



Joule Agent Discovery Workshop

Facilitation Guide

V1 July 2025



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Introduction and Overview

A Human-Centered Approach

to Run Innovation Projects

The <u>SAP's Human-Centered Approach to Innovation</u> (HCAI) is an end-to-end process for developing innovations that focuses on addressing businesses and user needs to generate value.

It supports the entire innovation lifecycle: from generating novel business ideas to developing and delivering high-value solutions. This process **consist of five phases:**



Applying Human-Centered Innovation

to SAP Business AI

The SAP AppHaus offers four different human-centered workshop formats to help companies identify and define meaningful use cases for Artificial Intelligence that focus on business and user needs: the <u>Business AI Explore Workshop</u>, the <u>Business AI Design</u> <u>Workshop</u>, the <u>AI Agent Design Workshop</u>, and the <u>Joule Agent</u> <u>Discovery Workshop</u>. These formats take place during the 'Explore', 'Discover' and 'Design' phases of the HCAI.



AI Workshop Formats

from SAP AppHaus









Business AI Explore Workshop

Understand the possibilities of AI and Identify AI use cases with business impact.

Business AI Design Workshop

Define a solution concept to address the pain points of an existing business process using AI capabilities.

Joule Agent Discovery Workshop

Understand the power of agents and identify agentic use cases to drive productivity.

Al Agent Design Workshop

Design an AI agent that works for you.

Selecting an AI Workshop Format

from SAP AppHaus

The selection of the right workshop format for your case will depend on the phase in which you are in the project and the needs of your customer or team. These are the different situations that can guide your decision.



Business AI Explore Workshop

You want to learn what AI can do and **explore innovative AI solution ideas**.



Joule Agent Discovery Workshop

You want to **automate** or streamline an activity or process and are not sure if an agent can help.



Business Al Design Workshop

You have an Al solution idea or want to improve the experience of an existing solution with Al.



Al Agent Design Workshop

You have an agentic use case idea and want to define the agent capabilities in detail.

Joule Agent Discovery Workshop

Understand the power of agents and identify agentic use cases to drive productivity.

Duration:

2h - 3h on-site or virtual

Goals:

- Understand what agentic AI can be used for and how it differs from other automation technologies like RPA.
- Identify agentic use cases with high business value.



Why should you care?

Not all automation is agentic. Learn to spot where AI agents can act autonomously to boost productivity in contrast to other automation and AI approaches.

What is the outcome?

A list of processes / activities suited for agentic technology, plus a detailed description of one high-value use case.

Who should participate?

Strategic decision makers from business departments, and IT experts (3 - 10 people).

Workshop Structure Overview

In 4 steps



Preparing the Workshop

Preparation Checklist

Start preparation one week in advance

Understand the format

Go through the instructions in this guide and make sure you understand the flow of the exercises. You can also reference the <u>MURAL board</u> aimed at virtual sessions to see how the exercises are set up.

\Box Clarify the reasons for the workshop request

Talk to the customer or colleague requesting the workshop and make sure that their expectations can be covered with this format. Review <u>section 1</u> in this guide to decide which workshop format fits best.

□ Agree on the focus topics

Discuss with the customer what topics should the workshop focus on. This could be a business area (like Customer Service), a specific department (such as Finance), or even a process within those areas (like Invoice Processing within Finance).

□ Ensure the right audience

To run the workshop successfully, you will need decision makers of the business area(s) in focus. Participants from the teams that could potentially implement the selected use cases are highly recommended. Ensure you get the right people.

□ Ensure the right experts

It is recommended to have AI experts in the workshop with experience on agentic technology. This can help to clarify limitations of the technology early on.

Clarify the number of participants and agree on team distribution Ensure you have breakout teams of no more than 6 participants and that each team focuses on a topic (business area, specific department, or process).

□ Ensure participants have access to the Mural board or look for alternatives

If your workshop is virtual, check before the session if participants can access Mural. You can set up a preparation session where you run through the Warm-up exercise to test this.

□ Adapt the workshop agenda

Adapt the <u>agenda (.xls)</u> based on participant count and available time. More participants mean longer share-outs. If you have multiple teams, include time at the end for a team share-out so each group can present their results. Prepare a simplified agenda on a flipchart for on-site sessions.

□ Prepare the material

Print the material as specified in the "<u>Material for print</u>" section. Prepare one <u>Prioritization</u> <u>Graph</u> per breakout team. You can print the template in a large A0 sheet or draw it on a flipchart or whiteboard. If wall space is limited, it can also be placed flat on the table. This allows for easier repositioning of ideas. Place the Agentic Potential Decision cards below the graph along the horizontal axis. Have a pack of post-it notes and voting dots per table and one marker pen per person.

□ Check the space and equipment

If your workshop is on-site, make sure you have enough room to accommodate all breakout teams and equipment to present the necessary slides.

Material for Print

for on-site workshops



Activity to Streamline Template

3 x participant (size DIN A4, color or black and white)



Agentic Use Case Template

3 x breakout team (size DIN A3, color or black and white)



Use Case Prioritization Graph

CO A CA

1 x breakout team (size DIN A0, color or black and white)



Agentic Use Case Ideation Cards

1 set x breakout team (size DIN A6, 250 gsm., back and forth, color)



Agentic Potential Decision Cards

1 set x breakout team (size DIN A6, 250 gsm., back and forth, color)





Running the Workshop

Workshop Agenda*

Agent AI Discovery Workshop

Time	Duration	Agenda Item
9:00 – 9:10 AM	10 min	Welcome, Goals and Introduction Round
9:10 – 9:40 AM	30 min	Agentic Al Inspiration
9:40 – 10:00 AM	20 min	Ideate agentic scenarios
10:00 – 10:30 AM	30 min	Prioritize use case ideas by expected productivity Increase and fit for agentic AI
10:30 – 10:50 AM	20 min	Detail out selected use cases
10:50 – 11:00 AM	10 min	Next Steps
11:00 – AM	-	End

* This is a suggested agenda, modify if needed.

PART 1

Getting Inspired

Introductory presentation



Welcome participants to the session and introduce them to the potential of AI agents through real-world examples and demos.

CORE ACTIVITIES

1. Welcome and agenda

Welcome the participants, introduce the agenda and purpose of the session

2. Introduction Round

Ask participants to briefly introduce themselves with their name, role and expectations for the session.

3. Introduction to agentic technology Provide a brief explanation of agentic technology. Include examples if available to illustrate its potential. Refer to the introductory slides provided for support.

PART 2

Ideate Agentic Scenarios

Silent, individual brainstorming activity



Participants identify activities or processes in their company or area that should be automated or streamlined to improve their business.



1. Identify activities to automate

Participants think about 2–3 activities or processes to automate or streamline that could benefit from agentic technology.

2. Describe each activity

Using the Activity to Streamline template, participants write down what the activity is, who performs it, and why the automation would add value.

3. Identify agentic characteristics

Participants evaluate each activity's complexity, variability, and need for human judgment to determine its suitability for agentic support.

Coach Instructions Ideate Agentic Scenarios – Part 1

STEPS

B

Explain the exercise – 5 min

Ask participants to think of 2–3 activities or processes in their area that could be automated or streamlined to improve efficiency. Show them how to document their ideas in the Activity to Streamline template, using an example for clarity. Then introduce the Agentic Use Case Ideation Cards using the <u>overview slide</u> in this guide, and briefly walk through a few examples to help spark ideas for agentic automation.

Describe activities to automate-15 min

Each participant silently documents each activity on an Activity to Streamline template, starting with the left side. For each activity they should indicate:

What activity is it? Souldn't be too narrow – like "sending a welcome email" – or too broad – like "managing the whole supply chain".

Who performs it? The role or department currently performing the activity

Why the automation would add value? Think in terms of outcomes or KPIs – what their organization actually cares about improving.

We need to automate / streamline	Characteristics	
Example: Resolution of customer complaints Resolution of customer complaints.	How complex is this activity or process?	How variable and unpredictal are the next steps?
(Activity / process to streamline)	Why? involves multiple factors, such as	What changes? The team handling the issue, t
to help	issue severity, customer history, and policies.	need for negotiation or escala additional steps for verificati
Example: Customer service agents, escalation managers Customer service employees, escalation managers.	Solutions rquire many steps and may need escalation	time to process
Š (Area / Role(s)) 🖄	How much human judgement is needed to decide next steps?	How much time or effort could be saved if automated?
to		Not much Some
Example: achieve faster resolution of customer issues, improve satisfaction and reduce churn.	What criteria are important? Simple issues follow clear rules, but	Why? Moderate to complex cases (e.
Achieve faster resolution of customer issues, improve satisfaction and reduce churn.	wost of them are depentent on type of complaint, customer status, issue severity, customer responses and required approvals.	escalations, policy exceptions, disputesh can take a day to w allowing customer service employees to focus on the conceptualization of new personalized services





Goal

Identify activities or processes that should be automated or streamlined to improve the business.

Outcome

Description of 2 -3 activities or processes to automate per participant.

Material

- 3 x <u>Activity to streamline templates</u> per participant
- 1 x <u>Agentic Use Case Ideation Cards</u> set per breakout team
- 1 pen per participant

Tips

- If time is limited, ask participants to complete just one idea instead of two to three.
- Have participants complete the template before the workshop to save time and improve outcomes. To support this, hold a short prep session to explain the template and how to use the ideation cards. You can send them the <u>template as PDF form</u> to fill out.

Coach Instructions Ideate Agentic Scenarios – Part 2

STEPS

B On the right side of the template, participants assess each activity's **complexity**, **variability**, and **need for human judgment** — key factors that will help determine its agentic potential in the next step.

For the fourth question about effort, encourage participants to consider not just time saved, but the broader impact automation could have on the business (e.g., improved customer experience or reduced errors).

At a minimum, participants should use the sliders to rate each characteristic. If they can't complete all questions, they can fill in the gaps during the team share-out.

(20 min

In teams

Tips

- This step focuses on understanding current activities participants want to automate — not how those activities should work in the future. It's important to stay grounded in the present to clearly identify what needs improvement.
- The "need for human judgment" is often misunderstood as "human oversight" or "human in the loop." Remind participants that this template is about describing the existing process, not the envisioned agentic solution. At this stage, "need for human judgment" refers to how much the activity currently relies on people to interpret information and decide next steps — as opposed to following predefined, rule-based workflows.



Think about 2 -3 activities or processes that fit to 1 or more of the questions in the cards and

Ideate

Agentic

Scenarios

(L) 15 min

improve efficiency?

Agentic Al

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Use Case Ideation Cards

to identify activities that could benefit from agentic technology



A finance manager that needs to **understand why a supplier invoice failed** to process. What activities require manually bridging gaps across different systems and domains?

AppHaus

A logistics manager that needs to **manage shipment delays** by updating information in multiple systems

SAP

What activities involve manually creating, refining or executing code or content in response to changing situations?

An HR manager that manually compiles requests to **adjust personalized learning paths** for new hires based on their training progress. What activities require manually processing and interpreting large amounts of unstructured data to decide next steps?

An insurance claims manager receiving hundreds of claim emails that need to be **converted into a structured claim format.**

PART 3 Prioritize Use Case Ideas

Collaborative activity with discussion



Participants prioritize their ideas based on agentic potential and business impact and select one to move forward with.



- Share ideas in the team
 Each participant briefly presents their activity ideas to their team.
- 2. Place ideas on the prioritization graph As ideas are shared, place them on the graph based on agentic potential and productivity or business impact.
- **3.** Select ideas to detail out

After all ideas are positioned, choose 1–3 high-potential, high-impact ideas to develop further in the next step.

Coach Instructions **Prioritize Use Case Ideas** – Part 1

STEPS

Share and Prioritize Ideas – 20 - 25 min

Give each participant about 3 minutes to briefly present their ideas. They should explain: what the activity or process is, who performs it, why it should be automated. As each idea is shared, place it on the prioritization graph. Use the "Characteristics" section of the Activity to Streamline template to guide placement. If the templates are too big for the graph, write the activity names in post-it notes and position them on the graph.

Start with the horizontal axis: expected agentic potential. Refer to the first three characteristics — complexity, variability, and need for human judgment. The more complex, variable, and judgment-driven an activity is, the higher its agentic potential. To help participants understand the meaning of low, medium and high expected agentic potential in the graph, use the Agentic Potential Decision Cards and place them visibly along the horizontal axis as reference points. Explain the cards briefly.

Continue with the vertical axis – expected productivity increase. Look at the last question related to effort. Activities saving lots of effort or producing high value when automated, should be positioned higher.

Encourage the team to briefly discuss and agree on placement.

🖲 30 min

In teams

Goal

Prioritize ideas based on agentic potential and business impact and select at least one to detail out.

Outcome

Top 1 - 3 ideas the participants want to move forward with.

Material

- 1 x <u>Prioritization Graph</u> per team
- ▶ 1 x <u>Agentic Potential Decision Cards</u> set per team

Tips

- Some activities may mainly follow fixed, rule-based workflows but still offer high value if automated. If the team sees clear benefits, these ideas can be selected — just note that an agentic solution may not be the best fit for implementing them.
- Also, it's common for use cases to combine rulebased automation with agentic capabilities to handle exceptions or more dynamic steps. That's perfectly fine — agentic systems can include both.

Coach Instructions Prioritize Use Case Ideas – Part 2

STEPS

B

Select top ideas to detail out – 5 min

Once all ideas are placed on the graph, have participants select 1–3 ideas to develop further. If you notice that the selection becomes difficult, ask participants to vote on the top 3 ideas and give 3 - 4 votes each, depending on the number of ideas generated. Focus on those in the top-right corner — the sweet spot where agentic potential and productivity impact are both high. These are the strongest candidates for agentic solutions and should be prioritized for the next step.

🕒 30 min

In teams

Tips

- Use relative positioning when placing ideas on the graph — meaning each idea should be rated in comparison to the others on both axes. For example, if participants consider all ideas to have high business value (vertical axis), ask them to position them relative to the others. This helps ensure a more meaningful distribution across the graph.
- If "productivity increase" feels too narrow, use a broader lens like "business value" to assess the business impact of an idea.
- Adjust the time for this activity based on the number of participants in the breakout team — plan for about 3–5 minutes per person to present their ideas.
- If the team selects more than one idea to move forward, consider splitting into pairs so they can work in parallel during the next step, or plan for more time to detail out all selected ideas.



🔁 30 min

ı 😤 In Teams

What ideas could benefit the most from agentic technology?

- Share your ideas and place them on the 2-dimensional graph
- Check the answers on the "Characteristics" section of the template and the decision cards to decide where to position your ideas. Activities and processes with high complexity, high variability and dependent on human-like reasoning to determine next steps have a higher agentic potential.
- Select the top 1 3 ideas to move forward with.

Use Case Prioritization



Agentic Potential Decision Cards

Where would you position your automation idea?

LOW AGENTICNESS: SYSTEM FOLLOWS FIXED RULES, NO THINKING NEEDED.

Rule-Based & Structured Processes

Imagine a self-checkout machine at a grocery store. You scan items, it calculates the price, and you pay. It always follows the same steps—it won't notice missing items or suggest discounts. If something changes, it stops and needs human help.

Does your process always follow the same steps based on pre-defined rules?

AppHaus

SAP

MEDIUM AGENTICNESS: SYSTEM PROACTIVELY SUGGESTS WITHOUT ACTION.

Adaptive, Insight-Driven Processes

Imagine using GPS Navigation while driving. The GPS checks traffic and suggests the fastest route. If there's a roadblock or accident, it recommends a detour. But you still decide whether to follow the new route or stick with your own way.

Does your process benefit from proactive data-driven suggestions, but you still decide when to act?

Med

🗘 App**Haus**

SAP

HIGH AGENTICNESS: SYSTEM MAKES DECISIONS AND ACTS WITH MINIMAL HUMAN OVERSIGHT

Dynamic & Decision-Rich Processes

Imagine you ask a Self-Driving taxi to take you to the airport. The car chooses the best route, avoids traffic, changes speed, and stops at red lights. If a new road opens or traffic conditions change, it adapts automatically, while you enjoy the ride.

Does your process change often, requiring informed reasoning to make decisions and move forward?

High

AppHaus

SAP

Low

Agentic Potential Decision Cards

Degree of ← agenticness

HIGH AGENTICNESS: SYSTEM MAKES DECISIONS AND ACTS WITH MINIMAL HUMAN OVERSIGHT

Dynamic & Decision-Rich Processes

Imagine you ask a Self-Driving taxi to take you to the airport. The car chooses the best route, avoids traffic, changes speed, and stops at red lights. If a new road opens or traffic conditions change, it adapts automatically, while you enjoy the ride.

Evaluation - question

Does your process change often, requiring informed reasoning to make decisions and move forward?

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HIGH AGENTICNESS EXAMPLE ACTIVITIES AND PROCESSES

Personalized Shopping: AI learns what you like and automatically shows the best choices.

Marketing Optimization: Al refines campaigns in real-time based on evolving user behaviors.

Fraud detection: AI monitors transactions and blocks suspicious ones in real-time.

High agenticness in a nutshell

- The process changes frequently and is unpredictable, requiring reasoning to determine next steps.
- Al analyzes, decides, and takes action independently, but with human supervision.
- AI learns what works best and adapts

Example of processes / activities that correspond to the degree of agenticness described

 Level of agenticness main points

PART 4

Detail Out Selected Use Case Ideas

Focused, collaborative activity



Participants describe the selected use cases step by step as they currently happen, identify the roles involved, and indicate expected improvements with an AI Agent.



1. Map the Current Process

Participants list the key steps of the current process and note which roles are involved at each stage.

2. Identify manual, repetitive steps Participants identify steps that are timeconsuming or repetitive, and determine which roles are most affected.

3. Envision the Future Process

Participants write down their expectations on how an AI agent could support the process, focusing on the steps where it can provide the most value.

Coach Instructions Detail Out Selected Use Case Ideas – Part 1

STEPS



Map the Current Process – 10 min

Using the Agentic Use Case template, participants write the name of the selected activity, then map the "as-is" process step by step. Ask them to focus on key stages — what's happening and who is doing it — not every minor detail. Show the example provided to clarify the expected level of detail. Have them write down which roles are involved at each step.

Then, ask them to highlight the most manual or repetitive steps, especially those that slow things down or require extra effort. Participants should note what causes the effort and which role carries the bulk of the work.

Describe Expected Improvements with Agentic AI – 10 min Next, participants imagine how an AI agent could support the process, focusing on the challenging steps they just identified and describing how the agent might help — for

example, by retrieving data, making suggestions, or drafting responses.

Ask your team:

- Where could an AI agent help?
- What would the agent do to improve this step?

Show the example use case for inspiration.

Not all steps need to be supported by an AI agent; the goal is to improve the parts that are most time-consuming or complex.

🖲 20 min

In teams

Goal

Identify the parts of the selected process that would benefit the most from agentic support, along with the most impacted roles. Capture the team's expectations for how an AI agent could automate and improve those steps.

Outcome

A completed Agentic Use Case template outlining the selected activity, including key steps, areas with automation potential, roles that would benefit most, and expected improvements enabled by agentic technology.

Material

▶ 1-3 x <u>Agentic Use Case template</u> per team

Tips

- When writing the as-is process, start with the first and last step, then fill in the middle.
- If the process has multiple paths, use a challenging scenario to uncover more improvement opportunities.

Coach Instructions Prioritize Use Case Ideas – Part 2

STEPS

B Finally, have participants agree on the role(s) that would benefit most from agentic support. These are usually the role(s) that are currently doing the most manual and time-consuming work. They should be involved in the next session — the AI Agent Design Workshop — to help shape how the agent will function in detail.

🕒 20 min

In teams

Tips

- If participants are decision-makers rather than the people who perform the work, they may not know every detail of the process, and that's okay. The goal is to capture high-level steps to clarify what should be improved. Details can be validated later with those who perform the work.
- To develop more than one use case idea, allow extra time or split into pairs to work in parallel.
- It's okay if participants aren't sure what an AI agent can do at this stage — this step is about capturing their initial vision, which will be refined later.

3. Describe

the selected use-case idea

(20 min

😤 In Teams

How does the activity work now, who is involved and what improvements do you expect with AI?

- Describe the **current process** step by step, indicate the roles involved and the most challenging steps.
- Describe the future process:
 Indicate how the steps should be improved with AI. Think: where is an AI agent needed and what for? Write down what the agent is expected to do.
- Agree on the role(s) that could be supported the most with a new agentic solution.

Agentic Use Case

Activity / Process: Resolution of customer complaints.

Process Steps

How does the process look now step by step? What are the expected improvements with agentic AI? What roles are involved at each step?



Adaptations and Follow-up Activities

Possible Adaptations

Additional material to fit to different situations

Run the workshop virtually

If you're working with remote teams, don't worry – you can run this workshop virtually. We've created a <u>Mural board</u> that includes all the material and step-by-step instructions you need.

Split the sessions and save time with prework

Host a 45-minute virtual pre-session to introduce agentic technology and explain how to fill out the Activity to Streamline template using the Agentic Use Case Ideation Cards. Ask participants to complete and submit 1–2 templates at least two days before the main workshop. Use the <u>Prework Package</u>, which includes activity instructions and digital versions of the cards or use the <u>Mural board</u>.

Participants can also review the Agentic Potential Decision Cards and consider where their idea might fall on the agentic potential axis. Then, run a 1-hour collaborative session to review submitted ideas, agree on one to move forward with, and describe it in detail. This approach gives participants more time to reflect, improves idea

quality, and makes scheduling easier by shortening the live session.

Use the workshop to prioritize existing use cases

If participants already have a use case in mind, they can still benefit from the workshop. It's a great opportunity to assess whether the idea is a good fit for agentic technology — or how it could be enhanced. Have them start by completing the Activity to Streamline template for their existing use case. Then, use the Agentic Use Case Ideation Cards to explore additional agentic features that could strengthen it. This helps validate the idea's agentic potential and uncover ways to make it more impactful.

Follow-Up: AI Agent Design Workshop

A creative and collaborative approach to design an AI agent that works for you.

Duration:

5 - 6h on-site or 2 x 3h day virtual



Why should you care?

Al agents need a clear purpose. In this workshop you define the role and abilities of your agentic solution, so it can automate tasks for better efficiency.

What is the outcome?

A clear agent description for configuration, including tasks, objectives, and workflow.

Who

should participate?

Business department leads with process knowledge, IT

and domain experts.

Activities

1. Identify the focus area

Understand what the main users of the agentic solution need to accomplish and the challenges they face in achieving those objectives.

2. Identify the agent's tasks

Using the metaphor of "hiring a super specialist," decide which tasks to handle yourself and which to delegate to the AI agent.

3. Define the agent's job

Write a "job description" outlining what the assistant needs to know and do.

Define the agent's expected way of working

Define the instructions for the tasks, including decision steps, required data and human-in-the-loop steps.





Practice Human-Centered Innovation

https://apphaus.sap.com/toolkit/methods