



CULTURE-FIRST AI

WHY CULTURE DETERMINES AI SUCCESS

PRESENTED BY
AMIT PATEL

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