Rise of AI in Business Strategy Leads to Fundamental Change

Businesses are making greater use of AI in developing their business strategy, processes and competitive ability. In [PwC's 28th Annual Global CEO Survey](), "results show that more than half of CEOs (56%) responding say that GenAI has resulted in efficiencies in how employees use their time, while a third reported increased revenue (32%) and profitability (34%)."

An analysis of the results show that Innovation matters most, speed is still important and scale not so much anymore. Much of the experience so far is with GenAI, but the use of Agentic AI is making inroads quickly. Agentic AI is a newer form of AI that can make decisions itself, which means it can take on more complex jobs and thereby replace or support more people in more advanced roles.

It means that decisions can be made faster, which leads to a need for more speed to remain competitive. It highlights the need for innovation, because the world of AI is evolving so rapidly. And it points to a lower need for scale because the speed and innovation addresses the need for increased capacity through speed and specialization.

To make AI work, a business must develop teams that can think and act differently and more creatively. They must be adaptable. AI is being used to develop new products, adapt products to reflect customer needs and demands, in addition to streamlining business processes.

For more discussion of the survey and its implications, check out the PWC website at: https://www.pwc.com/us/en/tech-effect/ai-analytics/competing-in-age-of-ai.html