

# GLOSSARY



## RPA, AI, and Cognitive Tech for Leaders

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Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
<b>back-office process</b>	Includes tasks like HR, F and A, supply chain processes, and swivel chair integration
<b>DIY Fallacy</b>	An easy, do-it-yourself narrative that could potentially set up a company for failure if they do not have the proper skills or tools
<b>front-office process</b>	Any task that revolves around customer service
<b>RDA</b>	“Robotic Desktop Automation,” where agents can trigger automated workflows at the convenience of their desktop
<b>ROP</b>	“Return on Portfolio,” which refers to treating each project as part of an overall portfolio, whose collective purpose is to achieve the integrated digital operation they are aiming for
<b>swivel chair integration</b>	Repetitive tasks such as transcribing faxes, copying form data, and rote transactional processes
<b>top-down mandate</b>	A “moonshot statement” in which a C-suite will make a declarative statement backed with actions and confidence and is supported by a digital toolkit