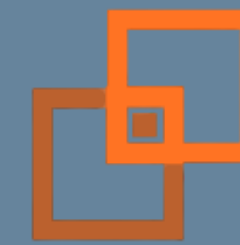


Three Archetypes - 1 Clear Choice.

Most organizations fall into one of three patterns when confronting transformative technology. Only one compounds lasting capability



ARCHETYPE I

The Refusers

WAIT & SEE - RISK AVERSION - STATUS QUO



- Treat AI as a compliance or security threat first
- No formal AI policy; informal bans spread across teams
- Competitors quietly widen the operational gap every quarter
- Shadow AI proliferation without governance or visibility
- Leadership mistakes delayed adoption for controlled risk

TRAJECTORY

Capability gap widens every quarter. By the time leadership acts, the organization must pay a premium to catch up - and the talent to lead the effort has already left.

ARCHETYPE II

The Over-Spenders

HYPE-DRIVEN - UNCOORDINATED - PILOT-HEAVY



- Budget allocated before a maturity baseline exists
- AI activity increases while enterprise readiness remains fragmented
- Tool proliferation without enterprise integration discipline
- Governance & data infrastructure treated as afterthoughts
- Leadership sees growing spend but cannot trace measurable enterprise impact

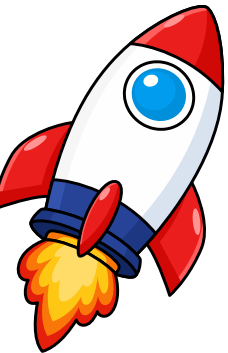
TRAJECTORY

Investment is real; compounding is NOT. Energy dissipates across isolated use cases. The org acquires AI spend without AI capability - and faces backlash when results disappoint.

ARCHETYPE III

The Disciplined Executors

STRATEGY-FIRST - GOVERNED - PORTFOLIO-DRIVEN



- Start with an **AI Maturity Assessment** across all 7 domains
- Sequence capabilities against a defined **target-state maturity** model
- Portfolio managed via quadrant model; Quick Wins → Strategic
- Governance, data & FinOps built as shared infrastructure
- Each initiative advances the Target Operating Model

TRAJECTORY

Compounding returns. Every project raises the maturity floor. Within 6 - 18 months, the organization has a governed AI portfolio - not a collection of experiments.

Most firms **skip** Assessments because they believe AI failure comes from the **wrong tools**. In practice, failure usually comes from **invisible capability gaps**.

NONE

AI CAPABILITIES

COMPOUNDING

Refusers
Capability erosion

Over-Spenders
Investment dilution

Executors
Compounding enterprise leverage