# Kamales Lardi urges UK businesses to adopt human-first AI strategy



Kamales Lardi, a globally recognised expert in digital transformation, has published a guide to the real-world potential of artificial intelligence in business. Her latest book, *Artificial Intelligence for Business: Harness AI for Value, Growth and Innovation*, draws on her experience advising multinational firms across Europe, Asia and Africa. It emphasises the importance of balancing people, processes and tools in any transformation effort. Lardi was driven to write the book by the rapid uptake of AI, which she says has generated both hype and confusion among business leaders. While AI research dates back to the 1950s, its recent leap in accessibility and capabilities has made it a pervasive force across industries. Lardi’s goal is to cut through the noise, helping leaders distinguish practical use cases from speculation, and offering clear advice on ethics, governance and the future of work.

She describes the pace of AI development as an “existential” shift—one that, unlike earlier tech revolutions, is reshaping how we live and work at a fundamental level. The convergence of AI with technologies like blockchain, augmented reality and the Internet of Things, she says, is accelerating this transformation across sectors.

Lardi highlights wide variation in AI adoption rates. Healthcare, technology, media, telecommunications and manufacturing are leading the way. Financial services, energy, consumer goods and retail are slower to move, often due to regulatory hurdles and trust concerns. She urges a value-first mindset: companies should start with their specific challenges, then explore how AI can help—supported by strong data strategies, process improvements, governance and workforce training.

A central theme in her work is human-centred AI adoption. Lardi argues that AI should augment, not replace, human capabilities. Creating psychological safety and involving employees in AI implementation leads to more sustainable outcomes. Transparency about AI’s role and openness to employee feedback are vital to reduce fear and resistance.

Leadership, she says, is key. Executives must develop AI literacy to guide their organisations responsibly. Workforce development should begin with skills gap analysis and extend to continuous learning and “sandbox” environments where staff can test AI tools within safe parameters.

Ethical governance is another cornerstone of Lardi’s approach. She urges companies to go beyond compliance and consider the broader social impact of AI. Inclusive growth strategies must ensure that all communities, especially marginalised groups, benefit from AI’s promise. She warns that unchecked profit motives risk deepening inequality and stifling innovation.

Lardi sees a growing role for public-private collaboration in preparing workers for an AI-driven economy. She supports occupational restoration schemes aligned with national skills frameworks, provided they remain focused on people rather than productivity alone.

On regulation, she praises the EU’s AI Act for its risk-based, phased structure, but cautions that complex compliance demands could favour big tech firms and suppress smaller innovators. Ethical accountability, she argues, must not become a casualty of scale.

Lardi’s clear-eyed, human-first approach offers a roadmap for UK leaders looking to integrate AI effectively. By combining technological progress with ethical governance, workforce empowerment and inclusive planning, she believes the UK can build a truly sustainable AI ecosystem.

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## Bibliography

1. <https://www.management-issues.com/podcasts/7714/an-interview-with-kamales-lardi/> - Please view link - unable to able to access data
2. <https://www.amazon.com/Artificial-Intelligence-Business-Harness-Innovation/dp/1398618004> - Kamales Lardi's book, 'Artificial Intelligence for Business: Harness AI for Value, Growth and Innovation', offers a comprehensive guide to understanding and leveraging AI in business. It explores practical applications, real-world examples, and the integration of AI with emerging technologies like blockchain and IoT. The book emphasizes human-centred design and includes insights from leading experts, making it an essential resource for business leaders aiming to navigate AI adoption effectively.
3. <https://www.c-suiteinsider.com/award-winner-2025/kamales-lardi/> - Kamales Lardi, CEO of Lardi & Partner Consulting, has been recognized as CEO of the Year (Digital Transformation) – Zurich 2025. With over 25 years of experience, she is listed among the 'Top 10 Global Influencers & Thought Leaders in Digital Transformation' by Thinkers360. Her work emphasizes the human side of technology, focusing on the balance between people, processes, and tools in transformation. She is also the author of the best-selling book, 'The Human Side of Digital Business Transformation'.
4. <https://pspeakers.com/speaker/kamales-lardi/> - Kamales Lardi is a strategic thinker in digital and business transformation, blending over 25 years of cross-industry expertise with the latest digital and technology solutions. She founded Lardi & Partner Consulting in 2012, advising multinational companies across Europe, Asia, and Africa. Her work champions the human side of technology, emphasizing the critical balance between people, processes, and tools in transformation. She is also a Teaching Fellow at Durham University Business School and served as the first Chair of the FORBES Business Council Women Executives.
5. <https://www.kamaleslardi.com/ai-for-business-book> - Kamales Lardi's upcoming book, 'Artificial Intelligence For Business: Harness AI For Value, Growth and Innovation', aims to provide a comprehensive understanding of AI and its applications in business. It focuses on practical applications, real-world examples, and the integration of AI with other emerging technologies such as blockchain, IoT, and virtual and augmented reality. The book also emphasizes the importance of designing AI applications that are human-centred, including inclusive design and empathy in AI.
6. <https://www.c-suiteinsider.com/featured-article/kamales-lardi-shaping-the-future-of-digital-transformation/> - Kamales Lardi has built Lardi & Partner Consulting into a renowned firm, delivering over 50 digital transformation initiatives for global brands. Her impact extends beyond consulting, with over 280 keynotes delivered across four continents, three published books, and countless articles and thought leadership pieces. Her ability to merge business strategy, emerging technologies, and human-centric transformation has positioned her as a key figure in shaping the digital landscape.
7. <https://www.multimodal.dev/pioneers-content/ai-strategies-and-the-neuroscience-decision-making> - Kamales Lardi, CEO of Lardi & Partner Consulting, combines over two decades of experience in technology and management consulting with a passion for human-centered transformation. She emphasizes that digital transformation isn’t solely about technology; it’s about aligning tools with business goals, organizational processes, and human needs. She highlights that organizations often fail at digital transformation because the human factor is often overlooked.