

Seven Steps to Leading with AI

Why this moment matters

Urgency: AI 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

AI 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**?



New Continent

Billions of Digital Workers

Are you staking your claim
or watching from a distance?

Step 2

The New Continent

AI 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.

Step 3

Get Real About Exponential Growth

- **Industries Transformed**

Entire industries already permanently transformed by AI acceleration

- **81% Increasing Spend**

Companies are dramatically increasing their AI investments

- **Anchor to Timeless Needs**

Trust

Speed

Value

Safety

It happens quickly...

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

● Start

Sun ●

STEP 4

BECOME A CENTAUR



CENTAUR MODEL

Human + AI Partnership

Human + Machine Partnership

Future is not human versus machine, but human **with** machine

Merge Capabilities

Human judgment, empathy, creativity + AI power and speed

Pacesetters Empower Teams

Two-thirds of pacesetters empower teams to propose AI 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

STEP 6

Lead Through Turbulence



Navigate the Storm

Strong governance is your compass



Economic Transformation

AI 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 AI or face fines and scrambling

7 MAKE THE CHOICE

TODAY

AI Will Concentrate Power

And expand opportunity for those who act decisively

Every Agenda Item

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

Pacesetters Define Outcomes

Measure ROI and scale with absolute clarity

Legacy Question

Will you be the leader who shaped the future?

THE CHOICE IS YOURS

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

