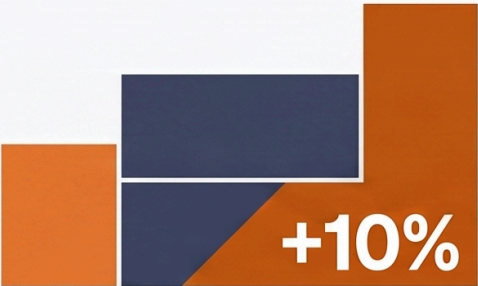


The AI Growth Paradox: Intensive Investment vs. Workforce Expansion

Research across 21,559 U.S. firms reveals a sharp divide in AI outcomes. Employment growth is not a guaranteed result of AI access, but rather a ‘reward’ for high-intensity adopters who integrate the technology deeply into their organizational structure over time.

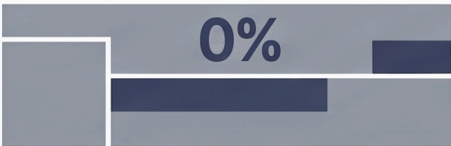
Commitment vs. Experimentation

The 10% Growth Dividend



High-intensity adopters spending
High-intensity adopters spending ~\$33.67/employee monthly see a 10% headcount increase over 24 months.

The Stagnation of ‘Light’ Adoption



Tinn Stagnation of a ‘Light’ Adoption
Firms spending only ~\$2.78/employee monthly show zero statistically significant change in employment.

12% Surge in Entry-Level Hiring



Intensive AI adoption correlates with increased junior hiring, challenging fears of entry-level job elimination.



The Anatomy of Success

The 6-Month Learning Curve



Growth Across All Functions



The Information Sector Lead



SOFTWARE, MEDIA, & TECH FIRMS

Growth is most concentrated in software, media, and tech firms with high technical capacity.