C-suite executives view generative AI as a catalyst for reinvention.

81% see generative AI as a key lever in their reinvention strategy.

Their plans to fundamentally reinvent specific areas of their business with generative AI over the next 3 years include:

- **IT**: 63%
- **Marketing**: 54%
- **Finance**: 41%
- **Customer service**: 35%
- **Strategy and M&A**: 20%
- **R&D**: 29%

Reinventors outperform their peers on financial and non-financial metrics. By 2026:

- 2.4x expected increase in revenue growth versus other respondents (relative to 2022).
- 37% anticipated outperformance in sustainability versus industry peers.

To capitalize on reinvention in the age of generative AI, the C-suite must address five imperatives.

- **01** Lead with value
  - Shift away from siloed generative AI use cases. Instead, deploy generative AI to redesign business capabilities across the value chain based on an objective assessment of the business case.

- **02** Understand and develop an AI-enabled, secure digital core
  - Deviate IT for the age of generative AI, connecting what was a disparate collection of data sets and technologies via an AI-enabled digital core that is secure by design.

- **03** Reinvent talent and ways of working
  - Set and guide a vision for how to reinvent work, reshape the workforce and prepare workers for a generative AI world with continuous learning initiatives at all levels.

- **04** Close the gap on responsible AI
  - Commit to maintaining high standards of trust, transparency and sustainability in generative AI-driven initiatives. Move from commitment and frameworks to action on the ground.

- **05** Drive continuous reinvention
  - Change is constant. The path to reinvention never ends. Build the capability to continuously reinvent with generative AI and make the ability to change part of the organizational DNA.