



# 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](https://www.accenture.com/AIMomentum)**

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