



CULTURE-FIRST AI  
WHY CULTURE DETERMINES AI SUCCESS

PRESENTED BY  
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# What We'll Cover

- 01 The Crisis: 73% of AI Investments Fail
- 02 Root Cause: Organizations Move Too Slow
- 03 What High Performers Do Differently
- 04 Why Most Organizations Get Stuck
- 05 The Path Forward



# The AI Adoption Issue

*MOST AI FAILS DUE TO CULTURE, NOT TECHNOLOGY*

73%

of AI initiatives fail to deliver meaningful ROI

91%

cite culture and change management as the barrier

26%

who get culture right see 60% higher revenue growth

The technology works. The question is: can your organization change fast enough?

*HBR 2025, MIT SMR 2025, McKinsey Global AI Survey 2025*



# The Real Problem: Speed Of Organizational Adoption

*ADOPTION SPEED DETERMINES ROI, NOT TECHNOLOGY CAPABILITY*

## WHAT MOST DO

- ▶ Mandate AI adoption from top
- ▶ Pilot everything, scale nothing
- ▶ Train once, expect permanent change
- ▶ Measure technology metrics only

## WHAT HIGH PERFORMERS DO

- ▶ Co-create solutions with end users
- ▶ Focus on 3-5 transformational use cases
- ▶ Build continuous learning systems
- ▶ Track behavior change and adoption

Organizations that build adaptive cultures achieve 60% higher revenue growth.

*BCG & HBR 2025; Mythos Group analysis*

