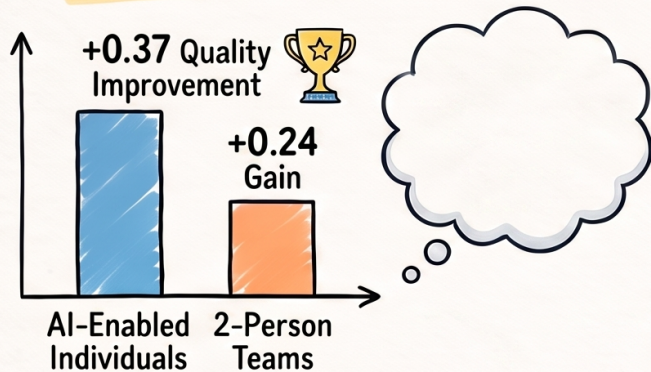
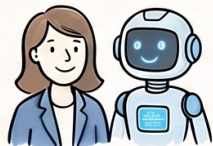




PERFORMANCE & TEAM DYNAMICS



FASTER:
Equal novelty & feasibility solutions, 16.4% quicker.



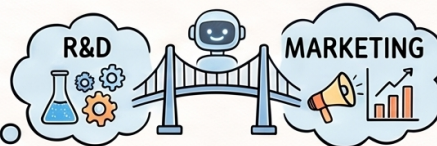
Shift: AI generates broad concepts; Humans reserve judgment for critical selection.

The New Teammate: AI as a Collaborative Partner

Generative AI shifts from tool to participant, boosting performance, bridging expertise, and enhancing social engagement in knowledge work.



BRIDGING THE “EXPERTISE GAP”



Crushing Functional Silos:
AI helps R&D generate commercially viable ideas and Marketers propose technically sound innovations.



Expertise Equalization:
AI “raises the floor,” enabling junior staff to achieve senior-level performance.



Case Studies: Specialists explore “outside their domain” via AI before meetings, accelerating multidisciplinary decisions.



THE EMOTIONAL ARCHITECTURE



Unexpected Positive Social Impact:
Higher excitement, lower anxiety working with AI vs. alone.



+0.46 Boost in Positive Affect:
Conversational AI triggers motivational benefits similar to human interaction.



Solving the “Blank Page” Problem:
AI provides starting frameworks, reducing “techno-stress” and increasing job satisfaction.