



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

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