MYTHOS GROUP

C-SUITE PERSPECTIVE: WHERE TO
USE AI AND WHERE TO RELY ONLY
ON HUMANS

AN INTERVIEW WITH KIERAN POWELL
EVP, CHANEL V MEDIA

C-Suite Perspective On AI: Amit Patel Of *Mythos Group* On Where To Use AI And When To Rely Only On Humans

An Interview with Kieran Powell

October 02, 2024

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Task Complexity. This would be the first thing to consider. AI is most efficient when used for repetitive, data-driven tasks. I've used AI to automate data analysis and reporting, freeing up time for more strategic and creative work.

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As artificial intelligence (AI) continues to advance and integrate into various aspects of business, decision-makers at the highest levels face the complex task of determining where AI can be most effectively utilized and where the human touch remains irreplaceable. This series seeks to explore the nuanced decisions made by C-Suite executives regarding the implementation of AI in their operations. As part of this series, we had the pleasure of interviewing Amit Patel.

Amit Patel is the Founder and Managing Director of Mythos Group, a boutique management consulting firm that specializes in Strategy, Digital, HR and Organizational Transformations, Leadership and Executive Coaching and Talent Management. He has broad-based expertise in building and leading strategic global transformations resulting in cost savings, enhanced organizational efficiency, and improved productivity. Amit has extensive experience helping clients reinvent themselves to take on new challenges and has enjoyed working with Fortune 500 organizations, start-ups and public institutions

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Thank you so much for your time! I know that you are a very busy person. Our readers would love to "get to know you" a bit better. Can you tell us a bit about your 'backstory' and how you got started?

Soon after my immigration to the US, I worked as a computer programmer in the telecommunication field at a small software firm. My experience there included client collaboration, which led to my learning about, strategizing and implementing organizational design and development. Working closely with clients, I gained important insight into their pain points, motivating me to find more holistic and transformative solutions. I enjoyed this experience so much that I decided to further my studies at Johns Hopkins University's Carey Business School where I pursued a master's degree in management.

Since then, I've had the honor of consulting with clients ranging from modest startups to high profile Fortune 100 companies, across industries such as biopharma, consumer packaged goods (CPG), financials services, retail and technology. Through my work with these organizations, I've always endeavored to make strategic transformation a reality, by determining, acknowledging and seeking to overcome any weaknesses, while finding, encouraging, and leveraging the unique strengths of every company.

Keeping abreast of the latest innovations continues to play an integral role in my work. For this reason, Artificial Intelligence (AI), Virtual Reality (VR) and other new emerging technologies are always considered carefully, with every organization's processes, teams, market, and current technology, mindfully considered to solve problems and achieve solutions, swiftly and harmoniously.

I've found initiating, developing and building long-term relationships with my clients while creating innovative solutions, is the key to true success. Today, I find my work to be profoundly

meaningful and fulfilling as every new challenge presents an opportunity for new inspiration, through new solutions.

It has been said that our mistakes can be our greatest teachers. Can you share a story about the funniest mistake you made when you were first starting? Can you tell us what lesson you learned from that?

Sure! For one of my first consulting jobs, I had to present a complex supply chain solution to a boardroom of executives. Feeling particularly confident, I reached into my computer backpack for a crucial piece of supporting data. As I pulled it out, I felt a strange sensation. Instead of a crisp report, my fingers wrapped around something sticky and stretchy.

To my surprise, I had accidentally grabbed a roll of duct tape. The room broke out into laughter as I held up the adhesive wonder. The CEO, a seasoned executive and a good-natured guy, chuckled, "Well, at least you're creative with your problem-solving!"

From that day on, I learned a valuable lesson: even in the most serious of meetings, a little humor can go a long way. And, perhaps more importantly, always double-check your pockets and computer backpack to ensure you have everything you need before making a presentation.

(And if you'd like to learn about how AI is revolutionizing supply chains, you can read more [here](#).)

Are you working on any exciting new projects now? How do you think that will help people?

Yes, I'm working on several exciting projects now! I'll tell you about one of them that I believe will be insightful. This is a large government healthcare organization in need of a major system update. In upscaling the organization's current technology with AI, we will be updating their library of drugs and treatment methods. As you can imagine, this will help expedite the process for healthcare workers to find valuable information and make these assets easier to disseminate to all relevant parties including hospitals, doctors, patients, and researchers.

Thank you for that. Let's now shift to the central focus of our discussion. In your experience, what have been the most challenging aspects of integrating AI into your business operations, and how have you balanced these with the need to preserve human-centric roles?

Integrating AI into a business *can* be tricky. Every team is unique, of course. And for this reason, we at Mythos Group approach every organization with respect to not only the specific personality or "branding" of their company, but to the personality of the individuals concerned. One great challenge, of course, is that people might be scared of losing their jobs, especially in the case of mergers and acquisitions with the integration of AI. From the onset, it's important to communicate and train employees so they understand how AI can *help* them, not *replace* them.