



CEO-LED AI TRANSFORMATION
THE LEADERSHIP IMPERATIVE

PRESENTED BY
AMIT PATEL

What We'll Cover

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|----|----------------------------|---|
| 01 | The Spending Trap | AI budgets are growing 30%+ annually. Enterprise value capture remains flat. The gap is not technology. |
| 02 | The Failure Pattern | Four organizational dysfunctions, not technical limitations, explain 70% of initiative failure. |
| 03 | The 6% Difference | Companies that achieve meaningful EBIT (Earnings Before Interest and Taxes) impact share a specific sequence of decisions, not a larger budget. |
| 04 | The CEO's Role | Five irreversible decisions only a chief executive can make — and the cost of delegating them. |
| 05 | The Evidence | JPMorgan, Klarna, and Delta demonstrate the pattern. Their results are replicable with discipline. |



The Spending Trap

RECORD INVESTMENT. FLAT RETURNS. ACCELERATING BUDGETS.

\$109B

US private AI investment in 2024
12x China's total investment

92% of enterprises plan to increase
AI spending over the next three years

6%

achieve meaningful
profit contribution

67%

of initiatives stall
in pilot purgatory

42%

of 2024 initiatives
were abandoned

12%

of budget allocated
to organizational
change

The pattern: 88% of AI budgets fund technology. The 6% who succeed spend 3–4x more on people and process change.

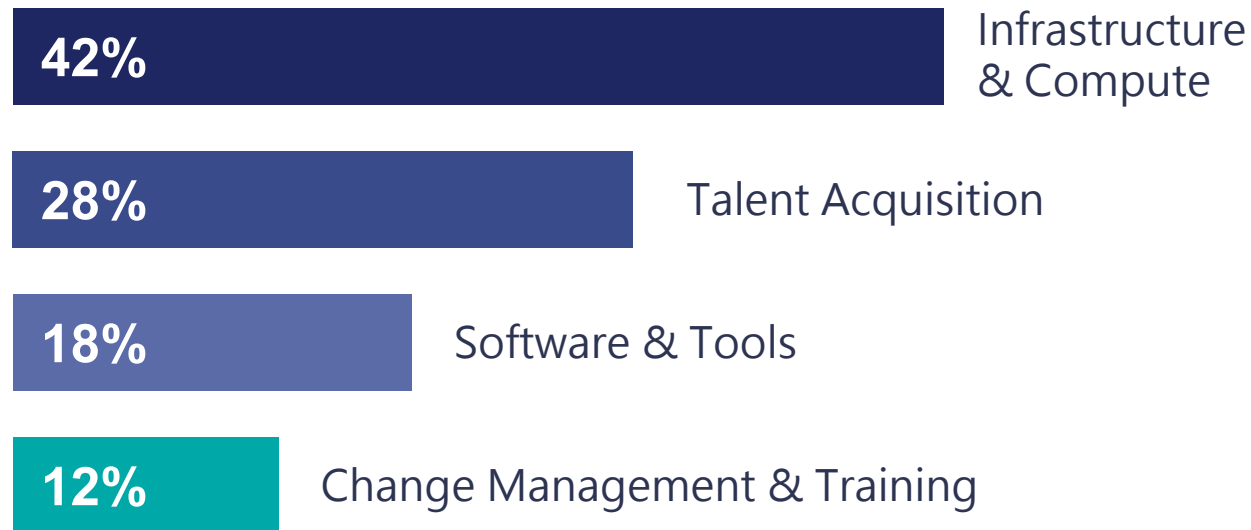
Mythos Group analysis; Stanford HAI AI Index 2025; McKinsey State of AI 2025 (n=1,993); S&P Global Market Intelligence; Deloitte Q4 2024



Follow The Budget, Find The Problem

INVESTMENT ALLOCATION REVEALS WHY RETURNS DISAPPOINT

Typical AI Budget Allocation



Where Value Is Actually Created

Workflow redesign	Strongest EBIT predictor (R ² =0.20)
Operating model change	Drives sustainable adoption
Skills & behavior shift	Determines adoption velocity
Technology selection	Table stakes, not differentiator

Companies spend on what they can buy. They underinvest in what they must build: new behaviors, redesigned workflows, changed incentives.

Mythos Group analysis; McKinsey State of AI 2025 (workflow R²=0.20); Deloitte enterprise spending analysis; Stanford HAI AI Index 2025

