

ALL AI-EXPERTS ARE

LIARS



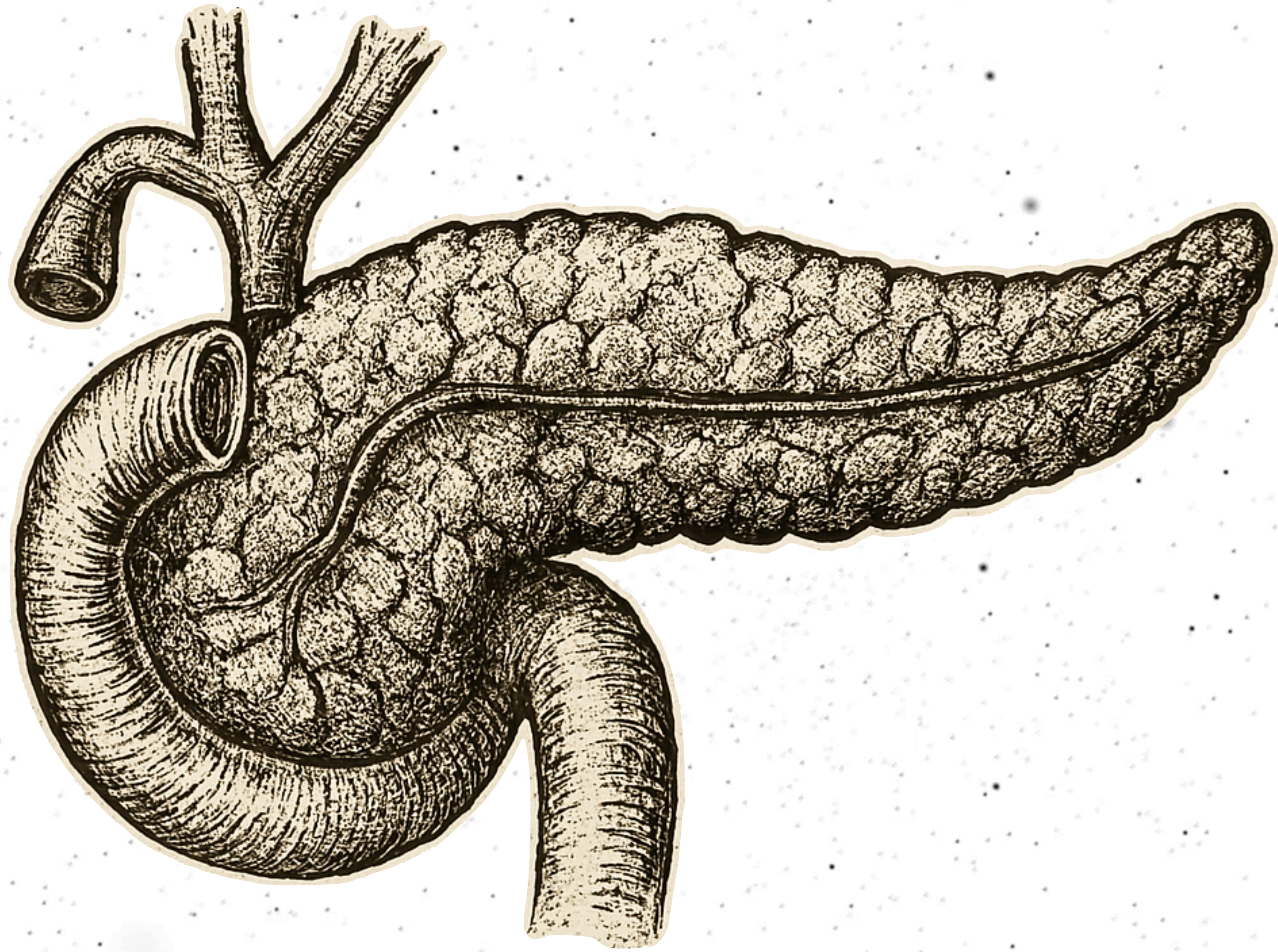
Gaga.











Differential Diagnosis

Galstones

Ethanol

Trauma

Cancer

Auto-Immune

Scorpions

Drugs













There are examples



There are examples



Highly educated



There are examples



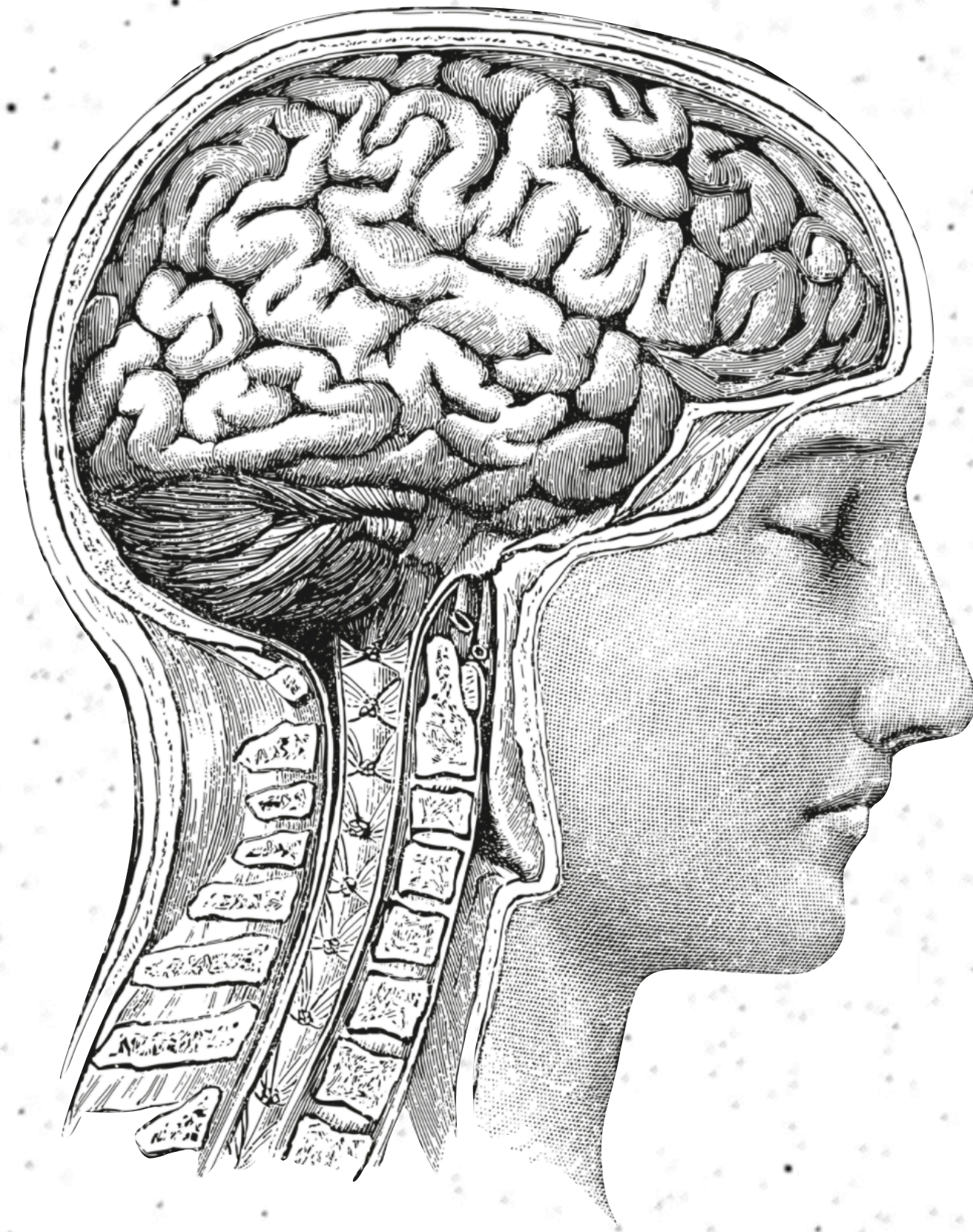
Highly educated



Used to change

HABBITTS

System 1

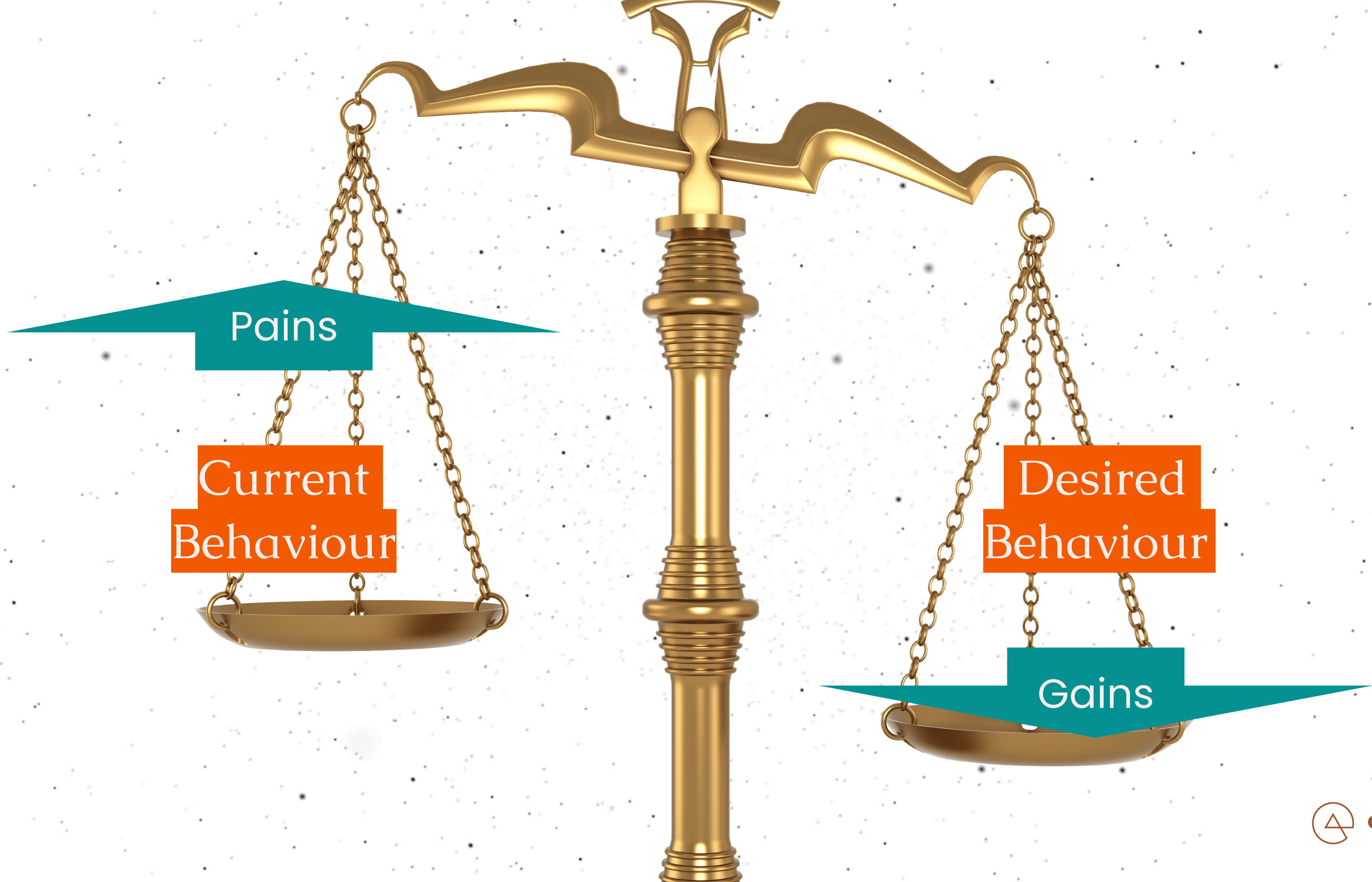


System 2



Current
Behaviour

Desired
Behaviour



Pains

Current
Behaviour

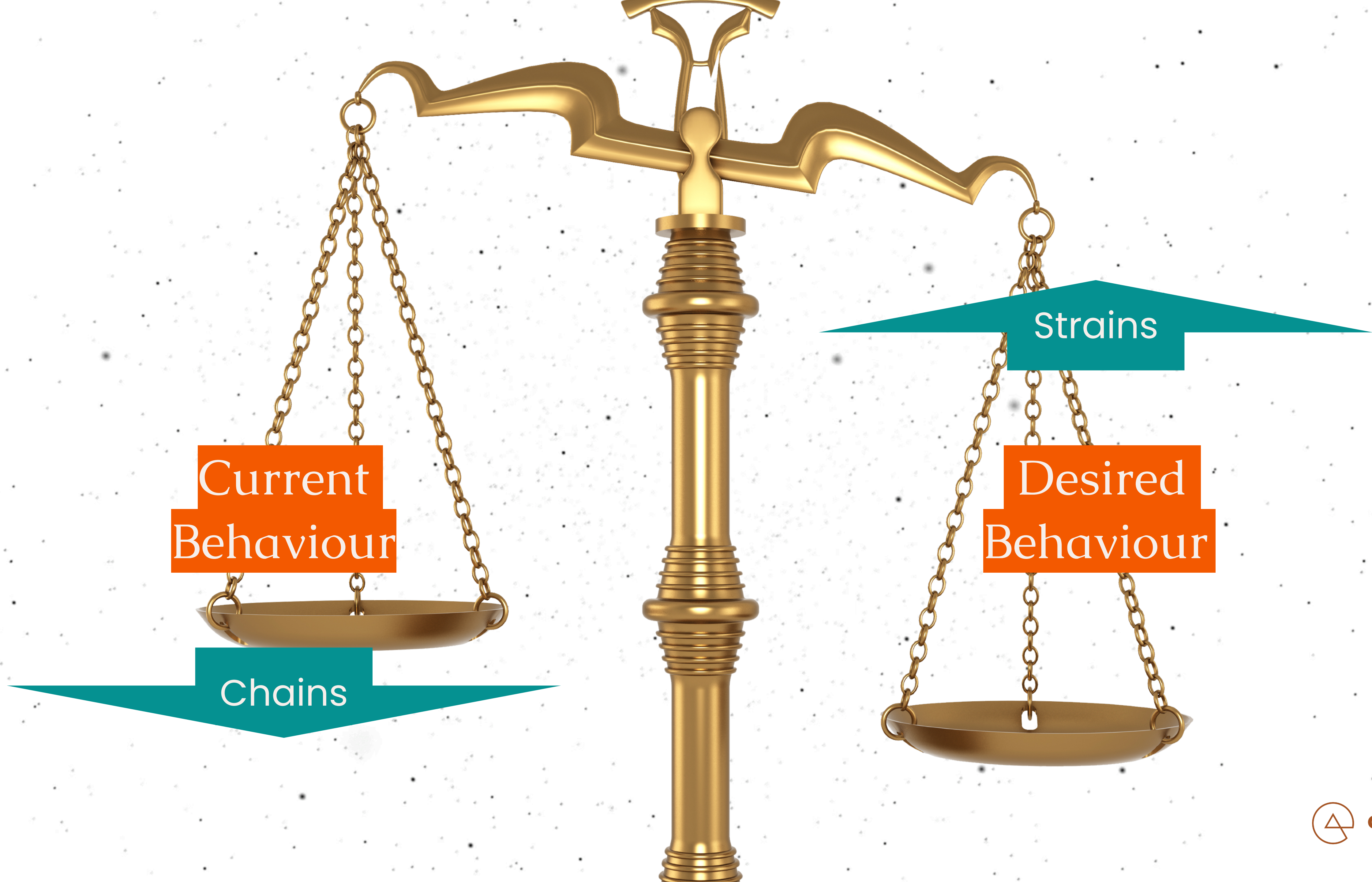
Desired
Behaviour

Gains

**HABBITTS
EAT
INTENTIONS
FOR BREAKFAST**

ALL AI-EXPERTS ARE

LIARS



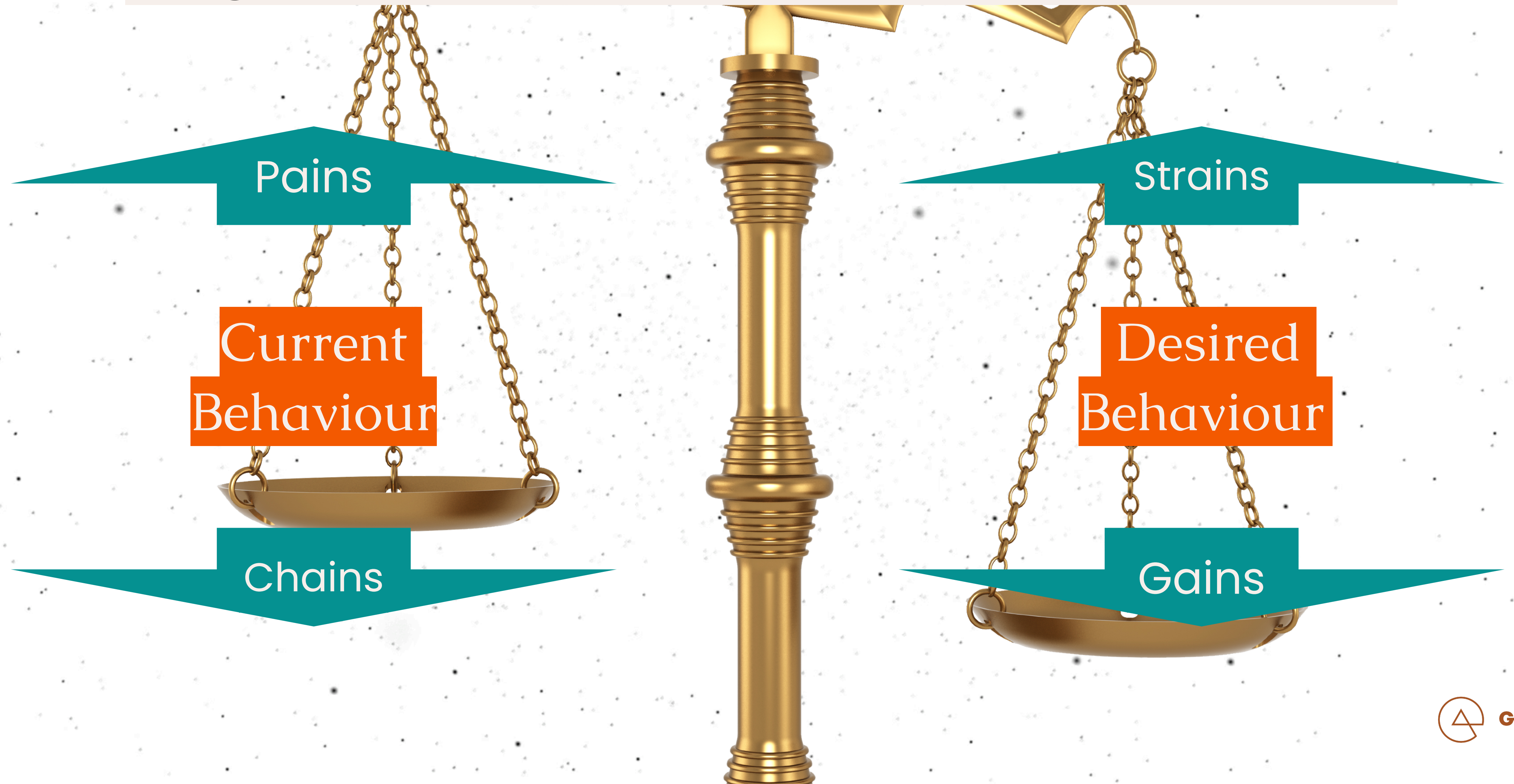
Current Behaviour

Chains

Desired Behaviour

Strains

Gaga's Behavioural Balance Framework



**BEHAVIOURAL
SCIENCE TO THE
RESCUE!**

Autonomy

“I choose to do this.”

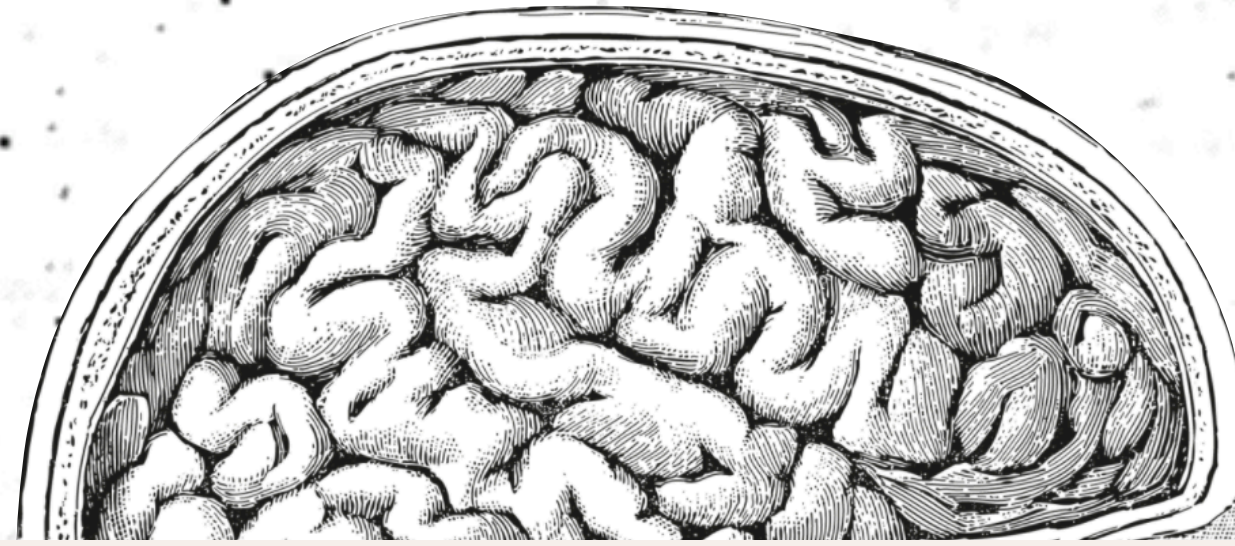
Belonging

“I’m doing this with others who care.”

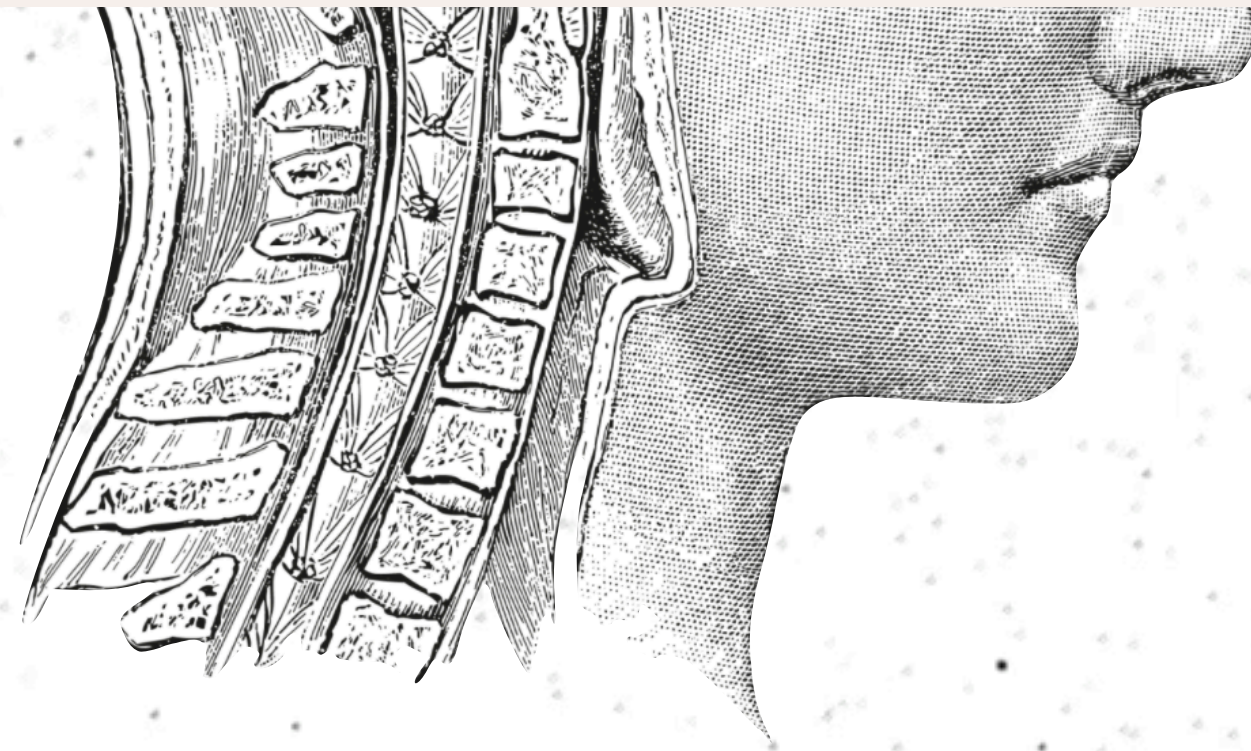
Competence

“I feel good at this.”

Autonomy



Meet in the middle



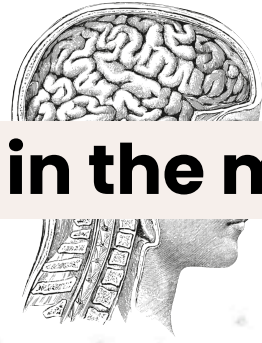


Top Down



Bottom Up

Meet in the middle



Top-down decisions tend to face more pushback from staff.



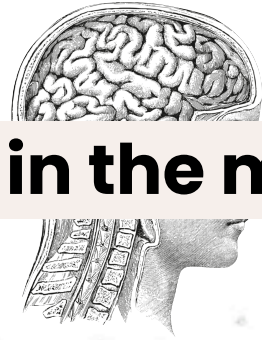
Bottom-up can slow down adoption due to a lack of resources and governance.



What is adoption?



Meet in the middle

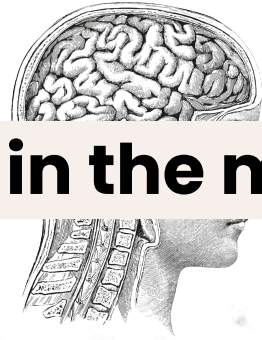


Loss-Aversion

"60% of employees are afraid of losing their jobs due to AI."

(Accenture 2024)

Meet in the middle



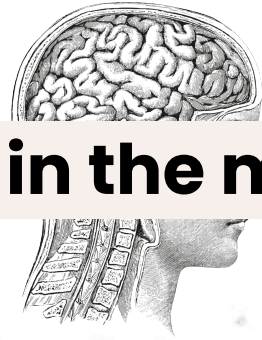
Loss of Autonomy

Workforce Attitude on Technology Adoption and Diffusion

(Mohammad Abukhzam & Angela Siew-Hoong Lee)



Meet in the middle



Change Fatigue

“More people are dropping out than in 2016, due to previous bad experiences.”

(Gartner 2023)

74% 43%

2016

2022



Top Down



AI Strategy Framework

- AI Market drivers
 - What will change
- AI Strategy
 - Ambition
- AI Roadmap
 - Marketing
 - Product development
 - Supply chain
 - ...
- AI Enablers
 - Talent and capabilities

Generative AI exploration framework

Explore use cases with generative AI with the generative AI exploration canvas. For each use case, determine **WHAT** you want to do with generative AI, for **WHOM**, and **WHY** it is valuable.

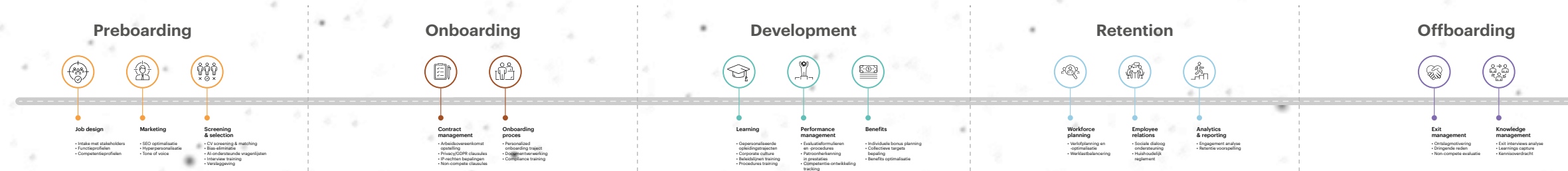
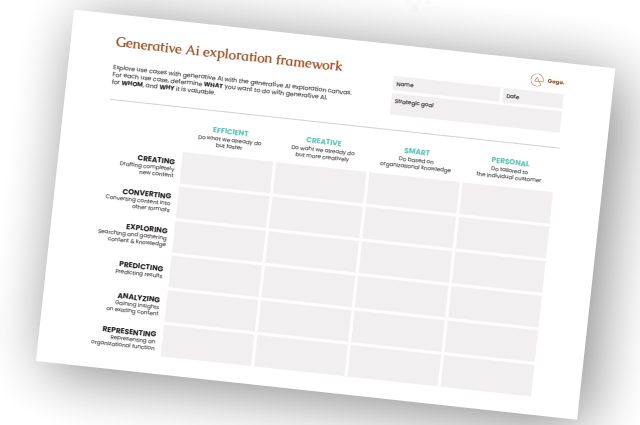
Name Date

Strategic goal

Dot Voting	EFFICIENT Do what we already do but faster	CREATIVE Do what we already do but more creatively	SMART Do based on organizational knowledge	PERSONAL Do tailored to the individual customer
CREATING Drafting completely new content	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.
CONVERTING Converting content into other formats	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.
EXPLORING Searching and gathering content & knowledge	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.
PREDICTING Predicting results	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.
ANALYZING Gaining insights on existing content	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.
REPRESENTING Representing an organizational function	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.	Generate content, Summarize, Translate, Rephrase, etc.



AI Sprint: Workshop + Prototypes (Lydian)



Preboarding



Job design

- Intake met stakeholders
- Functieprofielen
- Competentieprofielen

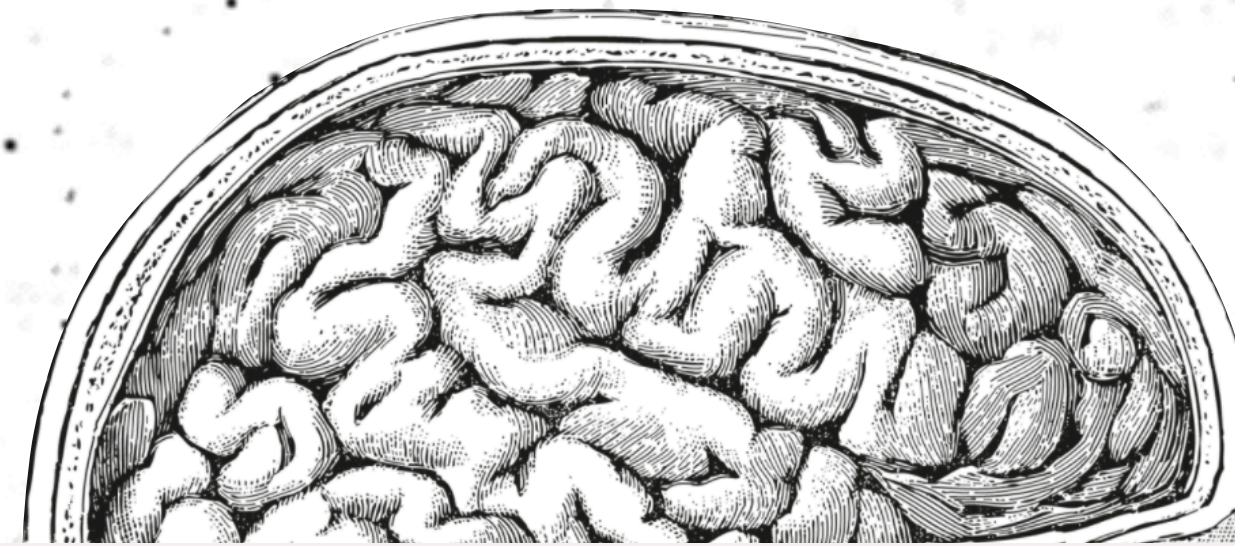
Marketing

- SEO optimalisatie
- Hyperpersonalisatie
- Tone of voice

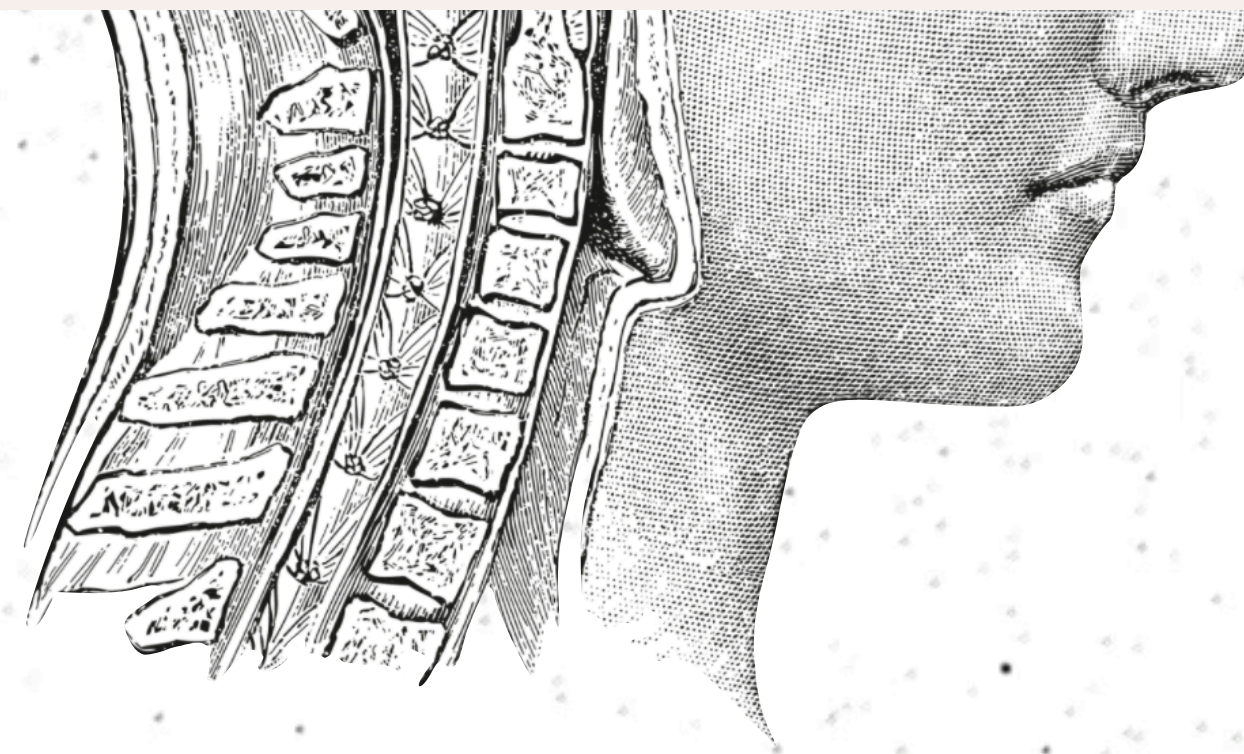
Screening & selection

- CV screening & matching
- Bias-eliminatie
- AI-ondersteunde vragenlijsten
- Interview training
- Verslaggeving

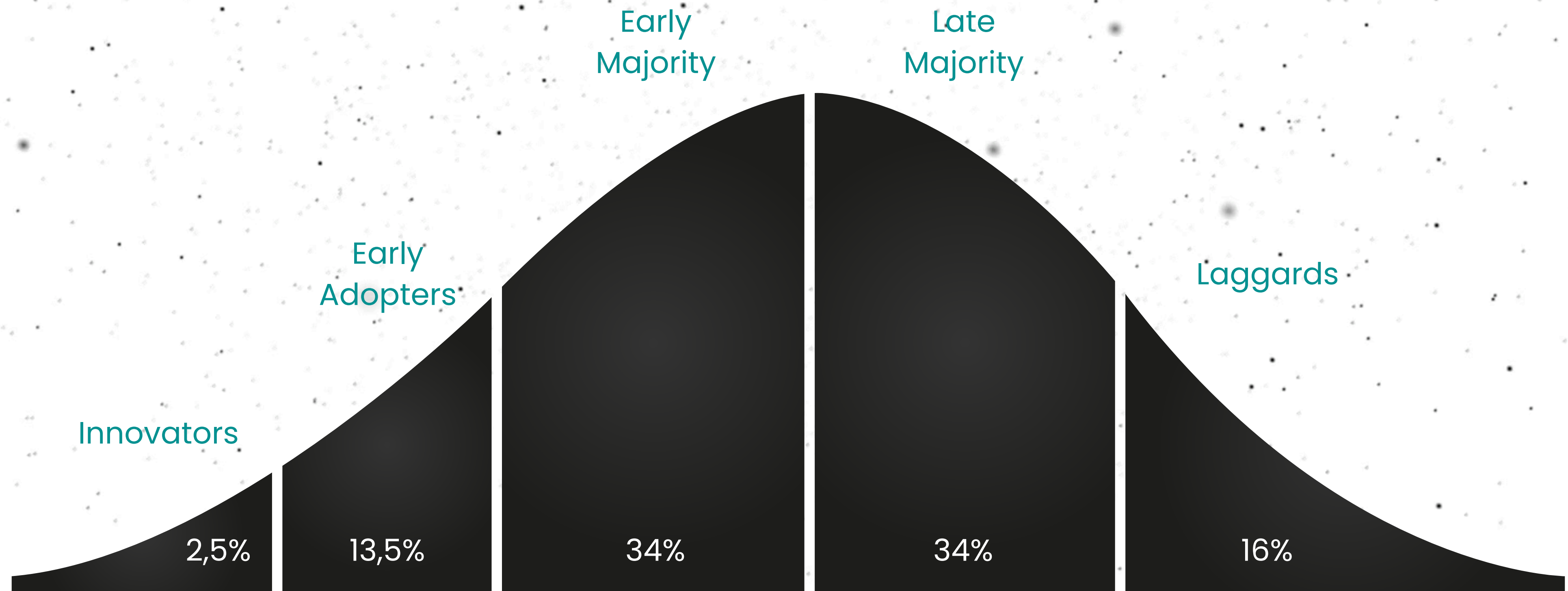
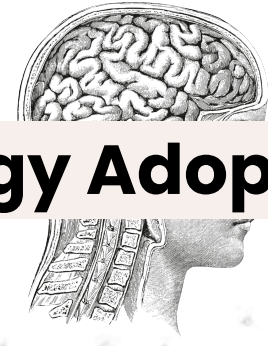
Belonging



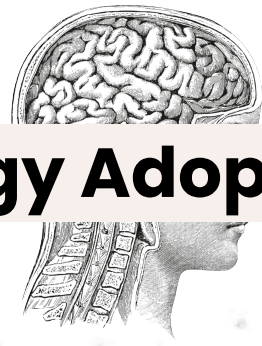
Technology Adoption Curve



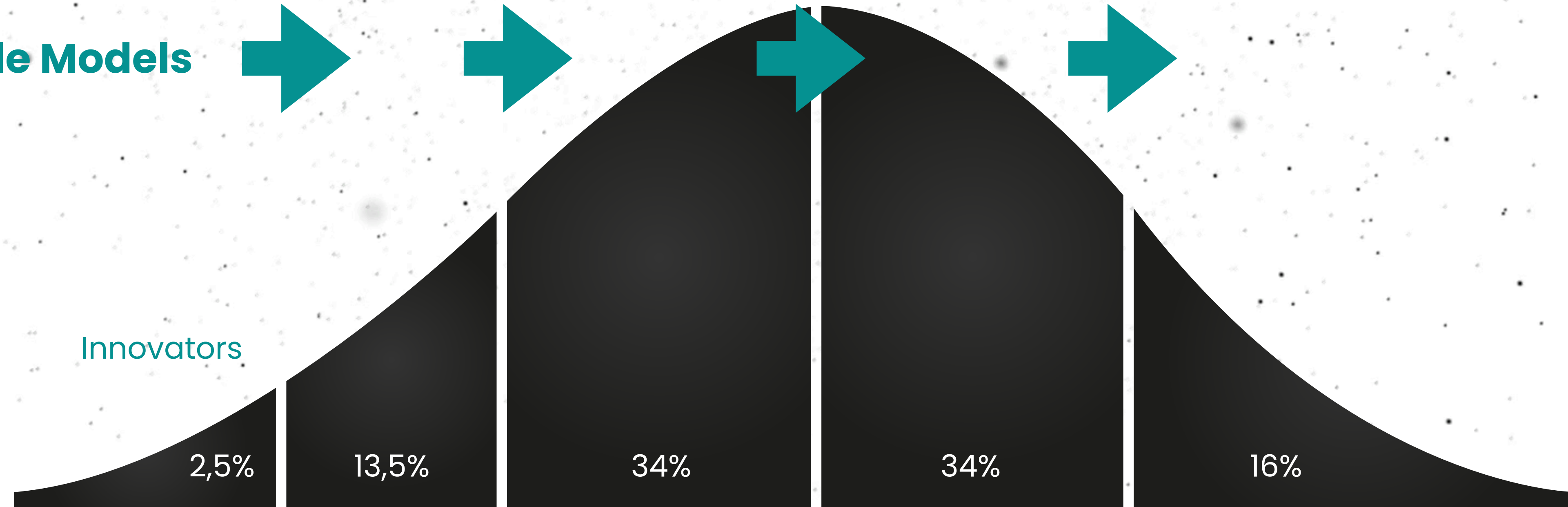
Technology Adoption Curve



Technology Adoption Curve



Role Models



Innovators

2,5%

13,5%

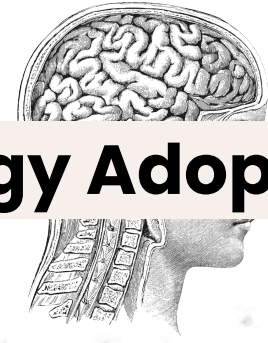
34%

34%

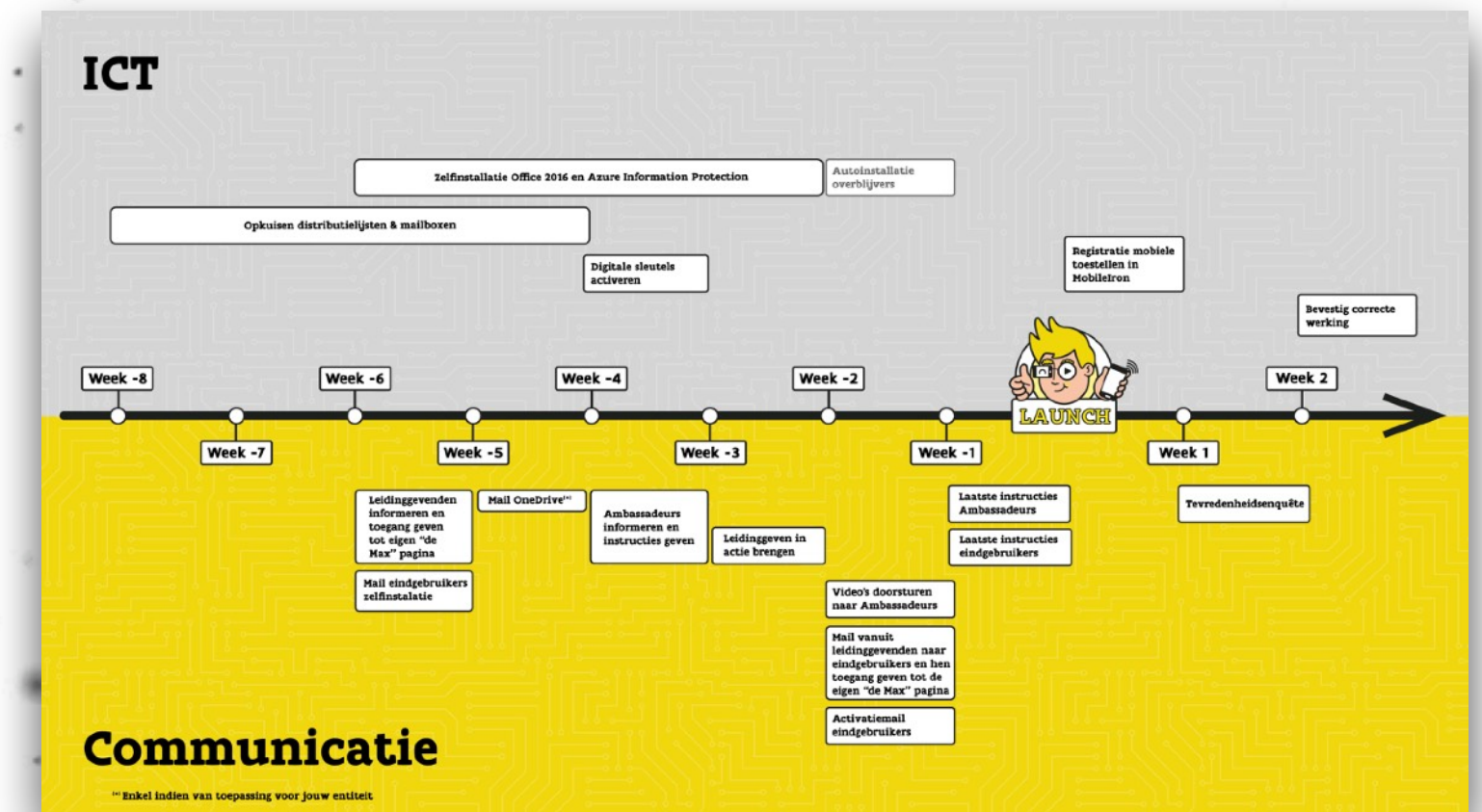
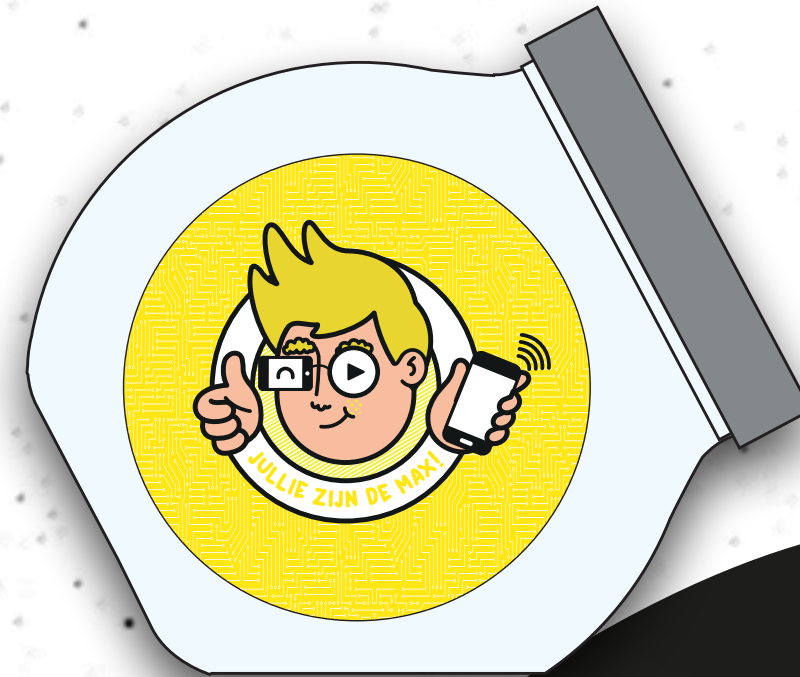
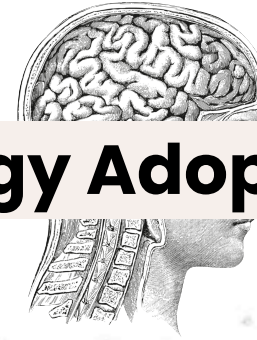
16%

Adoption = Social Process

Technology Adoption Curve



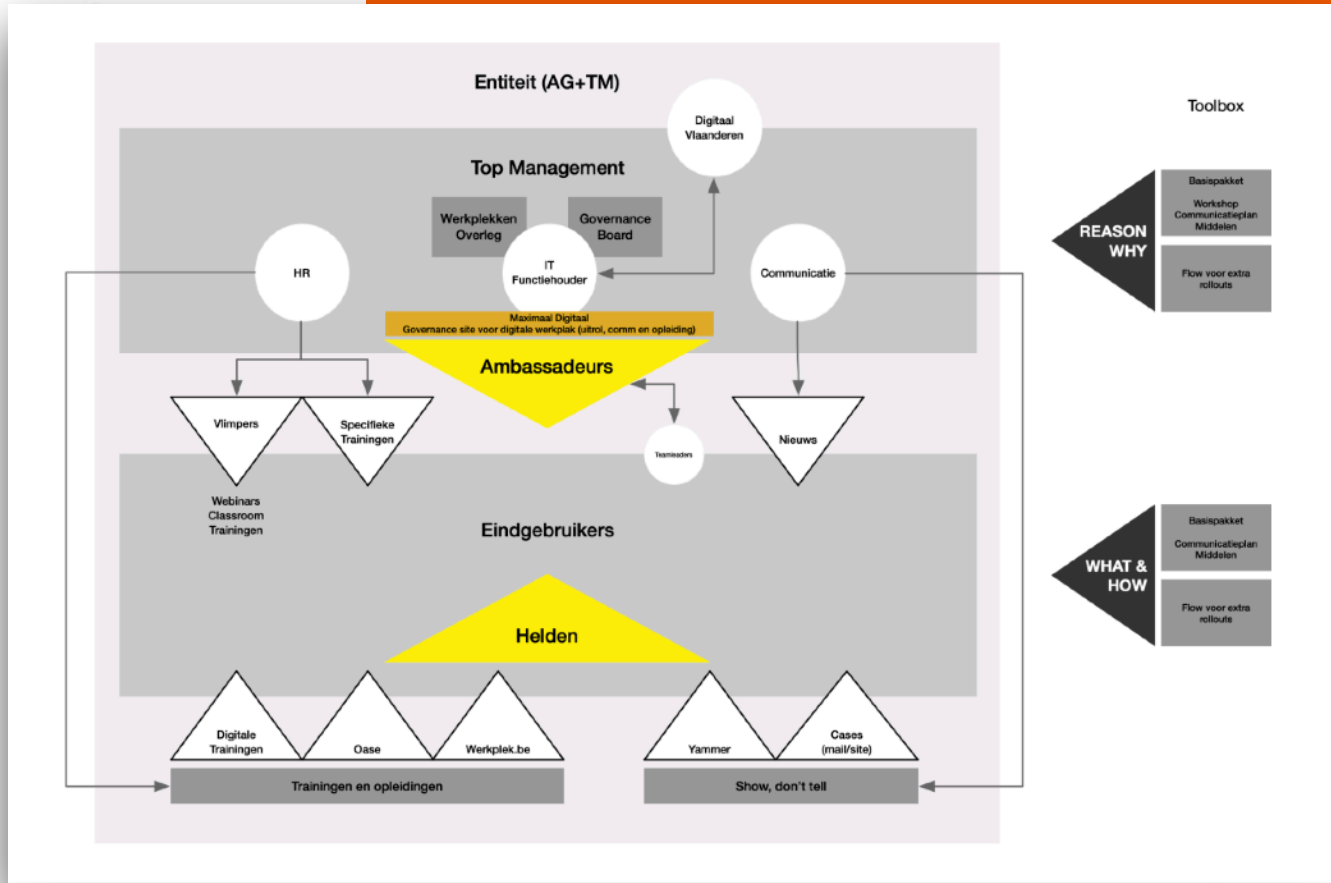
Technology Adoption Curve



Near Peer Social Proof: make success visible

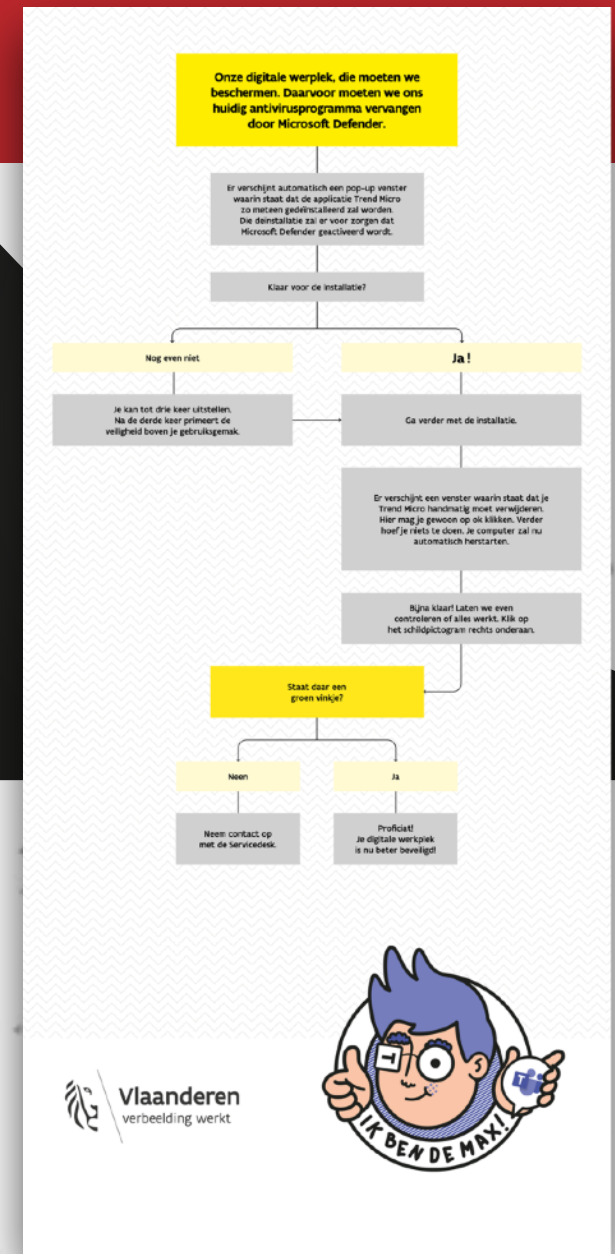
Early Access

Make it easy



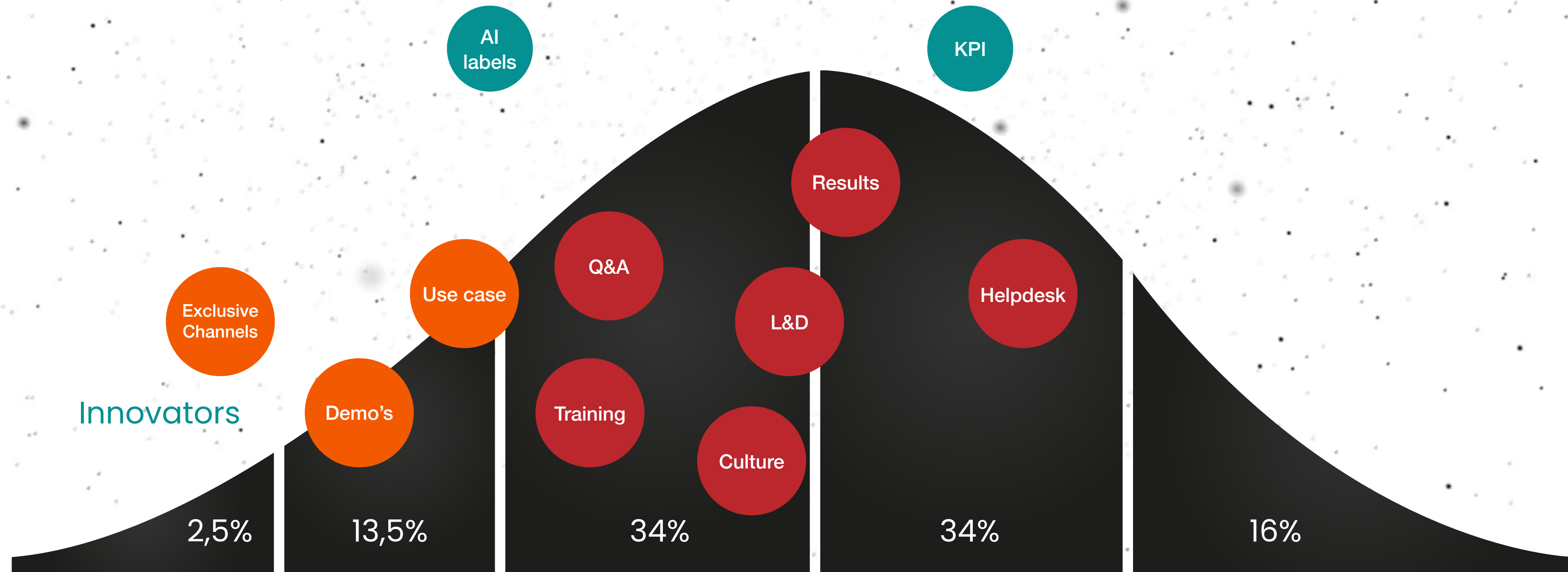
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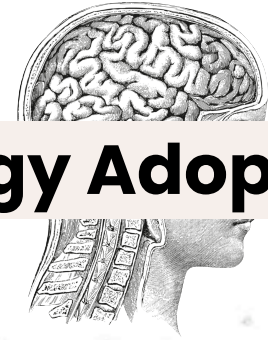
34%



Vlaanderen
verbeelding werkt

Technology Adoption Curve





Boosting AI Adoption Through a Friendly Contest

Challenge:

AI tools were available at Gaga, but actual usage remained low.

Intervention:

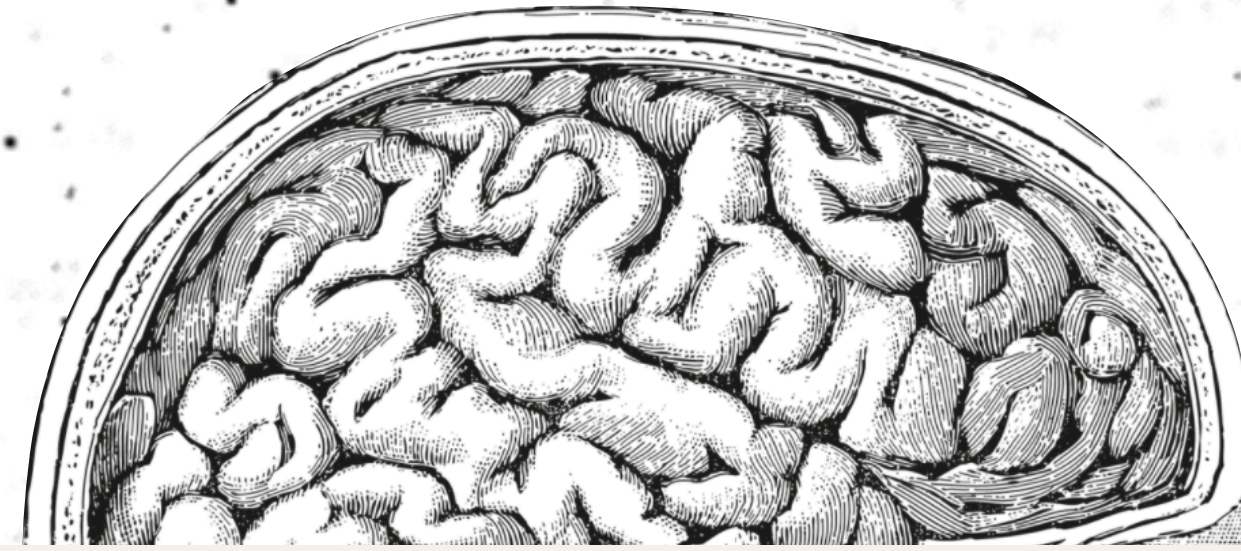
We launched a simple contest: “Who can show the best example of how AI helped them this week?”

Result:

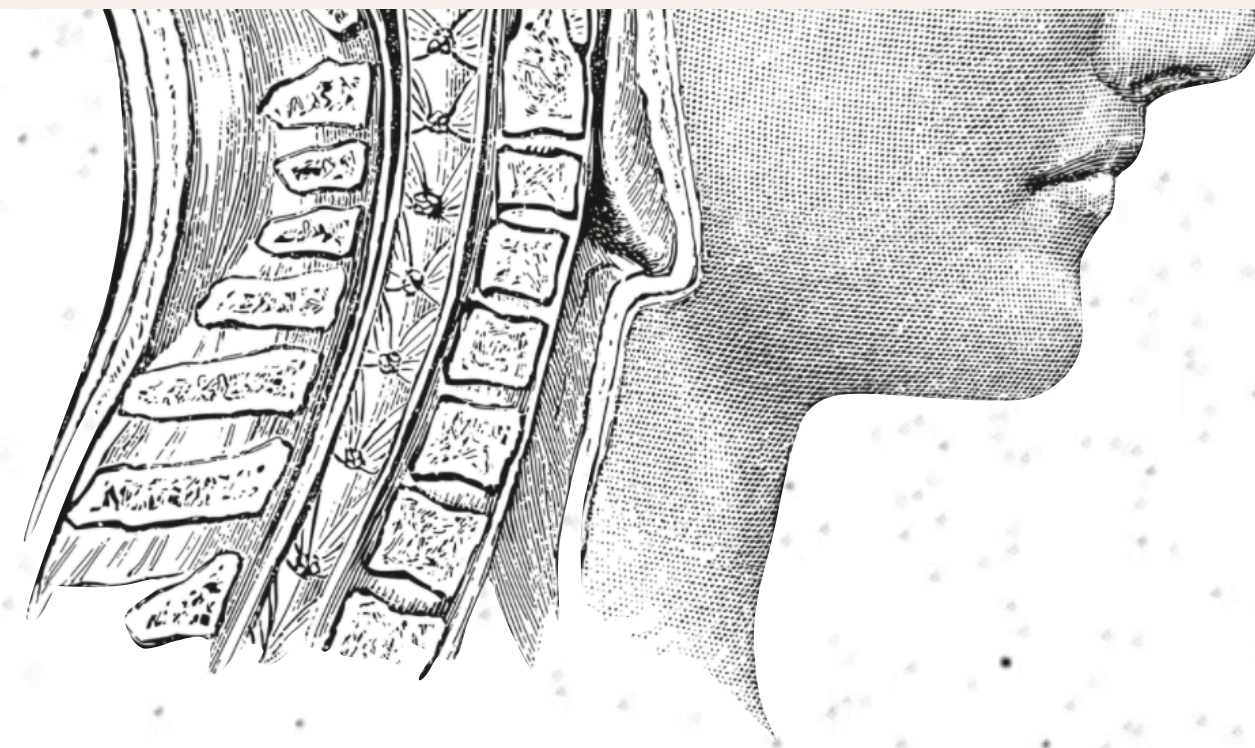
100% participation, increased curiosity, and practical peer examples sparked more active use—AI felt less abstract, more useful.

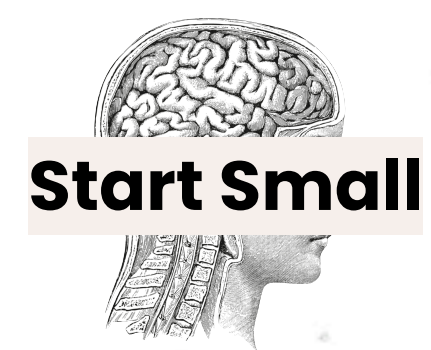


Competence

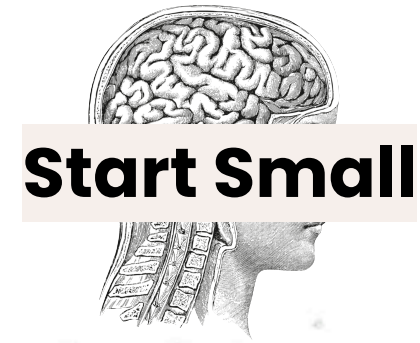


Start small

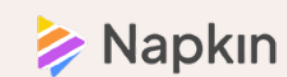




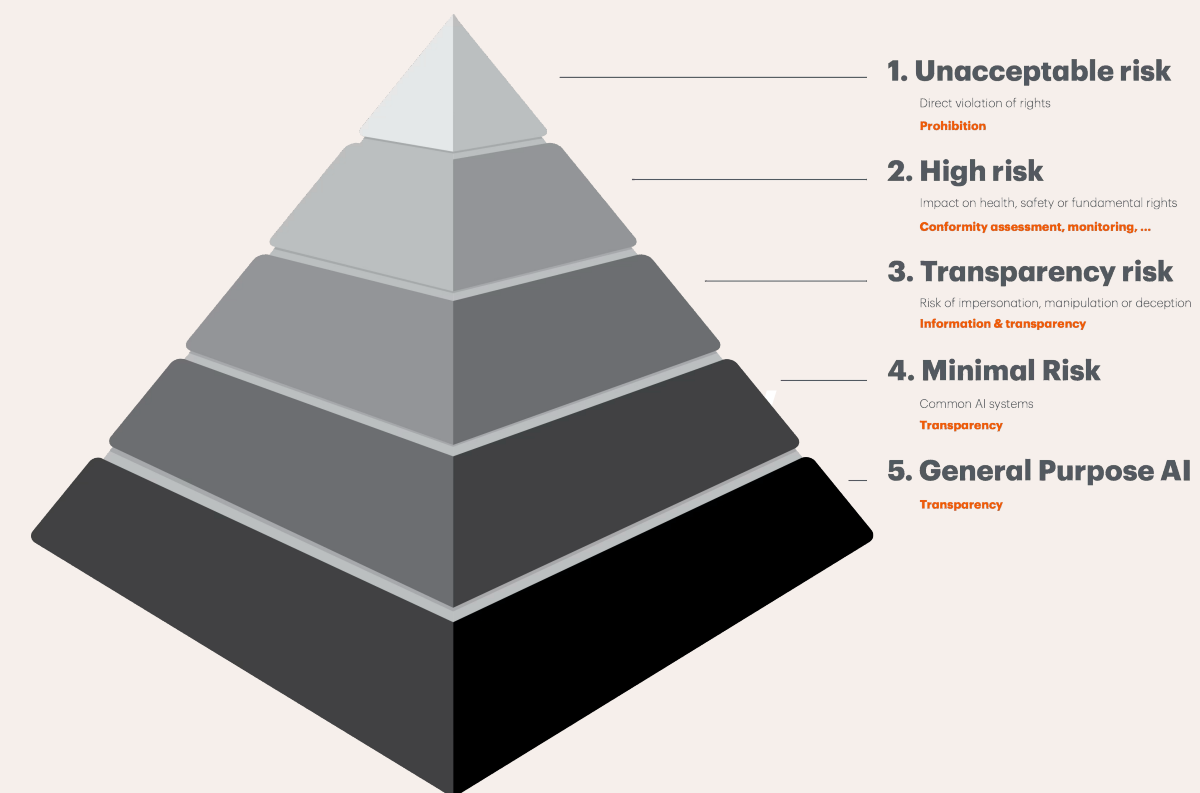
POC



Usual Suspects



Bad Guys



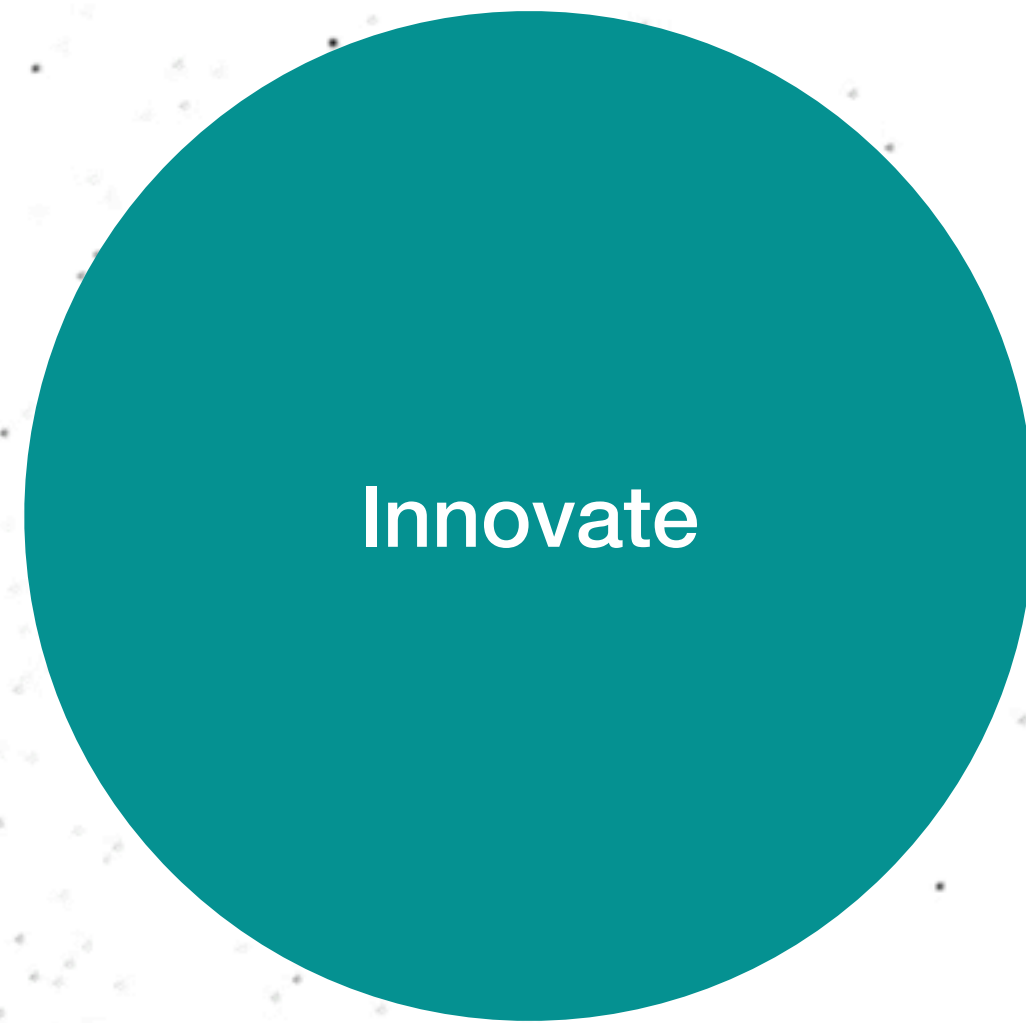
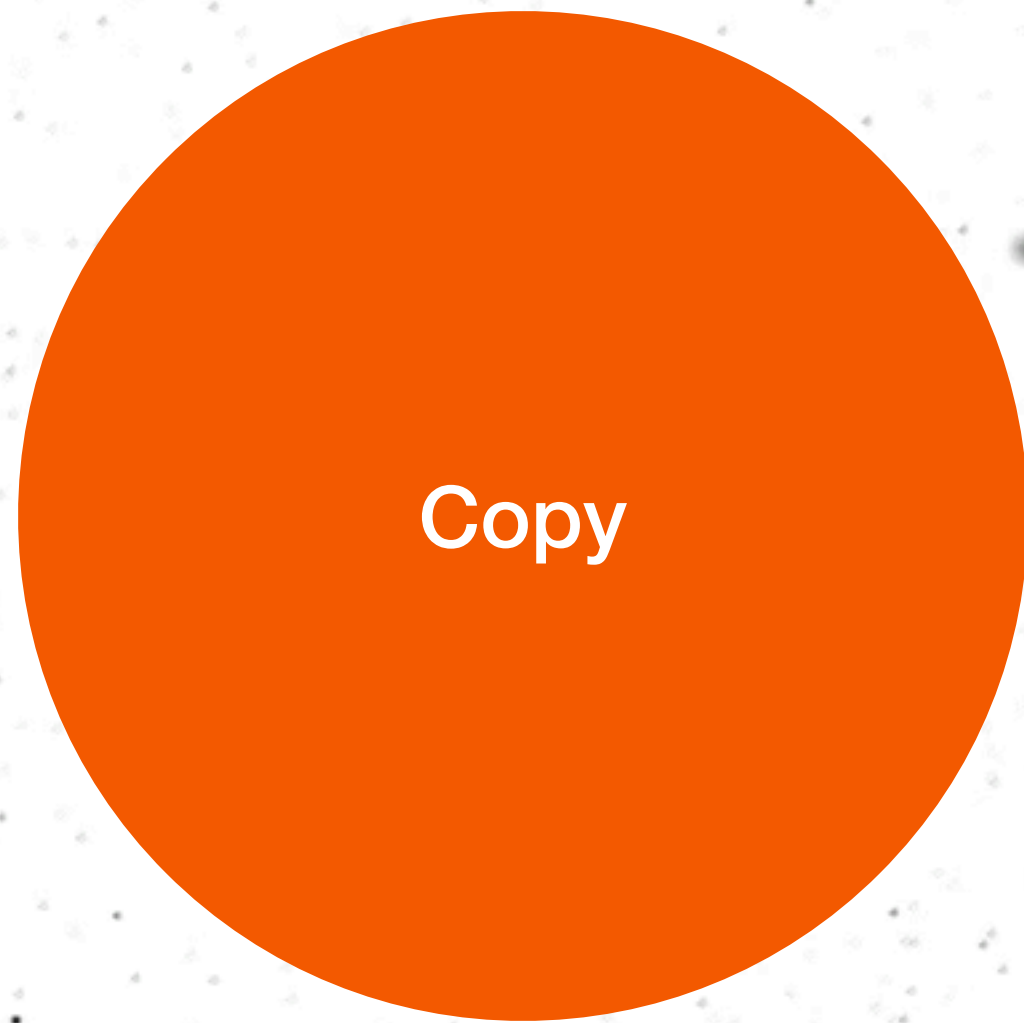
&

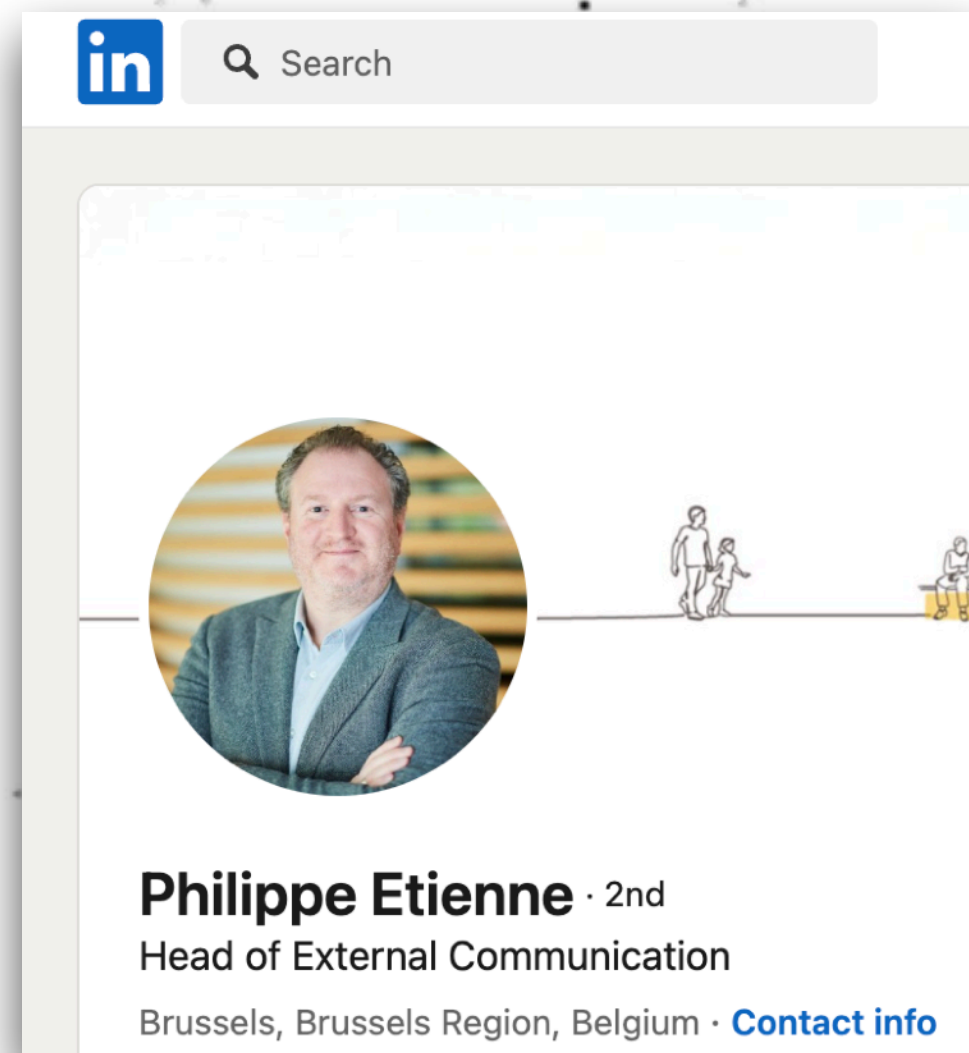
"Where's my data?"


Dare to fail

Coding

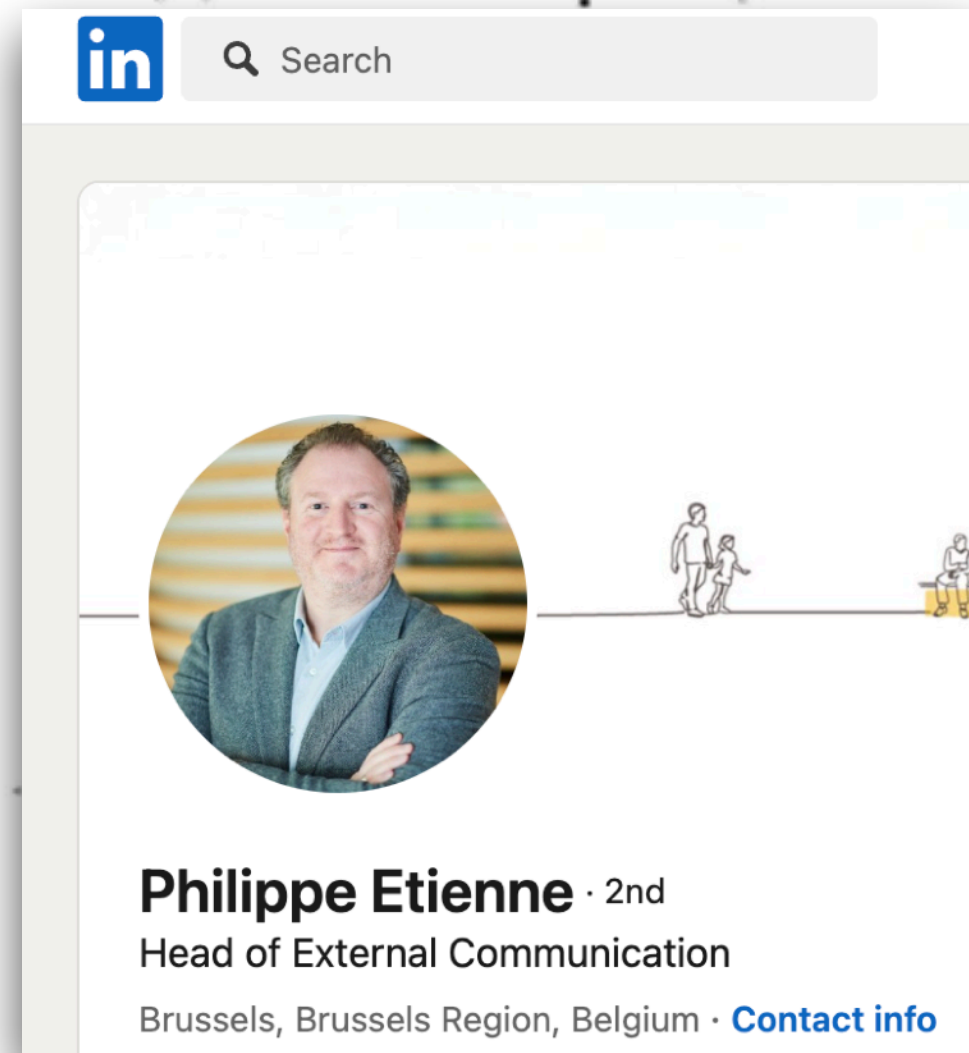
Conversing








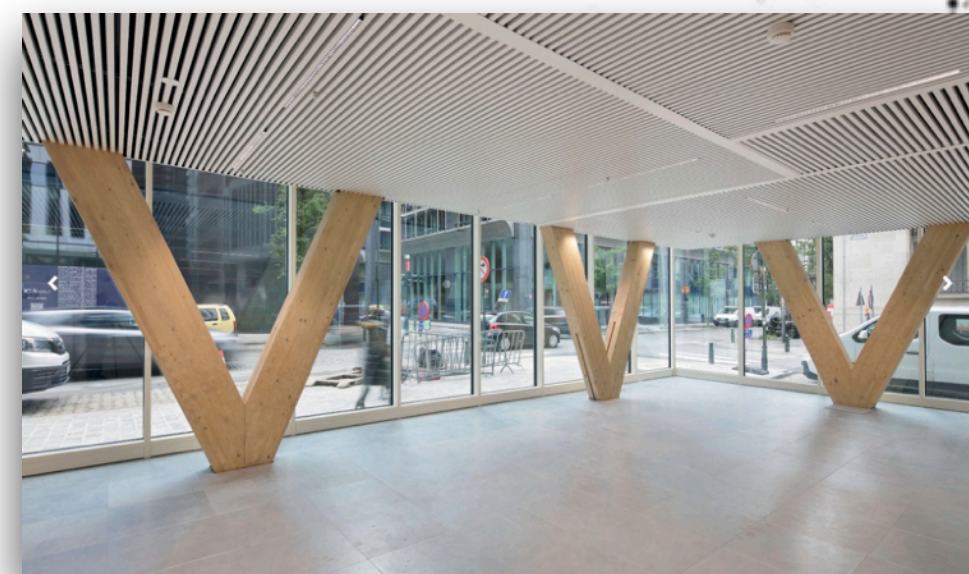
Start Small



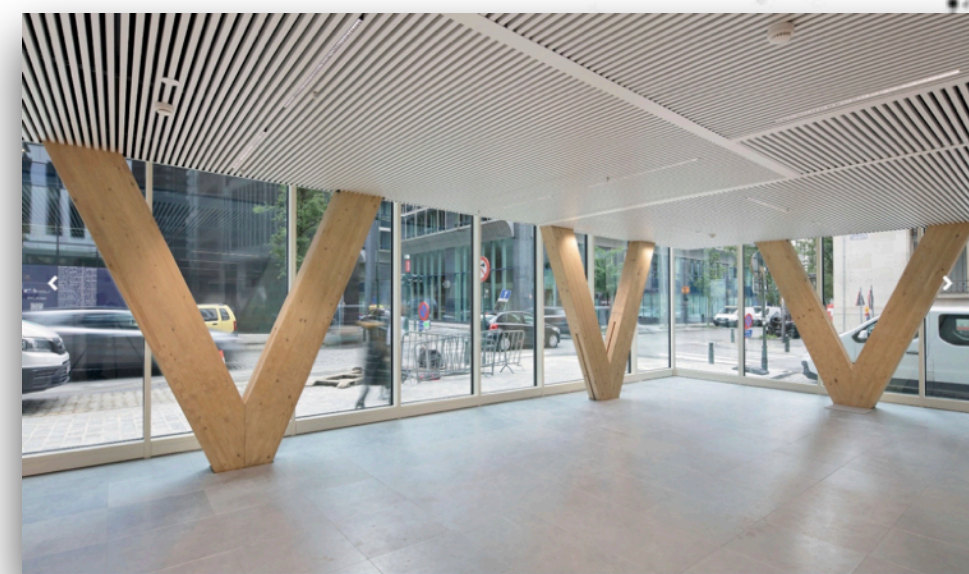
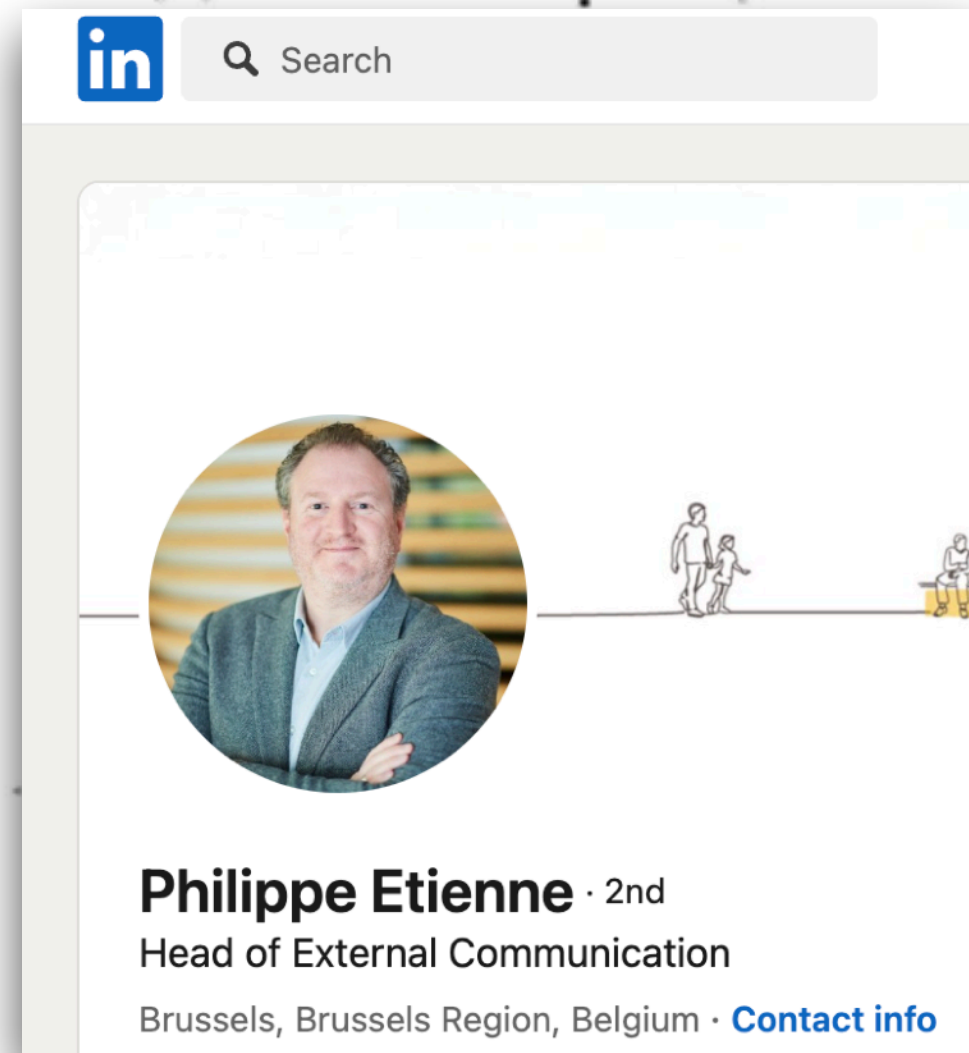
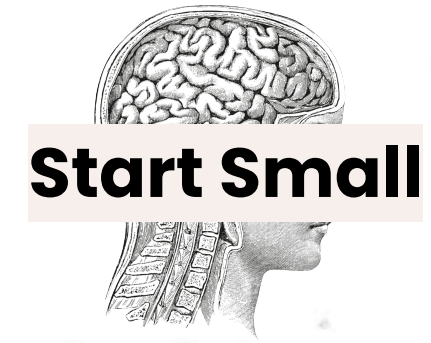
in Search



Philippe Etienne · 2nd
Head of External Communication
Brussels, Brussels Region, Belgium · [Contact info](#)



Copy



Innovate

FOOD

Pause

Freeze

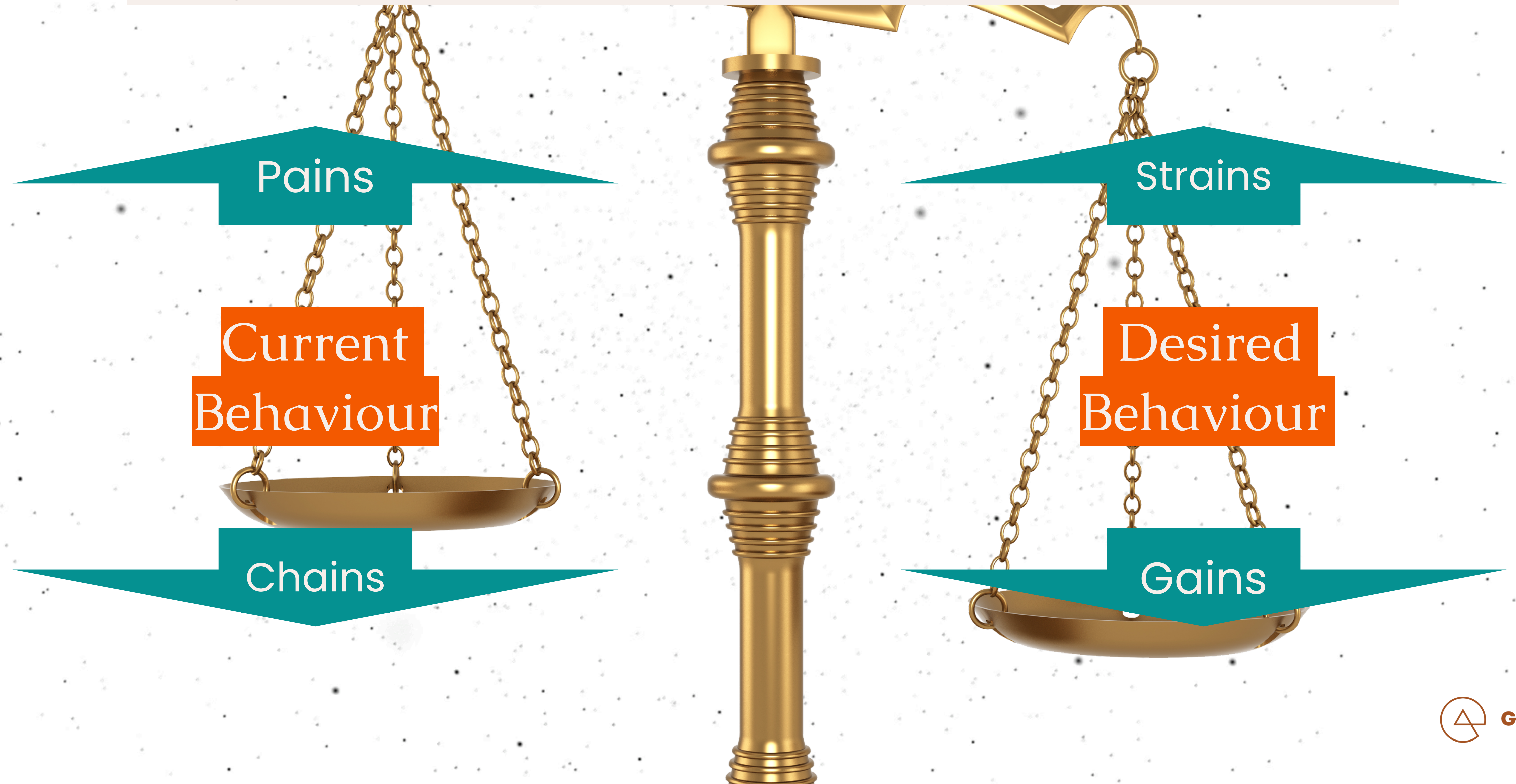
Go Big

Fight

Resist

Flight

Gaga's Behavioural Balance Framework



Autonomy "I choose to do this."

Belonging "I'm doing this with others who care."

Competence "I feel good at this."

Questions?

or would you rather just pretend you understood everything?

Jori Aerden is Gaga

At Gaga, we design behavior change that works.

We help organizations steer more intelligently – not by pushing, but by understanding and leveraging human behavior.

Want succesful AI-Adoption? Call me.



LinkedIn

