

KEYNOTE ON AI AGENTS THAT DO THE WORK

Agentic AI

AI agents are given a goal and see the work through. What they can do today and tomorrow, how they work together, and what changes for your work and your organisation. A keynote full of examples and fresh ideas you can put into practice.

In this keynote, he shows what AI agents already complete independently, how far they could go in a few years and what that means for work, roles and leadership.



RICHARD VAN HOOIJDONK

Most futurists study tomorrow's world from a distance. Richard van Hooijdonk already works in it: his research team consists of people and AI agents. He speaks about AI and new technology, the organisation of the future and leadership in the AI era.

3,000+
keynotes

650,000+
participants

30+
countries

Bestselling
author

The keynote in 18 topics

An AI agent handles a return from the first request to the refund, compares hundreds of quotes and independently takes the next step within its remit.

WHAT AI CAN DO

What AI agents can do

An AI agent is given a goal, makes its own plan and carries it out using the systems it has permission to access, until the job is done.



01 Answers become actions

Given a goal, an AI agent completes the work itself: finding data, accessing systems, taking action and checking the result.



02 AI agents that build software

AI agents write, test and improve software on their own. In programming that is daily practice, and a sign of what is coming for other knowledge work.



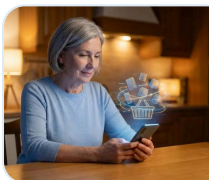
03 The agent behind the screen PILOT PHASE

AI agents operate a computer as a person would: clicking, typing, filling in forms. That lets them work in systems with no connection for software.



04 AI agents working together

AI agents share a process: one plans, another acts, a third checks. In trials, AI agents from different companies negotiate with one another.



05 Your customer's AI agent

Customers and buyers let AI agents search, compare and order. Your offer, or your own AI agent, has to be easy for them to find.

THE FUTURE

The future of AI agents

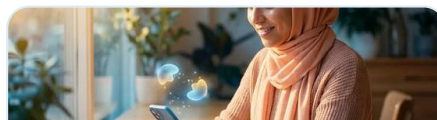
AI agents that work independently for weeks, trade with each other and change the shape of organisations.



06 Weeks of work, one instruction

FUTURE SCENARIO

AI agents keep working on their own for longer. One instruction already covers more than a person's working day; soon, weeks.



07 The agent economy

FUTURE SCENARIO

AI agents will buy from each other, negotiate and end agreements. When the customer is a machine, the appeal of an offer changes.



08 A company with a thousand AI agents

FUTURE SCENARIO

A small core of people with AI agents does work that once needed hundreds of employees. The shape of the organisation begins to change.



DURATION

30, 45, 60 minutes or longer, with time for questions



LANGUAGE

Dutch or English



FORMAT

On location or online



FEE

From €3,500 (webinars)

The organisation and its people

How work is redistributed between people and AI agents, and what that means for teams, leaders and employees.



09 The AI-first organisation

Agents take on repetitive and predictive work, from quotes to planning. People focus on judgement, choices and working with others.



10 Redesigning processes

An AI agent can speed up one step. The bigger gain comes when the whole process is redesigned around what people and AI agents each do well.



11 People and AI agents in one team

Human-AI teams share the work differently: AI agents handle repetition and analysis; people bring judgement and conversation.



12 Work after AI agents arrive

Employees move towards directing AI agents. New roles emerge, such as AI agent manager, and employees learn to work differently.



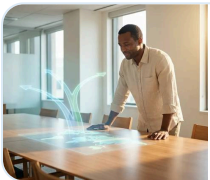
13 Letting go while keeping watch

AI agents work out of sight, even overnight. Trust grows when teams can see what they do, let go and intervene when needed.



14 The AI agent register

A register shows which AI agents work for the organisation, what they do, what data they use and who is responsible for them.



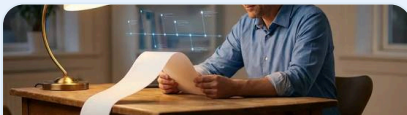
15 Leadership with AI agents

Leaders decide which work to entrust to AI agents and steer a team of people and AI towards the same goal.

THE OTHER SIDE

Ethics and misuse

Who remains accountable when an AI agent acts, what people want it to do, and how criminals manipulate or deploy AI agents themselves.



16 Who is responsible?

An AI agent can act but has no legal personality. When something goes wrong, the organisation deploying it is often accountable.



17 What people want AI to do

An AI agent can persuade, decide and sound human. Some choices may be ones people never want to hand to AI.



18 The hijacked AI agent

A hidden instruction in an email can hijack an AI agent. AI also helps criminals with ransomware, hacking and fraud using cloned voices.



“Richard succeeded excellently in waking up our leaders and setting them on the path to the future: after the lecture, discussions took place across various parts of the organisation about the topics covered, and initiatives have been set in motion.”

Aart van Haren Managing director,
PLUS



“A dazzling journey through new technology. The enthusiasm and energy during his presentation, combined with the visuals, provided a successful kick-off to our event.”

Patrick Steemers Partner, Deloitte