



AI synergy!

Who Drives AI Adoption?

Survey Insights on Employee Initiative vs. Organizational Strategy

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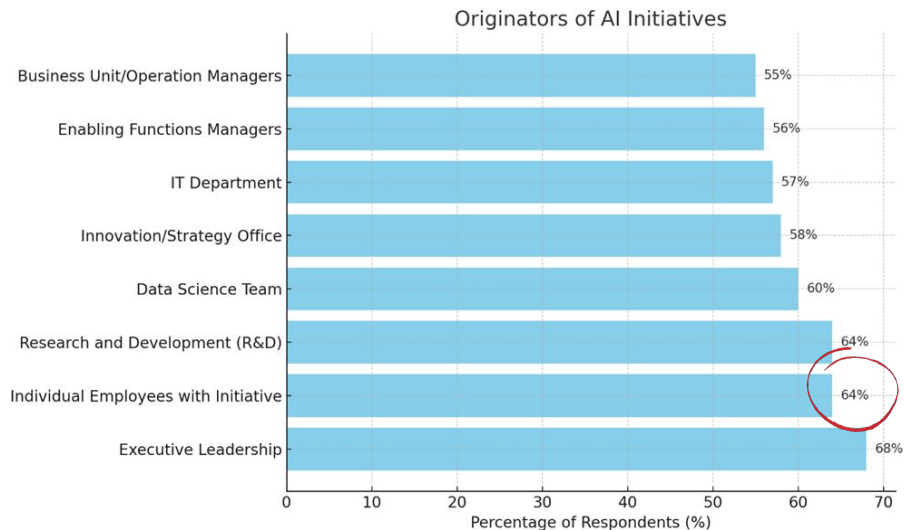


- AI Adoption study in September 2024
 - Quantitative, n= 107 respondents from various industries
 - Qualitative, follow-up individual interviews with 20 of the respondents
- Demographics
 - ① Small companies (defined as 1-9 employees): 15 responses (14%)
 - ② Medium companies (defined as 10-49 employees): 38 responses (36%)
 - ③ Large companies (defined as 50+ employees): 54 responses (50%)
- Questions in line with other studies, including OECD Survey - *Private Sector Perspectives on AI Adoption and Governance*

Key Results - Organizations




- Companies invest in AI for various strategic reasons
 - Small Companies: Competitive advantage (33%), Cost efficiency (27%), Innovation (20%)
 - Medium Companies: Customer experience improvement (32%), Innovation (26%), Competitive advantage (21%)
 - Large Companies: Innovation (37%), Competitive advantage (26%), Customer experience improvement (19%)
- Roadblocks: Resistance to change, Data privacy and security concerns, Lack of skilled personnel
- ROI measurement is a challenge

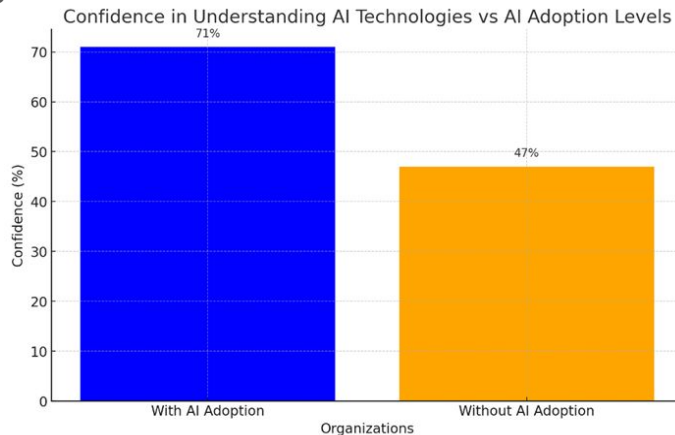
- Multiple originators of AI initiatives





Key Results - Employees

- 87% of employees in organizations without official AI adoption are personally using AI tools, such as ChatGPT (mentioned by $\frac{2}{3}$ of respondents)
- What support or resources would help you or your team better leverage AI?
 -  Training and upskilling programs – 74 responses
 -  Access to AI tools and technologies – 59 responses
 -  Clear guidelines and policies on AI usage – 57 responses
- Confidence correlations: correlation between AI adoption at the organizational level and employees' confidence in understanding AI technologies





Thank
You!



If I got this right, yes, we're smart enough to invent AI,
dumb enough to need it,
and so stupid we can't figure out if we did the right thing.

