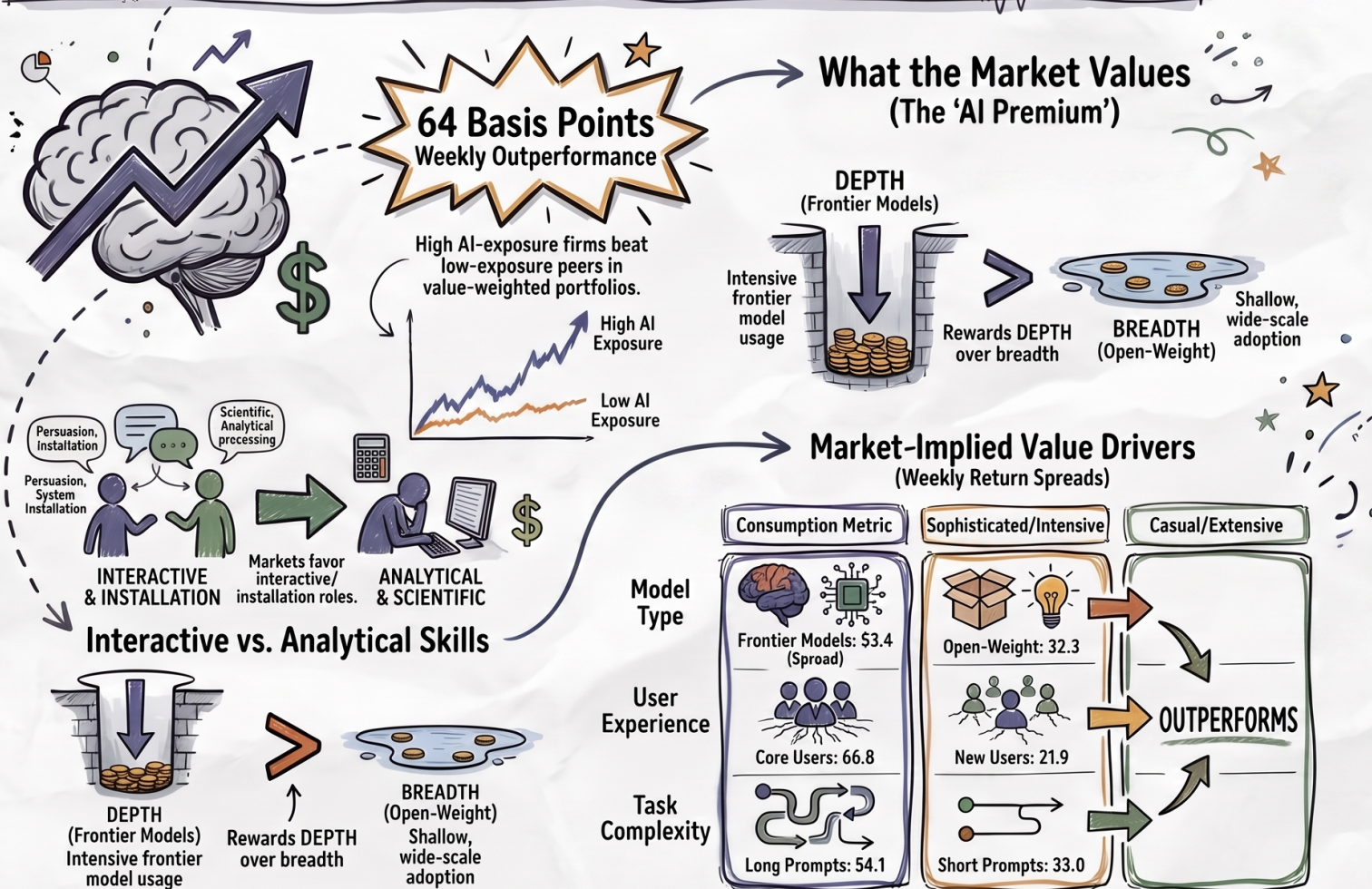


DECODING THE AI PREMIUM

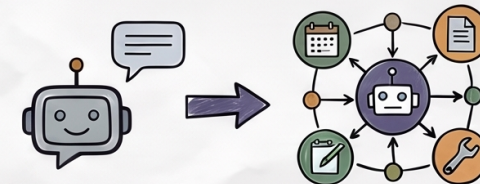
How Markets Value Sophistication



Strategic Organizational Responses

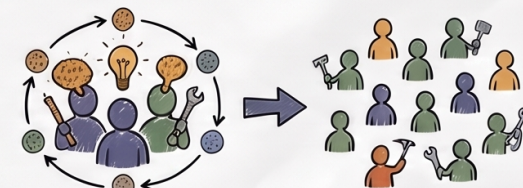
Building High-Value AI Capability

Shift from "Chat" to "Agents"



Prioritize AGENTIC deployments: AI executes workflows & coordinates actions.

Cultivate "Power User" Hubs



Power User Hub: Deep Expertise

Focus resources on building deep expertise in a CORE GROUP.

Light Training: Everyone

Hedge Negative Exposure

Proactively retrain employees in ANALYTICAL roles toward high-value INTERACTIVE & INSTALLATION tasks.

