AI:
THE MOMENTUM MINDSET
AI. Company leaders know it should be a critical piece of their competitive strategy.

Two-thirds of executives identify it as a top strategic priority, and 85% say it will create new categories of products, business models and markets. But most companies are stalled in pilot phase or early stage AI adoption.

If AI is truly a priority, then broad use should be more common. Instead, organizations are implementing the technology in silos and discrete projects – an approach that won’t get them to value.

So, how are AI leaders creating a momentum mindset?

They understand AI is more than just a tool or technology. It’s a transformative capability that accelerates opportunities inside and outside the organization.

They experiment and learn. The more data companies feed AI, the smarter it gets.

And they turn obstacles into opportunities. They take a continuous, iterative approach. And use challenges to fuel AI-driven insights.

Learn more about driving AI momentum with the full report at accenture.com/AIMomentum