



AI STRATEGY
THE 18-MONTH DIVERGENCE

PRESENTED BY
AMIT PATEL

What We'll Cover

- 01 The Problem: Most Companies Are Stuck
- 02 The Root Cause: No AI Strategy
- 03 What Winners Do: GitHub, JPMorgan, Google
- 04 Why Most Fail: Board Incentives & Focus
- 05 The Path Forward



Most Companies Are Stuck

AND THE GAP IS WIDENING

88%

Use AI in at least
one function

61%

Still in pilot or
experiment phase

5%

Generate substantial
value at scale

The 5% winning are not running more pilots. They made hard choices about business problems. Everyone else deploys AI looking for uses.

McKinsey State of AI 2025 (n=1,993), BCG Build for the Future 2025 (n=1,250)



Most Don't Have An AI Strategy

THEY HAVE A TECHNOLOGY DEPLOYMENT PLAN

WHAT MOST DO

'Let's implement AI'

- ▶ Deploy tools
- ▶ Look for problems
- ▶ Measure adoption

WHAT WINNERS DO

'What costs us most?'

- ▶ Redesign workflow
- ▶ Deploy AI
- ▶ Measure outcomes

AI is the enabler, not the strategy. Business problems drive, technology enables.

Mythos Group analysis



What Winners Do: GitHub CoPilot

B U S I N E S S P R O B L E M F I R S T , T E C H N O L O G Y S E C O N D

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|----------------------|---|
| 1. Business Problem | Developers waste 40% time on boilerplate code |
| 2. Redesign Workflow | AI suggests code, developers accept or modify |
| 3. Deploy AI | Copilot integrates into dev tools |
| 4. Measure Outcomes | 55% faster coding, widely adopted |

They didn't ask 'what can AI do?' They asked 'what wastes time?' Then used AI to fix it.

GitHub Copilot research 2024, framework applied by Mythos Group

