

Beyond Buzzwords

Turning AI Into Human Impact



Indigo

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.

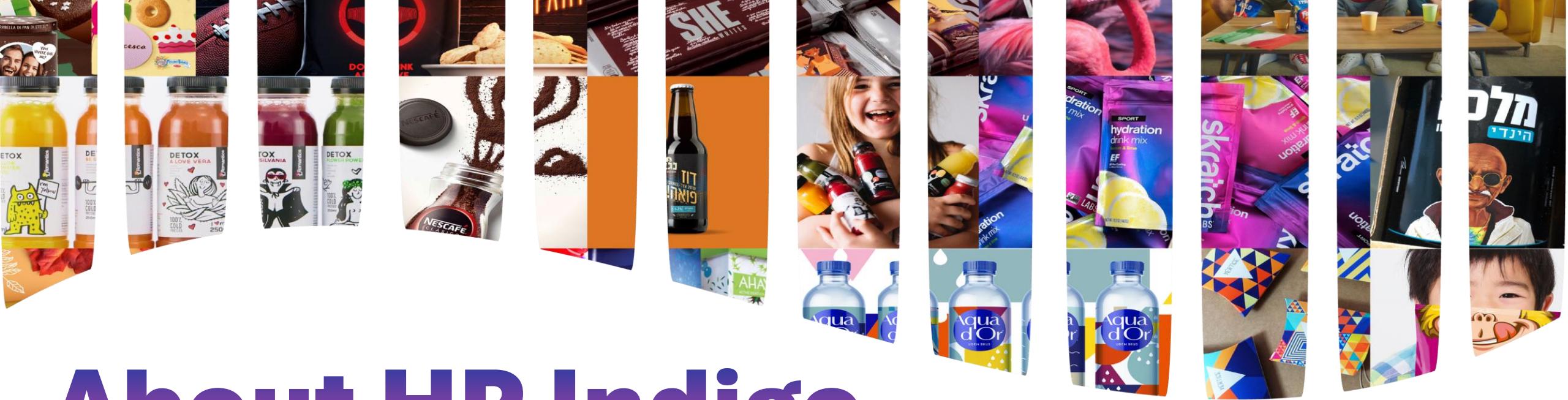
About HP Indigo

~ 3,000
Employees

2,400
Patents

Top 10
Exporter
in Israel

60%
Of the Global
Digital Printing
Market



About HP Indigo

3%

Employee Turnover

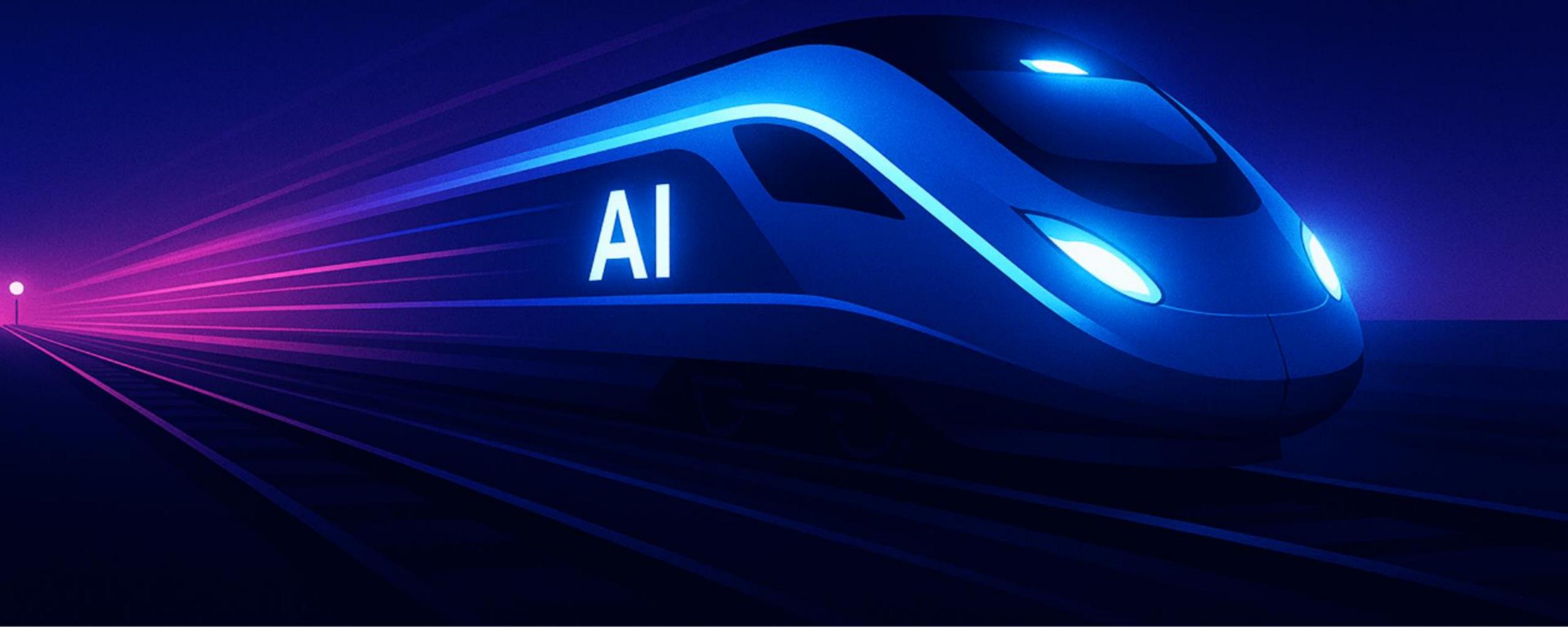
70%

Internal Mobility

11 Years
Average
Employee
Tenure

2023 - The Train Has Left The Station

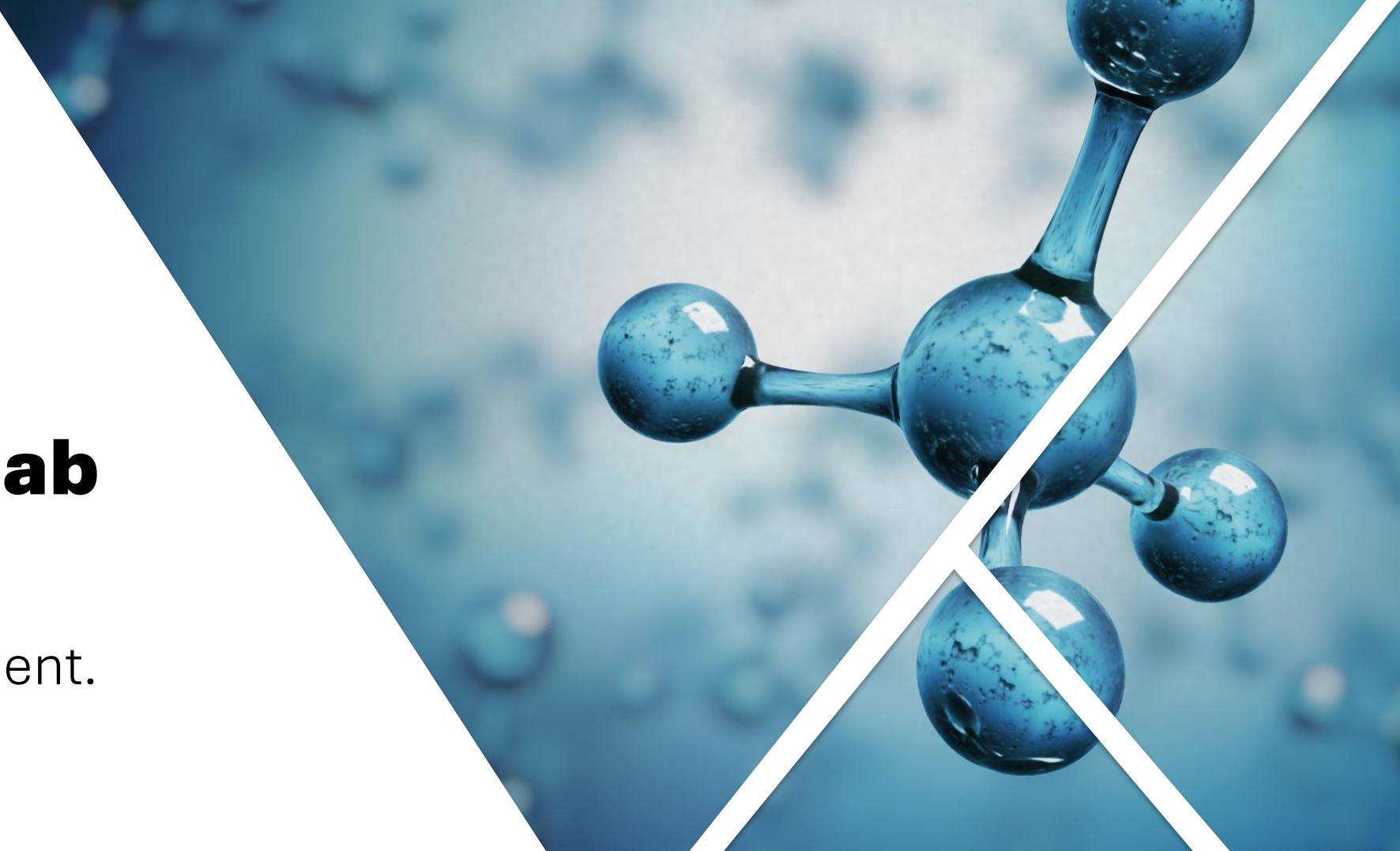
Our Learning Transformation Journey



AI

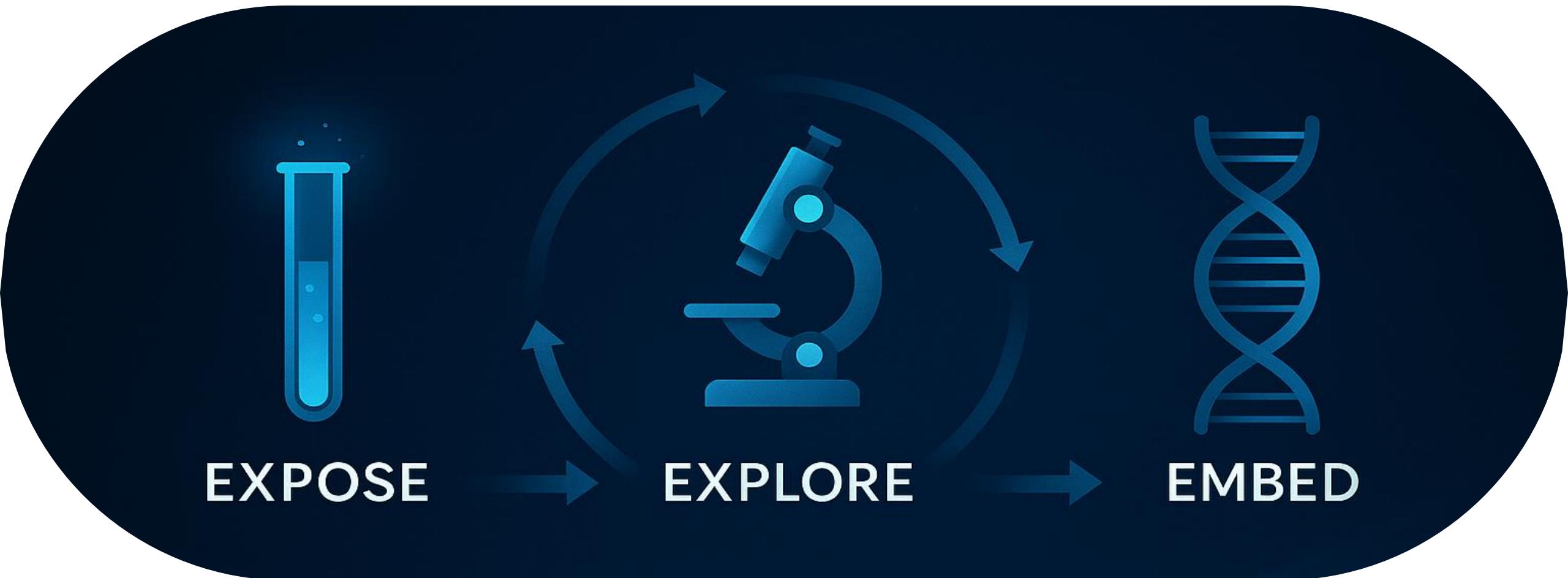
The Human Lab

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

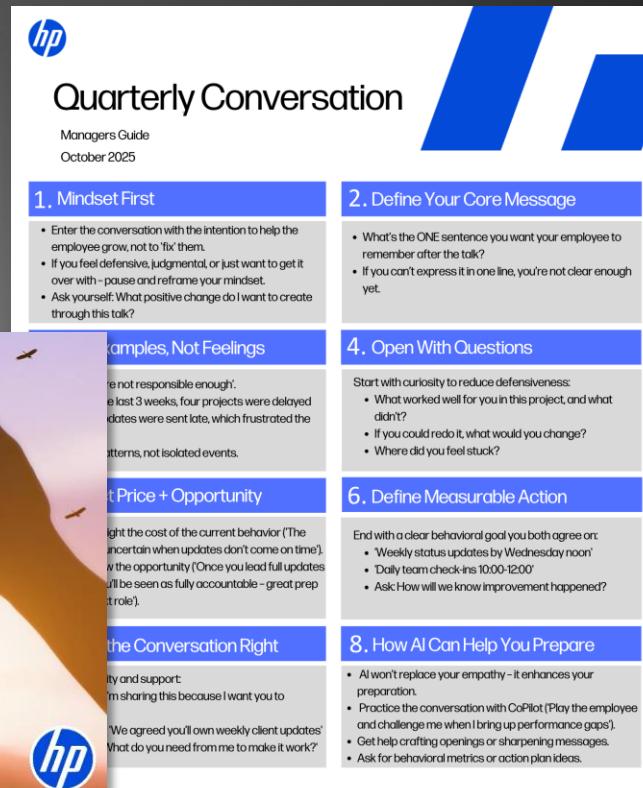
EXPLORE



Mindset #2: From Fear to Curiosity



המדריך למנהל: החזרה
למשרד

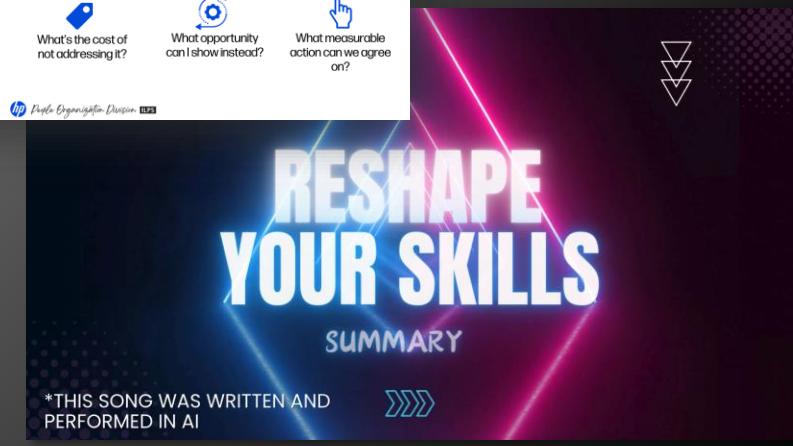


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Quarterly Conversation

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. Ask Questions, Not Feelings
 - Be not responsible enough: 'I'm not responsible enough.'
 - It's not your fault: 'The last 3 weeks, four projects were delayed because our clients' update dates were sent late, which frustrated the team. This is not your fault, it's not an attempt, 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. Set Price + Opportunity
 - Right the cost of the current behavior ('The cost of uncertainty when updates don't come on time') and the opportunity ('Once you lead full updates, you'll be seen as fully accountable - great preparation for the next 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. Close the Conversation Right
 - Empathy and support: 'I'm sharing this because I want to support you.'
 - 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.



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People Organization Division

RESHAPE
YOUR SKILLS
SUMMARY

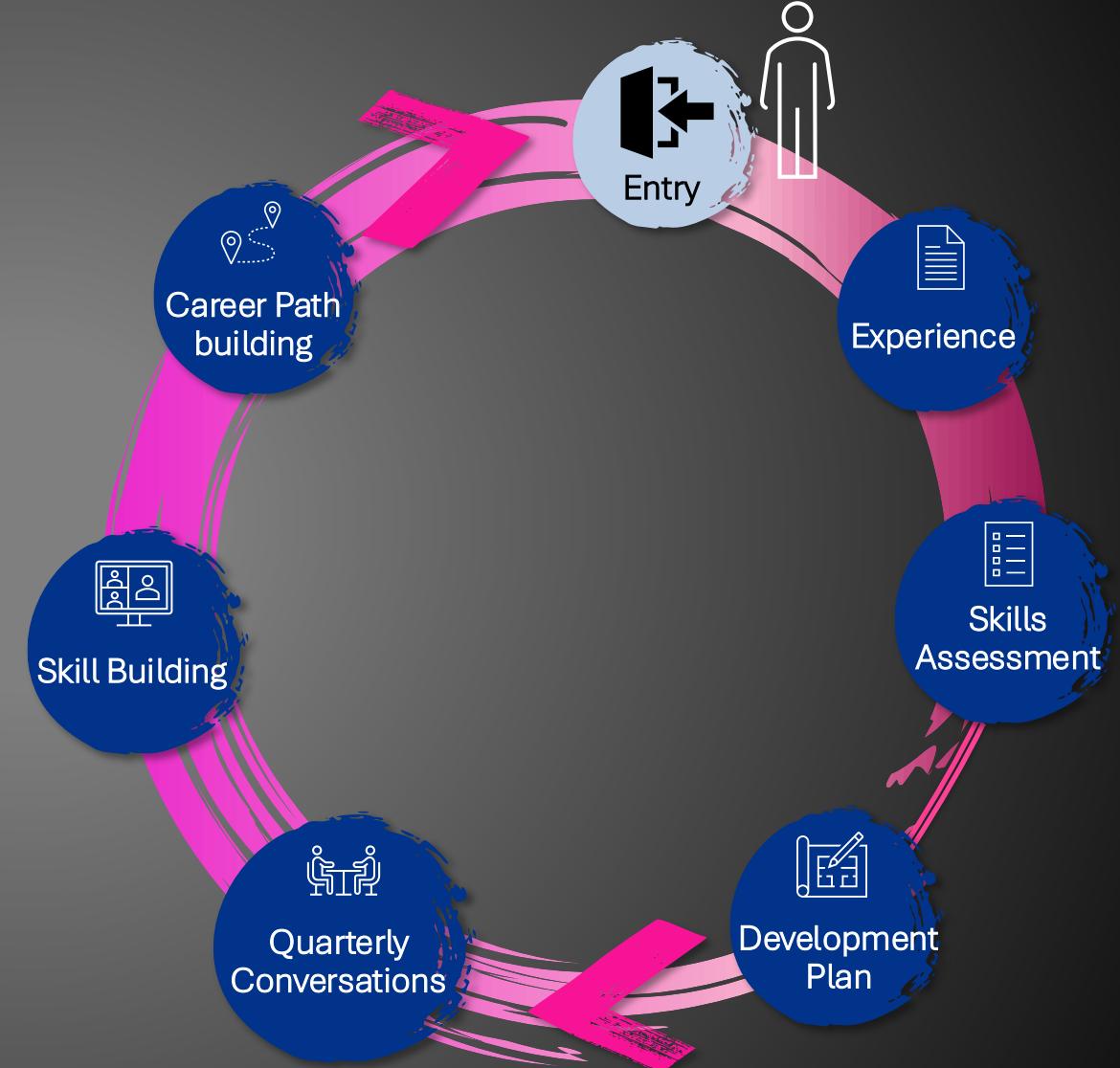
*THIS SONG WAS WRITTEN AND
PERFORMED IN AI

EMBED



Mindset #3:
From Knowledge to Culture

HP Career Hub.
Skills Building Journey.

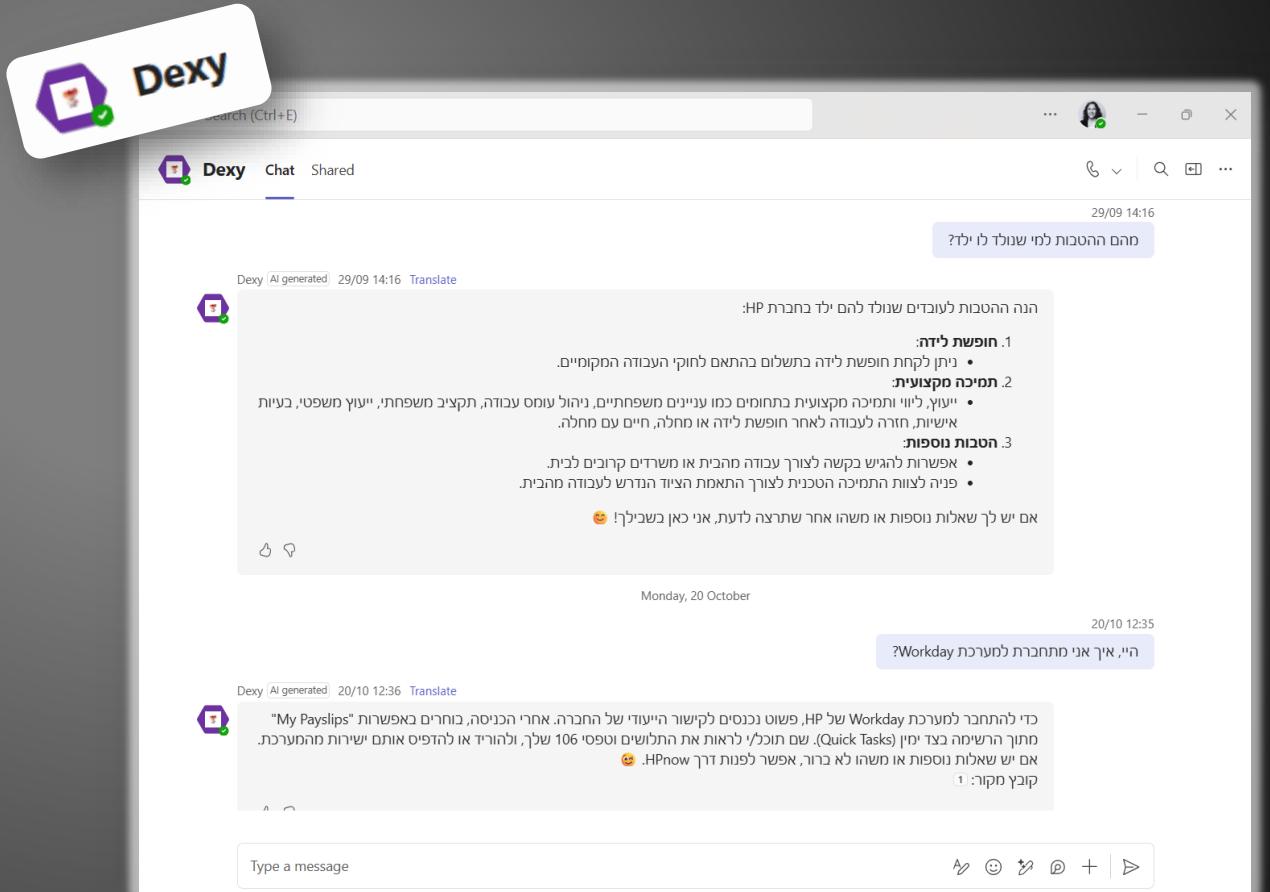


EMBED



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