

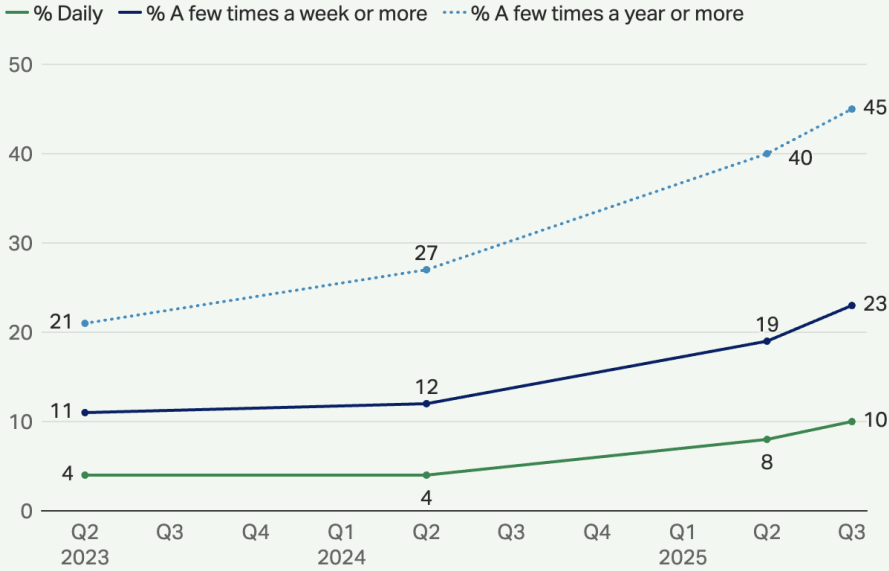
Where AI Is Creating Real Business Value

Ed Valdez | Partner, CAIO & CMO

AI USE TODAY

AI Use Continues to Grow Among U.S. Workers

How often do you use artificial intelligence in your role — daily, a few times a week, a few times a month, a few times a year, once a year, less than once per year, or never?



WF Q3 2025, U.S. employees

[Get the data](#) • [Download image](#)

GALLUP

HOW BUYER BEHAVIOR IS SHIFTING

AI SEARCH IS REWRITING DISCOVERY

50%

of consumers intentionally use AI-powered search

McKinsey, 2025

\$750B

in U.S. revenue projected to flow through AI search by 2028

McKinsey, 2025

51%

of consumers say their research habits have changed due to GenAI

Gartner

RESEARCH IS BEING RE-ROUTED

70%+

of AI-search users ask questions at the top of the funnel - category education now happens inside AI before they click

McKinsey

31% vs 16%

say AI summaries make them spend MORE time researching vs. less - the journey restructures, not just compresses

Gartner

WHERE COMPANIES ARE SEEING MEASURABLE GAINS

01

Targeting & Segmentation

66% of marketers now use AI in their roles

63-68% report positive ROI in AI-assisted channels

55% of B2B revenue leaders cite personalization as top priority (Allego)

HubSpot Global Marketing Report; Allego 2025

02

Speed to Insight

48% of marketers use GenAI for research & summarization

1 - 2 hrs saved per workday by AI-assisted teams

80% of the global workforce says they lack enough time (Microsoft)

HubSpot; Microsoft 2025 Work Trend Index

03

Sales Enablement

30%+ improvement in win rates in early AI-enabled sales (Bain)

51% of revenue teams say AI is shortening sales cycles (Allego)

\$37M in pipeline generated via AI-enabled seller workflows (Salesforce)

Bain; Allego 2025; Salesforce

04

Pipeline Prioritization

25% of time sellers spend selling - AI can reclaim the rest

3x more likely to scale AI when workflows are redesigned (McKinsey)

1 in 3 companies have begun scaling AI vs. 3 in 4 high performers

Bain; McKinsey State of AI 2024

WHERE LEADERS MISSTEP

01

Tool-First Thinking

89% of organizations use AI regularly - but only 1 in 3 have begun scaling it. Applying AI to broken processes delivers only small gains. The bigger gains come from reimagining the workflow.

McKinsey; Bain

02

Unsecured Experimentation

20% of marketing leaders say their company has no AI policy. By 2028, Gartner predicts 25% of enterprise breaches will trace back to AI agent abuse.

HubSpot; Gartner

03

No Decision Rights Defined

AI high performers are 3× more likely to have senior leaders who own and commit to AI initiatives - and have defined when human validation is required.

McKinsey State of AI

04

No Tie to Measurable Outcomes

Only 25% of executives say their companies have created significant value from AI. Only 39% see EBIT impact at the enterprise level, despite widespread usage.

BCG; McKinsey

WHERE AI IS HEADED

FROM TASK ACCELERATION TO WORKFLOW ORCHESTRATION



3×

High performers are 3× more likely to have fundamentally redesigned workflows

McKinsey

Next →

Microsoft: The future org is built around human-agent teams, not isolated copilots

Microsoft 2025 Work Trend Index

AGENTIC AI: WHAT'S EMERGING

23%

of organizations already scaling an agentic AI system somewhere in the enterprise

McKinsey

39%

more are actively experimenting with AI agents - adoption is accelerating fast

McKinsey

46%

of business leaders say their org already uses agents to fully automate workstreams

Microsoft 2025 Work Trend Index

2026

BCG calls this a likely turning point - two-thirds of companies are exploring AI agents

BCG

IDENTIFY YOUR AI READINESS

CHIEF OUTSIDERS

FREE SELF-ASSESSMENT · 8 QUESTIONS · ~5 MINUTES

RISE AI Readiness Assessment

8-Step Framework to Lead Your Company into the AI Era

Discover exactly where your organization stands on the RISE AI maturity spectrum — and receive a personalized roadmap to accelerate your transformation.



8 Dimensions

Every AI leadership pillar



Instant Score

Your RISE maturity stage



Personalized Roadmap

Research-backed next steps

Begin Assessment →

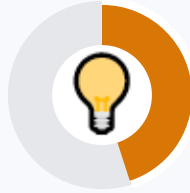
chiefoutsiders.com/ai

THE RISE AI MATURITY LIFE CYCLE



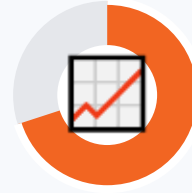
RESPONSIVE

- Leadership awareness exists but action is limited
- AI tools used tactically by select individuals
- No unified AI platform or standardized approach
- AI value unclear; results are anecdotal
- Learning is individual, not institutional
- <10% of the organization uses AI systematically



INTEGRATED

- AI literacy expands across teams
- Tools embedded selectively in key departments
- Formal AI enablement programs begin
- Early governance and policies appear
- Pockets of excellence emerge; limited results
- 10-30% of the organization uses AI regularly



STRATEGIC

- AI strategy aligned to business priorities
- Investment decisions portfolio-driven
- AI linked to measurable KPIs and ROI
- Leadership sponsors transformation
- Cross-departmental AI integration advances
- 30-60% of the organization uses AI as core practice



EXCEPTIONAL

- AI drives competitive advantage and revenue
- New revenue streams and margin expansion
- Defensible AI-native differentiation
- AI embedded in operating model and culture
- Continuous innovation and portfolio rebalancing
- 60%+ of the organization is AI-native

THE BOTTOM LINE

***“The opportunity is real -
but only when applied
with discipline.”***

 Strategy First

 Workflow-Level

 Measurable Outcomes