

AI Isn't Coming – It's **HERE!**

Leading in the Last Generation
of Human-Only Workplaces

In Partnership With:

Crm
Xchange



Welcome, Let's Get Acquainted!

Where (Geographically) Are You
Joining Us From Today?

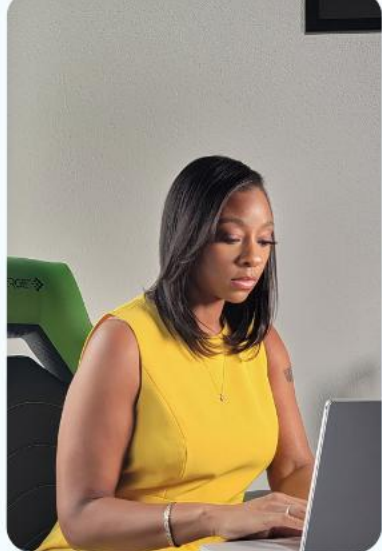
Who We Are

The WFM People™

Solid Rock Consulting is a Workforce Optimization (WFO) consulting firm founded in 2012.

We **Transform** our clients' organizations and customer experiences by ensuring they have the right resources, in the right place, at the right time!

We do this through the 3 core pillars of our service: WFM Support, Professional Services, and Solution Procurement.



Juanita Coley

SOLIDROCK CONSULTING, CEO
THEE CONTACT CENTER WHISPERER
Author of “WFM Go Beyond”

Recognized industry leader & award winner:

- Mrs. Corporate America 2022
- 2022 Most Influential Tech Advisor
- 2022 Top 25 Thought Leader

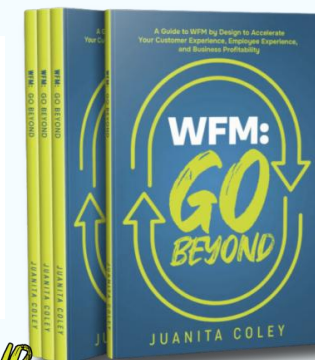
Over 20 years of expertise in WFM, driving efficiencies for brands like:

- United HealthCare
- Optum
- Walgreens
- Liberty Medical

Consulted for top WFM providers, including Verint and Aspect. Global presence—leading a team of consultants across the US, Canada, and EMEA.



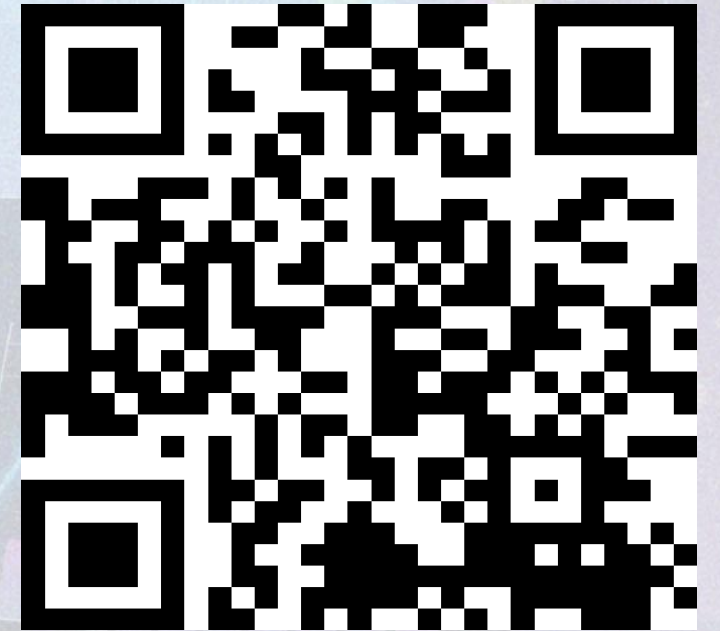
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SOLID ROCK
CONSULTING

Let's Play A Game!

What's the BIGGEST
challenge/fear you face
with AI today?



What a Blended AI + Human Workforce Means

This is not solely “humans using AI.” This is AI operating as part of the workforce.

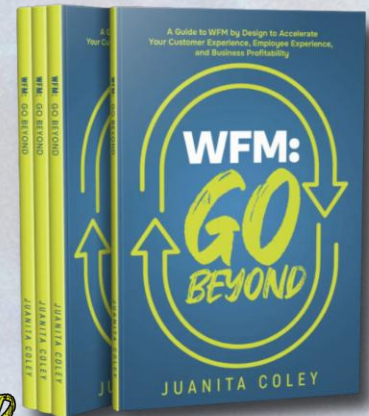
In a blended workforce:

- AI handles **repeatable, rules-based, and high-volume work**
- Humans focus on **judgment, empathy, exception handling, and escalation**
- Work is **intentionally routed** based on complexity, risk, and value — not availability alone
- AI is scheduled, forecasted, measured, and optimized just like human labor.

When AI takes work, it **changes demand**, not just efficiency.



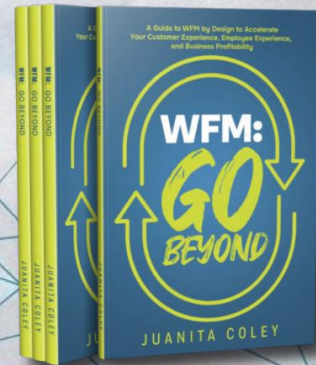
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The Leadership & Workforce Challenges Showing Up Now

These challenges are already impacting operations today:

- **Decision ownership:** Who is accountable when AI makes or influences decisions?
- **Workforce trust:** Employees questioning job security, fairness, and evaluation
- **Role clarity:** Blurred lines between what humans own vs. what AI owns
- **Performance management:** Measuring success across humans, AI, and hybrid work
- **Capacity accountability:** Planning demand when AI absorbs, deflects, or creates work



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A Practical Framework for AI Readiness

Before scaling AI, leaders must assess readiness across **three dimensions**:

1. Strategy

- Is AI tied to clear business outcomes or isolated experiments?
- Do leaders agree on where AI should *replace*, *augment*, or *support* work?

2. Structure

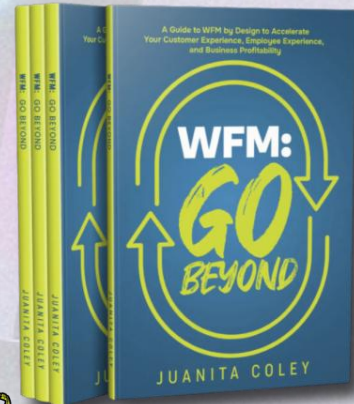
- Are roles, ownership, and decision rights clearly defined?
- Is AI treated as a workforce input or just a tool?

3. Execution

- Can you forecast, plan, and staff for AI-impacted demand?
- Do WFM, operations, and technology teams work from the same model?
- Scaling AI without readiness creates operational debt.



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The Questions Leaders Must Answer Now

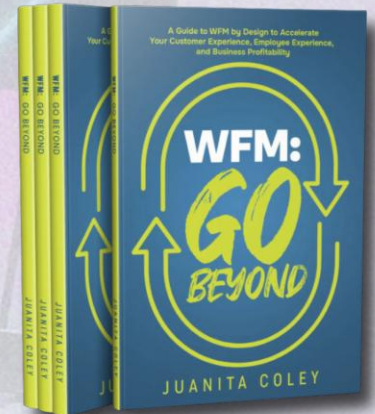
To future-proof the workforce, leaders must answer:

- What work should **never** be done by AI?
- How do we plan capacity when AI demand changes daily?
- How do we measure productivity in a blended workforce?
- Who owns outcomes when work flows across humans and AI?
- How do we reskill teams instead of reacting to disruption?

Are our investments aligned to workforce strategy or just technology trends?



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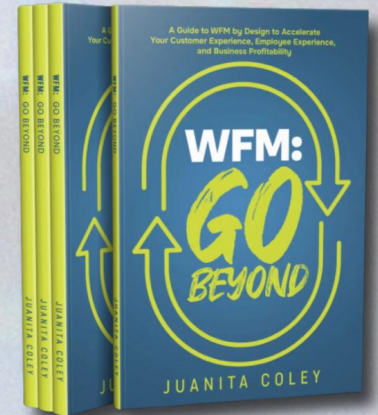


Key Takeaways To Remember:

- 🔑 AI is no longer just a tool — it is becoming an **active participant in the workforce**
- 🔑 A blended workforce **changes demand**, not just efficiency
- 🔑 Leadership challenges are operational and cultural — **not future-state problems**
- 🔑 Readiness must be assessed **before** scaling AI initiatives
- 🔑 Workforce strategy must evolve alongside technology investments
- 🔑 The organizations that succeed will **design for humans and AI together**



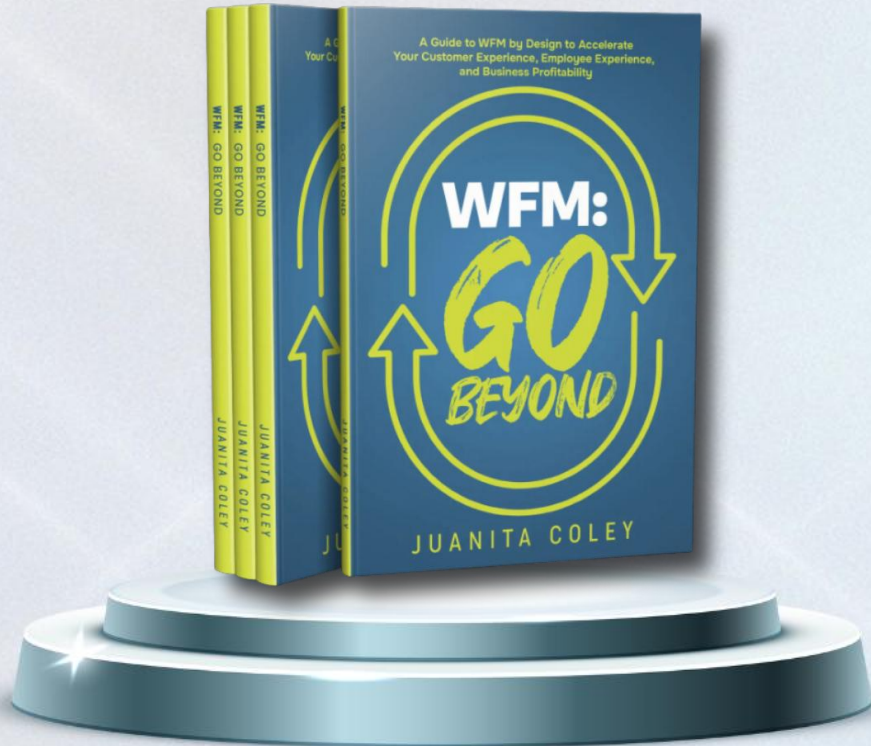
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Your Free SWAG Bag Gift For Attending!

 **LIVE ATTENDEES ONLY!**

 **WFM: Go Beyond Book (Digital Copy) – Valued at: \$29.99**



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Thank You For Joining Us!



AI Isn't Coming, AI is HERE!

WFM is no longer a support function — it's a leadership advantage.

Your Next Step:

Grab your WFM: Go Beyond FREE SWAG!



More Questions? Want to work together?

Visit Us Online: solidrockco.net



With Love,
Juanita Coley
The Contact Center Whisperer™
That WFM Girl™



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