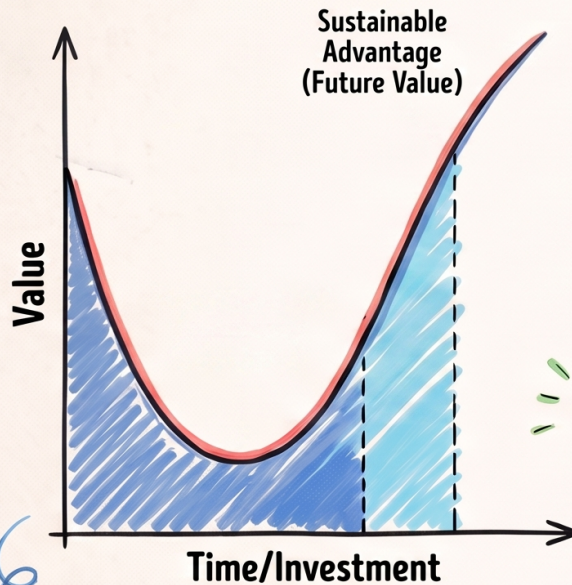


FROM ACCESS TO IMPACT: NAVIGATING THE ENTERPRISE AI JOURNEY

PHASE 1: THE CURRENT ADOPTION LANDSCAPE



The Seniority Usage Gradient



Concentration in Knowledge-Intensive Firms

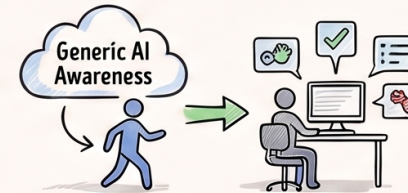
Adoption is highest in large firms with significant pre-existing R&D and intangible investments.

PHASE 2: BRIDGING THE 'ACCESS-TO-VALUE' GAP

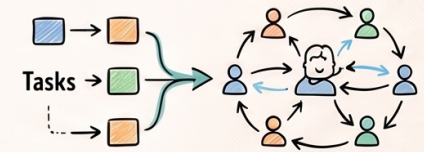
$$1 \$ + 3 \text{ (Process Redesign)} + 5 \text{ (Capability)}$$

The 1:3:5 Investment Formula

Match every \$1 of tech with \$3 in process redesign and \$5 in capability.



Move beyond generic AI awareness to training focused on function-specific workflows and tasks.



From Tasks to Workflows

Impact emerges when AI is integrated into collaborative processes rather than isolated individual tasks.

Among U.S. public companies	Adopters (Median)	Non-Adopters (Median)
Revenue:	Adopters: \$2.3 Billion	Non-Adopters: \$210 Million
Employment:	Adopters: 2,934 Workers	Non-Adopters: 424 Workers
R&D Expense:	Adopters: \$113 Million	Non-Adopters: \$10 Million