Are You a Leader or a Laggard?

A widening gap exists: a small elite of "future-bullt" firms (5%) generate massive returns from AI, while the majority (60%) see minimal results, creating compounding advantages for leaders and irreversible disadvantages for laggards.

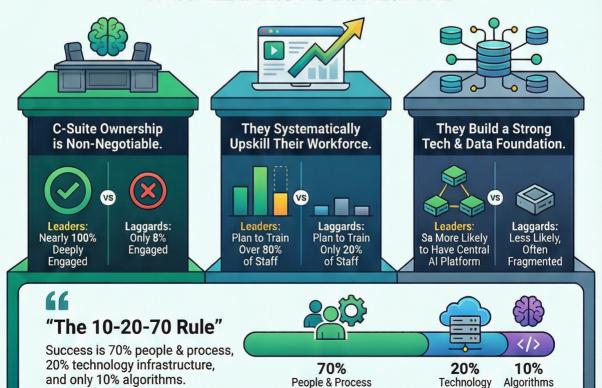
THE LEADERS: **FUTURE-BUILT (5%)**

companies are 'Future-Built' **Dramatically Superior Financial Results** Higher Sharcholder More Revenue Returns Growth **Virtuous Cycle of Reinvestment** They reinvest Al-generated returns into advanced capabilities, widening their competitive advantage over time.

THE LAGGARDS: **MINIMAL RETURNS (60%)**



THE PLAYBOOK FOR SUCCESS: WHAT LEADERS DO DIFFERENTLY



People & Process

Infrastructure