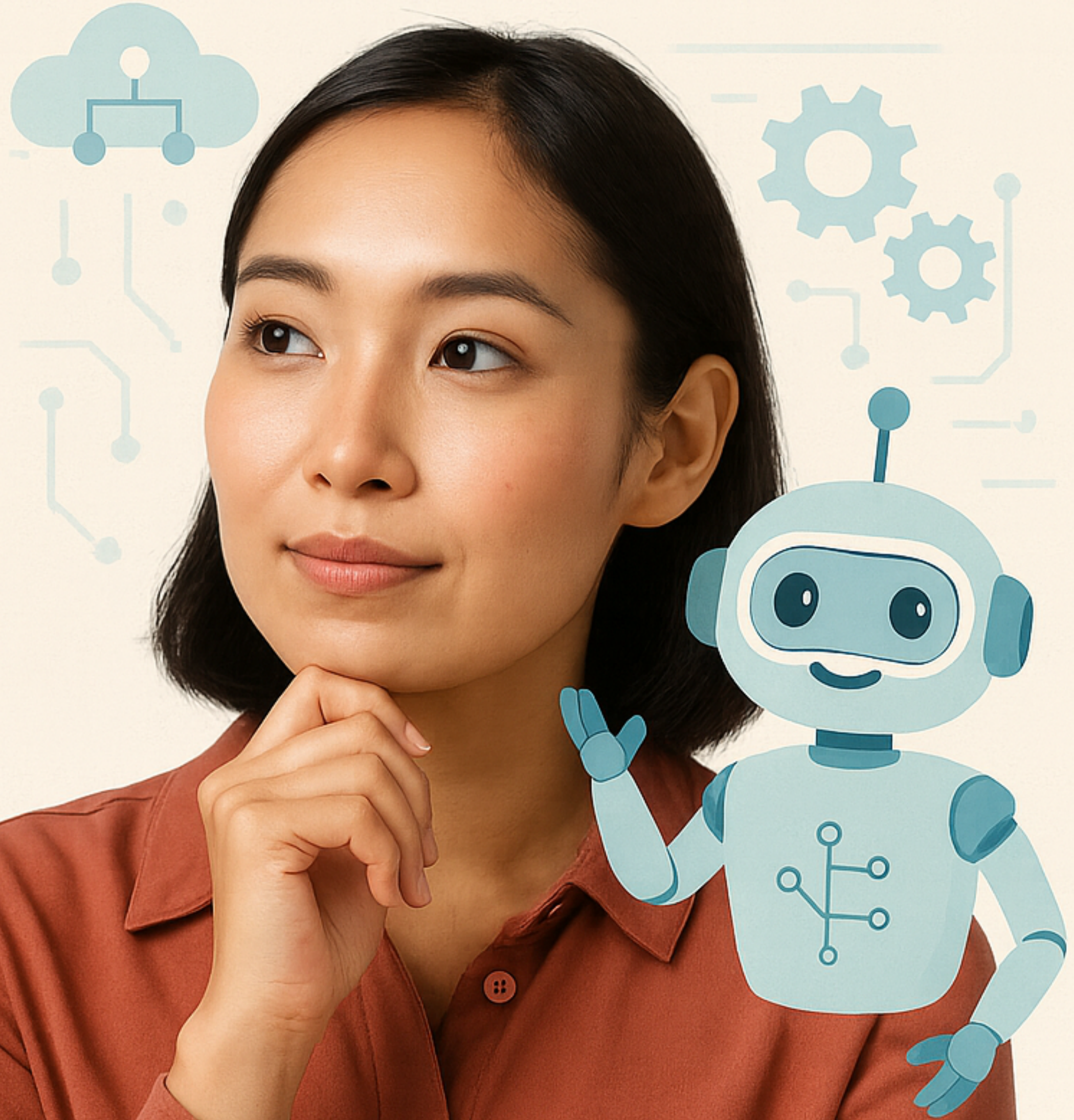


25.09.25

# BREAKING SILOS

CONNECTING PEOPLE WITH  
AI-ENABLED INNOVATION



Supavadee Tantiyanon  
President Thai Digital User Group Association (DUGA)





**AI won't replace humans  
But it will expose disconnection  
and mirror your culture.**



# HIDDEN REALITY: Employees Already Ahead

Executives

4%

Employees

13%

Shadow AI



# THE WAVE IS HERE:

## AI ADOPTION AT SCALE



**73%**  
OF ORGS  
GLOBALLY USE  
/PILOT AI



**+122**  
**HOURS**  
SAVED PER  
EMPLOYEE/YEAR  
(UK)



**88%**  
ASEAN ORGS  
USE AI IN HR  
(VS 48% JAPAN)  
62% of employees + 81% of students  
in Asia use GenAI

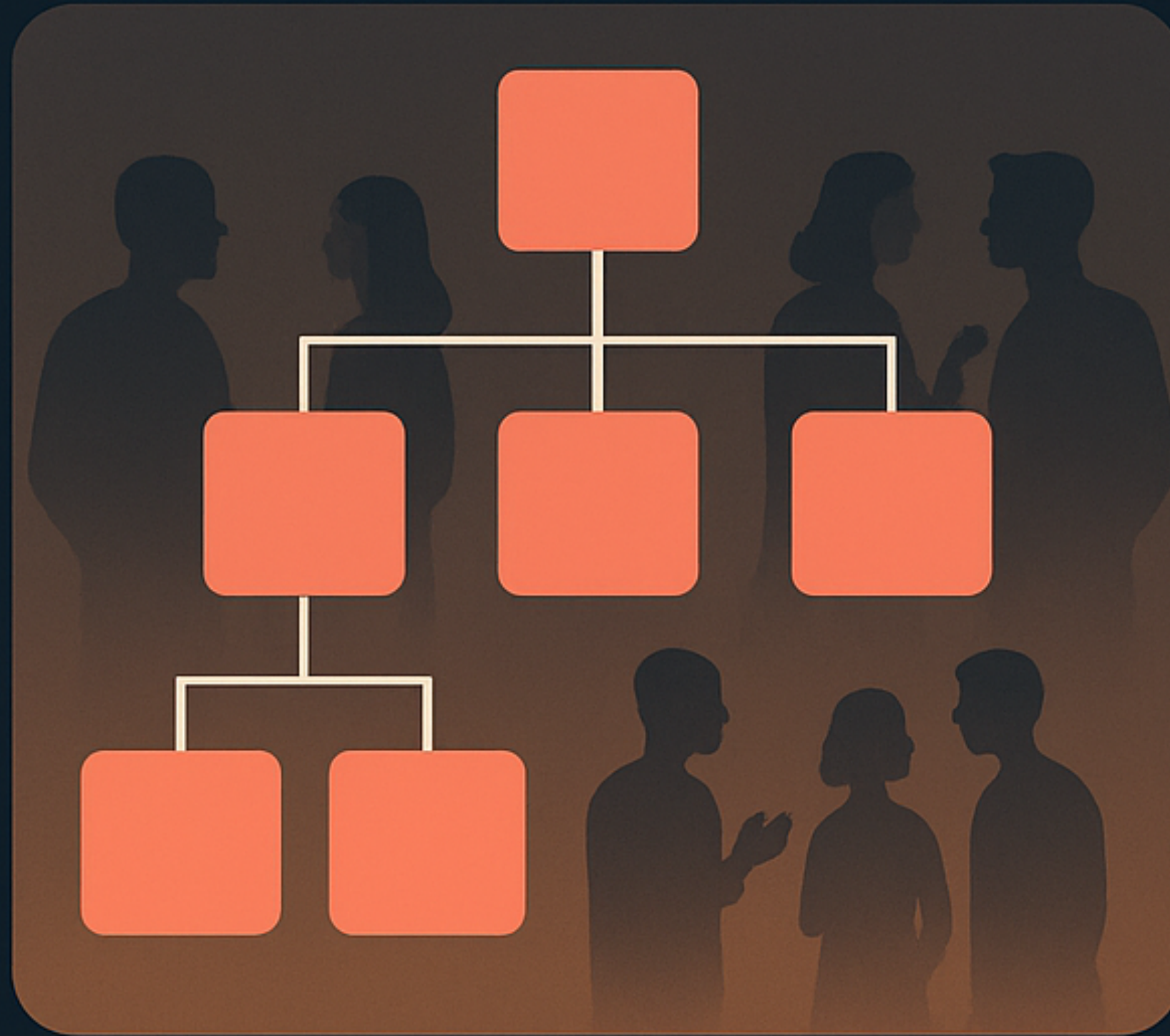
Source: 1) Global AI Trends, FF.co, 2) Google Study (Reuters), 3) TechRepublic APAC HR AI, Asian Business Review



# From Silos to Superteams

AI isn't just automating tasks. It's revealing and reshaping how collaboration really works.

## Traditional Silos



## Traditional Silos

## Superteams



## Superteams



# Fluency = Fairness

The new inclusion challenge is not identity. It's access + AI literacy.

**+56% wage premium** for AI-skilled workers

## AI-literate

- Higher pay
- Visibility
- Growth

## AI-illiterate

- Stuck
- Undervalued
- Excluded



# HR as Architect of Collaboration

HR's role is not just to manage people. It's to design the human + AI system of work.

## Old HR



Compliance



Admin



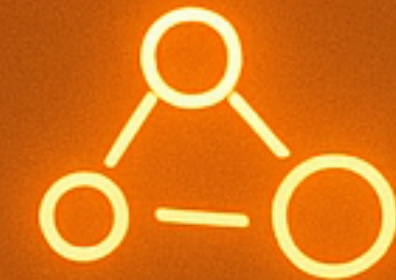
Headcount

AI-Enabled  
Transformation

## New HR



Superteams



AI Copilots



AI Copilots




Collaboration  
Networks



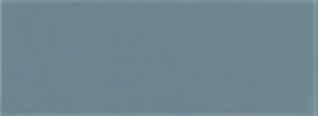
# ASIA SPRINT: LEADING THE CHARGE

APAC is sprinting in AI adoption – Thailand among the leaders

ASEAN  sprinting

Thailand  **62%** workers use GenAI

Students  **81%** future already fluent

Japan  **48%** lagging

Source:

- 1) StaffingIndustry “Thailand leads Generative AI adoption across SE Asia
- 2) Nation Thailand
- 3) PwC
- 4) Hays Thailand, AI in 2024
- 5) HR Asia/ JobDB, “Navigating workforce shifts: key labor trends shaping Thailand in 2025”





**69%**

of APAC organizations  
use AI/ML in  
HR functions

**42%**

increase reliance on  
digital HR tools

**42%**

ASEAN HR adoptivn  
→ highest globally  
80% South Korea  
72% North Asia, 70%  
Australia/NZ

**48%**

Japan → significant  
laggard despite  
talent shortages



62% Asian employees  
using GenAI  
81% of students

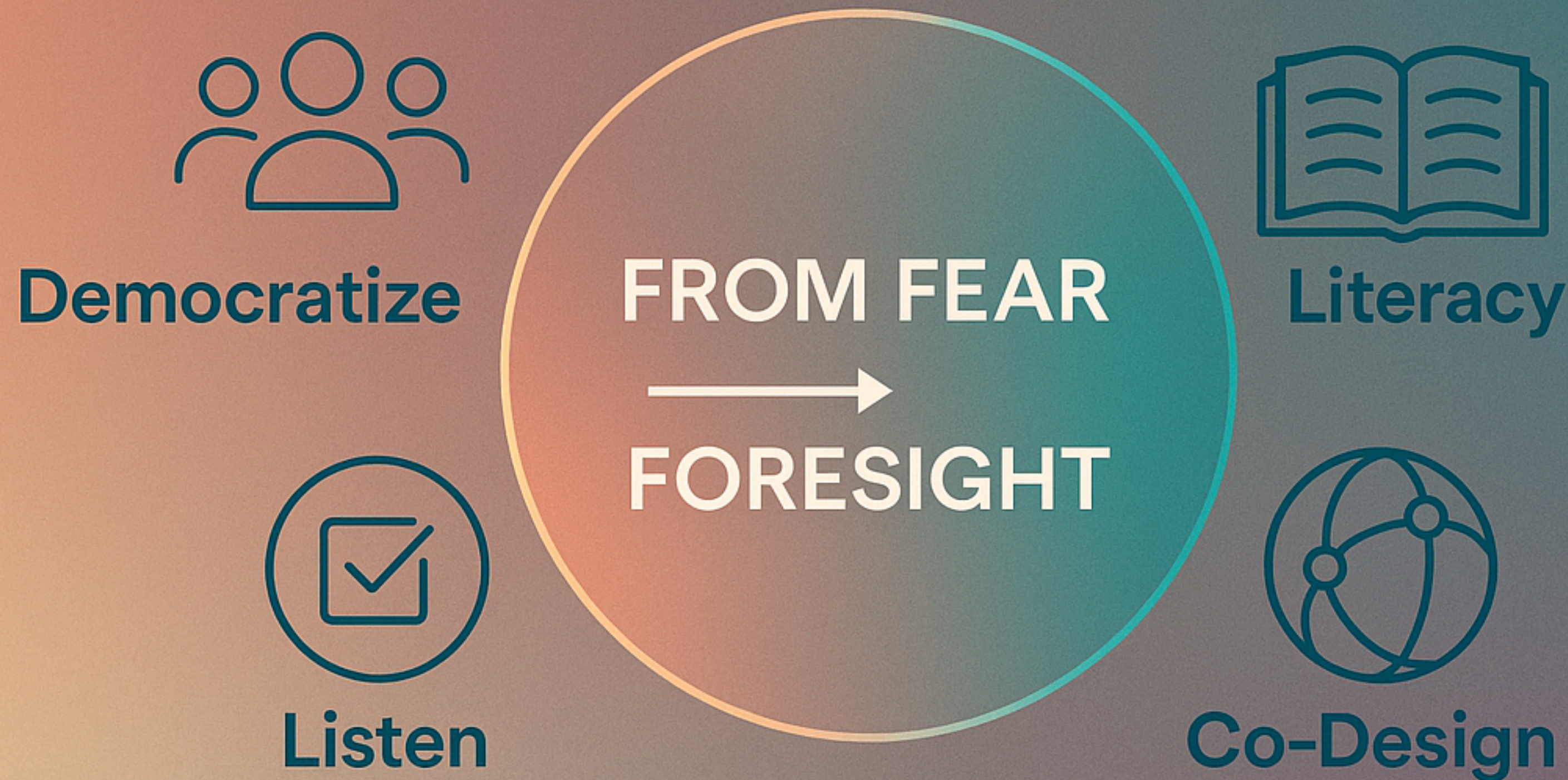
**91%**

of HR pros  
in APAC say AI  
has a positive  
impact on HR



# Call to Action: From Fear to Foresight

HR doesn't need AI experts. HR needs bold leaders.



From Fear → Foresight



# THE HIDDEN TRAP: DATA & GOVERNANCE RISK



Without strong data governance, AI multiplies existing problems.

**DATA  
OVERFLOW**



Unreliable

**SYSTEM  
SILOS**



Unconnected

**PEOPLE  
GAP**



Unaccountable

**AI RISK**



# From Fear to Foresight: **HOW HR CAN ACT**

## Democratize AI Access

- Adopt just a few practical or customized AI tools
- Provide sandbox access to all
- Create brief responsible AI guide

## Build AI-Literate Culture

- Launch AI in 10-minutes modules
- Host an AI Day for hands on use
- Add AI prompt to on-boarding

## Listen to the Frontline

- Run anonymous AI use survey
- Invite power users to present
- Turn shadow user into pilots

Lead with  
**HOW,**  
not just **WHAT**  
& **WHY**

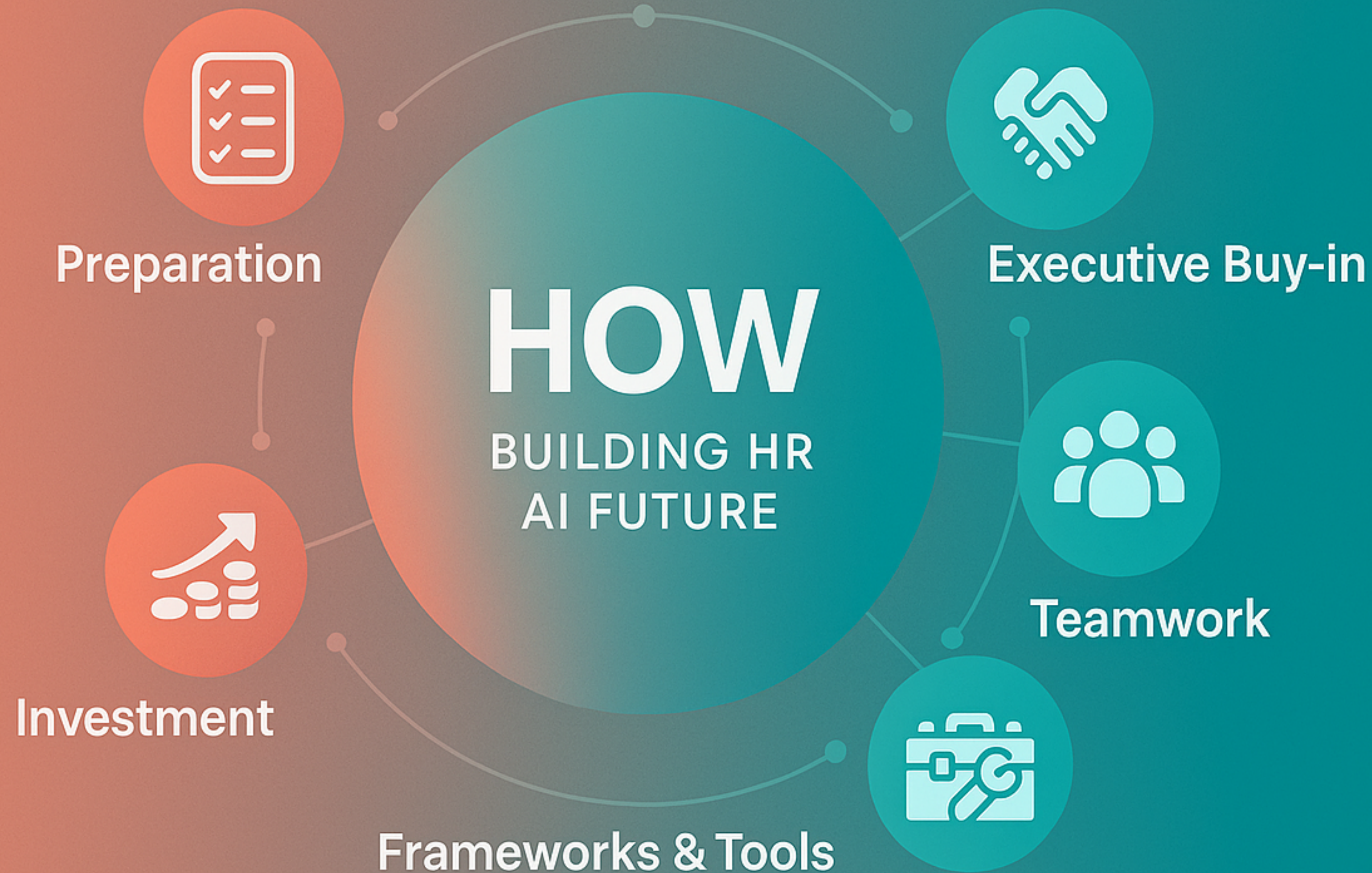
## Co-design with IT & Business

- From HR + IT squad to pilot use cases
- Start with simple pain points
- Use governance framework



# HOW: From Vision to Execution

Five pillars for HR to lead AI adoption with impact







Closing reflection

**What human strength in your team  
is waiting to be amplified by AI?**

AI won't save culture. *People will.*



