

# Stakeholder Collaboration in the Age of AI

Enhancing Trust and Transparency

**Thursday, 16 January, 2025**

Next-Gen Product Management  
Conference

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Recently joined forces with the **Product Science Group**

With years of experience leading and energizing diverse teams, facilitating seamless cross-functional collaboration, and building strong, trust-based relationships



# Why Stakeholder Collaboration Matters in AI

How did stakeholder  
feedback shape their  
development?

The success of AI  
depends on advanced  
technology and the  
people behind it

What issues do your  
stakeholders express  
regarding AI?

# AI & Stakeholders: The Collaborative Future



- AI adoption is accelerating across industries like healthcare, retail, and finance
- Technology alone won't guarantee AI success—collaboration with stakeholders is essential
- Why collaboration matters: Aligns AI capabilities with business goals, ensuring buy-in from all involved
- Stakeholders span across departments: technical teams, product managers, executives, and customers
- Misaligned expectations between stakeholders can lead to AI project failure

# Defining AI for Business



- AI: Machines mimicking human intelligence
- Multidisciplinary: Combines tech and business fields
- Clear communication aligns stakeholder understanding

# Building Trust Through Transparency

## Transparency is crucial

Demystifies the "black box" of AI and builds trust with non-technical stakeholders

## Share AI's process to build stakeholder trust

Clear communication about AI processes prevents misunderstandings

## Why transparency matters

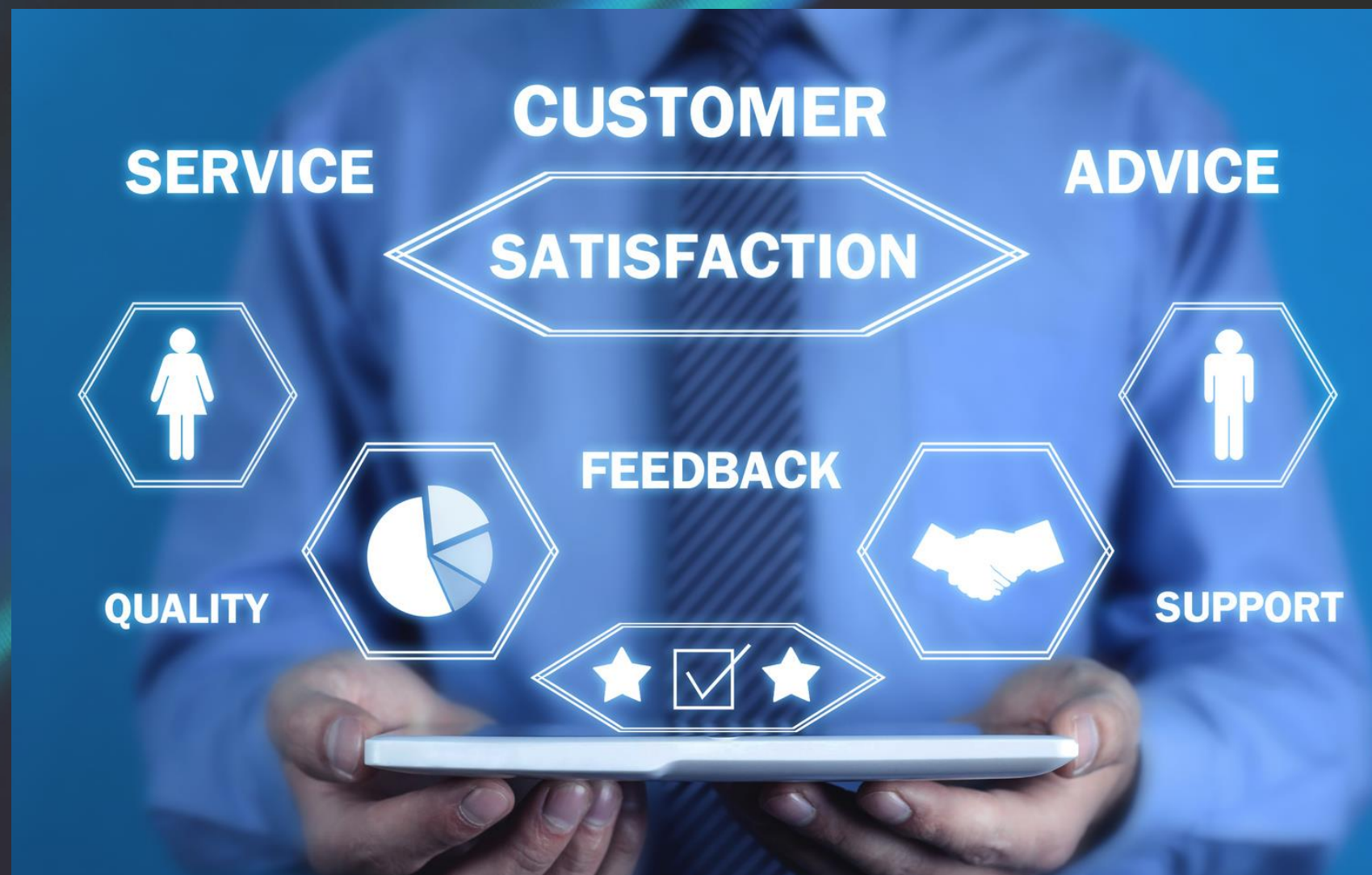
Helps stakeholders understand how AI reaches decisions and what data it uses

# Managing Expectations with AI



- **Start a Pilot** - Early wins help maintain stakeholder confidence during long AI implementation cycles
- **Crawl, Walk, Run** - Suggest focusing on small, measurable results at the start to demonstrate progress
- **Regular Check-ins** - Managing stakeholder expectations is crucial for AI project success
- **ROI Timeline** - Use a timeline to show how AI's effectiveness grows over time
- **Stakeholder Map**- Documenting priorities and communication styles improves effectiveness
- **Leading & Lagging Indicators** - AI value doesn't emerge immediately—gathering data and refining models takes time

# AI-Driven Feedback Loops



- AI processes vast amounts of data, providing actionable feedback to businesses
- AI-driven feedback loops allow for continuous improvement of products and services
- Helps businesses identify patterns in customer behavior and optimize products accordingly



# AI for Churn Prediction

AI predicts customer churn from behavior data.

Analyzes customer behavior to determine who is at risk of leaving

Proactive intervention reduces churn

Allows businesses to take proactive steps to reduce churn before it happens

Improve focus and alignment

Predictive analytics help stakeholders anticipate business risks and align strategy

# Ethical AI: Fairness and Social Impact

Address bias, ensure  
fairness in AI

AI's quality depends  
on its training data

Ethical AI builds long-  
term trust

Regular audits of AI models  
help identify and mitigate  
bias

Biases in data can lead to  
unethical outcomes

Ethical AI focuses on  
fairness, transparency, and  
inclusivity

# Key Takeaways



- AI-driven projects must align with stakeholder needs and business goals to deliver value
- Ethical considerations, including bias and fairness, are crucial for long-term success
- Build trust by managing expectations and providing transparent AI processes

# 30-day Actionable Challenge



- **Stakeholder Mapping** - Identify key stakeholders, their interests, concerns, and communication patterns
- **Cross-Functional AI Workshop** - Bring tech and non-tech teams to foster understanding and collaboration
- **AI Transparency Report** - Document how your AI systems work, limitations, and impact on the business
- **Ethical AI Checklist** - Develop criteria to evaluate the ethical implications of AI initiatives and make it a mandatory part of your development process
- **AI Education Program** - Create resources to help non-technical stakeholders grasp AI basics and its potential business impact

## Final Message

"Collaboration and transparency are the cornerstones of AI success"

# Thank you

## What did you think?

Reach out for further  
discussion and collaboration  
opportunities

Find me on LinkedIn here:

