

Beyond Buzzwords

Turning AI Into Human Impact

WHO WE ARE?



Limor Ben Avi

People Engagement & Growth Lead

Passionate about transforming culture through learning and AI. Believes in curiosity as the new leadership skill.

Liat Krikov

HR Project Manager

Passionate about creating meaningful employee experiences that connect people, systems, and technology.



About HP Indigo

~ 3,000
Employees

2,400
Patents

Top 10
Exporter
in Israel

60%
Of the Global
Digital Printing
Market



About HP Indigo

3%

Employee
Turnover

70%

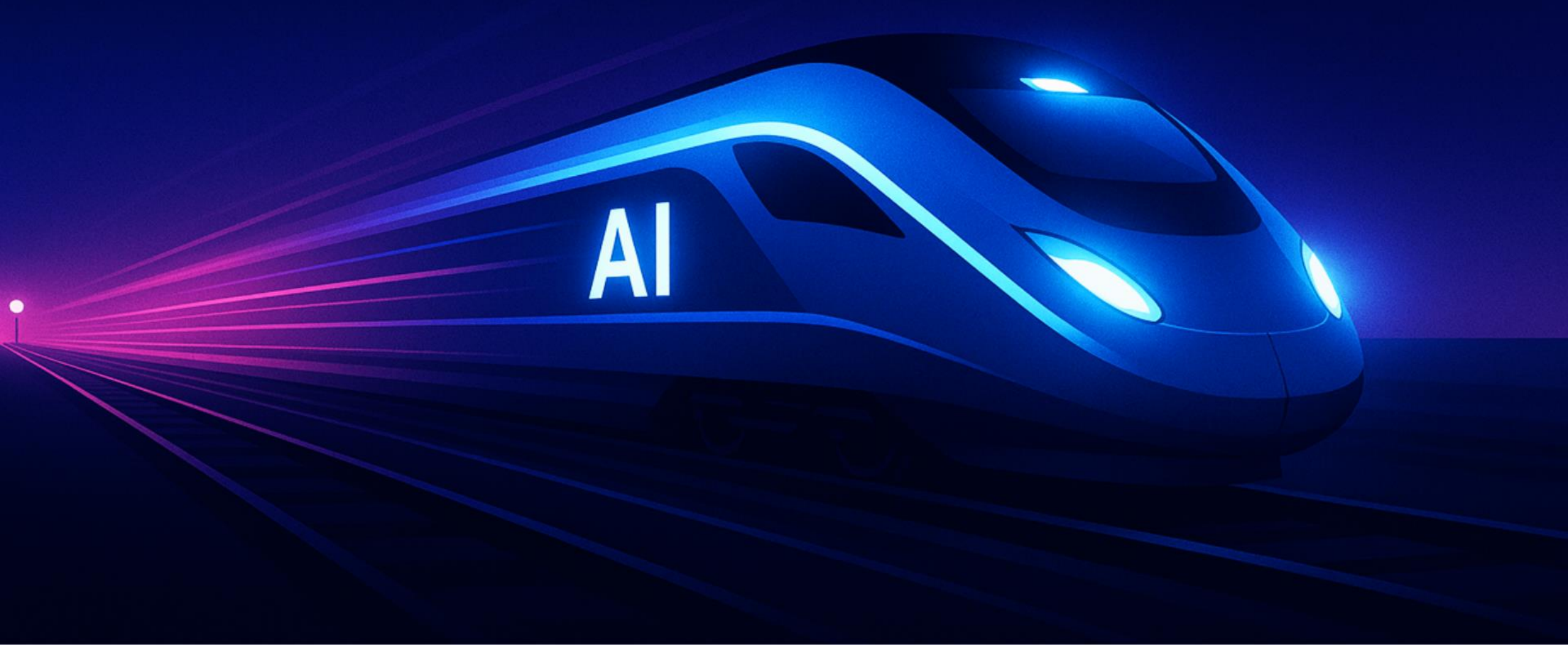
Internal
Mobility

11 Years

Average
Employee
Tenure

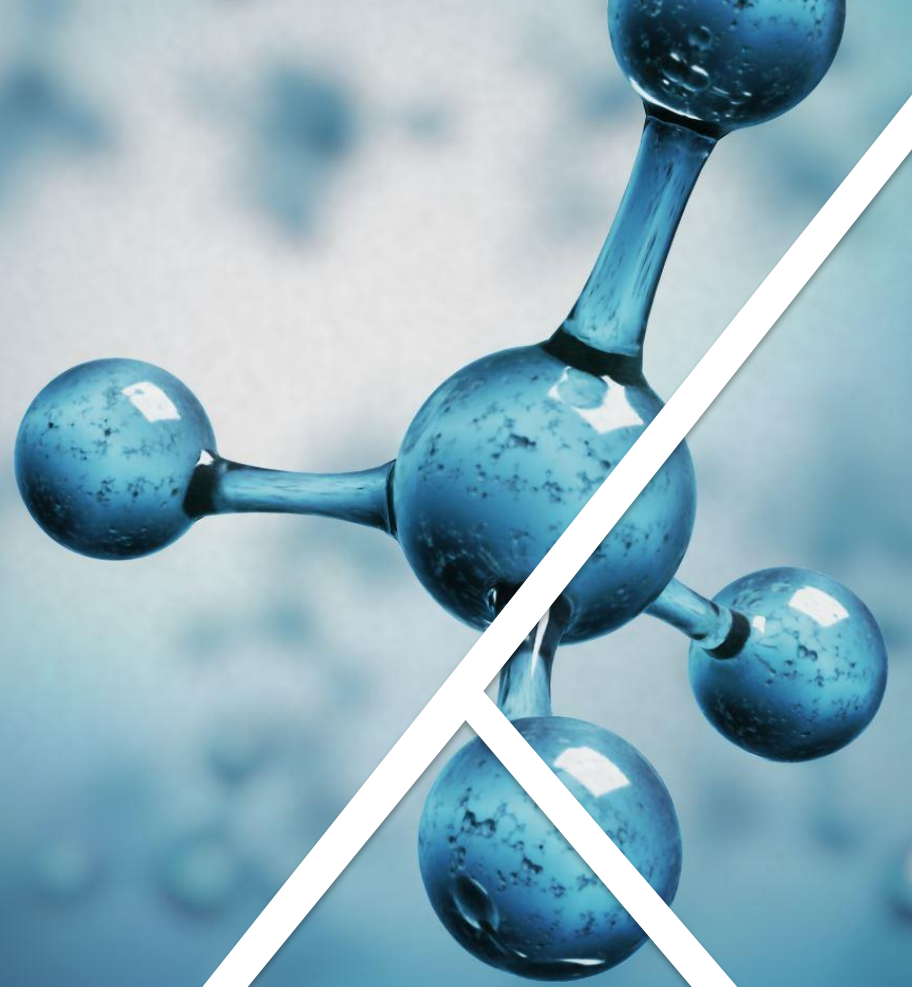
2023 - The Train Has Left The Station

Our Learning Transformation Journey



The Human Lab

AI isn't just tech.
It's a human experiment.



The Human Lab Framework

Every innovation starts with curiosity.
In our lab – curiosity became our method.



EXPOSE



Mindset #1:
From Waiting to Doing



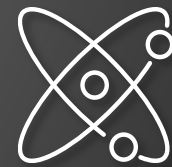
700

Participants



50%

Of the organization



16

AI workshops



EXPLORE

Mindset #2: From Fear to Curiosity



Leading Through Uncertainty

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Quarterly Conversation

Managers Guide

October 2025

1. Mindset First

- Enter the conversation with the intention to help the employee grow, not to 'fix' them.
- If you feel defensive, judgmental, or just want to get it over with - pause and reframe your mindset.
- Ask yourself: What positive change do I want to create through this talk?

2. Define Your Core Message

- What's the ONE sentence you want your employee to remember after the talk?
- If you can't express it in one line, you're not clear enough yet.

3. Examples, Not Feelings

...not responsible enough.

...last 3 weeks, four projects were delayed

...updates were sent late, which frustrated the

...patterns, not isolated events.

4. Open With Questions

Start with curiosity to reduce defensiveness:

- What worked well for you in this project, and what didn't?
- If you could redo it, what would you change?
- Where did you feel stuck?

5. Price + Opportunity

...light the cost of the current behavior ('The uncertainty when updates don't come on time').

...the opportunity ('Once you lead full updates will be seen as fully accountable - great prep role').

6. Define Measurable Action

End with a clear behavioral goal you both agree on:

- 'Weekly status updates by Wednesday noon'
- 'Daily team check-ins 10:00-12:00'
- Ask: How will we know improvement happened?

7. Have the Conversation Right

...ity and support:

...m sharing this because I want you to

'We agreed you'll own weekly client updates'

What do you need from me to make it work?

8. How AI Can Help You Prepare

- AI won't replace your empathy - it enhances your preparation.
- Practice the conversation with CoPilot (Play the employee and challenge me when I bring up performance gaps).
- Get help crafting openings or sharpening messages.
- Ask for behavioral metrics or action plan ideas.

What's my one key message?

What pattern am I seeing, not just one event?

What's the cost of not addressing it?

What opportunity can I show instead?

What measurable action can we agree on?

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Indigo

People Organization Division

המדריך למנהל: החזרה למשרד

hp Indigo



RESHAPE YOUR SKILLS

SUMMARY

*THIS SONG WAS WRITTEN AND PERFORMED IN AI

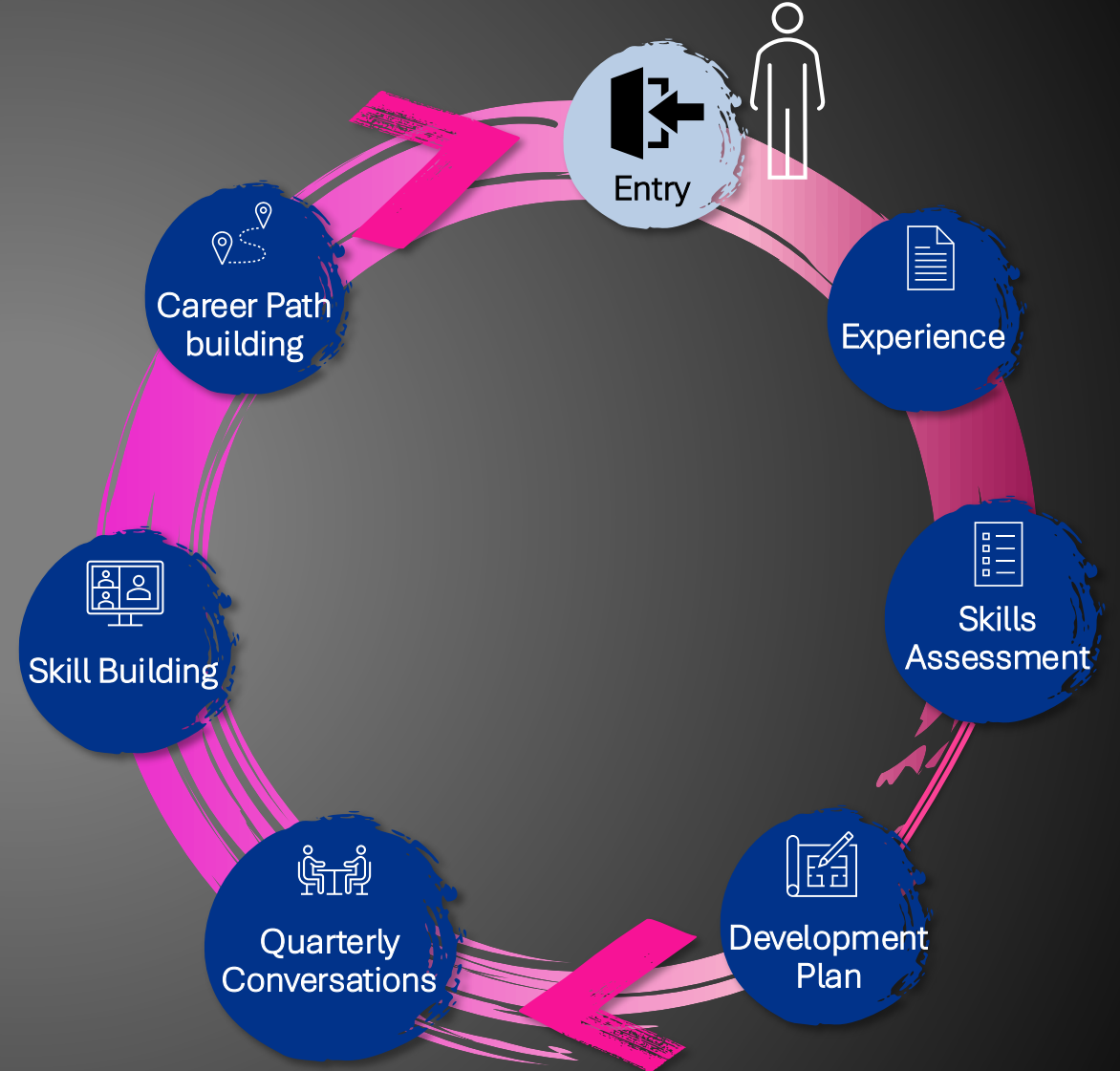
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EMBED

Mindset #3:
From Knowledge to Culture

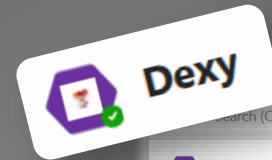
HP Career Hub.
Skills Building Journey.



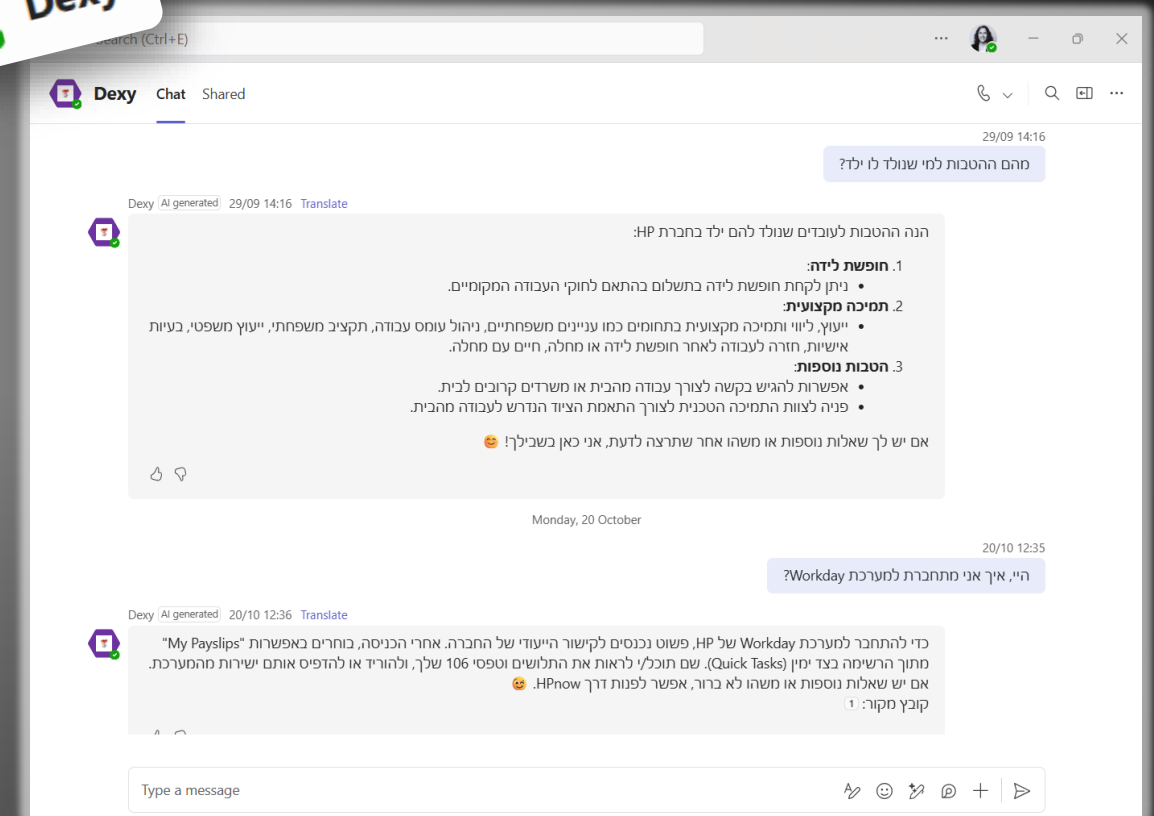


EMBED

Mindset #3: From Knowledge to Culture



Dexy - AI Agent



01

What we
explored?

Every initiative
became an
experiment –
learning by doing.

02

What we
discovered?

AI doesn't replace
people – it
empowers them.

03

What We
Learned?

Innovation isn't plug
and play - it's step
by step.

04

What We'll
Keep Testing?

AI integration is not
a project - it's a
mindset.



The Human Impact

AI is just a mirror:
It reflects how willing
we are to keep learning.



Thank You

Connect with us on LinkedIn!



Limor Ben Avi



Liat Krikov



Indigo