Beyond Adoption: Unlocking Real Business Value from AI

While most organizations have adopted AI tools, very few generate significant business value from them.

THE PROBLEM: THE AI ADOPTION-IMPACT GAP

WIDESPREAD AI ADOPTION (Tools Used)

The Value Chasm: <5% Generate Value at Scale

Most firms see little to no measurable impact.

IT'S A PEOPLE PROBLEM, NOT A TECH PROBLEM

Value is lost when technology is deployed without developing corresponding human skills.

THE HIGH COST OF CAPABILITY GAPS

Inaction leads to failed projects, productivity losses, and diminished employee wellbeing.
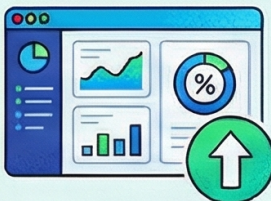
THE SOLUTION: 4 STEPS TO BUILD AN AI CAPABILITY SYSTEM

1. START WITH BUSINESS VALUE

Identify high-impact workflows first, then build the specific capabilities required to execute them.

2. CREATE ROLE-SPECIFIC PATHWAYS

Tailor training for the unique needs of executives, managers, and frontline contributors.

4. MEASURE WHAT MATTERS

Track tangible business outcomes and behavior change, not just tool adoption rates.

3. LEAD FROM THE FRONT & BUILD TRUST

Executives must model AI use and create a psychologically safe environment for learning.

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EUROPEAN BANK RESULTS
(Targeted Approach)

PRODUCTIVITY	MANUAL PROCESSING TIME	APPROVAL CYCLES
>50% GAIN	**70%** REDUCTION	DAYS TO **<30** MINUTES

NotebookLM