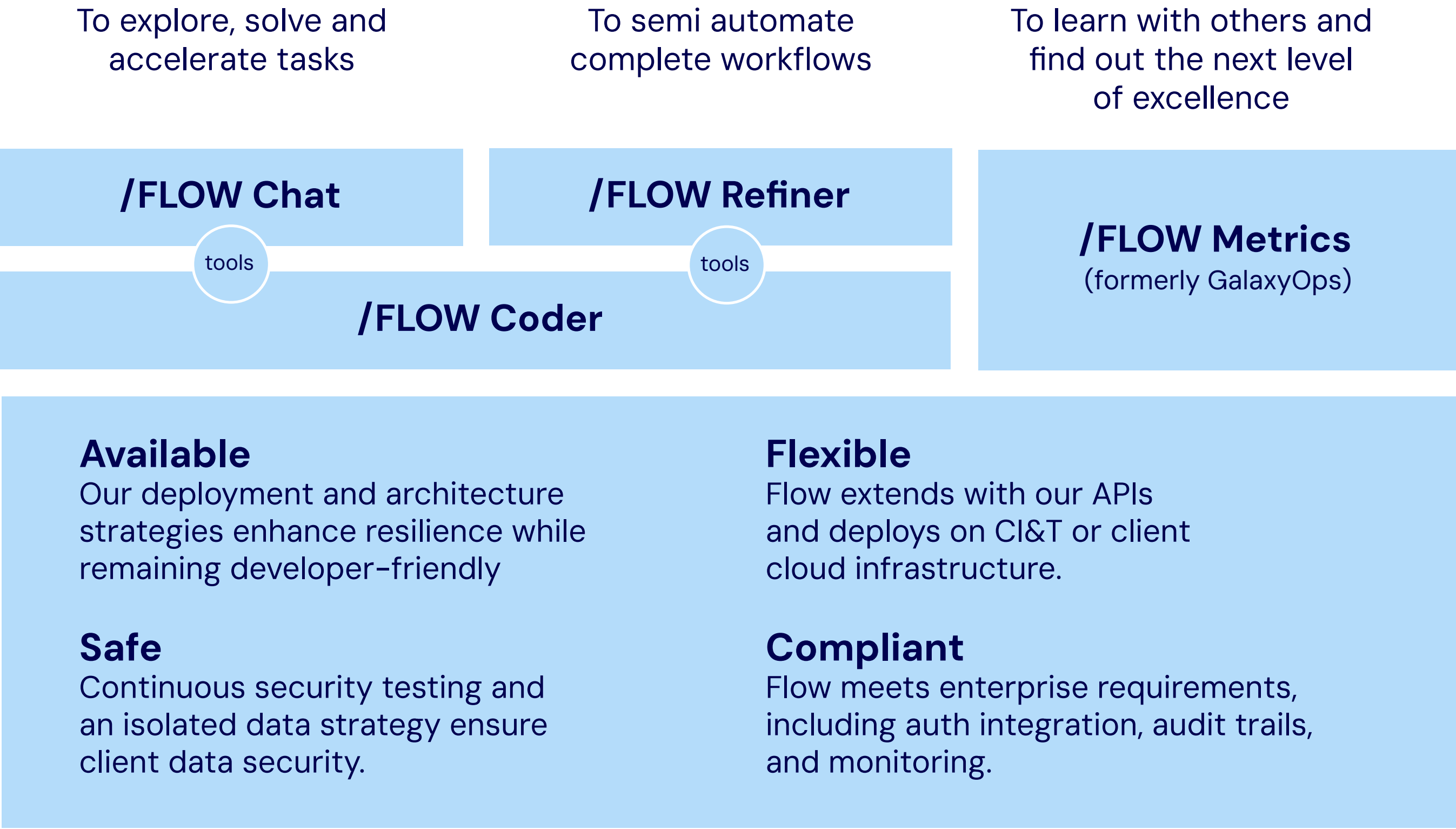
HUMANS
MACHINES



RESULTS

"We have a platform called **CI&T/FLOW**,

that focuses on providing what is needed to ease that interactions and promote the most impact on value generation improving our people and opportunities."



RESULTS

"Engaging software development teams in an AI First approach yields impressive results in time to market, quality, and productivity. At scale, we've achieved:

50%

lead time reduction,

3x

quality improvement,

2x

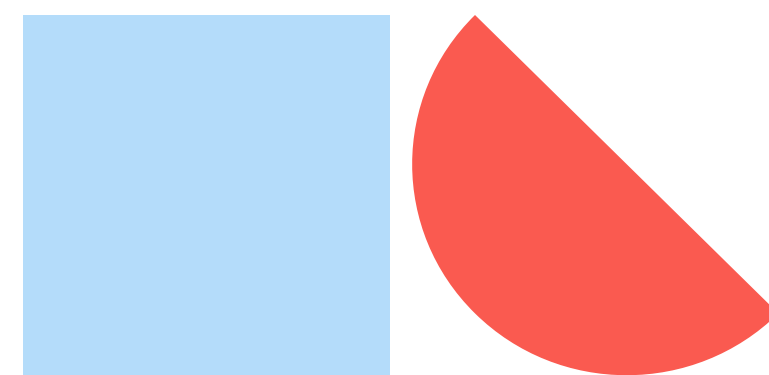
productivity increase.

CI&T/FLOW covers all phases, leading to satisfied tech teams using top-tier technology."



Gustavo Concon
CTO & Director of Engineering, CI&T

CI&T



"Rather than thinking of "leadership" as a binary quality — you either have it or you don't — think of 'leading' as a verb. Anyone in the organization can lead. Workers can be encouraged to identify problems small and large that they can solve, and empowered to have the agency to solve them.

Novartis also has a common practice it calls **"unbossing,"** encouraging workers in every meeting to avoid defaulting to letting the executive with the highest title in the room to solve every problem."



Gary A. Bolles | Author, speaker and AI expert
[Unleash Article: The second domain for the future of work: Organizations](#)

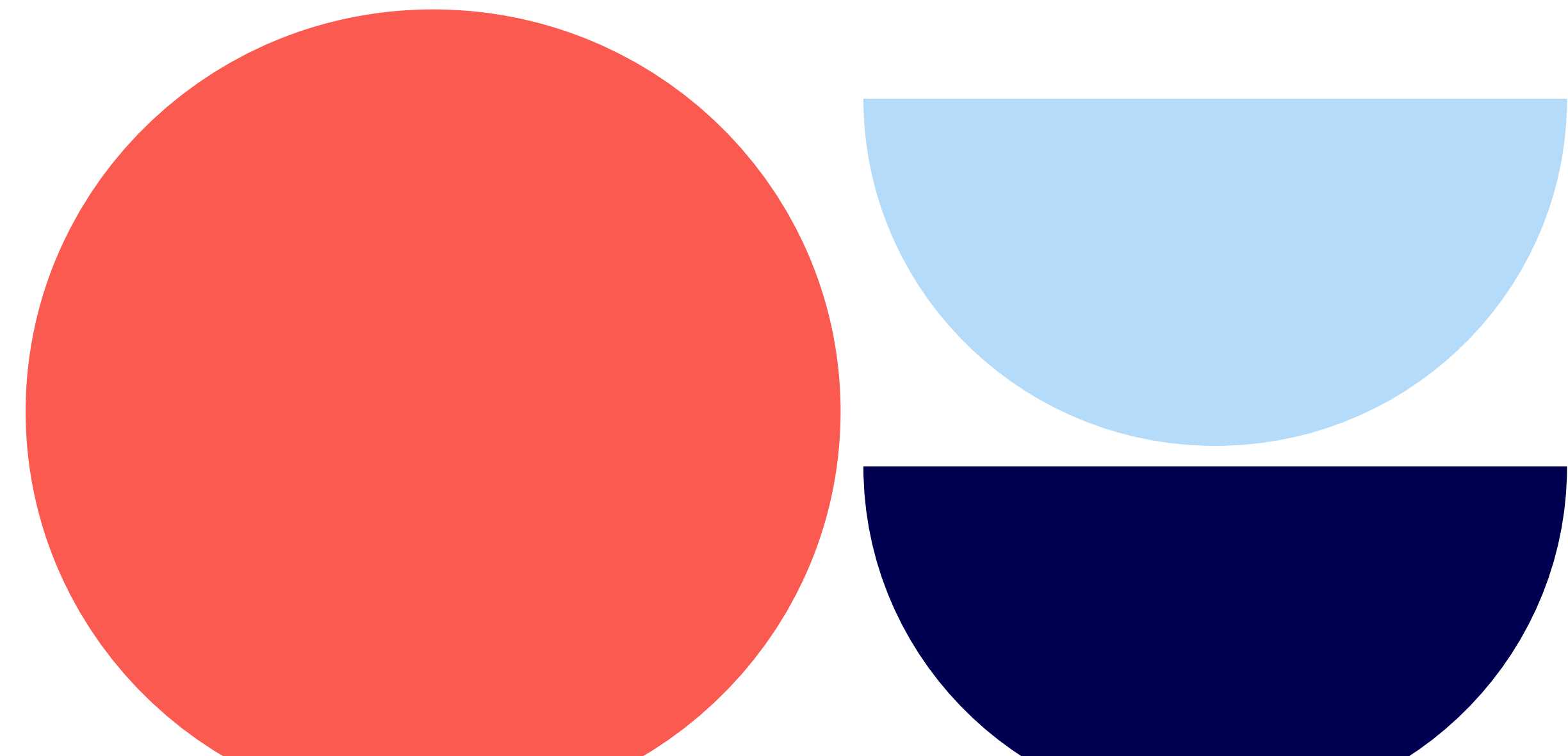
"We are training the generative artificial intelligence to ensure

more agility and assertiveness
in medical auditing,

Unprecedentedly addressing this 'pain' in the healthcare sector."



Lilian Quintal Hoffmann
Executive Director of Technology and Innovation at BP



CONCLUSION

"With the AI revolution “knocking” at our doors, our work, our kids, our beliefs, our hopes, and our fears, we can have two very different approaches to it that will determine our future.

Either we avoid it the most we can, and we fail and do not contribute to it, or we embrace it, benefit from it and transform ourselves and – most importantly of it all – we co-build it in a way it becomes a good disruptive movement for civilization. I cannot promise we will succeed, but we know where we will be headed if we don't try."

Unlock your AI-driven enterprise by first unlocking **the potential within your people.**



Bob Wollheim
Partner/ EVP of Growth & People, CI&T

CI&T



RESOURCES

Recommended content for you to dive deep into GenAI learnings

BOOK

SMART FRONTIERS

A book written in just 2 months, intensively using AI in all stages of the process, from content generation to cover creation. A true exercise of the potential of technology in combination with humans.



"One of the book's motivating purposes was to bring AI closer to people and amplify potentialities. It was a two-month project combining various AI tools and human competencies, where technological innovation and human creativity go hand in hand."



Gabriel Marostega
Author, Head of Data & AI CI&T

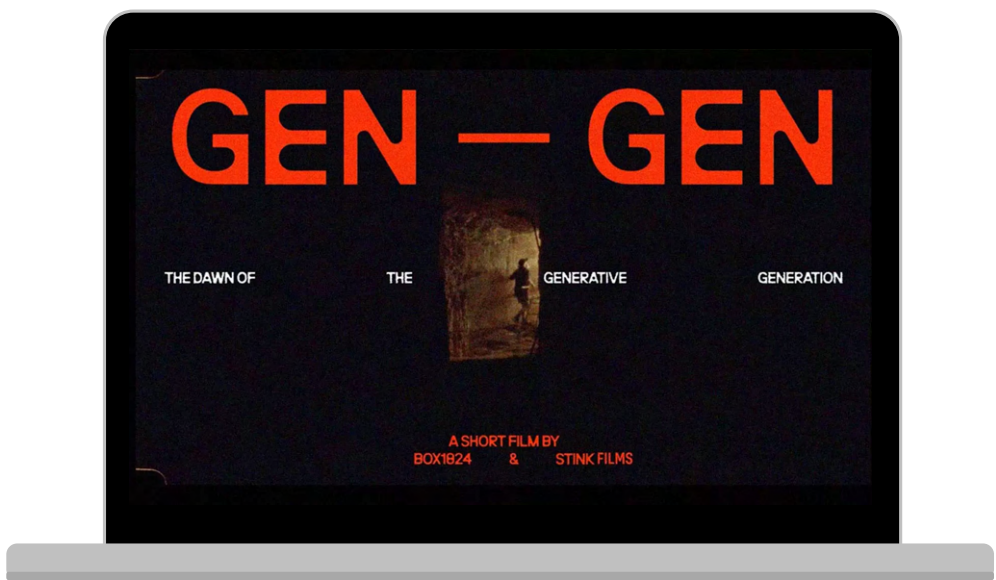


SHORT FILM

GEN-GEN

The Awakening of the Generative Generation holds an artistic atmosphere to delve into the profound impact of artificial intelligence on society, culture, and humanity.

Box 1824 in partnership with Stink Films



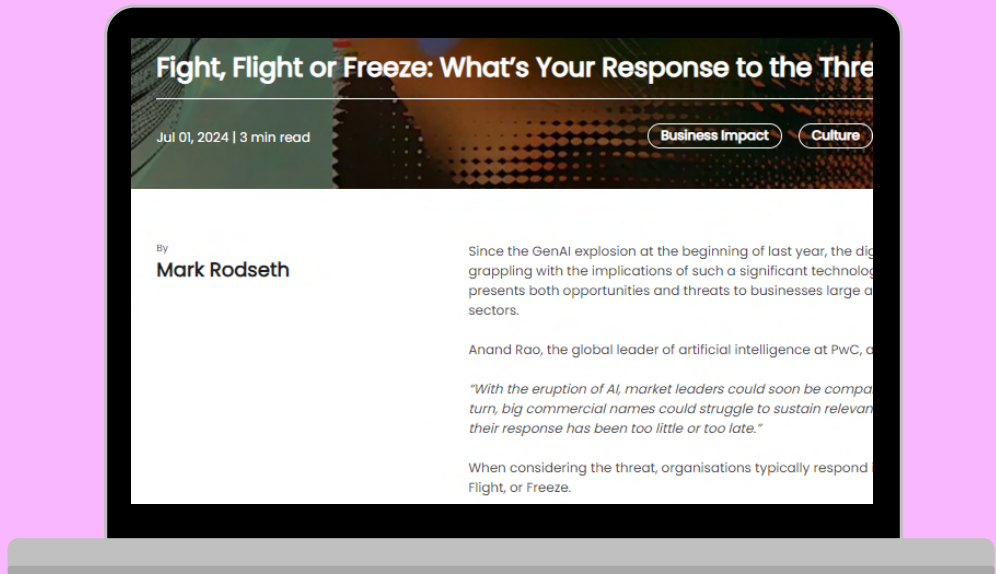
ARTICLE

FIGHT, FLIGHT OR FREEZE:

What's Your Response to the Threat of GenAI?



Mark Rodseth
VP of Technology EMEA, CI&T



THE EMBRACE FACTOR

As we keep trailblazing with the power of AI, we will be back to share with you more of what we have learned in practice.

**Stay tuned for the
next edition of the
GENAI PULSE >**

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HUMANS + AI INTEGRATION

Talk with our specialists



Bob Wollheim
Partner/ EVP of Growth
& People, CI&T

 bob@ciandt.com



Luiz Grecco
SVP Digital & GenAI

 lgrecco@ciandt.com



Marcia Tessarollo
Executive Manager

 marciare@ciandt.com



Rodrigo Stefani
Director of Engineering

 rodrigod@ciandt.com

CI&T

ciandt.com