Seven Steps to Leading with Al

Why this moment matters

Urgency: Al is doubling in capability every 3.5 months

Question: Are you adapting fast enough?

STEP 1

Wake Up to the Moment

CEOs are asking:

"Where do we start?"

Leadership is adapting in real time; pacesetters have never been more important

43%

have implemented generative AI in innovation

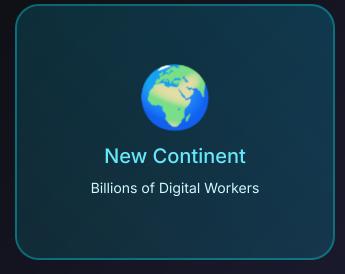
44/100

Al maturity score averages globally

Consider the following:

How many of you have sat in a meeting in the last 90 days about implementing AI in your company, and how many walked out feeling there was a clear plan forward?

Seven Steps to Leading with AI



Are you staking your claim or watching from a distance?

Step 2

The New Continent

Al represents a vast new continent with billions of 24/7 digital workers waiting to be discovered and utilized.

AI MATURITY

Only 1 in 6

companies above 50 maturity score



PACESETTERS ADVANTAGE

2x Results

Double the vision, engagement & ROI



KEY INSIGHT

The question isn't whether AI will transform your industry—it's whether you'll lead the transformation or be left behind.

Sun

Start

It happens quickly...

Fold a paper 103 times and it reaches the sun - that's exponential growth in action

Step 3

Get Real About Exponential Growth

Industries Transformed

Entire industries already permanently transformed by Al acceleration

81% Increasing Spend

Companies are dramatically increasing their AI investments

Anchor to Timeless Needs

Trust

Speed

Value

Safety



Judgment • Empathy • Creativity



CENTAUR MODEL

Human + Al Partnership

STEP 4

BECOME A CENTAUR

|| Human + Machine Partnership

Future is not human versus machine, but human with machine

Merge Capabilities

Human judgment, empathy, creativity + Al power and speed

2/3 Pacesetters Empower Teams

Two-thirds of pacesetters empower teams to propose Al solutions

Master the Centaur Model

Leaders who win the next decade will use AI as a partner for sharper judgment, bigger creativity, and deeper human impact

Step 5

The 3 Core Actions That Build Momentum



Start Small

Pilot repetitive tasks with clear metrics



Build Trust

Sandbox for safe AI experiments



Scale Impact

Personalize, surprise, and grow loyalty

Momentum comes from simple wins multiplied



Navigate the Storm

Strong governance is your compass

STEP 6

Lead Through Turbulence

Economic Transformation

Al is reshaping entire economies, not just workflows

Pacesetter Advantage

Lead with strong governance and privacy compliance

Current State

63%

Already have advanced data governance in place

Critical Timeline

18-24 months: Define responsible Al or face fines and scrambling

MAKE THE CHOICE

TODAY



And expand opportunity for those who act decisively

Pacesetters Define Outcomes

Measure ROI and scale with absolute clarity

Every Agenda Item

Risk, opportunity, leadership—Al runs through all of it

Legacy Question

Will you be the leader who shaped the future?

THE CHOICE IS YOURS

Lead the Al revolution or be led by it. The future belongs to those who act today.

