

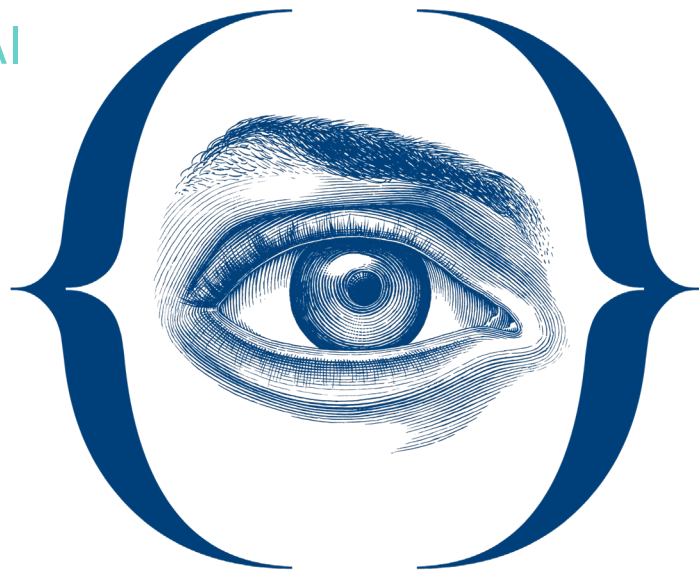
# You, Your leadership and AI

Sharing Experience and Tips on data/AI  
and human ROI

**Helen Zeitoun for CEDEP – GMP**  
*CEO, DATAE HUMANUM*

September 15<sup>th</sup>, 2023

Datae  
Humanum®



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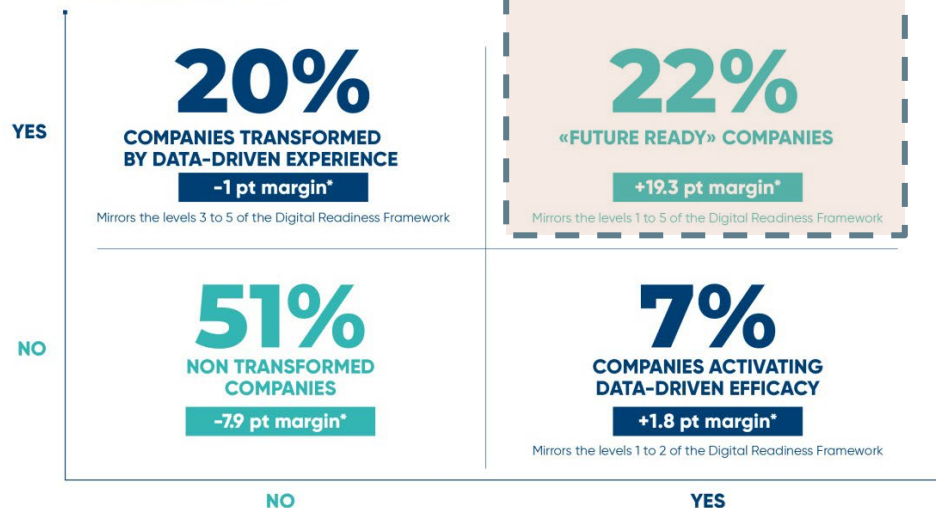
# CONSCIOUS LEADERSHIP

# Objective vs. invisible side of ROI in Data & AI

## Financial Impact derived from Digital Transformation

### TRANSFORMED BY DATA-DRIVEN STRATEGIES

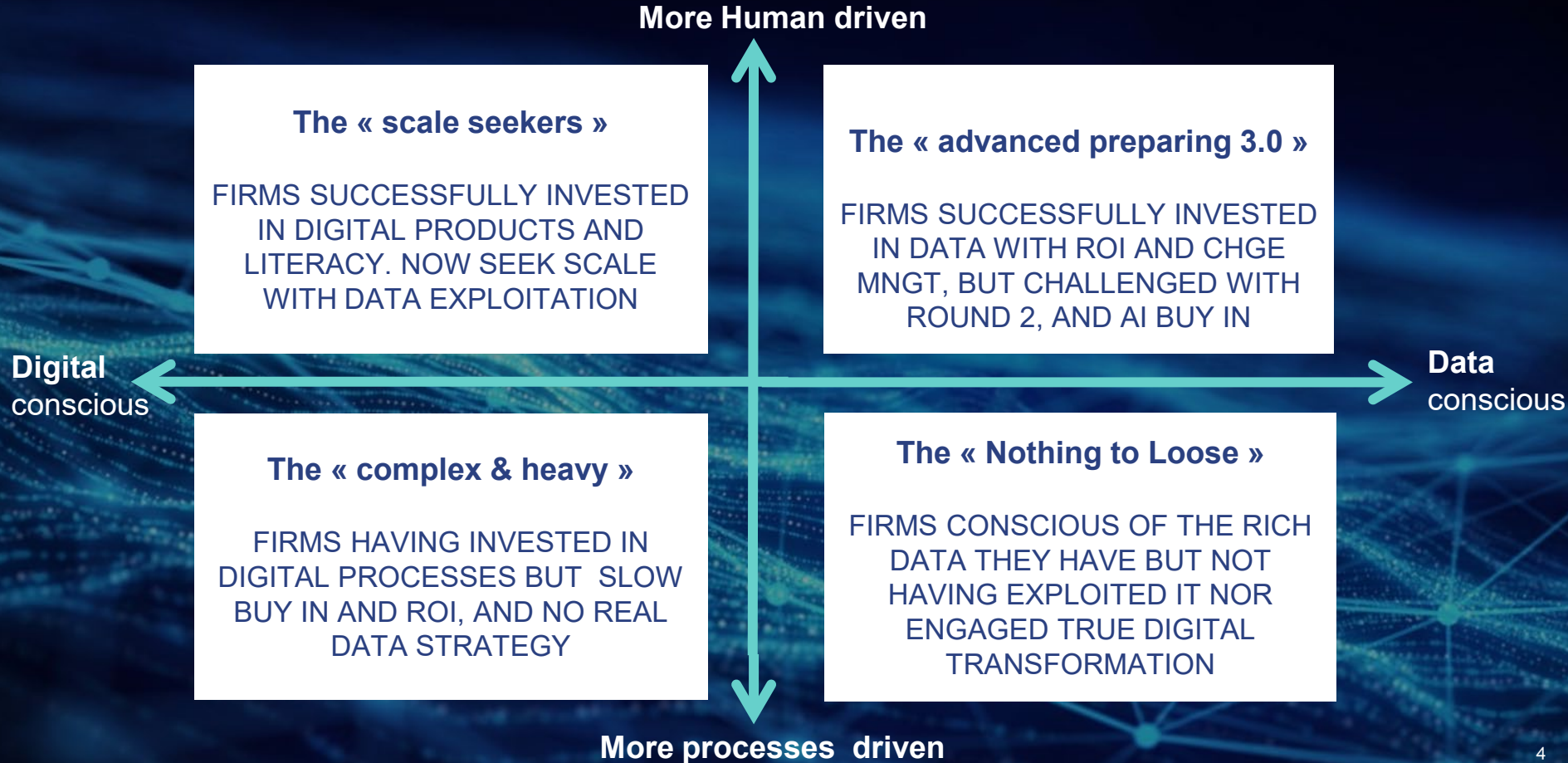
Customer experience, offer, value proposition, renewed business model



TRANSFORMED BY  
OPERATIONS AND  
MARKETING DATA  
EFFICACY

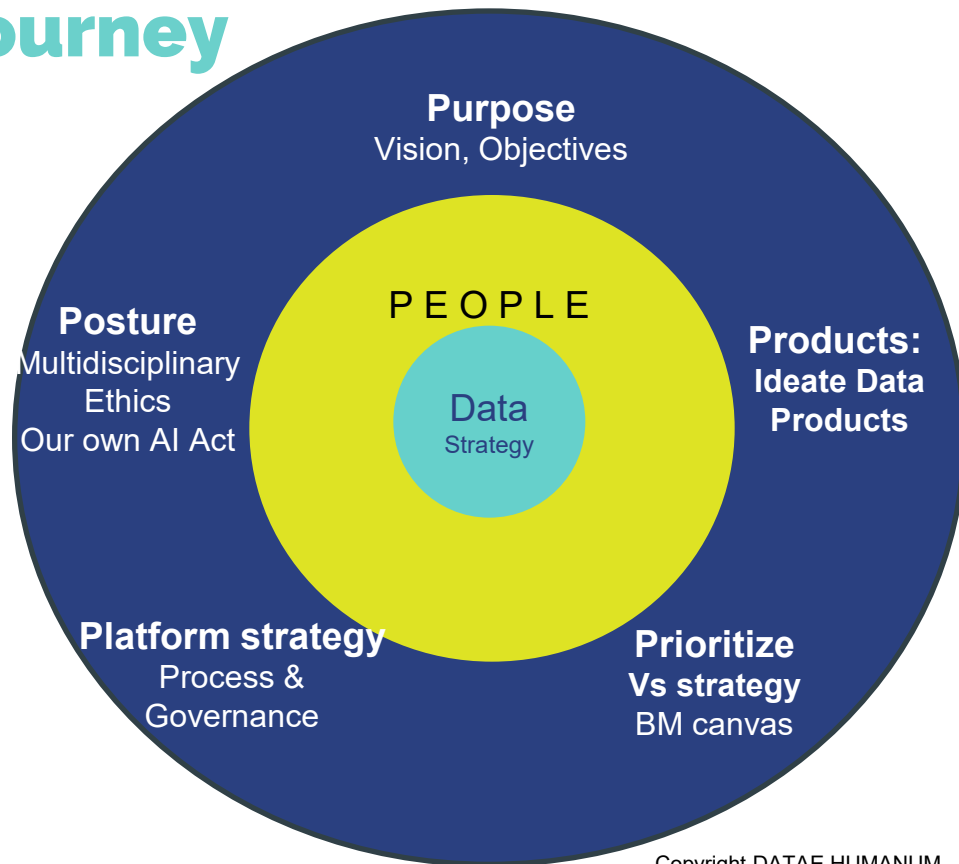


\* Average Margin Points versus the Industry Average from previous year (2019)

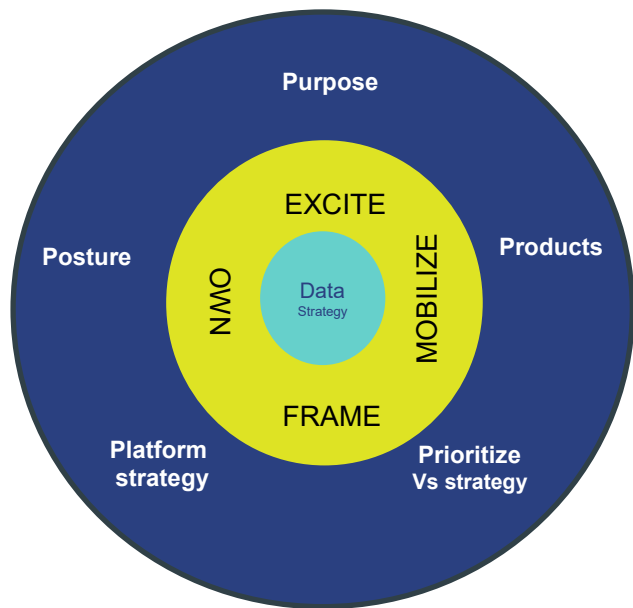


# A Human + Data Journey

## my 6 Ps framework



# Cultural transformation



1) Not about digital, but the power of data and conscious AI x strategy

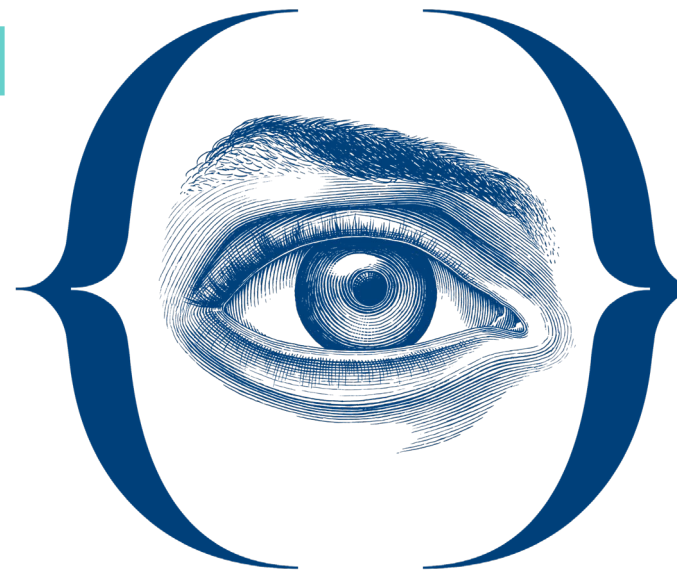
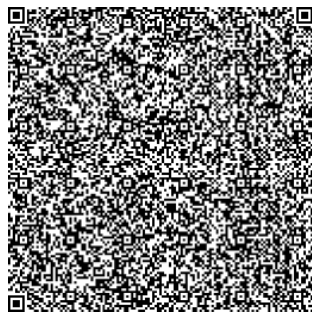
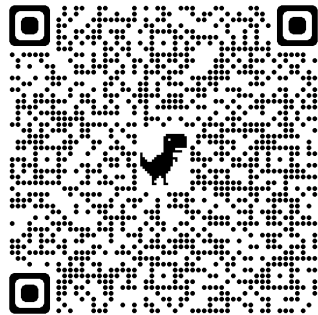
2) Not about digital processes, but about the power of human

3) Collective Intelligence starts with you, your own psychology of change, critical thinking

# Thank you so much and happy to keep in touch!

[Helen@helenzeitoun.com](mailto:Helen@helenzeitoun.com)

<https://amzn.eu/d/0mN9P7t>



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Vision, Value, Vitality  
through Data and AI

<https://www.linkedin/in/helenzeitoun>