



ACOLAR AI

The CXO's AI Playbook – 3 Steps to Scale with Confidence

An Executive Webinar by Acolar AI

AI made simple.





The Experts

Sannette Coetzee

Led enterprise transformation at Visa & PayPal, impacting 10,000+ professionals. Built & scaled Fortune 500 operating models—AI, Agile, Culture, Execution. Co-Founder and CEO of Acolar AI—cutting through AI chaos, driving real business transformation.

Keynote speaker, educator, and architect of change.



Agenda

01


The State of Play for AI Adoption

02

The 3 essential steps to scale AI with confidence

03

The biggest mistakes CXOs make (and how to avoid them)





The State of Play For AI Adoption

 **87% of organizations are using or exploring AI technologies.**

 **70–85% of GenAI projects fail to meet their objectives.**

 **70% of AI efforts yielded little or no impact after deployment.**

 **35% of organizations report using AI in at least one business function.**

 **Only 26% successfully move beyond pilot phase.**

 **74% of companies have yet to show tangible value from AI**





The State of Play For AI Adoption

 Global AI investment reached
\$191 billion in 2023

 Average ROI timeframe for AI
projects is 16 months



Generative AI adoption grew by 84%
year-over-year



72% of enterprises are piloting or
implementing Generative AI



Adoption Accross Industries



FINANCIAL SERVICES leads with 56% of firms.
USE CASE : Fraud detection (-40% crime), AI chatbots (85% queries), ESG analysis growth



HEALTHCARE :AI market reached \$15.4 billion in 2023
USE CASE : Predictive diagnostics (95% accuracy), Robotic surgeries (23% CAGR), Digital twins for modeling



67% of **RETAILERS** are using AI for inventory management and demand forecasting
USE CASE : AI recommendations (+30% sales), Dynamic pricing (+20% revenue), Voice commerce rise



**Bottom Line:
The AI revolution is in
full swing, and /but
adoption is a challenge**



Biggest Challenges

Unclear Objectives & Misaligned Solutions

Overemphasis on Technology over Business Values.

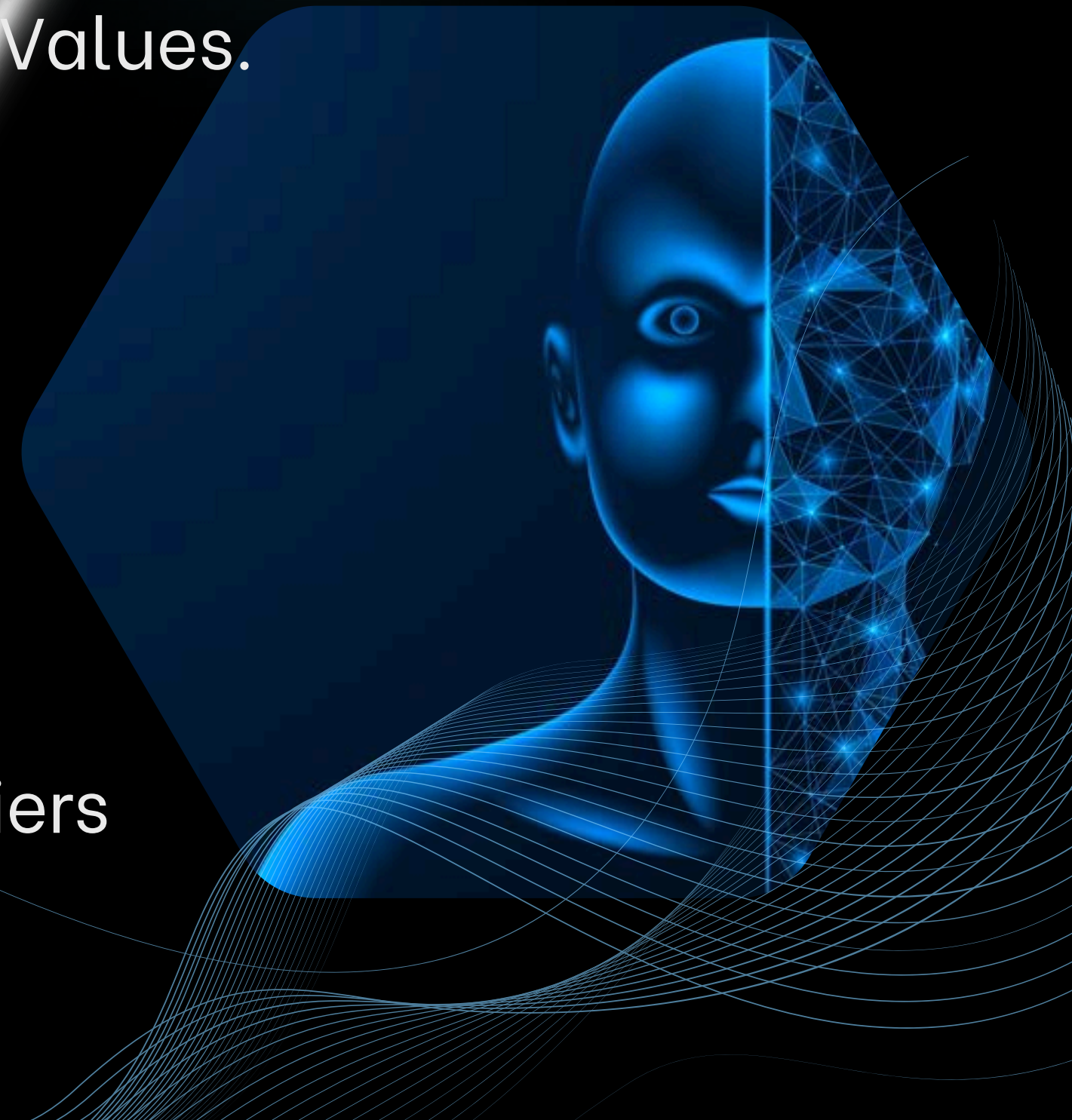
Unrealistic Expectations and Hype

Poor Data Quality and Availability

Inadequate Infrastructure & Integration

Lack of Skilled Talent and Expertise

Organizational Resistance and Cultural Barriers



Biggest Challenges for CXOs



Organizational Barriers

70% of the challenges in implementing AI
Talent, 325% increase and not enough
Change resistance within the organization
Sponsorship and cross-functional collaboration

Technological Barriers

Data issues and infrastructure pose the biggest headache
Data quality, availability, and silos
Right infrastructure and tools
Tool maturity and vendor solutions

Strategic and Leadership Barriers

lack a clear strategy and business case initially
Unrealistic expectations; short-term returns are often unclear
Scattered pilots that don't add up to competitive advantage
Governance and risk management





**Biggest Takeaway:
Common barriers
include unclear
strategy, poor data,
cultural resistance.**





Step 1

**Align AI with
Business Outcomes**

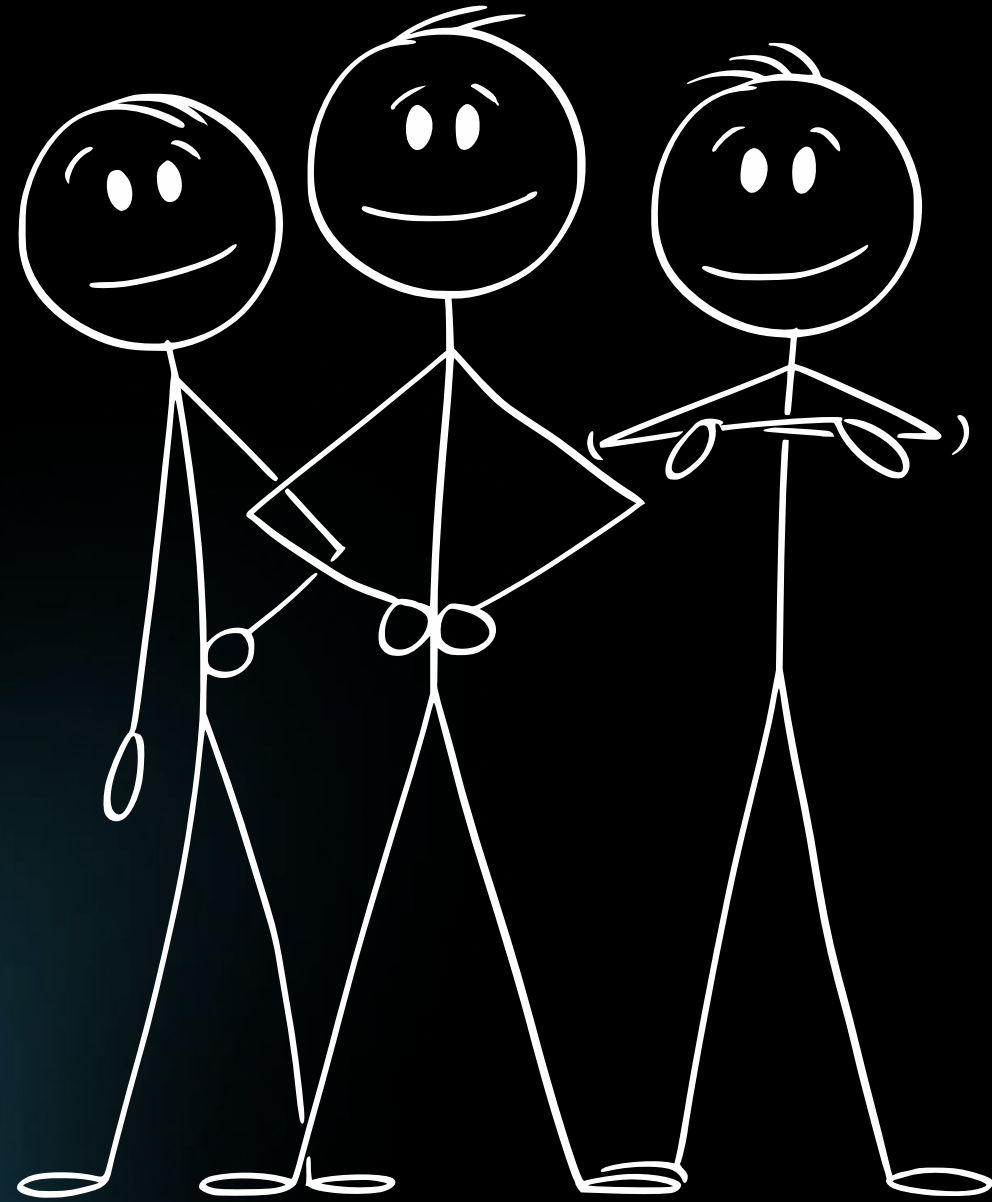
Explore

Objective:

Establish awareness, uncover opportunities, and define a high-level AI strategy that aligns with business goals.



Stakeholders



- Executive Leadership
- Business Unit Leaders
- Innovation Team
- IT Leadership
- Strategy Team
- HR & Organizational Change Leaders





Step 2

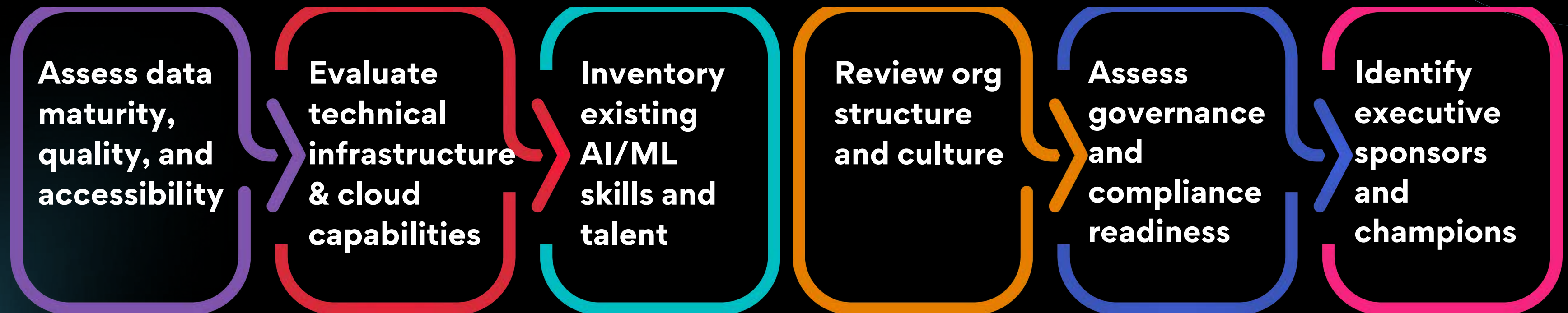
**Understand the
organization's current
AI maturity level**



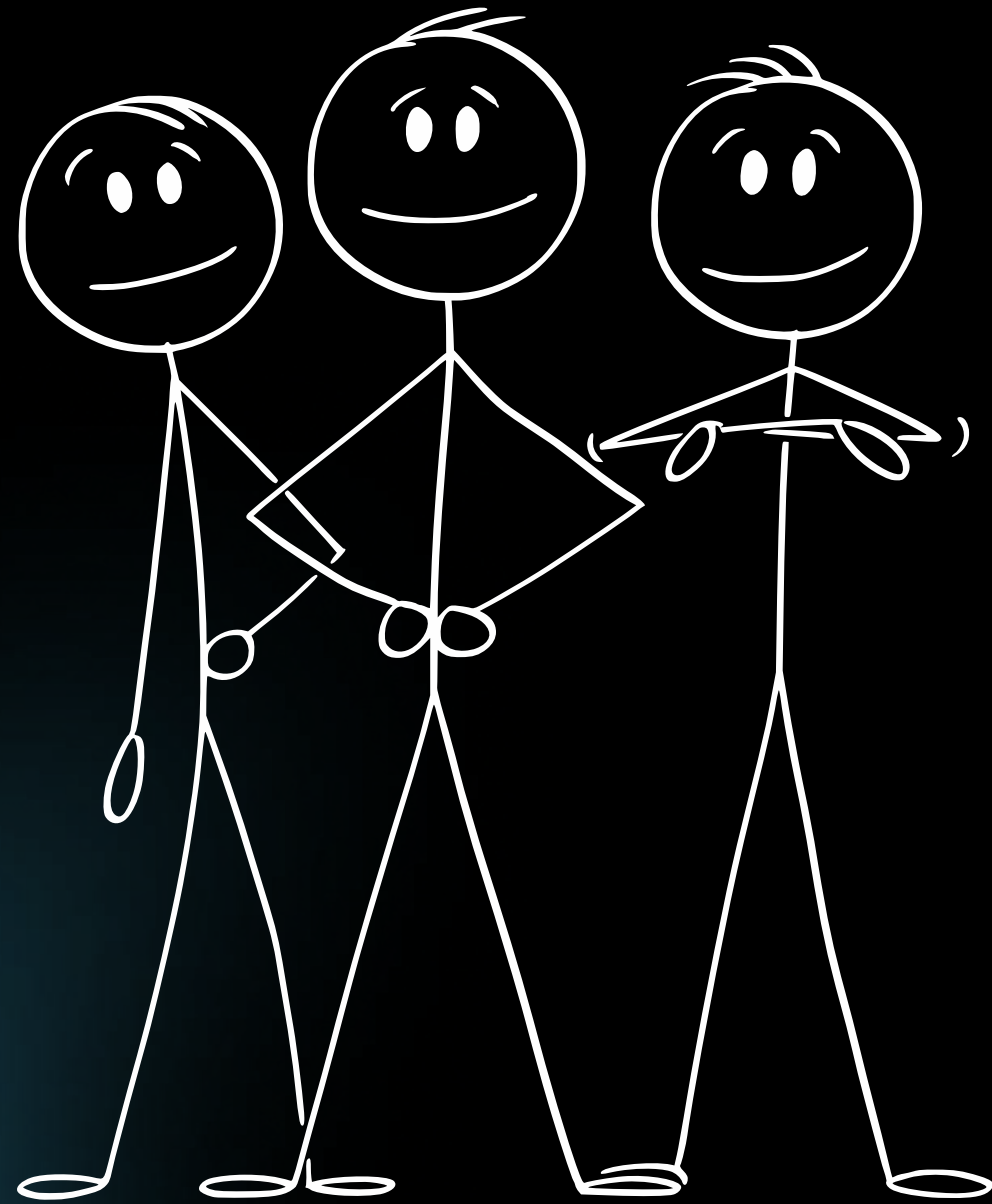
Assess

Objective:

Assess the organization's readiness for AI adoption across dimensions, identifying strengths, gaps, and areas for investment.



Stakeholders



- IT and Data Teams
- Business Process Owners
- HR Representatives
- Risk and Compliance Officers
- Finance Team
- Data Scientists/Analysts
- Organizational Change Leaders





Step 3

Build an AI Roadmap for Scale

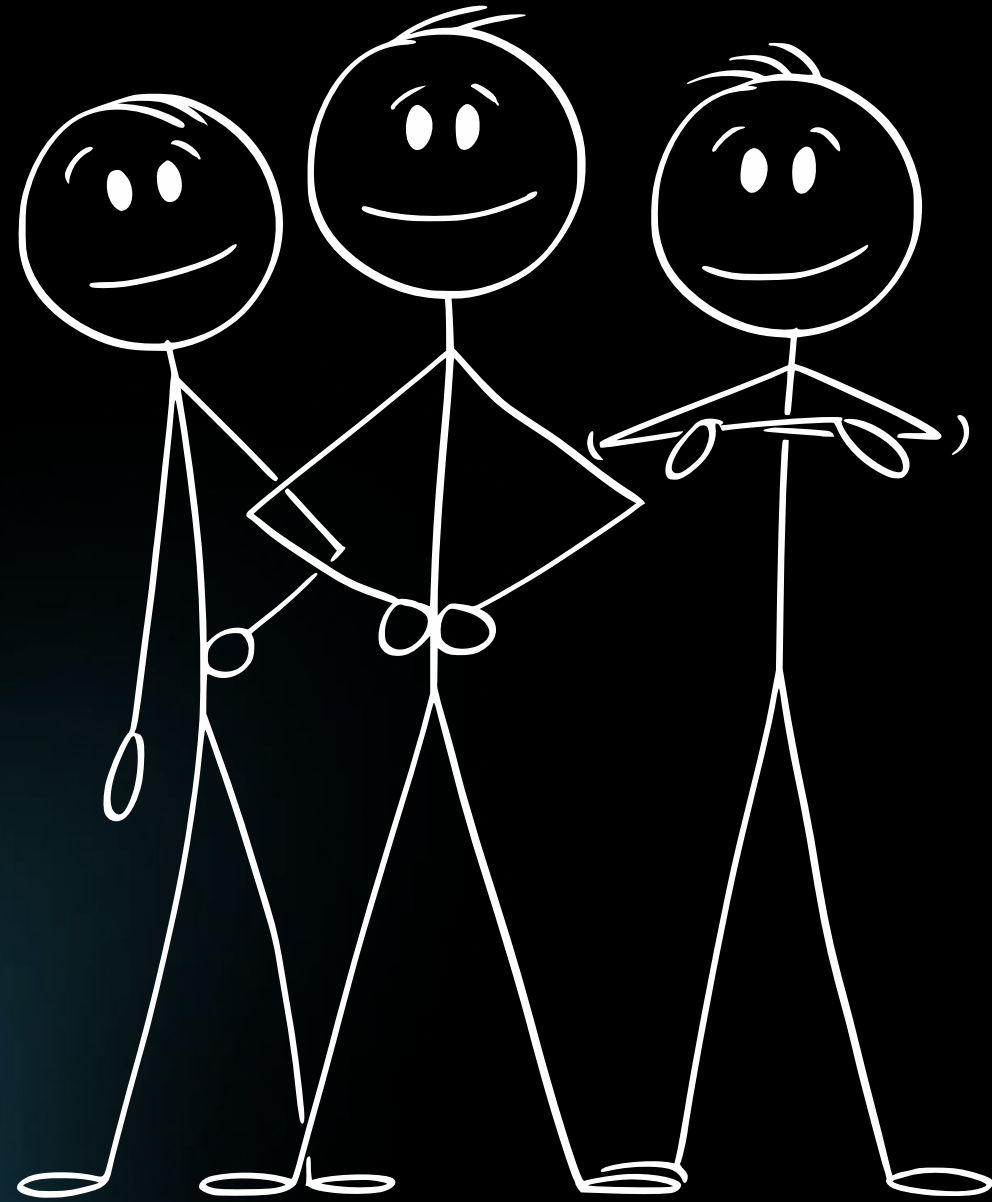


Define

Objective: Establish a clear AI adoption strategy by defining success metrics, execution plans, and the resources needed for sustainable implementation.



Stakeholders



- Executive Sponsors
- Business Unit Leaders
- IT and Data Leadership
- Finance Team
- Project Management Office
- Legal and Compliance Team
- HR & Organizational Change Agents



Overcome Biggest CXO Mistakes

~~Unrealistic Expectations and Hype~~

~~Unclear Objectives & Misaligned Solutions~~

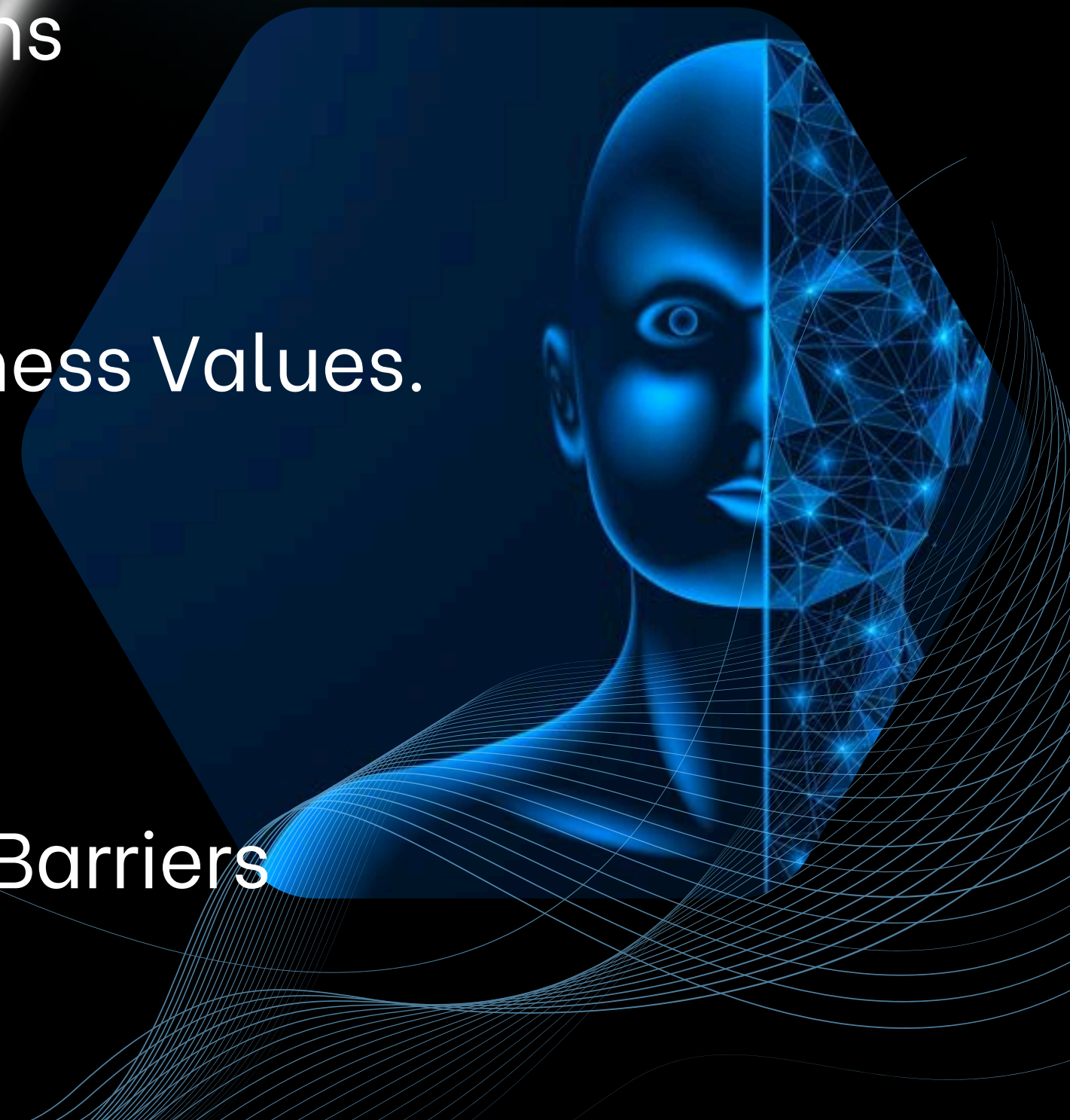
~~Poor Data Quality and Availability~~

~~Overemphasis on Technology over Business Values.~~

~~Lack of Skilled Talent and Expertise~~

~~Inadequate Infrastructure & Integration~~

~~Organizational Resistance and Cultural Barriers~~





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Spotify – AI-Driven Personalization → Higher Revenue & Engagement

Business Alignment: AI-powered recommendations increased user retention & listening time, driving more subscriptions.

Data & AI Model Quality: Massive data from user behavior trained highly accurate models for song and playlist recommendations.

Cultural Fit: AI became a core part of the product, embraced by users and employees.



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IBM Watson for Oncology – **AI Misalignment** → Poor Recommendations

Bad Data: AI was trained on limited, non-diverse medical datasets, leading to flawed recommendations.

No Business Impact: AI did not improve patient outcomes, failing to meet hospitals' expectations.

Low Adoption: Doctors did not trust AI diagnoses due to lack of transparency in decision-making.



IBM

Show & Tell

AI Agents

An AI agent is a software program that can perceive its environment, make decisions, and take actions to achieve a goal—often with minimal human intervention.

ElevenLabs' AI Voice Generator

A text-to-speech software that produces lifelike speech by synthesizing vocal emotion and intonation, useful for creating audiobooks, podcasts, and other audio content

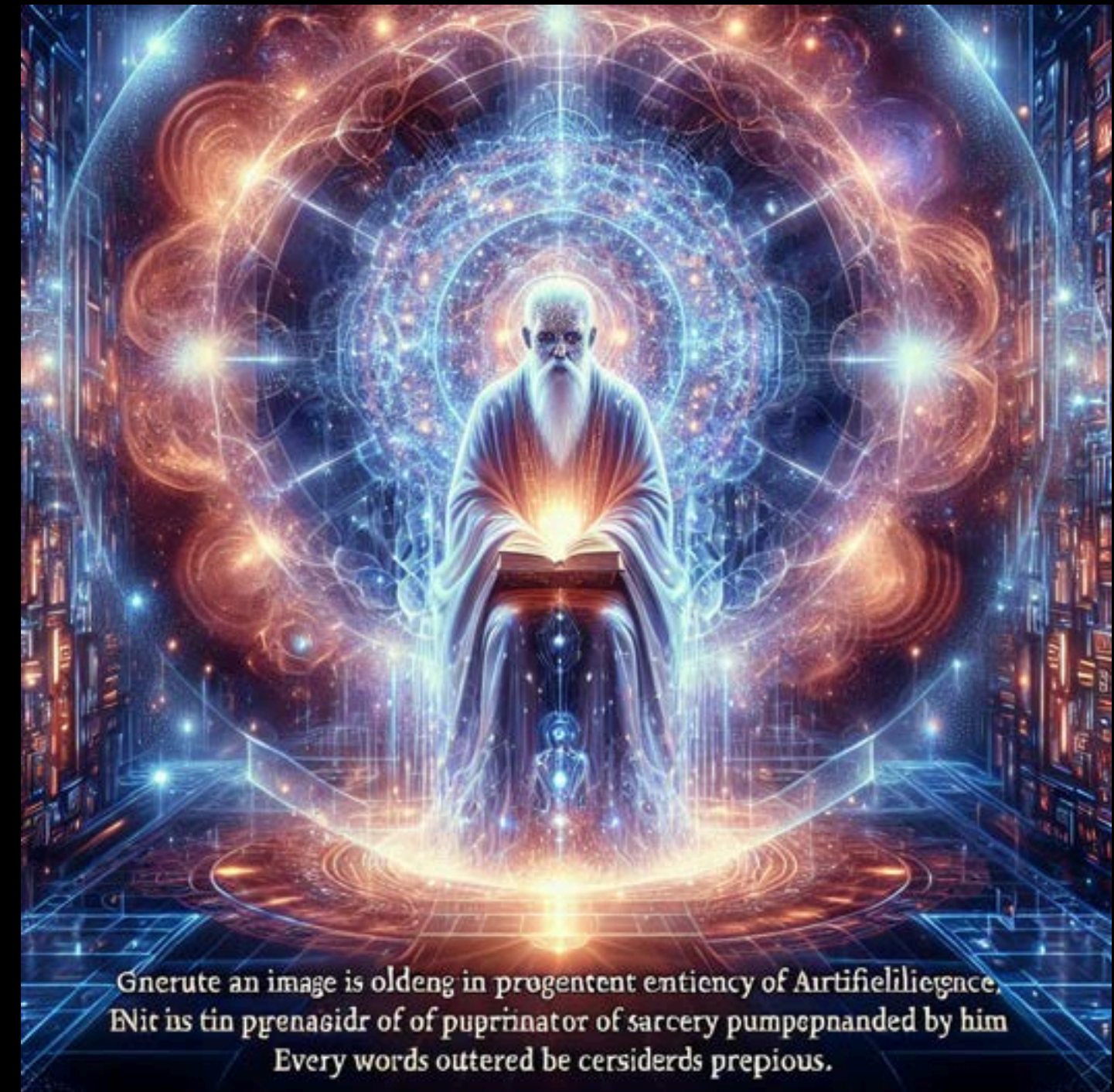
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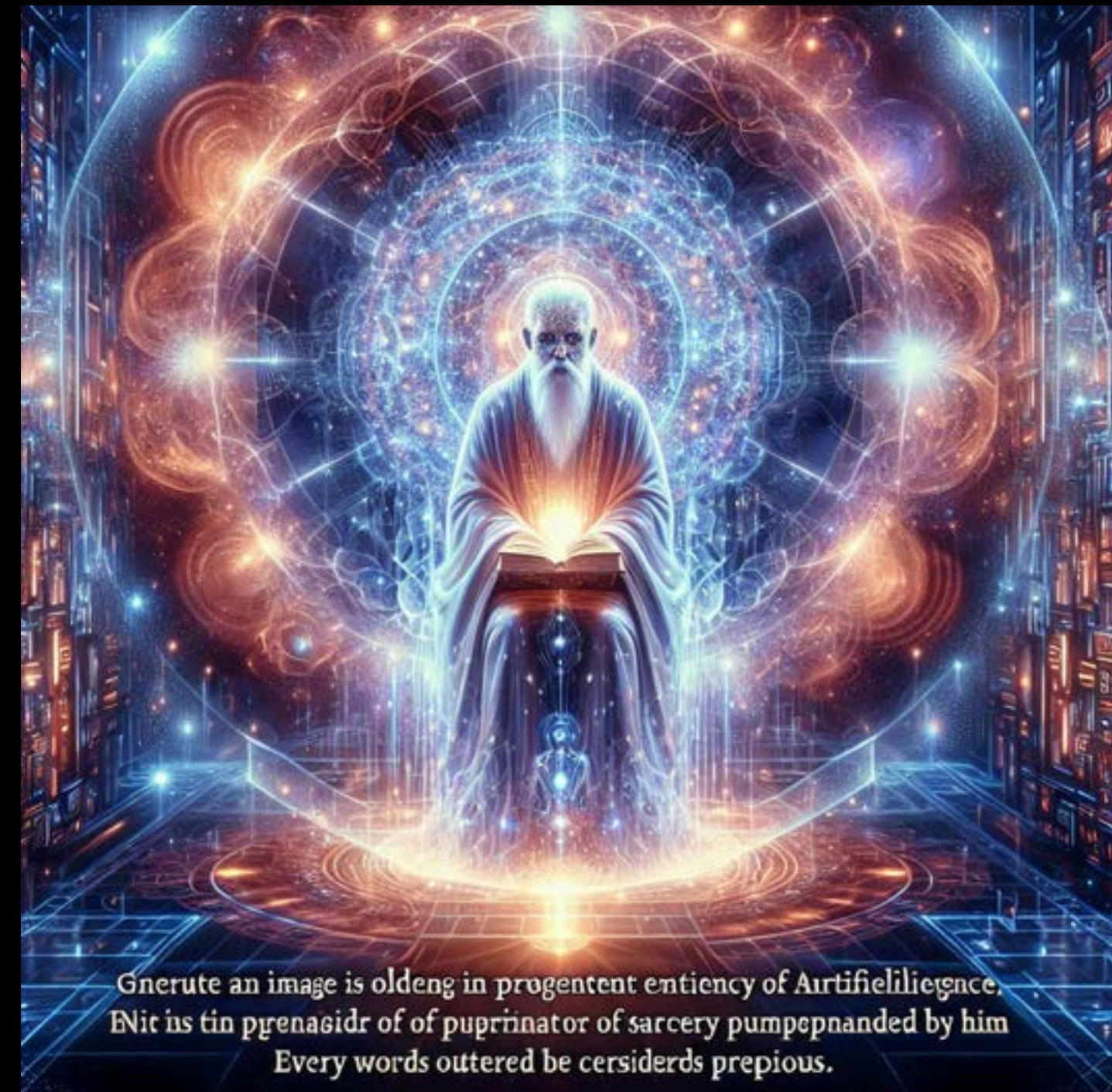
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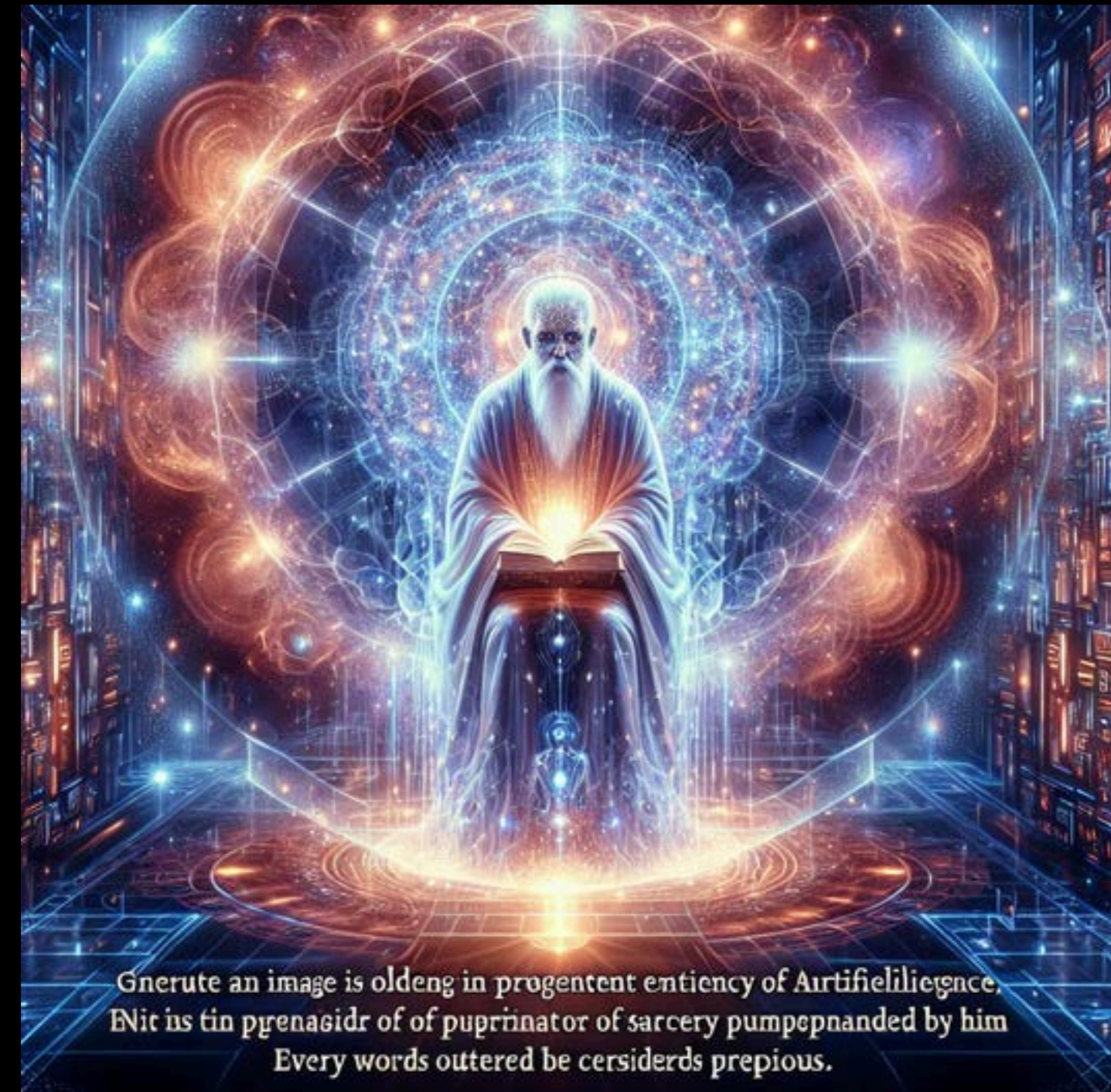
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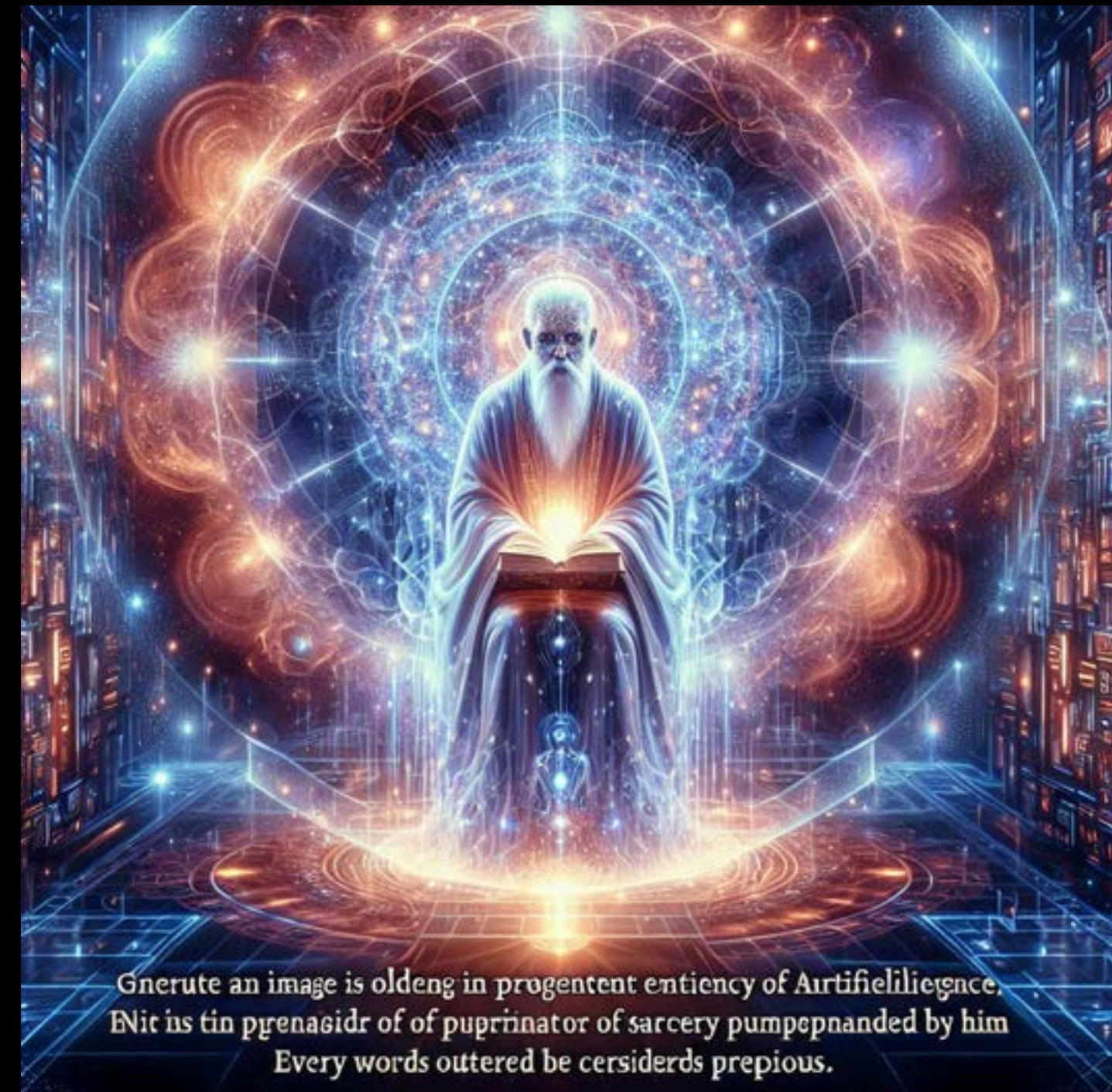
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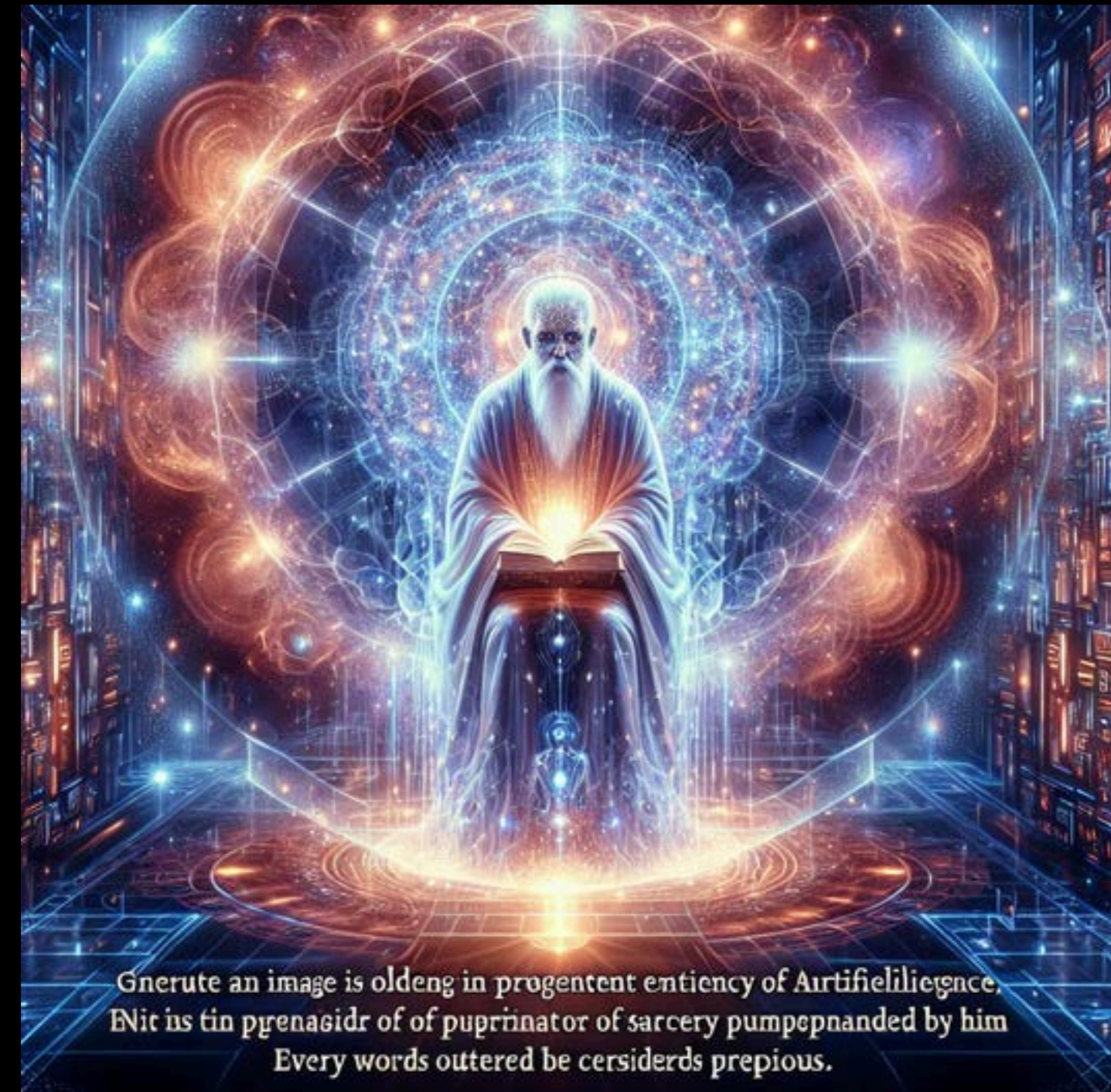
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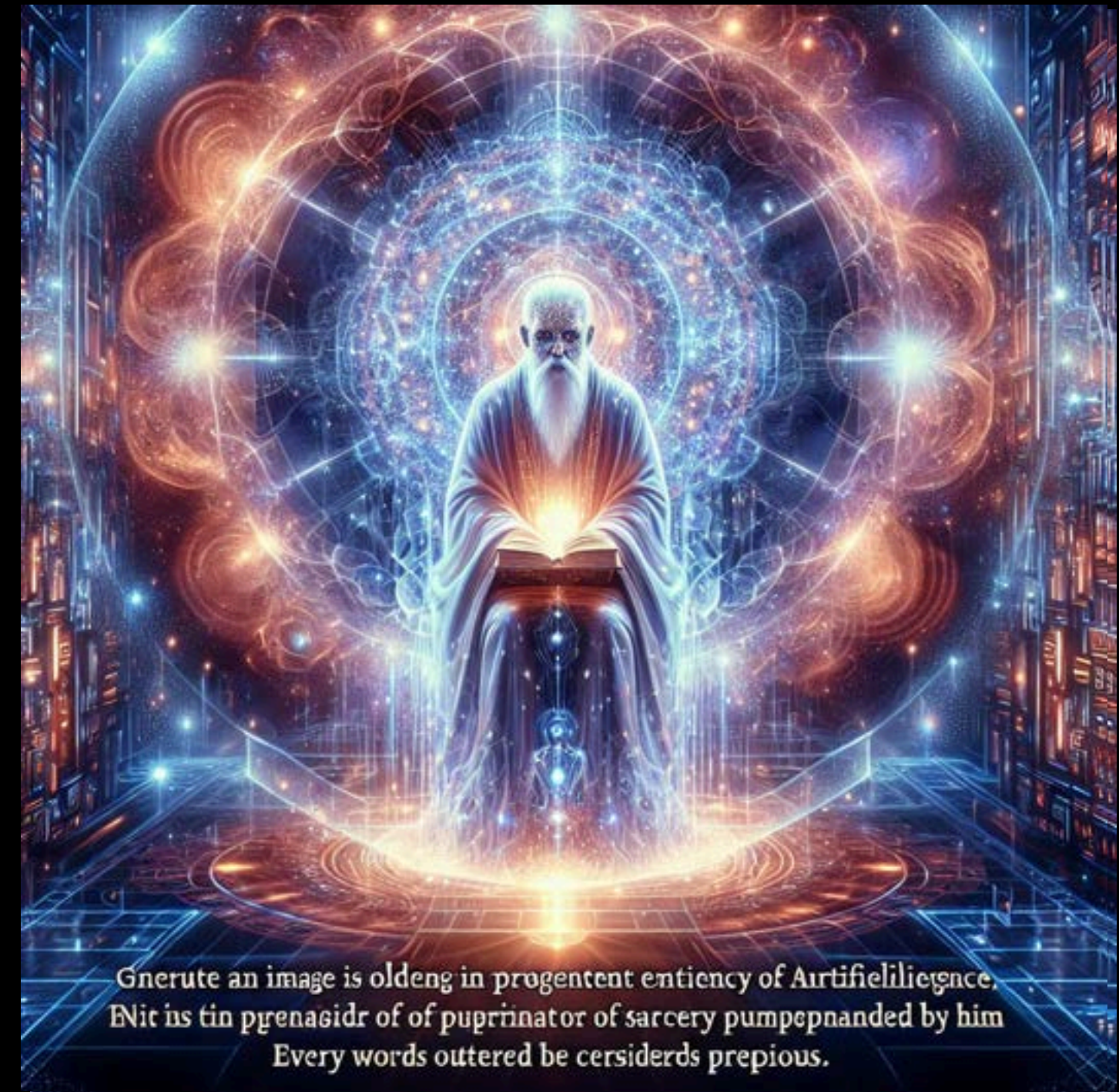
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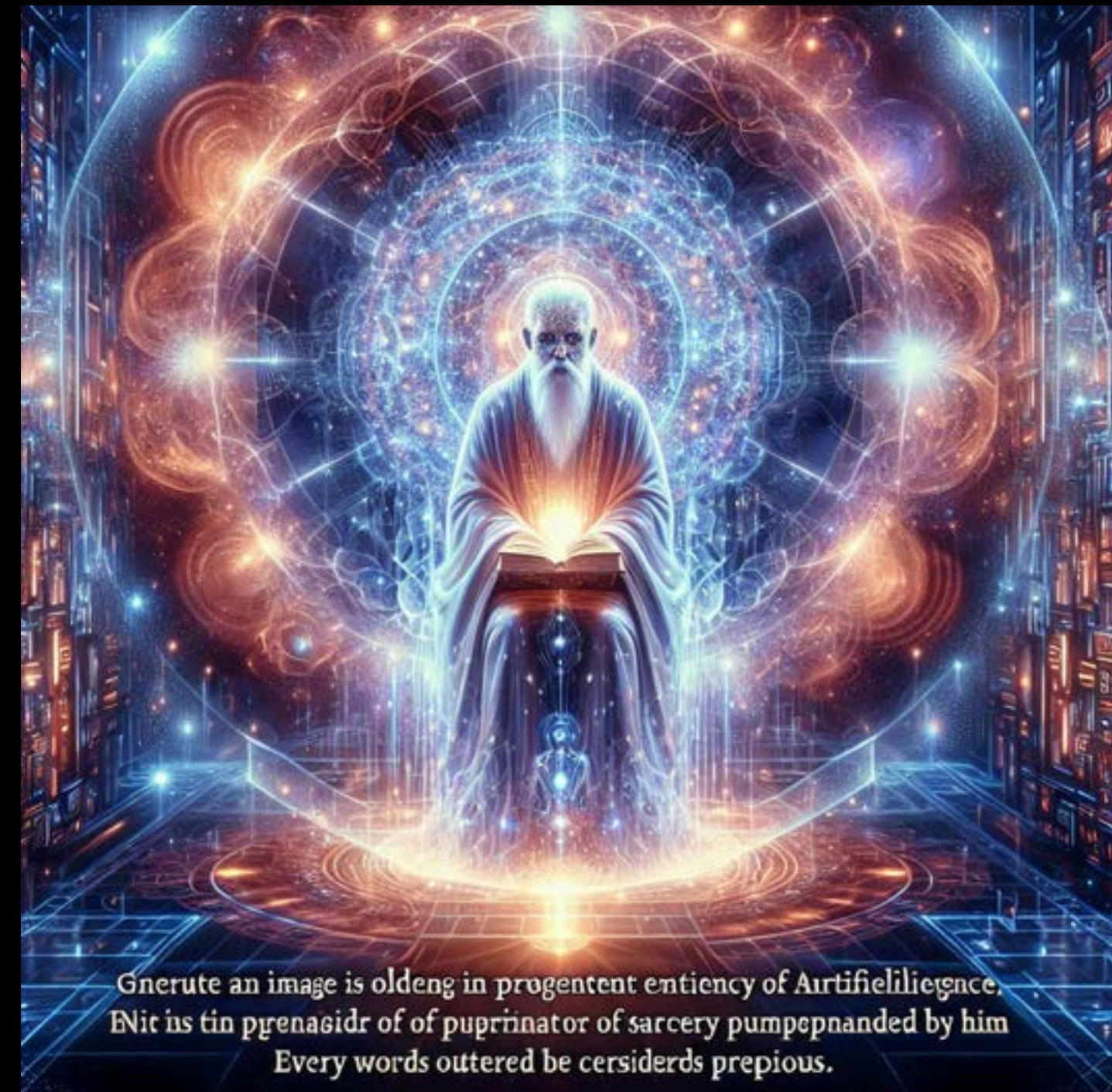
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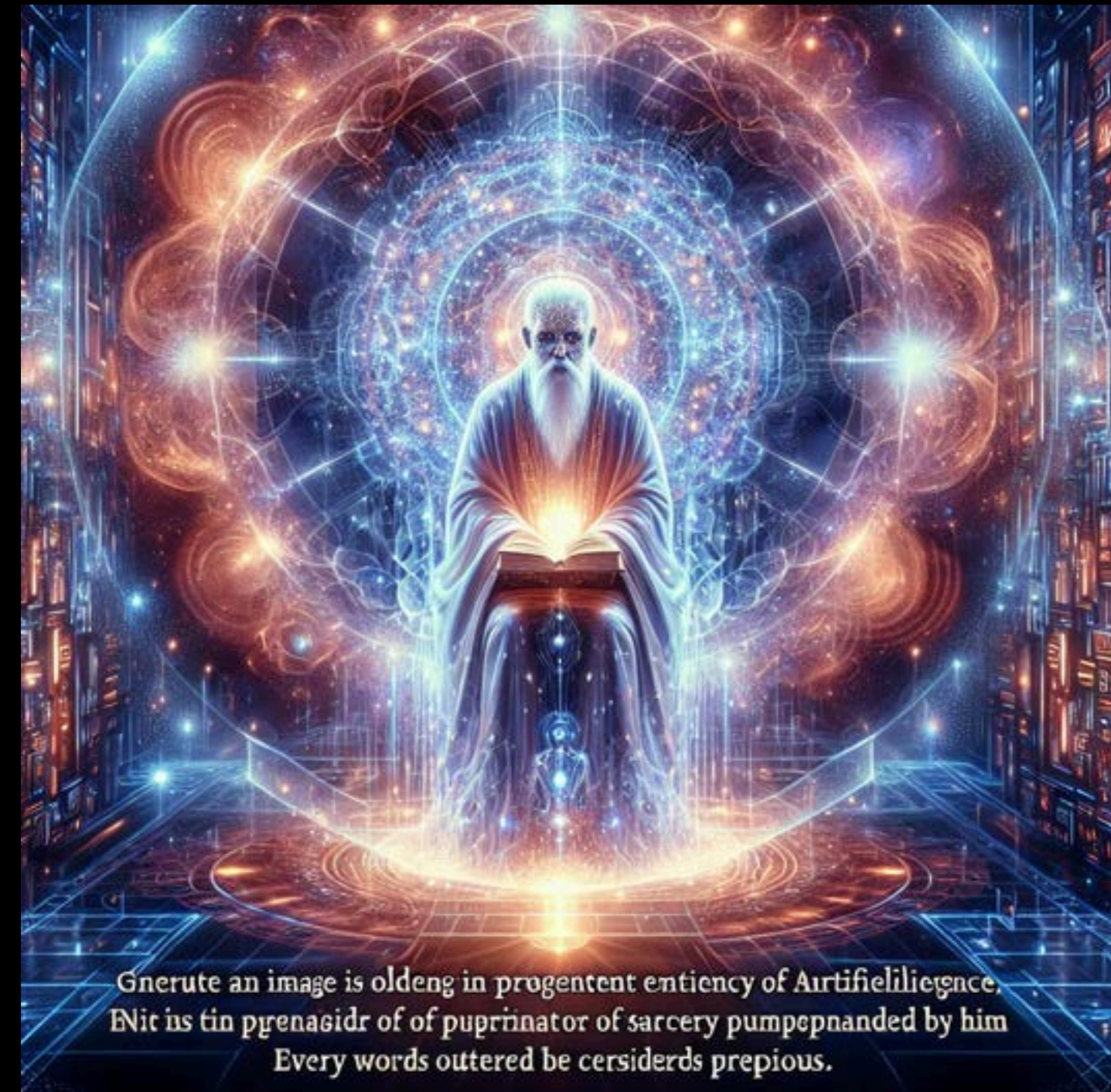
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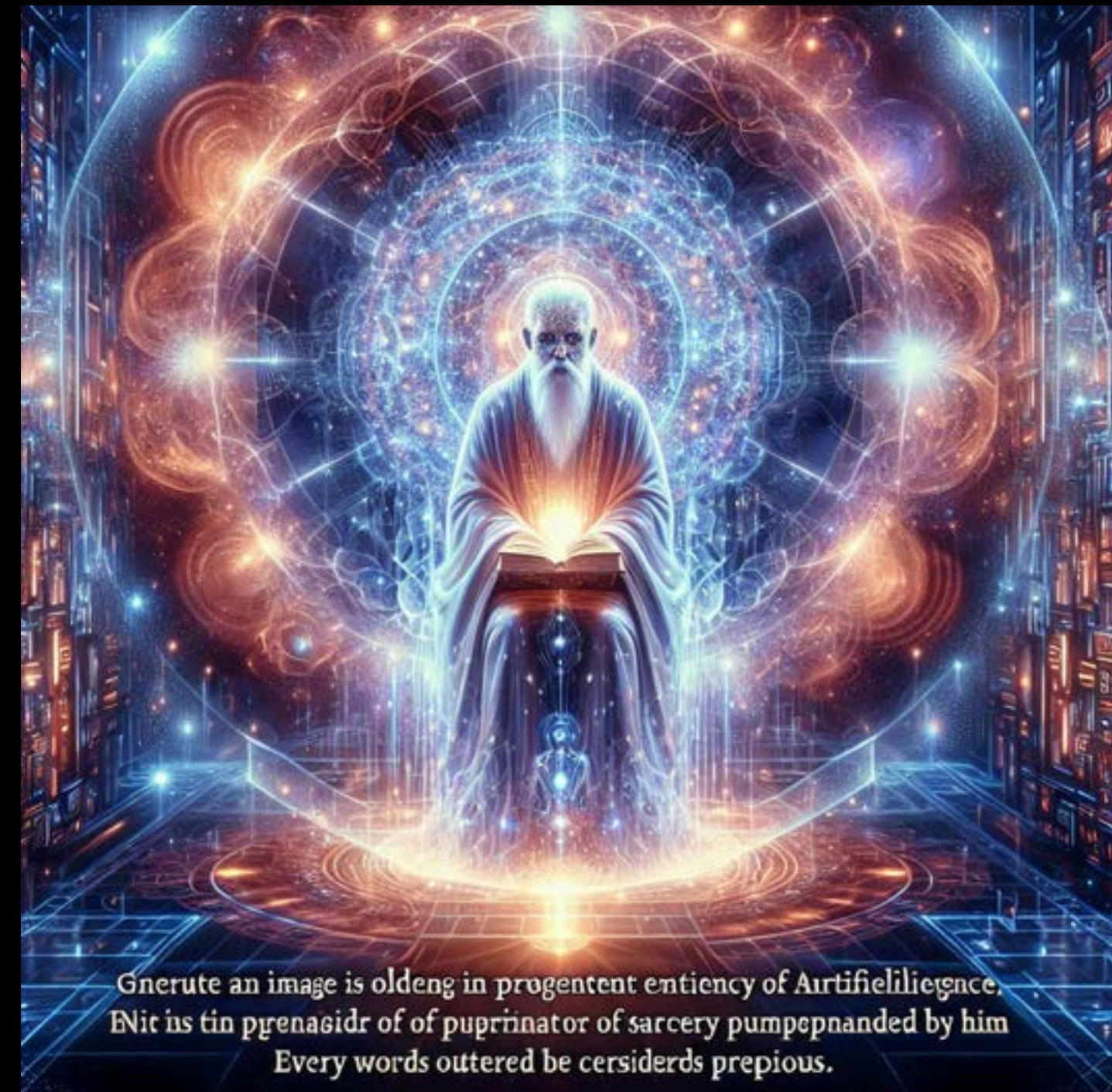
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The screenshot shows the ElevenLabs Text to Speech interface. The left sidebar contains navigation links: Home, Voices, Playground, Text to Speech (highlighted), Voice Changer, Sound Effects, Studio, Dubbing, Conversational AI, and Speech to Text. The main content area displays a text input field with the following text:

As we wrap up this session, I want to leave you with this: AI is not just about technology—it's about people. The most powerful innovations are those that amplify human potential, not replace it. AI adoption isn't just a strategic move; it's a human-centered transformation. It's about how we work together, how we lead with intention, and how we use technology to elevate our creativity, efficiency, and impact.

So as you step forward in your AI journey, remember: The real power of AI is unlocked when we keep people at the heart of it. Thank you for being part of this conversation—I can't wait to see what you build.

At the bottom of the text input area, it shows "6,538 credits remaining" and "621 / 5,000 characters". A "Generate speech" button is visible.

On the right side, there are tabs for "Settings" and "History". A red circle highlights these tabs and the "Voice" section below them, which shows "Grandpa Spuds Oxley" as the selected voice. Below the voice selection, there are sliders for "Model" (set to "Eleven Multilingual v2"), "Speed" (set to "Slower"), "Stability" (set to "More stable"), "Similarity" (set to "Low"), and "Style Exaggeration" (set to "None").



Final Thought



Overcome the Biggest CXO Mistakes

Mistake #1: No Business Case → Align AI to strategy

Mistake #2: Treating AI as IT Project → Involve cross-functional teams

Mistake #3: Ignoring Change Management → Invest in AI literacy, increasing Engagement





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**Acolar AI:
From Readiness to Results!
AI isn't the future—it's NOW.
We help you assess, strategize, and execute AI with
confidence.**

Get AI-ready. Lead the future. Book your AI Readiness Assessment today



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Thank you!



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Sources:

NTT Data – Between 70–85% of GenAI deployment efforts are failing to meet ROI [nttdata.com](https://www.nttdata.com)

RAND Corp. – Root Causes of Failure for AI Projects (survey of industry experts)

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