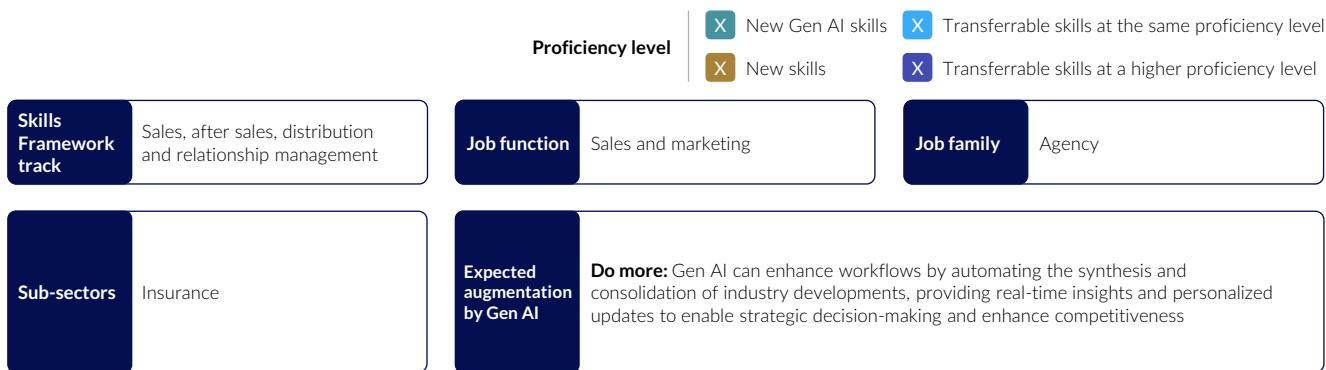


## Agency director/Segment lead



### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Grow agency business offerings	Ensure agency is up-to-date with all new developments in the industry
<b>New Gen AI skills</b>	
Gen AI strategy	5
Leading Gen AI-enabled transformations	5
Gen AI data governance	5
Gen AI innovation, R&D, and innovation management	5
Ethical frameworks for Gen AI	5
Regulatory, legal, and risk management compliance in AI and Gen AI	5
Prompt design	3
Gen AI principles and applications	3

DO MORE

Source: SkillsFuture Skills Framework