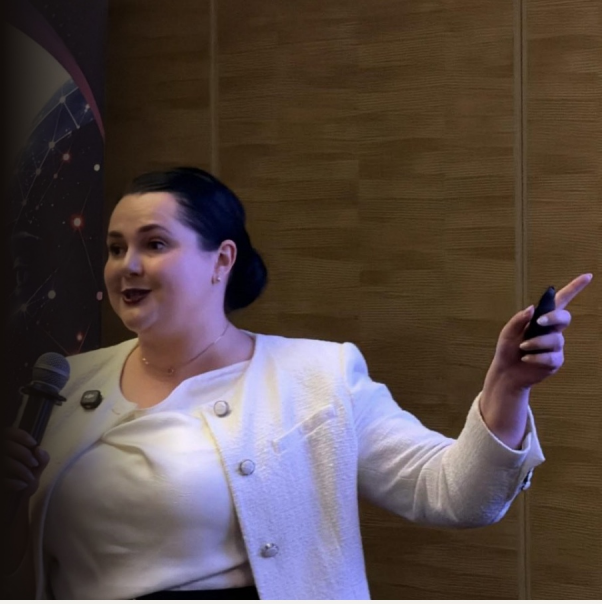
KEYNOTE SPEAKER · AI ADOPTION

Galina Fendikevich

The antidote to AI hype.

~~You're already behind.~~ ~~AI will do your job.~~
~~One prompt, job done.~~ ~~Agentic everything.~~

Your AI investment is at risk when you only buy the tools. I help leaders invest in the people, process and change management that make AI pay off.



THE COST OF SKIPPING PEOPLE

You paid for the AI. Your people decide whether it pays off.

70%
of AI value comes from people and processes, only 10% from algorithms
BCG

88% vs 13%
of projects hit objectives with excellent vs poor change management
Prosci

37%
of organizations invest significantly in change management
Prosci

78%
of workers seeing no AI productivity gain are untrained
Cognizant

FOR THE COO

Tools without workflow change.
Map the work and name the outcome first, then choose the technology.

FOR THE CFO

Spend without adoption.
Seats nobody uses are cost, not investment.

FOR THE CHRO AND L&D

Rollouts without training.
People need practice and clarity on what stays human.

WHAT YOU CAN BOOK · IN PERSON OR VIRTUAL

SIGNATURE KEYNOTE · 15 TO 60 MIN

How to Keep Up When Technology Rewrites the Rules
Five principles, confidence to act and a first step for tomorrow.

CORPORATE AI KICKOFF · 45 TO 60 MIN

Align everyone before the rollout
Agreement on where AI creates value, and buy in for the change.

HANDS ON WORKSHOP · 90 MIN

From AI Experiments to Operational Results
One prioritized opportunity, a business case and next steps.

PROOF · SCCONF 2026

40 employees. One framework put to work.

Nicholas Hanges used an exercise from my framework with 40 employees the next day, generating "a bunch of heck yeahs." His team is putting the framework into practice now.

"The whole presentation sort of spoke to me, and it gave me some confidence."

Nicholas Hanges · CFO, Five Star Group

STAGES ASQ · NXT AI Boston · SCCONF · CSCMP · RECYNOVA · NYSSCPA · AI Week New York

CAREER Wall Street ML → Niantic exit → GTM at a generative AI unicorn → Host, Artificial Reality

BEFORE THE NEXT RENEWAL

Protect the AI investment you've already made.

Book a keynote or workshop: galina@fendikevichenterprises.com
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