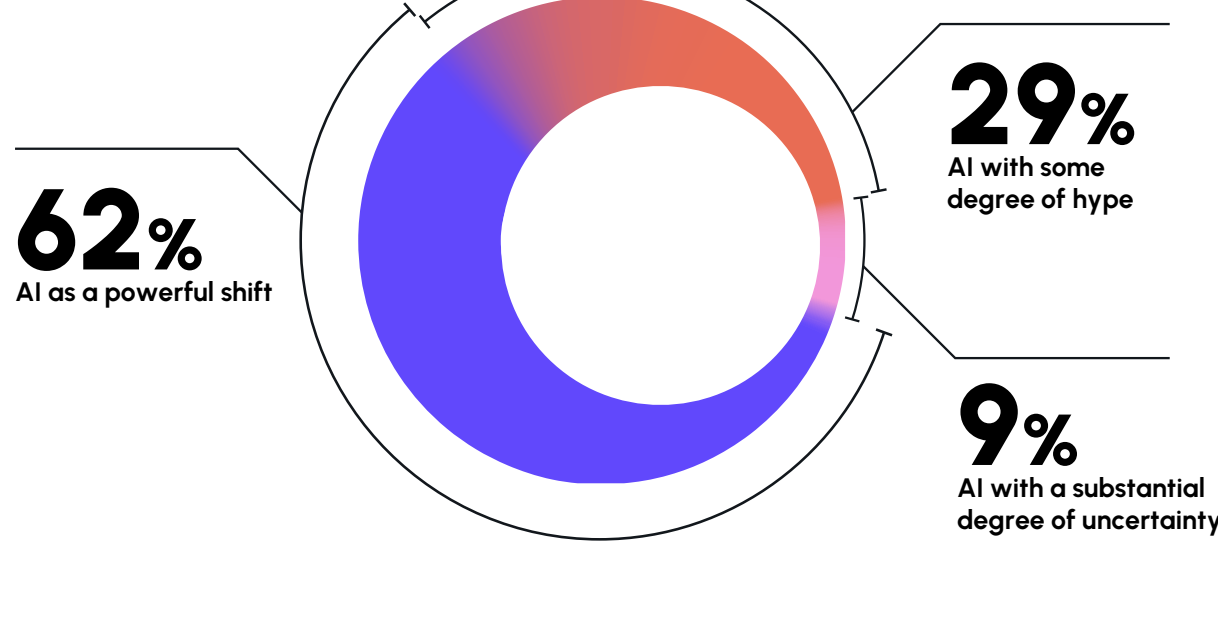


# CEOs on AI - 2025 State of the Market

## Top 10 Takeaways

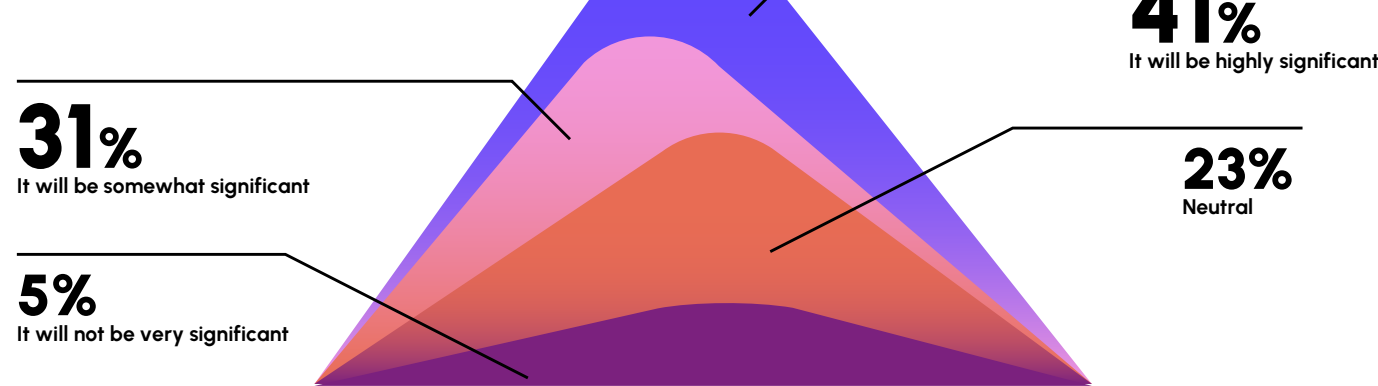
### The CEO AI Buzz Meter

While a majority (62%) of CEOs view AI as a powerful shift that will change business, a large contingency (38%) view it as still holding some degree of hype. And 9% view it with a substantial degree of uncertainty.



### Degree of disruption

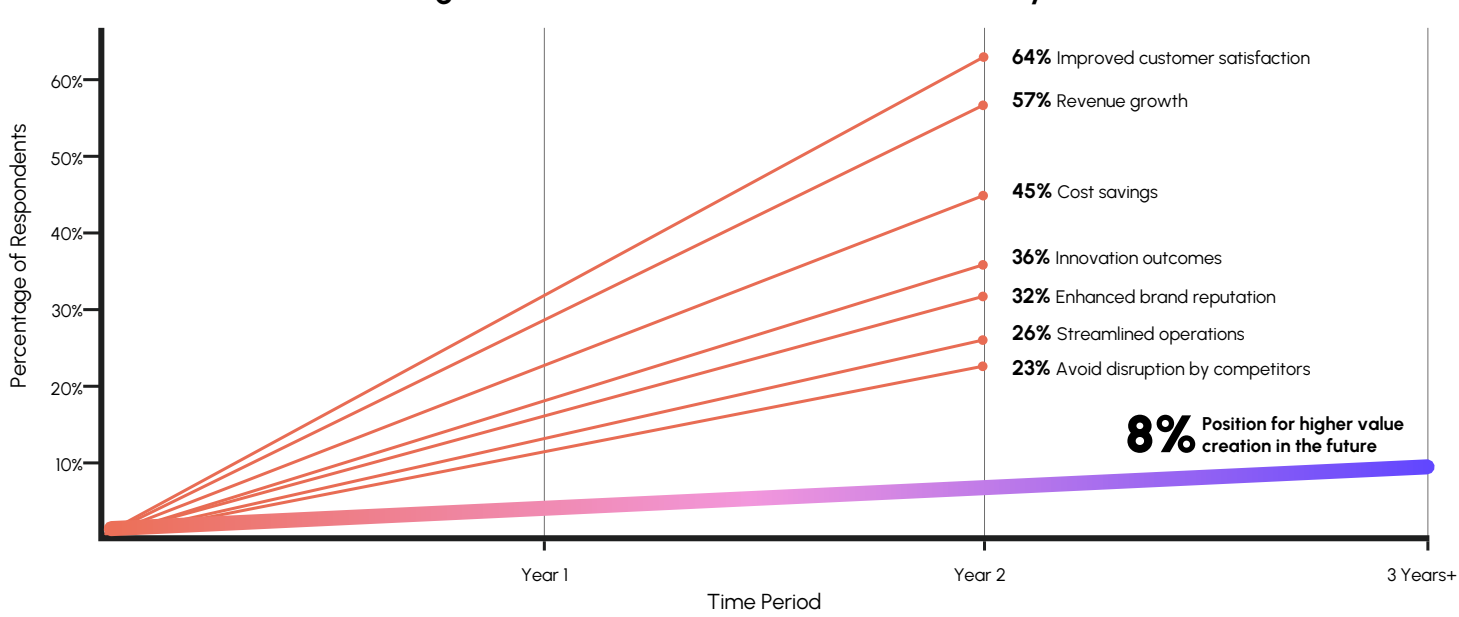
Similarly, of those who believe AI is generally "transformative" to business, a large majority think it will be specifically disruptive to their industry or workflow.



### AI: Marathon, not a sprint

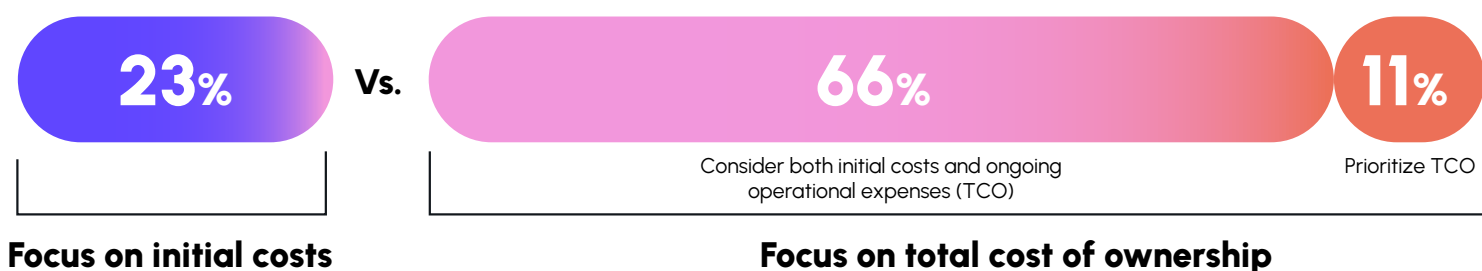
New revenue, cost savings, and other quantifiable benefits take time. Most CEOs place outcomes within three (3) years, and almost 8% place value creation longer than three (3) years.

Weighted Outcomes Over Time (3 Years And Beyond)



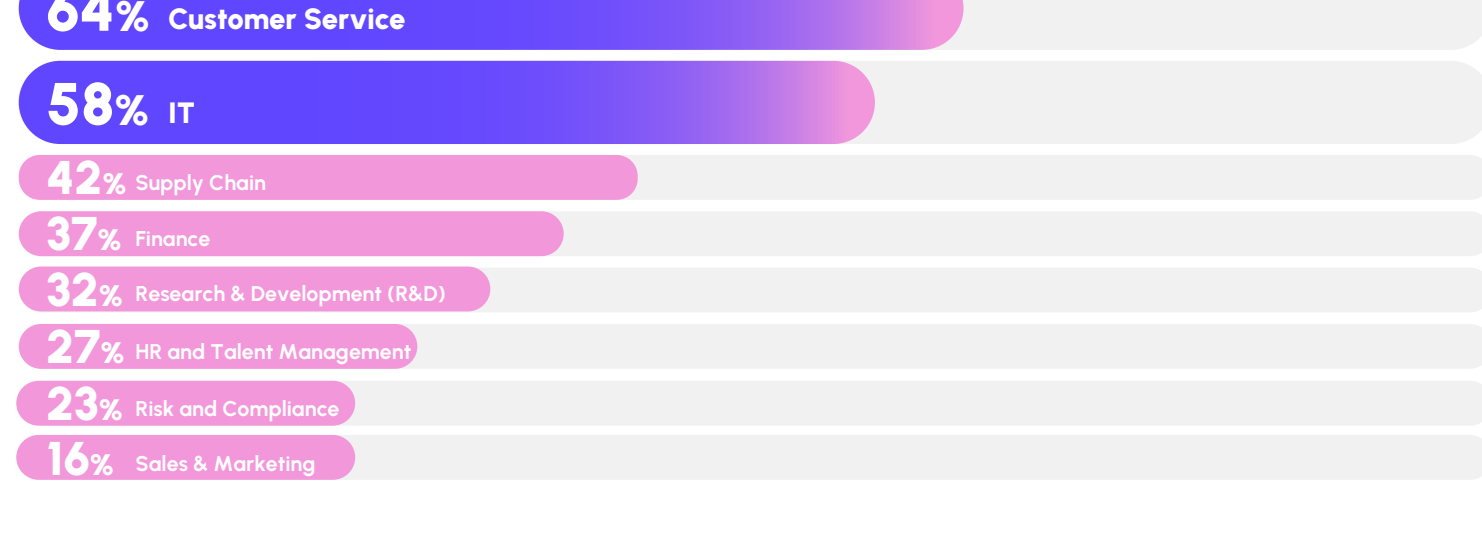
### Investing for the long haul

A smaller number of CEOs are focusing on initial costs (23%) versus the ongoing Total Cost of Ownership (TCO) when considering the financial viability of an AI investment.



### Focus on service

And these investments are overwhelmingly focused on Customer Service (likely reducing cost and improving customer care) and IT (likely associated with constrained labor supply, costs, and reducing project lead times).



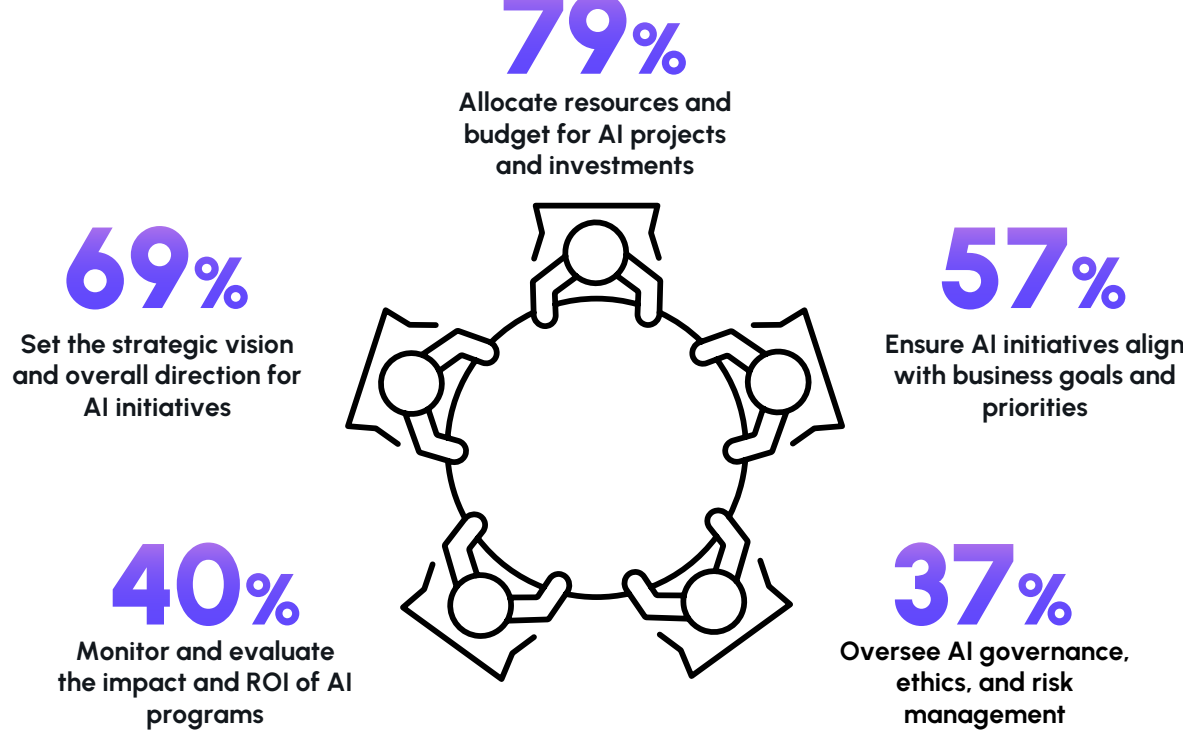
### Who's in charge?

Combining investment, income, and impact — CEOs are leading the AI initiative in their organizations.



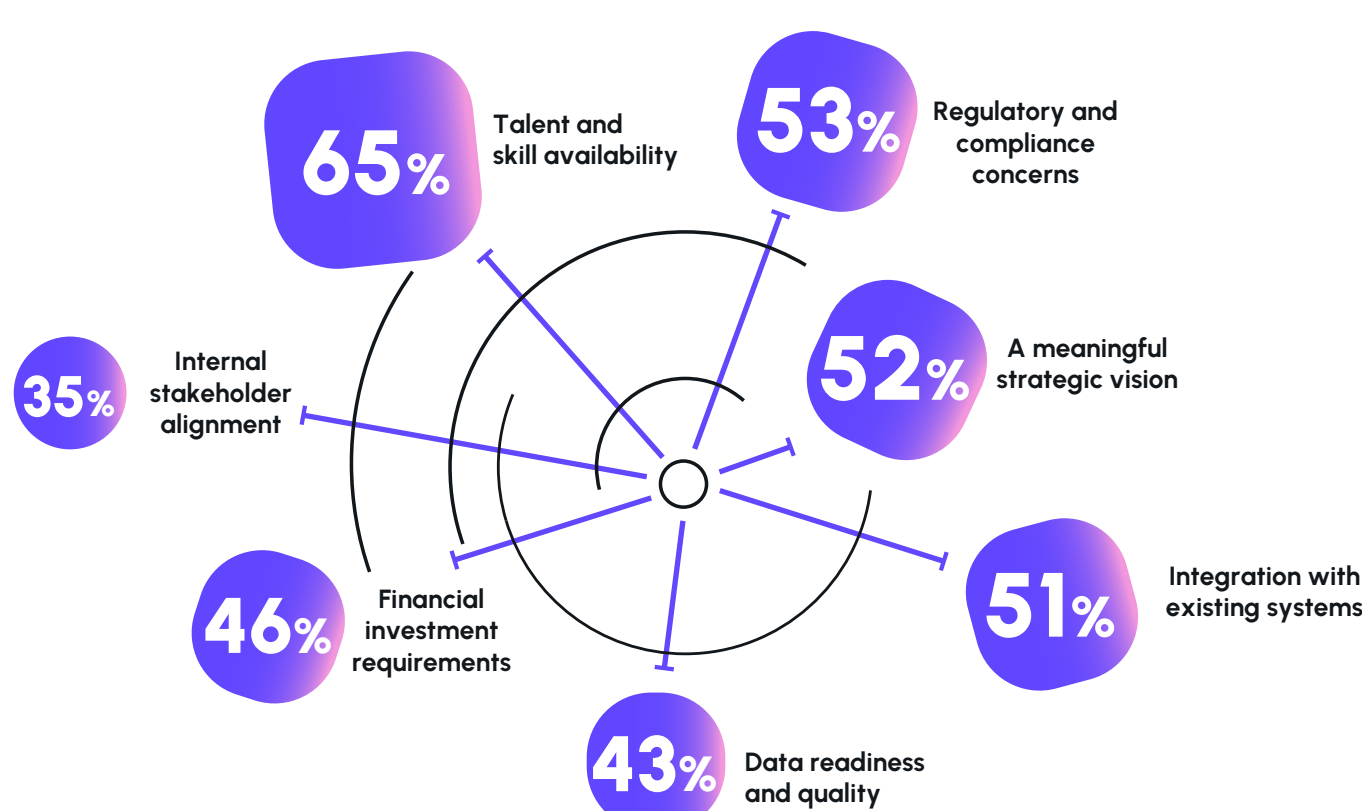
### Top table is setting the strategy

AI initiatives may be CEO-led, yet the Board and C-suite have a lot of say.



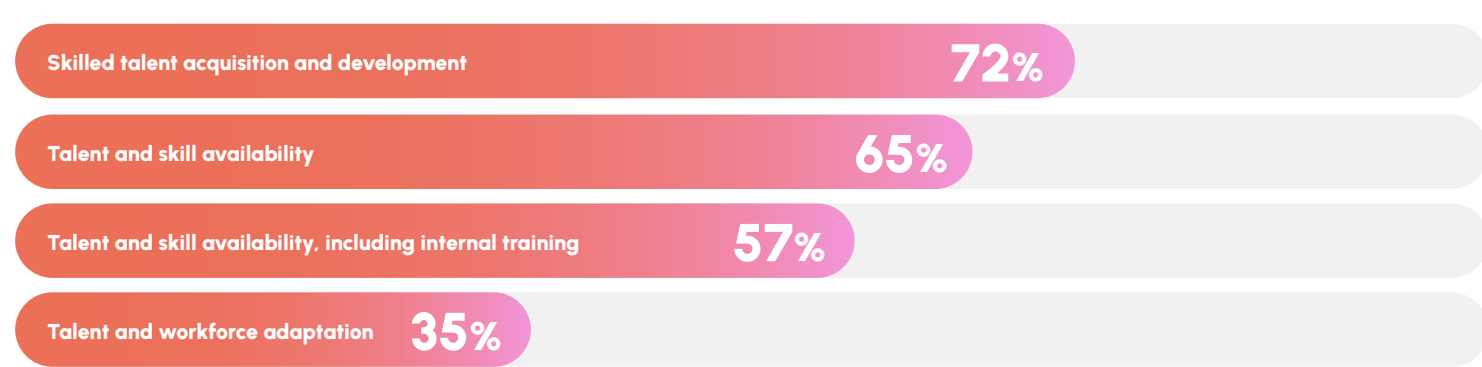
### Everything, everywhere, all at once

Whether perceived as hype or impactful change, most CEOs agree that deploying an AI strategy requires all hands on deck.



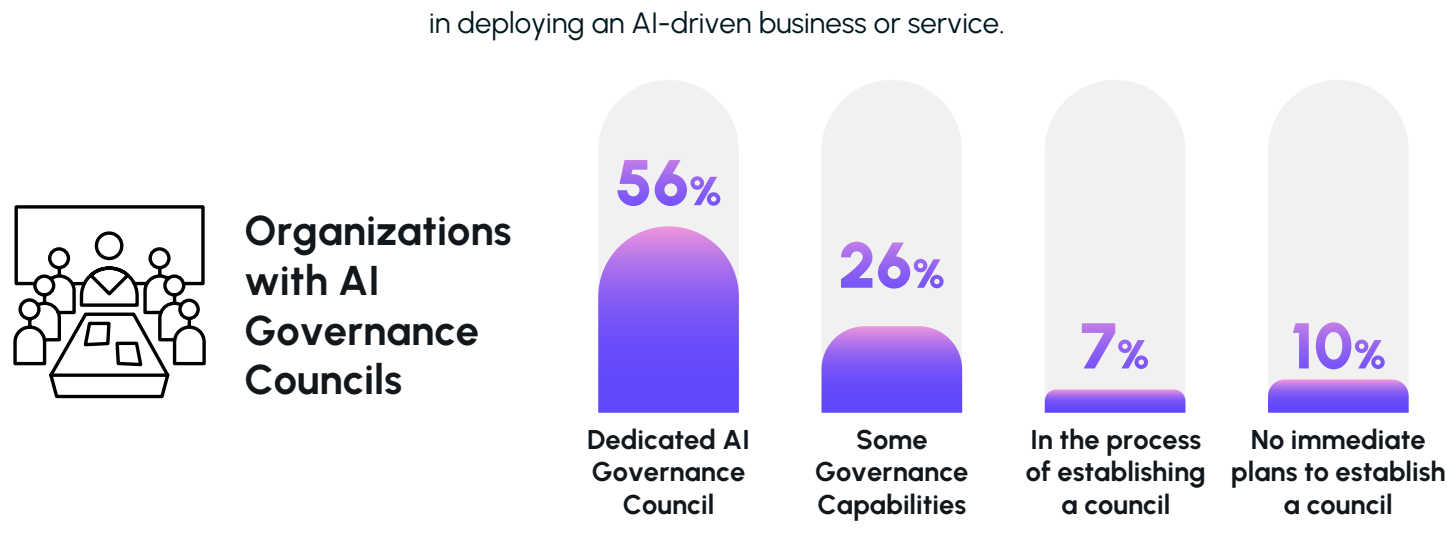
### Biggest hurdle: The talent gap

Acquiring skilled talent jumps ahead of all other concerns.



### Governance evolving, yet untested

Transparent governance, accountability, and compliance with changing regulations are a key to success in deploying an AI-driven business or service.



### Steps taken in the absence of global AI Governance

