



# EMBRACING AI:

## From Disruption to Opportunity

*Speaker:  
Evgeny Koloda, Virtual/Fractional Chief Information  
and AI Officer | IT Strategy*







# WHAT'S UP NEXT

The 2nd Wednesday of the month 12:30pm eastern

- ✓ March 12, 2025 – **Fearless: Creating Space, Unapologetically**
- ✓ April 9, 2025 – TBA
- ✓ May 14, 2025 – **Governance in Action: Managing Risk, Leadership, and Disruption**

Visit CMC–Canada for a list of all Canada events

<https://www.cmc-canada.ca/Events>



## FEARLESS:

Creating space, unapologetically



# PD WORKSHOP

Are you ready to take your consulting capabilities to the next level with AI? Join us for AI Practical Implementation for Management Consultants—a transformative 4-hour online workshop where you'll gain hands-on experience with cutting-edge AI tools, tailored to help you drive greater value for your clients.

## Workshop Highlights:

- Personalized Learning Environment: Benefit from a small class size designed for interactive learning and individual attention—no getting lost in a crowd of hundreds.
- Exclusive Pre-Course Resources: Receive a curated list of AI tools and platforms to explore ahead of the session, so you're ready to dive in.
- Hands-On Instruction: Enjoy live, interactive guidance from an expert instructor, ensuring you can apply what you learn right away.
- Professional Recognition: Earn a certificate of completion and 5 Professional Development Credits to boost your credentials.
- Special Member Pricing: CMC members enjoy discounted rates, making this an even smarter investment in your professional growth.

## Investment

- CMC-Canada members \$495.00 + HST
- Non-members \$700.00 + HST

Learn more <https://cmc-canada.site-ym.com/event/ON-PD-Workshop-AI>



## Workshop Details:



Date: February 28, 2025



Time: 11:00 AM – 3:00 PM EST



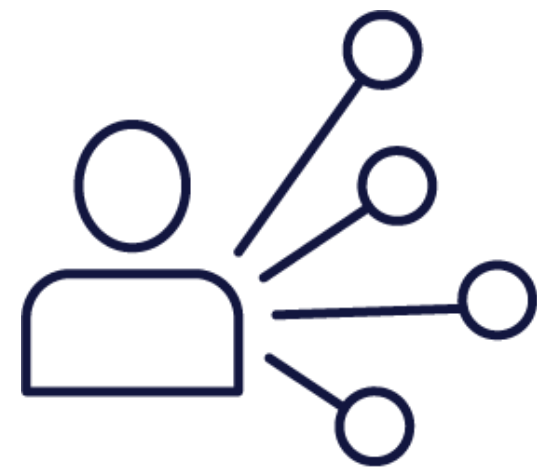
Format: Online via Zoom

WHY JOIN?

# MEMBERSHIP CONNECTS YOU



CONSULTANTS



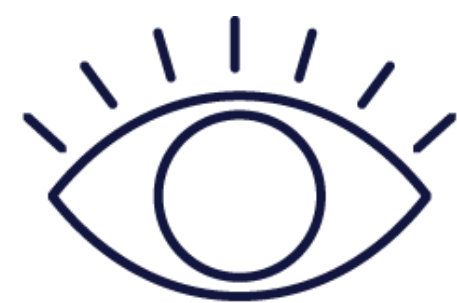
NETWORK



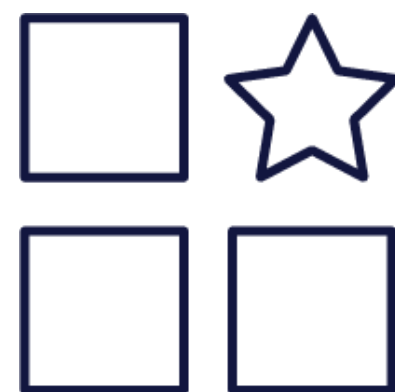
RESOURCES



CERTIFICATION



VISIBILITY



DIFFERENTIATE



# How to Participate

- You will be muted for this call
- To ask a question – Type the question into the chat tool.
- This session will be recorded
- A copy of the presentation will be available after the event.





# SPEAKER



## Evgeny Koloda, CMC

Virtual/Fractional Chief Information and AI Officer | IT Strategy

- ❑ Head of Innovation Stream at BDO Canada
- ❑ AI Implementation Across Industries
- ❑ A graduate of the prestigious MIT Sloan + CSAIL Artificial Intelligence: Implications for Business Strategy program
- ❑ Certified in AI Mastery: Completed the Mind Valley AI Mastery Advanced Program

What's **UP?**  
Wednesday



# The Reality for Management Consultants

1

## Current AI Transformation

AI is automating routine tasks and enabling higher-value strategic work with AI Agents. Traditional consulting deliverables like market analysis, competitive research, and financial modeling are being enhanced through AI automation. This shift allows consultants to focus on complex problem-solving, strategic insight generation, and delivering more impactful recommendations to clients.

2

## Required Skill Evolution

Consultants must adapt and master new AI tools and techniques. This includes developing proficiency in AI-powered analytics platforms, understanding machine learning capabilities, and learning to prompt and direct AI tools effectively. The modern consultant needs to combine traditional business acumen with technical literacy to deliver maximum value to clients.

3

## Future Opportunities

AI creates new avenues for innovation and problem-solving in consulting. From developing AI implementation strategies for clients to leveraging predictive analytics for decision-making, consultants can now offer more sophisticated services. This evolution opens up new practice areas and allows for more data-driven, precise recommendations that were previously impossible to deliver.



# Ethical and Practical Challenges

## Bias in AI

Addressing and mitigating algorithmic bias in AI systems remains a critical challenge.

Consultants must carefully **evaluate** training data for inherent biases, implement fairness metrics, and ensure AI solutions don't perpetuate existing societal inequalities. This includes **regular auditing** of AI outputs and developing diverse, representative datasets.

- Example: Amazon's 2018 AI recruiting tool showed bias against women candidates due to historical hiring data patterns
- Example: Facial recognition systems showing lower accuracy rates for certain ethnic groups

## Accountability

Ensuring **responsible use** and oversight of AI in decision-making requires clear **governance frameworks**. Consultants must help clients establish transparent AI policies, define clear chains of responsibility, and implement monitoring systems. This includes creating **audit trails** for AI decisions and developing contingency plans for potential AI-related issues.

- Example: Tesla's self-driving systems facing scrutiny over accident responsibility chains
- Example: Microsoft's ChatGPT implementing content filters after problematic responses

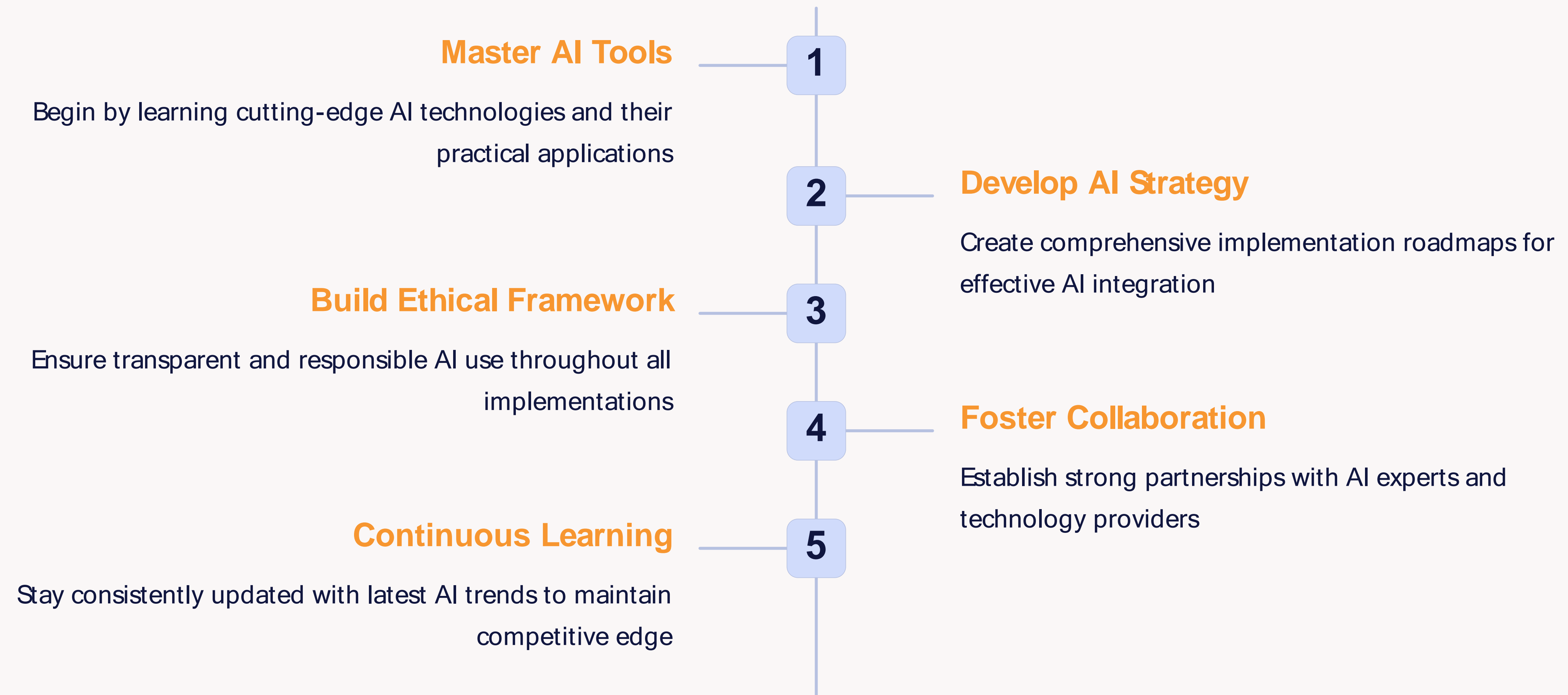
## Data Accuracy

Verifying and maintaining accuracy in AI-driven insights demands rigorous **validation** processes. Consultants need to implement robust data **quality checks**, establish update mechanisms for outdated information, and develop systems to flag anomalies. This includes regular testing of AI models against real-world outcomes and maintaining comprehensive documentation of data sources.

- Example: IBM Watson Health's challenges with accurate cancer treatment recommendations
- Example: COVID-19 prediction models failing due to rapidly changing data patterns

# Staying Ahead in the AI Era

Success in the AI-driven consulting landscape requires a strategic approach combining technical knowledge, business acumen, and continuous adaptation.



# Workshop Preview: AI Tools in Action

In our hands-on workshop, you'll get practical experience with cutting-edge AI tools that are transforming the consulting industry. These powerful solutions will help you deliver more value to clients while significantly reducing time spent on routine tasks.

1

## Brand Building

Create compelling brand identities with Ideogram.ai and Gamma.app. Design stunning logos, generate brand guidelines, and craft professional presentations that capture your client's unique vision. Perfect for consultants working on rebranding projects or launching new ventures.

2

## Content Creation

Generate engaging content using Midjourney, Runway, and HeyGen. Transform your ideas into professional videos, create custom imagery for presentations, and develop high-quality marketing materials in minutes instead of hours. Ideal for developing client-ready deliverables and social media content.

3

## Process Automation

Streamline workflows with Make.com, Airtable, and GPT. Build automated systems that handle data analysis, reporting, and client communication. Learn to create custom solutions that save hours of manual work and deliver consistent results across all your consulting projects.

Each tool demonstrated in the workshop has been carefully selected based on real consulting use cases, ensuring immediate practical application in your work.



# Workshop Preview: AI Tools in Action

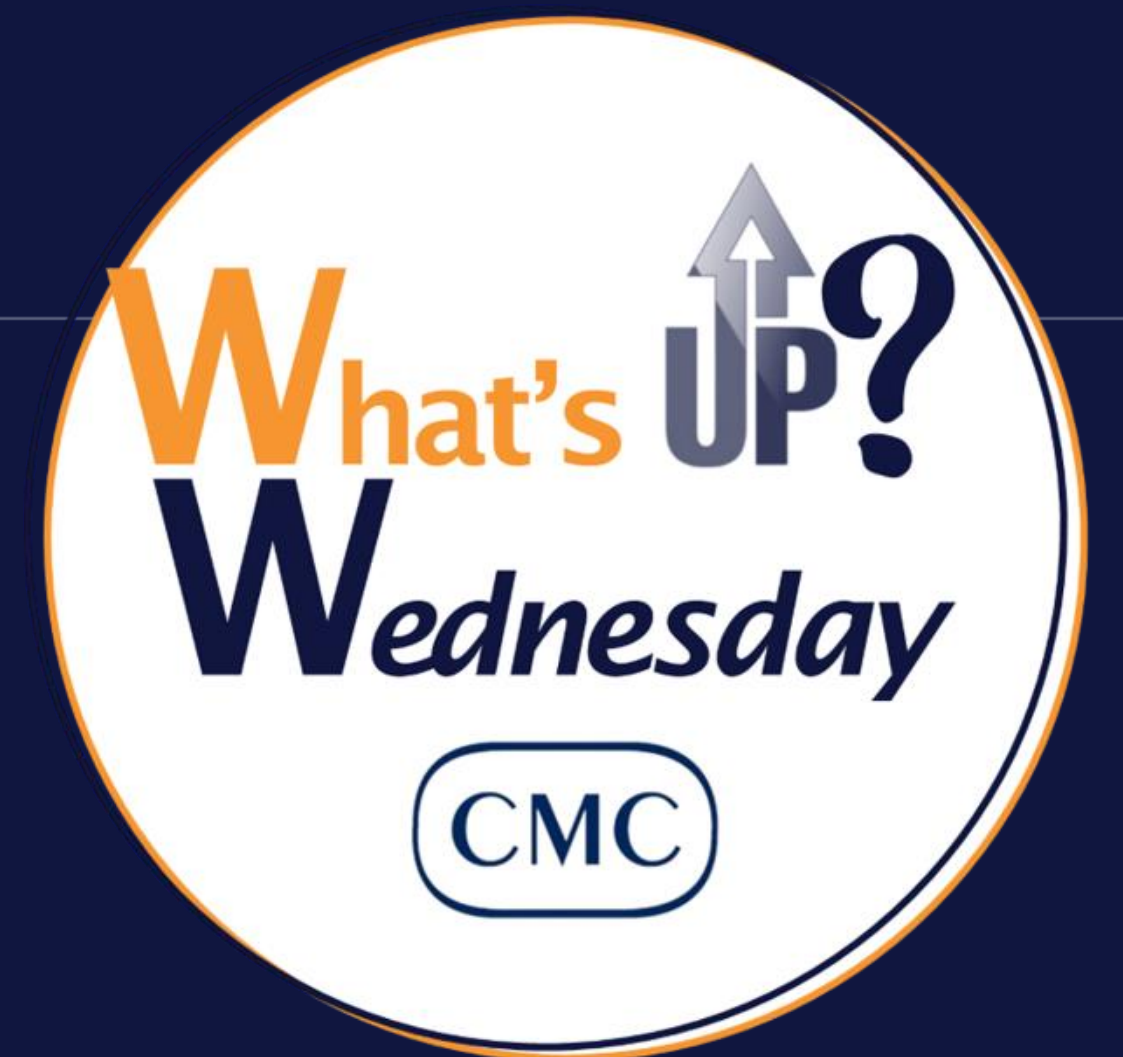
- Who can present the workshop better than AI avatars themselves. See a quick podcast introducing the upcoming workshop
  - If time permits we can review an Airtable automation in action





# Questions

Please type in the chat





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## AI Practical Implementation for Management Consultants



# THANK YOU



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