



THE UNIVERSITY  
*of* NORTH CAROLINA  
at CHAPEL HILL

# How to Leverage AI in Change Management

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NCCI Conference | April 30, 2025

How much do  
you use AI at  
work?

Menti.com

Code 3580 1099



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# About UNC-Chapel Hill



**1st and only**

public university in the United States to award degrees in the 18th century



Current enrollment  
**20,681** undergraduate  
**11,553** graduate & professional students



**82** Bachelor's  
**112** Master's  
**66** doctoral  
**7** professional degree programs



**4,234** faculty  
**9,704** staff members



**367,000** living alumni in 50 states and D.C. and 147 countries



**\$1.21 Billion** in research activity annually

**52** DIVISION 1 TEAM NATIONAL CHAMPIONSHIPS IN **7** SPORTS



# Agenda

- 1 Where UNC is with AI
- 2 Let's talk about AI
- 3 What is Change Management?
- 4 Crowdsourcing Activity
- 5 Final Thoughts

# Our focus today



How to use existing AI tools  
in change management



NOT developing new  
systems or tools



Understanding where  
human touch is still required

HOW TO LEVERAGE AI IN CHANGE MANAGEMENT

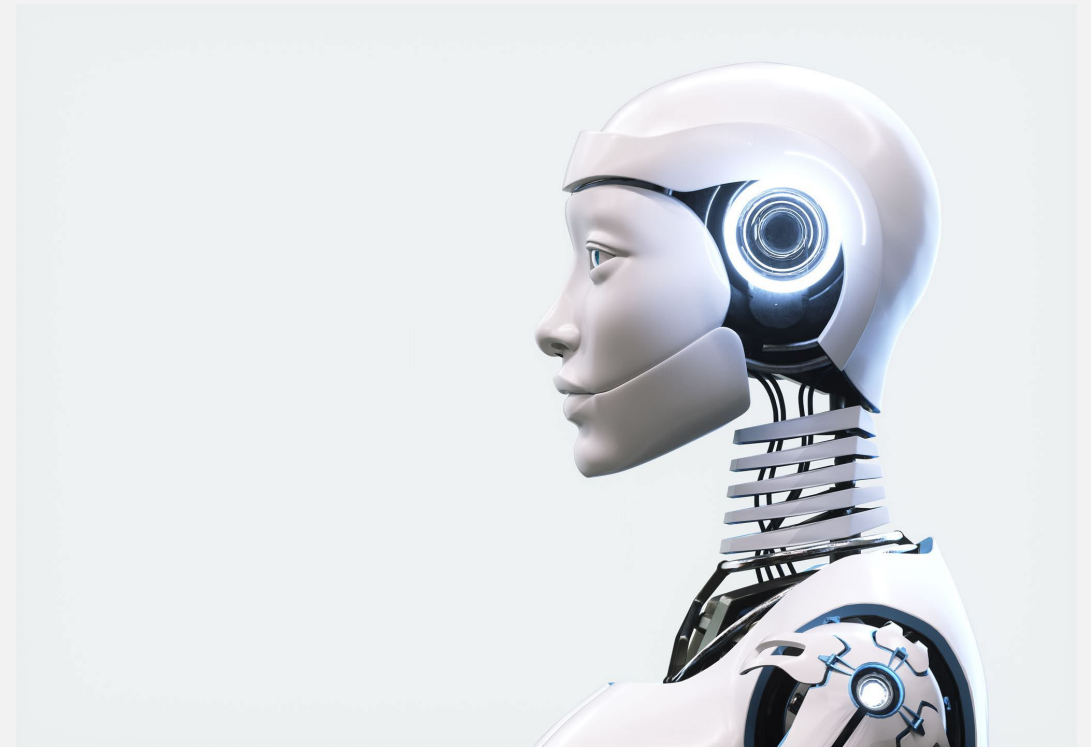
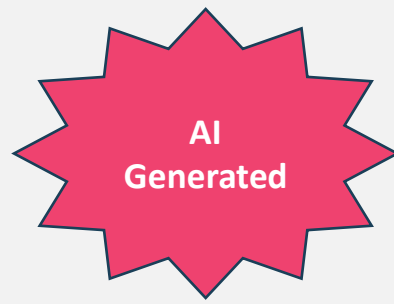
# Where UNC is with AI



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# Where UNC is with AI

- UNC is **committed** to equipping students, faculty and staff with **skills to harness AI technology**
- The **Provost's AI Acceleration Program** aims to encourage and enable Generative AI prototyping and application in **instruction, research** and **University operations**
- The **UNC Generative AI Committee** released **guidelines for using AI** for students, faculty and staff



HOW TO LEVERAGE AI IN CHANGE MANAGEMENT

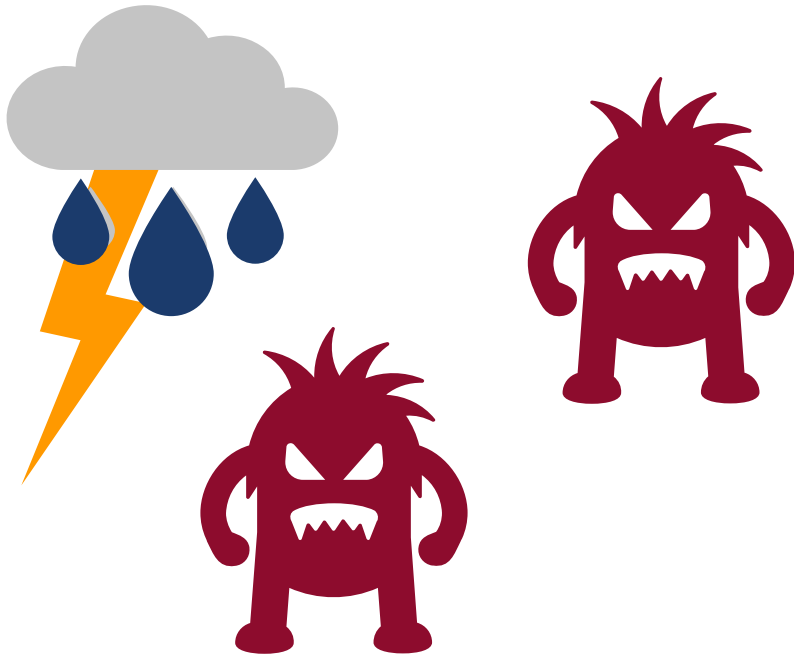
# Let's Talk About AI



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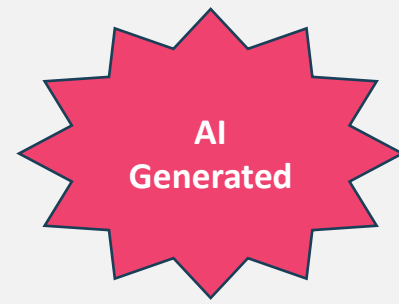
# Fear



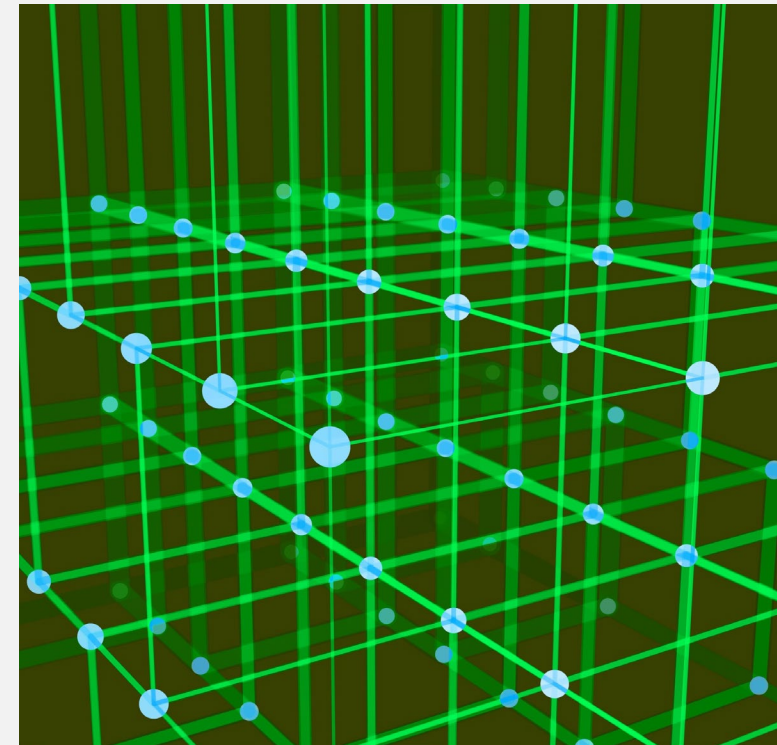
# Hype



# Generative AI

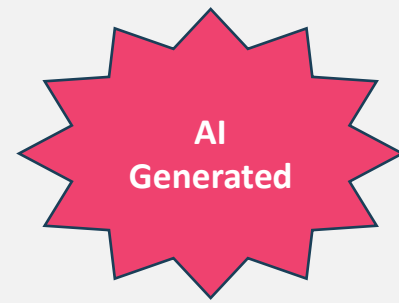


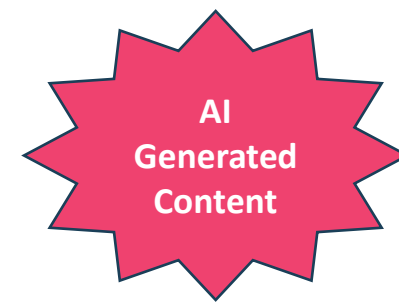
- Generative AI is a subset of artificial intelligence that focuses on creating new and original content that has not been seen before.
- It is used in a variety of applications such as image and music generation, and has the potential to revolutionize many industries.
- Generative AI uses complex algorithms and machine learning models to produce content that is often indistinguishable from human-generated content.



# Generative AI vs Non-Generative AI

- Generative AI creates new and original content while non-generative AI analyzes or understands existing content.
- Generative AI uses complex algorithms and machine learning models while non-generative AI is based on pre-defined rules.
- Generative AI has the potential to revolutionize many industries while non-generative AI is widely used in voice assistants and search recommendations.





# Generative vs Non-Generative AI

Aspect	Generative AI	Non-Generative AI
<b>Definition</b>	AI that can generate new content or data that is similar but not identical to the training data.	AI that analyzes and understands input data but does not create new data.
<b>Examples</b>	Chatbots, image generation, text-to-speech.	Classification algorithms, recommendation systems.
<b>Capabilities</b>	Can create new images, texts, or sounds that did not exist before.	Can recognize patterns, make predictions, or recommendations based on existing data.
<b>Use Cases</b>	Content creation, design, art, and innovation.	Data analysis, process automation, and decision support systems.
<b>Limitations</b>	May require large datasets and computing power, potential for misuse in generating fake content.	Limited to the scope of its programming, cannot create new data.

# Types of Artificial Intelligence

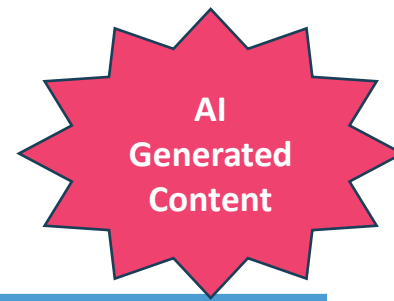
## Non-Generative AI

- Algorithms designed to **analyze or understand EXISTING** content and make decisions or predictions.
- Examples:
  - Voice assistants (Siri, Alexa)
  - ChatBots for info retrieval
  - Google's Search Engine

## Generative AI

- Algorithms designed to **output NEW content** (e.g., text, images, code) from input information.
- Examples:
  - Gemini
  - ChatGPT
  - CoPilot

# What Can AI Do Compared to Humans?



*AI is a powerful tool but not a replacement for human thought and creativity.*

Aspect	AI Can Do	AI Can't Do
<b>Creativity</b>	Generate new content (text, images, music) based on learned patterns	Truly original thought or creativity
<b>Learning</b>	Learn from vast amounts of data quickly	Understand context and nuances like humans
<b>Decision Making</b>	Make decisions based on data & algorithms	Make ethical or moral judgments
<b>Efficiency</b>	Perform repetitive tasks without fatigue	Adapt to unexpected changes without reprogramming
<b>Communication</b>	Generate human-like text and speech	Understand emotions and intentions fully
<b>Problem Solving</b>	Solve well-defined problems with clear rules	Solve complex, ambiguous problems requiring human intuition
<b>Empathy</b>	Simulate empathetic responses	Truly feel or understand human emotions
<b>Innovation</b>	Suggest improvements based on data analysis	Innovate without human input or inspiration
<b>Ethics</b>	Follow programmed ethical guidelines	Develop or understand complex ethical principles

**Think of Generative AI as  
an assistant or intern.**

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# What is Change Management?



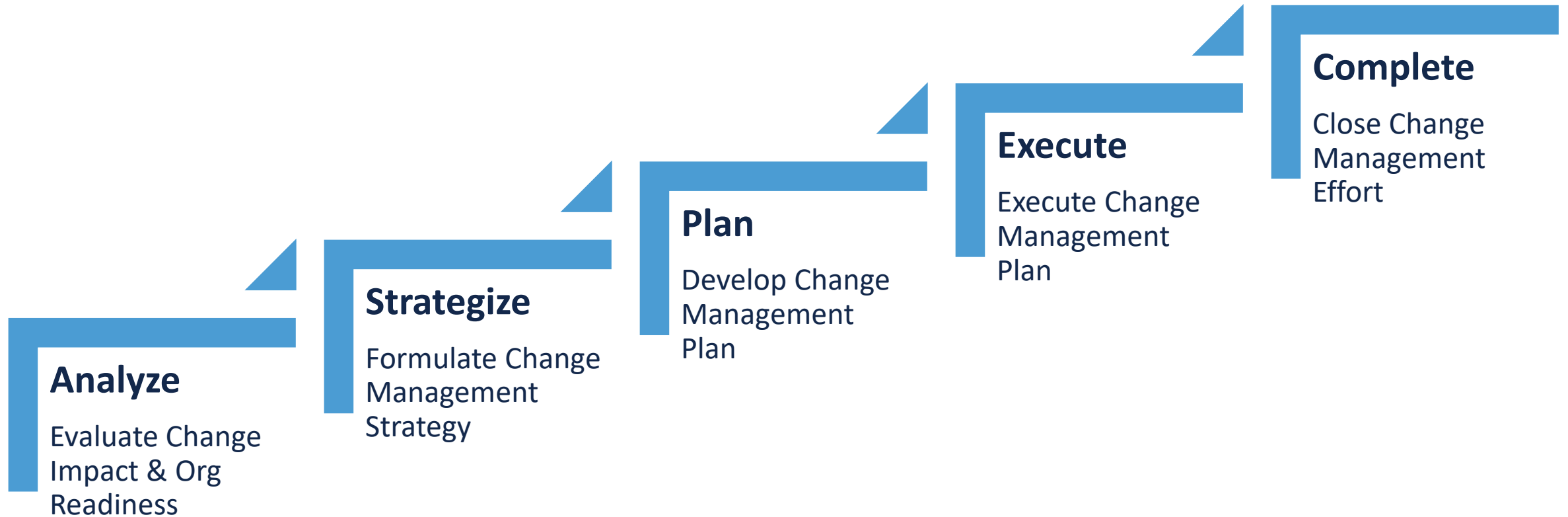
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**Change Management** is the application of a structured process and set of tools for leading the **people** side of change to achieve a desired outcome.

-Prosci

# Change Management Process



# Things Generative AI does well



Generating and Refining  
Content



Developing Training  
Materials



Analyzing Data

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# Crowdsourcing Activity



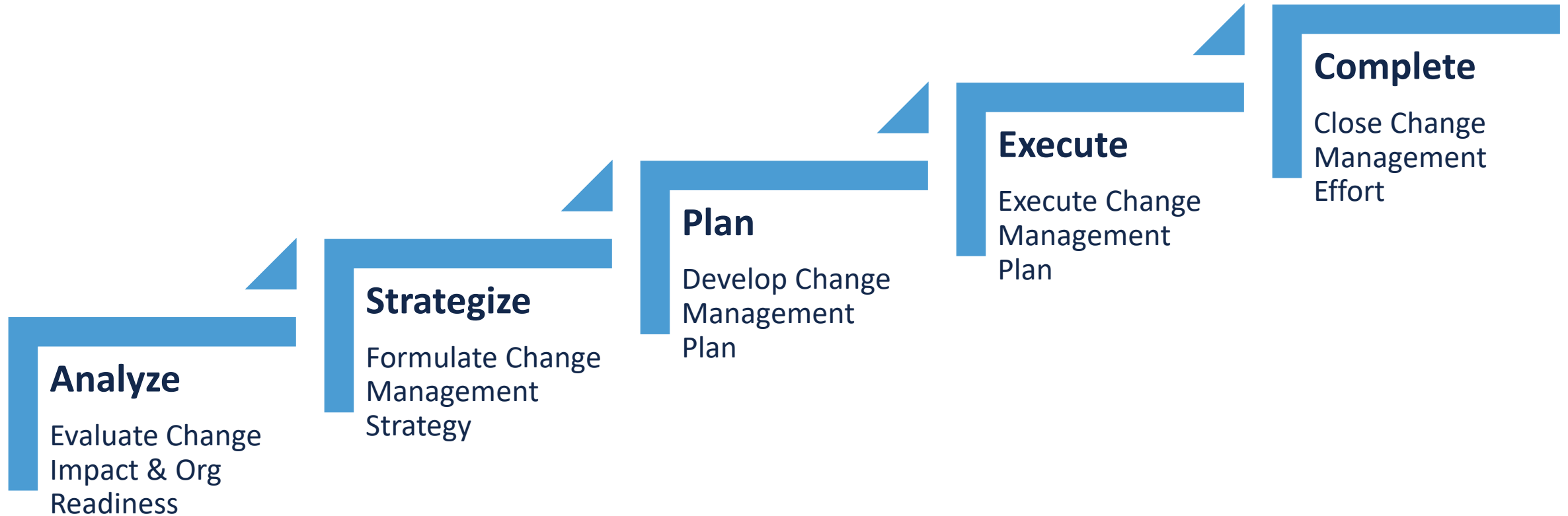
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## ACTIVITY

# Using AI at Each Phase of Change Management

- Divide into 5 breakout rooms, 1 at each phase/poster
- Brainstorm PRACTICAL ways to use AI in that phase (5 min)
- Rotate to the right to the next phase
  - ❤️ - ideas you're using
  - ✓ - ideas you're using
  - ? - ideas you have questions about
  - Add new ideas
- After rotating through all phases, we'll vote for our **top 5** favorite ideas

# Change Management Process



## ACTIVITY RESULTS: USING AI IN CHANGE MANAGEMENT

Analyze	Strategize	Plan	Execute	Complete
Focus groups	KPI and success metric definition	Organize change management activities and comms from the perspective of certain user groups	Track plan completion/identify delays and bottlenecks	Generate report summarizing results and next steps
Generate survey questions	Risk assessment (any weakness in strategy)	Align project management and change management schedules	Summarize qualitative/open text survey results	Generate final reports on usage data, training records, and surveys
Develop problem and importance statement	Develop a change strategy for stakeholder groups	Crafting timetables – backwards planning	Create leadership talking points	AAR or after project check in, what worked or what didn't
Analyze baseline data – where are we currently at?	Roadmap development	Search for examples online of existing Change Management plans	Create and deploy stakeholder specific communications	Create a lessons learned section for the final report
Summarize conversations	Analyze the Strategic Plan to align with change management goal	Help prioritize the schedules/artifacts	Create and refine training material	Generate final survey questions for OCM and project lessons learned
Building out personas	Build start of sponsor coalition based on formal org structures	Build a roadmap of the schedule	Find benchmark examples	
Identify dependencies	Forecast outcomes	Draft success metrics	Analyze survey results	
Qualitative analysis of interviews		Create a slide deck for presenting	Set up a prototype of visualizing end-state of goals of plan	
Sentiment analysis			Prompt ideas on how to execute	
Create surveys to understand impact and readiness			Build user personas	

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# Final Thoughts



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# Final thoughts



There is a learning curve,  
stick with it



Ask your AI tool how it can  
help you



Use AI to free up time for  
human work

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