

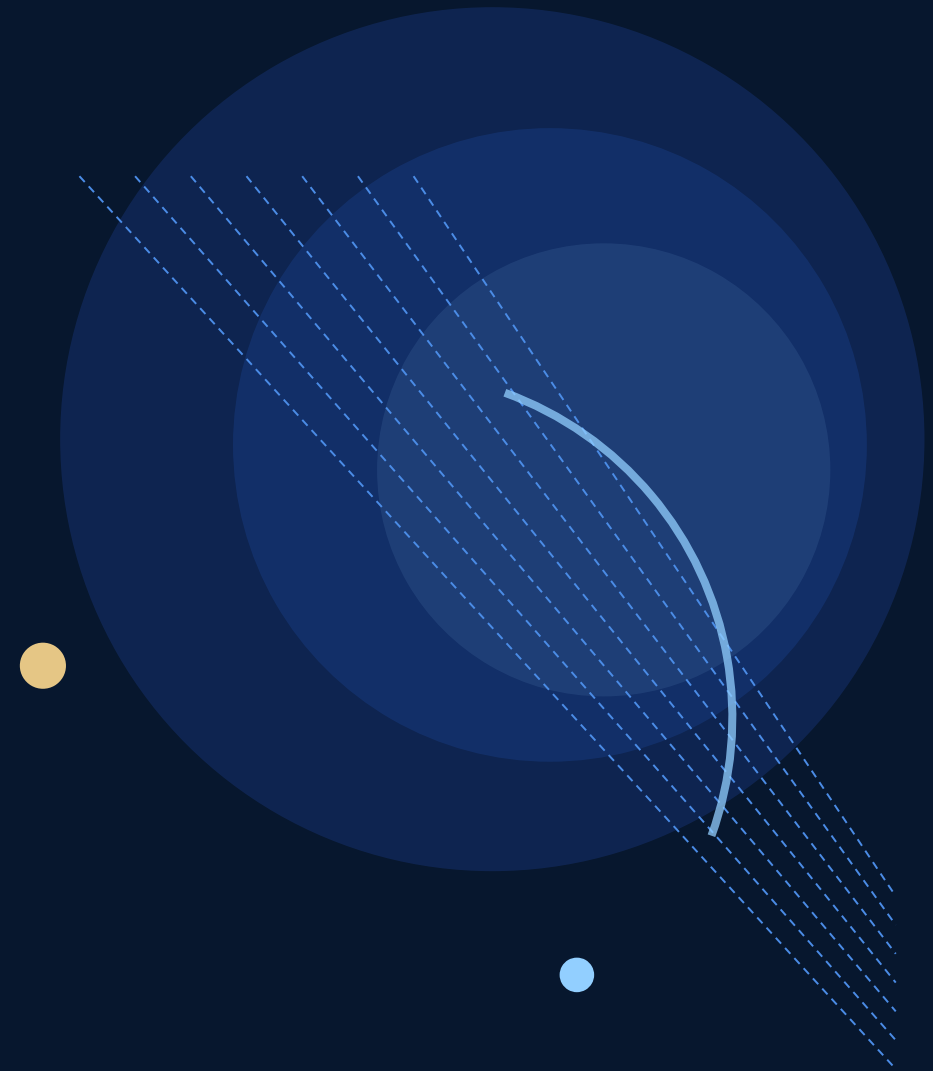
A STRATEGIC CONVERSATION FOR EL AL

When AI gets smarter, the human experience should get stronger.

Helping EL AL's people turn AI investment into practical capability, better decisions, and stronger service.

EL AL × GLOWBAL AI

Prepared for an executive conversation



01 / THE OPENING

You are already investing in AI. The next question is what it makes possible.

When we spoke, you described EL AL's work with AI partners to anticipate travelers' needs during disruption. A complementary opportunity is activating the people, judgment, and working practices around those investments.

Not another tool pitch. A practical conversation about activation.

TECHNOLOGY

+ PEOPLE

+ THE WORK BETWEEN THEM

Context: our September 28 conversation. Internal initiatives and vendor scope have not been assessed.

02 / THE MOMENT THAT MATTERS

When travel is disrupted, clarity becomes part of the experience.

You described disruptions that left travelers searching for answers, and AI's potential to anticipate questions sooner. What could help the people behind those responses act with greater clarity?

01

THE TRAVELER

What is happening? What should I do next?

02

THE COLLEAGUE

What is accurate, approved, and helpful right now?

03

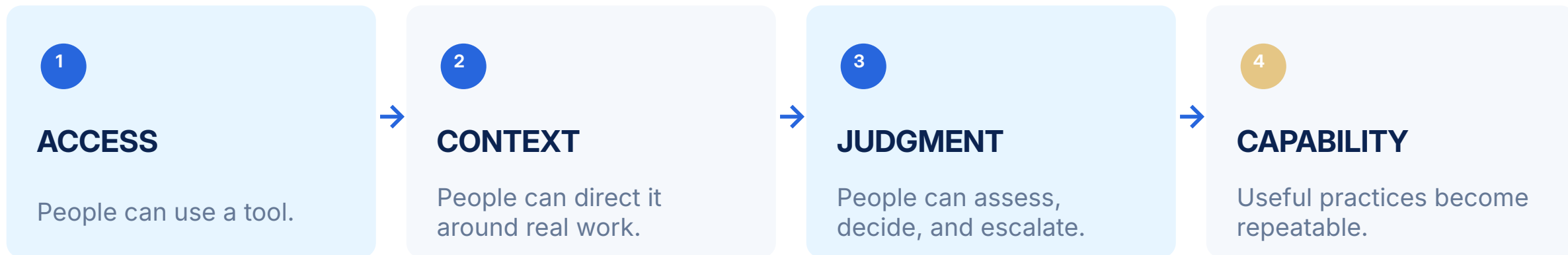
THE LEADER

What is changing, and where is support most needed?

The opportunity is not to replace human care, but to equip it with better context, confidence, and timely support.

03 / THE SHIFT

AI access is a starting point. AI activation is the difference.



People learn to lead role-specific AI support around real work. What proves useful becomes a repeatable capability the organization can retain.

04 / ILLUSTRATIVE POSSIBILITIES

Three places human capability could expand alongside AI.

- | | | |
|----|---------------------------------|--|
| 01 | SERVICE READINESS | Help authorized teams use current guidance, assess answers, and know when to escalate. |
| 02 | ROLE-SPECIFIC AI SUPPORT | Equip employees to prepare, coordinate, research, and review their real work with AI. |
| 03 | CLEARER COMMUNICATION | Support timely, human-reviewed traveler updates when circumstances change. |

Possibilities for discovery, not assumptions about EL AL's current processes or proposed system deployments.

05 / HOW WE WORK

Start with the outcome. Activate what matters.

01	02	03	04
ALIGN ON OUTCOMES	LEARN THE REAL WORK	ACTIVATE IN PRACTICE	REFINE AND TRANSFER
Define priorities and what meaningful progress would look like.	Let employees surface context, friction, judgment, and edge cases.	Co-create role-specific AI support and safeguards around real tasks.	Test, document what works, and establish internal ownership.

This can complement EL AL’s existing technology teams, platforms, and partners.

06 / EVIDENCE OF PROGRESS

Progress should be visible. Not merely counted.

Agree on meaningful outcomes before selecting the work. Then assess what people can actually do, what the organization can retain, and what leaders can see.

WHAT PEOPLE CAN DO

Use approved AI support on real tasks with relevant context, review, and human judgment.

WHAT EL AL CAN RETAIN

Useful role-specific assistance, playbooks, workflows, and standards selected through discovery.

WHAT LEADERS CAN ASSESS

An agreed baseline and practical signals of quality, timeliness, reuse, and responsible application.

Specific outputs and measures are agreed with EL AL, not guessed before discovery.

07 / THE HUMAN ADVANTAGE

The more powerful AI becomes, the more leadership and human connection matter.

AI expands what is possible. Leadership sets purpose, judgment, and safeguards. Human connection turns those capabilities into meaningful support for travelers and colleagues.

STRATEGIC JUDGMENT

What outcome is worth creating, and why?

EMPLOYEE AGENCY

Where can frontline knowledge open new possibilities?

TRUST IN ACTION

What approvals, safeguards, and human checks protect service?

Glowbal AI brings executive judgment, regulated-industry perspective, and practical AI activation together.

Where could EL AL's people create more value with AI?

Not a prewritten solution. An exploration of how EL AL's leaders, employees, and existing AI initiatives could create more capability together, starting with the outcomes that matter most.

Let's identify the right colleagues and where a focused activation conversation could add value.