The Business Case for Quantum Computing

A 2025 Working Humans Keynote topic

What is "Quantum Computing"?

The future supercomputer, Quantum Computing is a revolutionary supercomputer design that harnesses the principles of quantum mechanics to solve complex problems at unprecedented speeds. Unlike classical computers, Quantum Computers use quantum bits (qubits) which can represent multiple states simultaneously (superposition) and exhibit the mind-bending quality of real-time entanglement. This fascinating machine holds immense potential but is still in the early stages of development.

What will this mean for you, and for the future of your work, business, and data landscape? What is the business case, the opportunities and risks that come with understanding this fascinating device well ahead of the others, and implementing it into your workflows?

This keynote explains the basics of Quantum Computing specifically for non-technical professionals. What it is, how does it work? What does it do well, and what are its limitations? What properties of Quantum Mechanics are essential to understand, and how will this change the way you interact with the physical world?

Who is it for?

Quantum computing is for industries and sectors where traditional computing systems are reaching their limits, particularly in handling vast amounts of complex data. It is especially relevant for tech companies, researchers in pharmaceuticals, and organizations focusing on AI and machine learning. Additionally, industries relying on encryption—like banking, government, and healthcare—will be impacted by quantum's ability to crack current encryption methods.

Large companies across sectors such as Google, Microsoft, and IBM are already investing heavily in quantum technologies, and the trend is expected to continue. Companies seeking breakthroughs in drug discovery, carbon neutrality, and advanced materials development will also find immense value in quantum computing's capabilities.

What are the top takeaways?

Understand the fundamentals of Quantum Computing; gain a clear, non-technical understanding of how these machines work, the difference between classical bits and quantum bits (qubits), and key concepts like superposition and entanglement.

Identify how Quantum Computing will impact industries such as AI, pharmaceuticals, finance, and cybersecurity, and assess the potential advantages and threats to your organization.

Evaluate real-world use cases and learn about practical examples of how companies like Google, IBM, and Microsoft are leveraging Quantum technologies to solve complex problems.
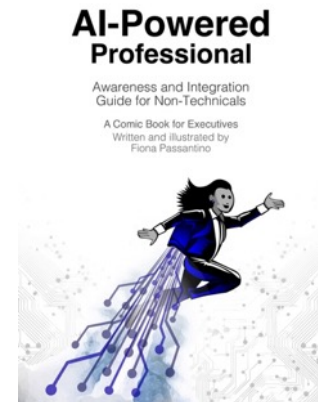
Prepare your business for quantum integration; future-proof with Quantum-powered workflows, tools, and security measures ahead of market competitors.

Articulate the relevance of Quantum Computing in simple terms to colleagues, leadership teams, and clients, ensuring alignment on future investments.

Fiona helps empower working Humans with AI integration, leadership and communication. Maximizing connection, engagement and creativity for more joy and inspiration into the workplace. A passionate content producer and award-winning author of the "Comic Books for Executives" series, host of the podcast "Working Humans", her latest book is "The AI-Powered Professional".

A lifelong creative storyteller who made a long career in corporate communications and HR, working for some of the largest and most complex organizations in Europe, Fiona is now a rising star in the AI-Human inspirational space, headlining international events for the European Commission and multinationals of all sectors, training in-company and for professional training institutions. Thanks to her training in standup comedy, her keynotes are spiced with sharp humor and always bring a festive, high-energy event.

Before her launch as an independent consultant, Fiona was embedded in corporate communications for 15 years, working for some of the largest international companies in Europe. She received an MBA in Management from the University of Amsterdam in leadership with a concentration in AI.

Fiona is a trainer with Schouten & Nelissen, IMK, SUAS, Relevance and de Baak In-Company. She is a Co-Active Coach and ICF member.

SPEAKER REEL

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TESTIMONIALS

S. Loughran
"Great session - brain aching with new information!"

H. Baldwin
"Fantastic insight - thank you. Very helpful event."

J. Ridley
"So insightful… thank you."

L. Biro
"This was mind-blowing, thank you!"

M. Purton
"Fascinating stuff, thank you!"

S. Walmsley
"Great content and useful information. Thank you!"

S. Riley, HR.com
"I thought the presentation was great! I love how passionate and relatable she is."

N. Morelli, Rotary Club The Hague
"The AI presentation was much appreciated! Personally I learned much more about AI and, thanks to her clear explanation, I have a better idea of how it works and if how it can be applied!"

L. Carola, HR.com
"The facilitator was so very knowledgeable and I would recommend this presentation to anyone who is a novice in AI; she was excellent!! You all will need to invite her back again for another similar presentation."

M. Shortle, HR.com
"So interesting! Far more information that I've had in other presentations on AI."

F. Baily, HR Lead CLL
"The team thoroughly enjoyed the keynote speech and the interactive session that followed. It was a great meeting for learning more about AI."

G. Wilkinson, TheTruthWorks
"Just wanted to say thanks again for your brilliant contribution to the panel. You brought such energy and interesting discussions."

T. Pavlova, Learning & Development Manager, Yara International
"Really great and insightful presentation".

K. vd Berg, Head of Talent ABN AMRO bank bv
"Really great and insightful presentation!"

D. Van Damme, Salesmarketeer.nl
"Fiona Passantino's masterclass was so inspiring and educational for Sales Marketers! It is indeed exciting to see how AI is transforming our understanding of the world and enabling us to develop new skills. It was particularly instructive in sharing knowledge and exploring the potential of AI. This is crucial in our rapidly evolving technological world. Here's to more inspiring and educational experiences in the future!🤓"

V. Veleva, Female Ventures NL
"Fiona has the unique ability to balance practical tips on ChatGPT and Mid Journey with a wealth of knowledge on AI. I had the chance to witness her powerful presence when she gave a workshop held for 70 people with the aim of encouraging female leadership, where she successfully translated the theory of Artificial intelligence and Machine Learning into a captivating message with a wonderful sense of humour met with enthusiasm from the participants. We are grateful Fiona volunteered her time and gave a workshop for Female Ventures."

H. Simpkins, Senior Internal Communications Business Partner AXA UK
"Thank you Fiona for a really thought provoking session. Left me with a lot of thoughts around the role of AI in speeding up what we do, and how we can use it to improve the visual nature of our messages. It's always been the costliest part of comms to create visually engaging stories but as you say Fiona, so much opportunity if we do."