

The Shadow AI Paradox

Your employees are
using AI right now.
They're your
biggest risk
and your
best opportunity.

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What's happening right now?

Pasting customer data into Chat GPT

Uploading confidential data into Claude

Sharing code in AI Coding assistants

Processing strategy documents through AI tools

Most think it's fine

What the audits are telling us

78% of employees use AI tools at work

64% haven't asked permission

52% have pasted confidential information

89% don't know the company policy

23% solving problems IT didn't know existed

The Paradox

Your Biggest Risk

Data in training datasets

IP leakage

GDPR violations

No audit trail

Your Best Opportunity

Innovation happening now

3 x Productivity gains

Problem solving momentum

Your AI transformation team

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Two mistakes

Block Everything

‘We banned Chat GPT. Problem Solved.’

Result: Employees use personal accounts. You lost visibility and killed innovation.

Ignore it

‘Our people wouldn’t use unapproved tools.’

Result: They already are. Every single day. You just don’t know it.

A Smarter Approach

1. Discover what's already happening.

2. Channel innovation, don't kill it.

3. Create an approved AI stack.

4. Set guardrails, not roadblocks.

5. Turn rogue users into champions.

6. Govern without strangling.

Real Life Example

Company A

Approach:

Banned all tools

Productivity Gain:

0%

Shadow AI Usage:

67% (on personal accounts)

Visibility:

None

Company B

Approach:

Assessed, deployed, approved tools, created policies

Productivity Gain:

40%

Shadow AI Usage:

8% (and declining)

Visibility:

Complete

**Same industry. Same size.
Different outcome.**

The Real Question

~~“How do we stop
employees using AI.”~~

“How do we harness
this innovation while
managing the risk?”

You Have 3 Options

Option 1

Keep ignoring it
(until the breach happens)

Option 2

Block it
(and watch innovation leave the business)

Option 3

Govern it
(turn risk to competitive advantage)

Want to Know What AI Tools Your Organisation are already using?

DM 'SHADOW'

For our free Shadow AI Readiness Self assessment. 10 questions that reveal your AI risk exposure in 10 minutes.

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