

Leading with Purpose

How Women Leaders Drive Successful AI Transformation



Amanda Prochaska

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A curious leader with over 21 years of experience diving deep into how organizations adopt technology and helping them make it successful. My journey has been successful. My journey has taken me through some incredible roles at Fortune 500 companies like MGM Resorts International and Kraft-Heinz Company, where I worked at Heinz Company, where I always focused on driving innovation and strategic growth.

In 2019, I took the leap and founded **Wonder Services**. We're a pioneering firm that specializes in human-centered AI implementation – because tech should always serve people first! I'm proud of my proprietary **ALICE leadership framework** and **RAE methodology**. They're the secret sauce behind our remarkable technology adoption rates, which often soar above 90%!

Want to know more about my journey? Here are some highlights:

- My new book, “ALICE: Leading Change without Losing Your Head” will launch early next year.
- I am a Mom of 2 teenaged girls, and I can now call myself a Dance and Theater Mom.
- In 2020, I founded **Global Women Procurement Professionals (GWPP)**. It's a community I created to foster connection and professional development for women in procurement.
- I also love creating content for my YouTube Channels, "**Tea Time**" and "**ProcureTech Wonders**."

On the recognition front: I was honored to be recognized as **SIG's 2023 Sourcing Star**, and I'm proud to lead a **WBENC certified women-owned business**.



Women Are Uniquely Positioned to Lead AI

Strategic & Ethical Leadership

A recent study by the "**Global AI Leadership Institute**" (2023) found that AI projects led by women demonstrate a **15% higher success rate** in achieving strategic objectives and a **20% increase in team satisfaction**. This is attributed to their prevalent transformational leadership styles, which foster inclusive collaboration, innovation, and ethical considerations—critical components for complex AI implementations.

Growing Influence in Key AI Sectors

Beyond supply chain, where women now hold **26% of C-suite roles** (up from 19% in 2022) and constitute **41% of procurement professionals**, their influence in technical and leadership roles is rapidly expanding, directly impacting AI strategy. A report by '**TechDiversity Alliance**' (2024) indicates that women now represent **32% of senior leadership in AI development teams** and **28% of AI ethics boards**.

Pioneers in AI Adoption

Research from **Deloitte's "Women in AI" report (2024)** reveals that senior women in technical functions outpace men by **14 percentage points** in generative AI adoption, with **68% using it weekly**.

Why Women Excel at AI Leadership



Collaborative Innovation

Natural strengths in empathy, cooperation, and relationship-building lead to stronger team dynamics and faster technology adoption. For instance, a recent report by the "Future of Work Institute" (2023) found that AI project teams with female leadership show a **35% faster integration of new AI models** due to enhanced cross-functional communication.



Strategic Adaptability

Risk tolerance and confidence honed from navigating male-dominated fields enable championing of transformative AI solutions. The "Global Leadership Insights" study (2023) reported that women in executive tech roles are **20% more likely to pursue high-risk, high-reward AI initiatives** that yield significant competitive advantages.



Ethical Implementation

A focus on trust, data security, and bias reduction ensures responsible AI deployment vital for supply chain transparency. Research from the "AI Ethics Council" (2024) indicates that AI solutions overseen by women leaders are **40% less likely to exhibit algorithmic bias** and have **25% higher rates of compliance** with data privacy regulations.



Soft Skills Advantage

Women leaders exhibit a **28% higher share of essential collaboration and strategic leadership skills** than male counterparts (World Economic Forum 2024, "Gender Parity in AI Leadership" report). This advantage is particularly impactful in AI, where complex problem-solving requires strong interpersonal capabilities.



But We Have a Problem

Digital transformation histories are creating barriers to AI success

The Reality: We're Struggling with Digital Transformation

Real stories from client interactions reveal systemic challenges:

New system deployed but not used due to integration integration failures

System deployed 5 years ago only manages 15% of spend

Went live but lack information to pay thousands of suppliers suppliers

Increased headcount as result of ERP implementation

Automated processes have changed, and no one can fix the can fix the automation

Only 20% of POs are in our spend analytics with inconsistent classifications

The Urgent Fix: Unsteady Foundations Threaten AI Success

Unresolved digital transformation issues directly hinder AI effectiveness. Without addressing these foundations, AI risks becoming the next failed investment.



Data Debt

Inconsistent, siloed, unreliable data jeopardizes AI accuracy and insights



Low Adoption

Systems gather dust as users revert to old habits, wasting investment



Deployment Burnout

Overwhelming number of rollouts created change fatigue and aversion to tech initiatives



Legacy Inefficiencies

Outdated systems act as anchors preventing agile AI integration



Talent Gaps

Workforce lacks critical skills to leverage AI, turning opportunity into challenge

A bald eagle is shown in flight, wings spread wide, against a dramatic sunset sky. The sun is low on the horizon, casting a warm glow over a range of mountains. The eagle's feathers are detailed, and its white head and neck are prominent. The background features a gradient from blue to orange, with some clouds. The right side of the image is partially obscured by a dark blue circular shape containing text.

Don't Transform

S.O.A.R. Instead

A purpose-driven framework for AI readiness

The S.O.A.R. Framework



Sustain – Your People

Fix Broken Adoption & Culture

Revive user engagement, reskill for unused systems, embed collaborative fixes aligned with workflows. Cultivate fix-first mindset with AI-focused solutions.



Optimize – Your Data

Bad Data & Disparate Systems

Structured blueprint for data cleansing, system revival, and AI-driven insights. Deliver data rescue and integration fixes to salvage and scale operations.



Advance - Your Automation

Fix Failed Automations of the Past

Phased retrofits using AI, low-code revamps, and pilots to automate what failed. Drive rapid recovery through agile fixes and optimize headcount.



Reinforce – Your Value

ROI Recovery & Talent Upskilling for the Future

Ongoing optimization, knowledge-sharing, and metrics to adapt and scale. Ensure sustained value through continuous fixes and robust upskilling for AI futures.

Rethinking Implementation: Beyond Waterfall

Traditional Approaches Fall Short

- **Waterfall:** Sequential (design, build, test, deploy), common for legacy systems
- **Agile:** Iterative and flexible, but misses learning sequences for AI
- **Limitations:** Slow (8-12 weeks), rigid, not suited for AI's adaptive nature

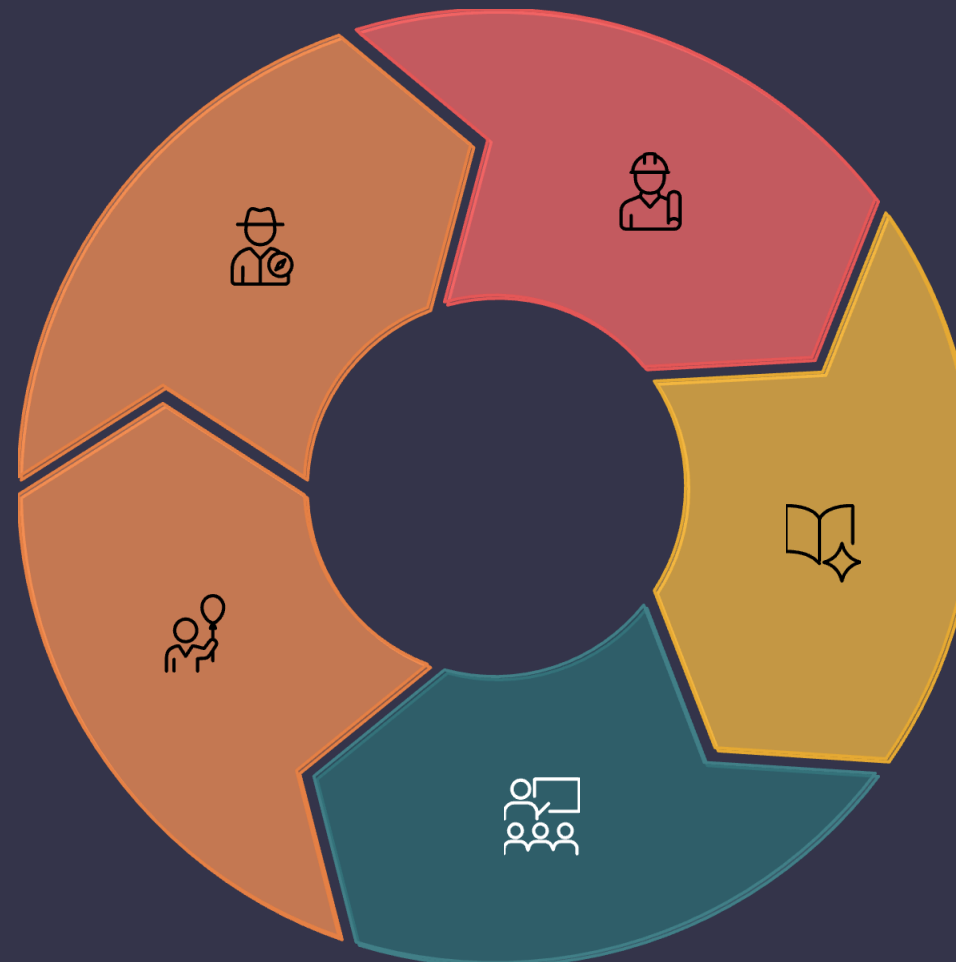
AI tools learn and adapt during implementation—they require training, not just configuration.

Why Change Is Essential

- AI systems (agentic AI, chatbots) evolve through use
- Data quality issues can derail AI decisions
- Need robust, ethical, flexible processes
- Traditional testing inadequate for learning systems

Introducing the 5Ds of AI Implementation

1 - Discover
Define mission, scope, and success metrics



2- Design

Create detailed, adaptive process flows and decision logic

3- Develop

Train AI systems with quality data and governance models

4 - Demonstrate

Pilot to validate, refine, and gather diverse feedback

5- Delight

Full deployment with continuous governance and optimization

Deep Dive: The 5Ds in Action

01

Discover: Setting the Foundation

Ask: What's the mission? How will success be measured? Assess current architecture, past efforts, organizational watchouts. Define scope and key requirements.

02

Design: Reimagining Processes

Move beyond configuration to decision-making processes. Map detailed flows (happy path and errors). Address quality controls, SOX compliance, data privacy, and security.

03

Develop: Training the AI

Focus on training AI systems leveraging knowledge bases and decision models. Ensure clean, consistent, robust data inputs. Validate governance. Iterative: train, train, test, tweak.

04

Demonstrate: Piloting for Success

Conduct formalized pilot (broader than UAT). Test for false positives, positives, data leaks, and correct actions. Gather diverse feedback. Always using metrics-driven refinement.

05

Delight: Full Deployment

Roll out AI solution organization-wide. Maintain governance and quality controls. Continuously monitor and optimize performance. Celebrate transformation success and showcase it to the organization.

Foundational Drivers of Success

Change Management

- Upskill teams for new roles, not just communication
- Address role changes (automation of 50% of tasks)
- Strategic decision: Upskill or reduce headcount?
- Prepare workforce for AI-augmented future

Data Quality

- Ensure consistent, clean, and robust data
- Protect sensitive data to avoid misuse
- Example: Incorrect addresses causing AI errors
- Data governance as competitive advantage

These two pillars support the entire 5Ds framework—without them, AI transformation cannot succeed.

What's on Your Mind?

Let's address some common questions as we conclude our discussion on leading with purpose in AI.

Addressing Past Hiccups

How can we effectively overcome "deployment burnout" and "low adoption" from previous digital transformations when introducing new AI initiatives?

Scaling the 5Ds Framework

The 5Ds framework is detailed; how does it adapt for smaller, more agile AI projects, or when AI technologies are rapidly evolving?

Prioritizing Foundational Drivers

Considering the importance of data quality and change management, what are the absolute first steps an organization should take to prepare for AI?

Measuring AI Success

Beyond initial implementation, how do we continuously measure the success and impact of AI projects, especially in terms of ROI and talent upskilling?



Lead with Purpose: Your AI Transformation Journey

Women's Leadership Advantage

Your collaborative, ethical, strategic strengths are exactly what AI transformation needs

S.O.A.R. Framework

Sustain, Optimize, Advance, Reinforce—fix foundations before building AI futures

The 5Ds Methodology

Discover, Design, Develop, Demonstrate, Delight—tailored for AI's adaptive nature

Human-Centered Approach

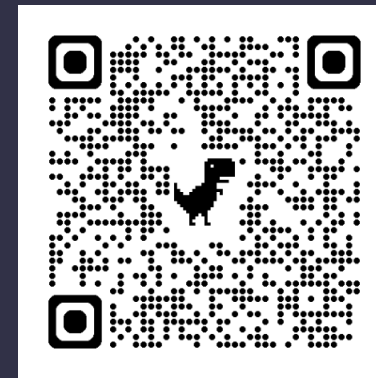
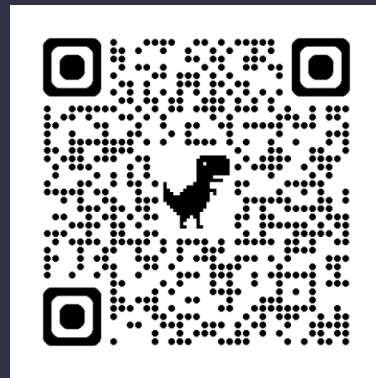
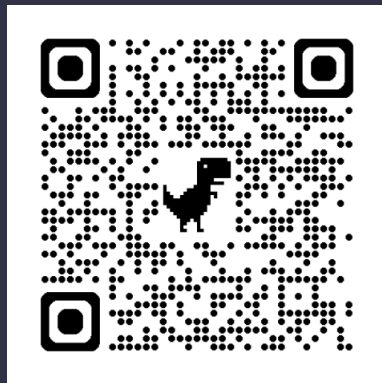
Technology serves people—prioritize inclusive culture, sustainable growth, elevated potential

The future of AI transformation isn't just technical—it's purposeful, inclusive, and led by women who understand that true innovation elevates everyone.

Let's Connect and Create the Future

It has been a privilege sharing my insights on purpose-driven AI transformation with you. The real magic happens when we connect, collaborate, and connect, collaborate, and bring these ideas to life. I'm excited to continue this conversation!

- **Connect with me on LinkedIn:**
[linkedin.com/in/amandaprochaska](https://www.linkedin.com/in/amandaprochaska)
- **Access our Website:** wonderservices.net
- **Connect with me on Hubspot:**
<https://meetings-na2.hubspot.com/amanda-prochaska>



Reach out with your questions, strategic challenges, or if you're ready to define your own path in AI leadership and innovation.

Interested in learning more? Let's continue the conversation: amanda.prochaska@wonderservices.net