



THE REINVENTION OF BUSINESS



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Warner Bros. currently owns the rights to the 1933 version of "King Kong", following the demise of RKO in 1959.,
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IMPLICATIONS

- New higher quality output
- New human problem solving
- New jobs





65%

of CEOs say they **prioritize AI use cases** based on ROI

In the past 3 years

25%

of AI initiatives have **delivered expected ROI**

Source: IBM IBV 2025 CEO Study, question E14. To what extent do you agree with the following statements about AI adoption? 1. Our organization prioritizes AI use cases based on ROI. (Strongly) agree. 2025 CEO Study, question E6. Source: 2025 CEO Study, question E16. What percentage of your organization's AI initiatives have reached the following milestones over the past three years? 1. Delivered expected ROI



Priority

Cost

Efficiency &
Effectiveness



Revenue

Cost

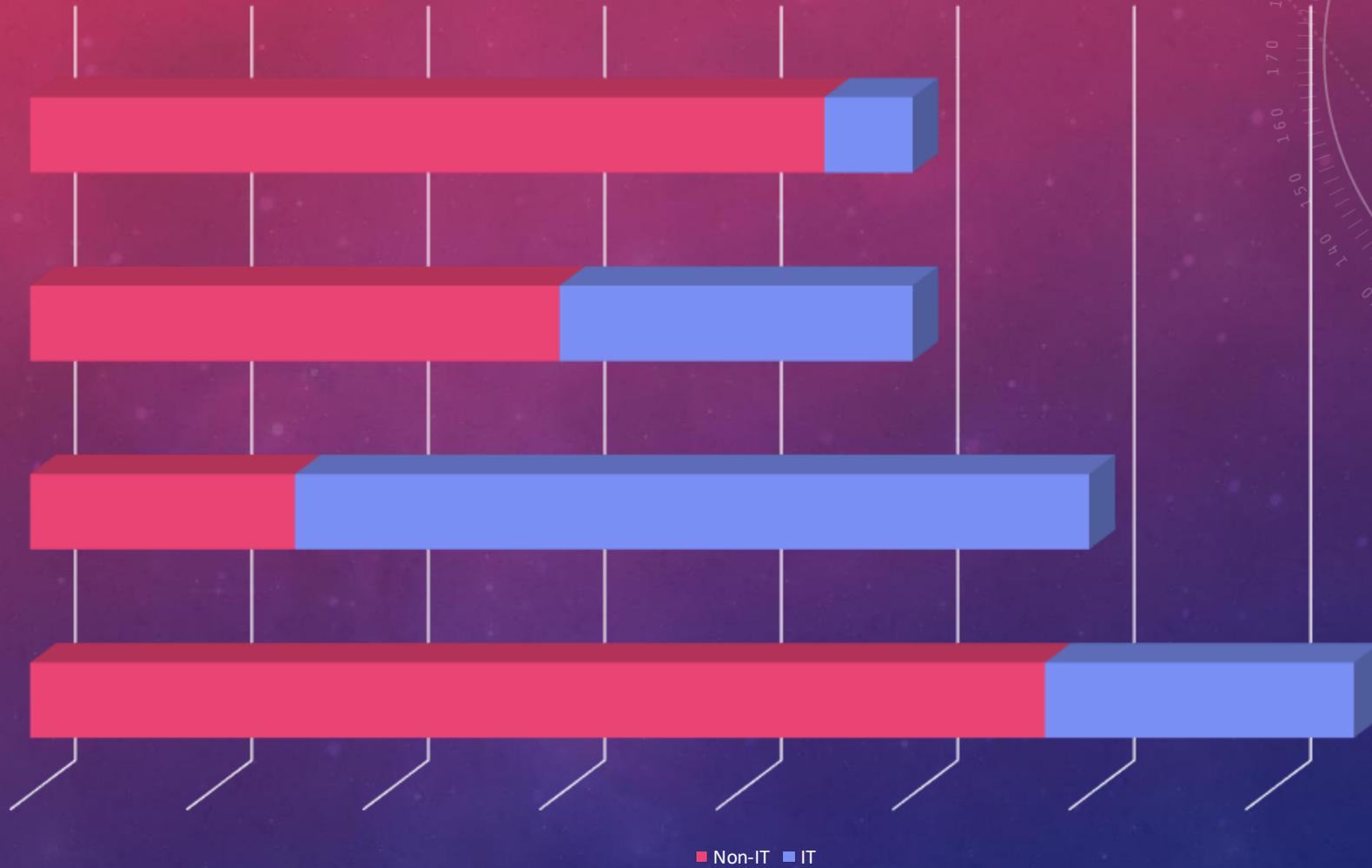
Risk

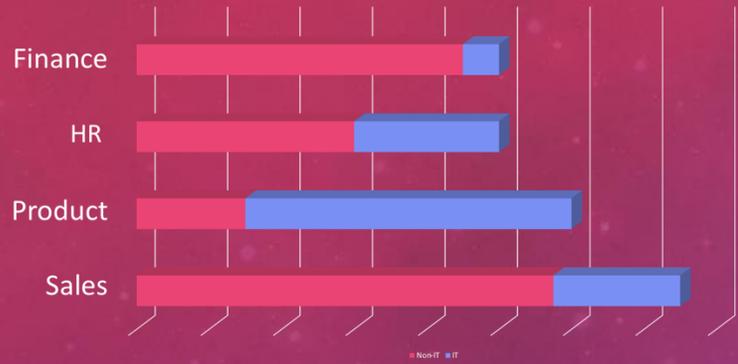
Finance

HR

Product

Sales



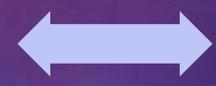


Total Capability Cost



Business Priorities

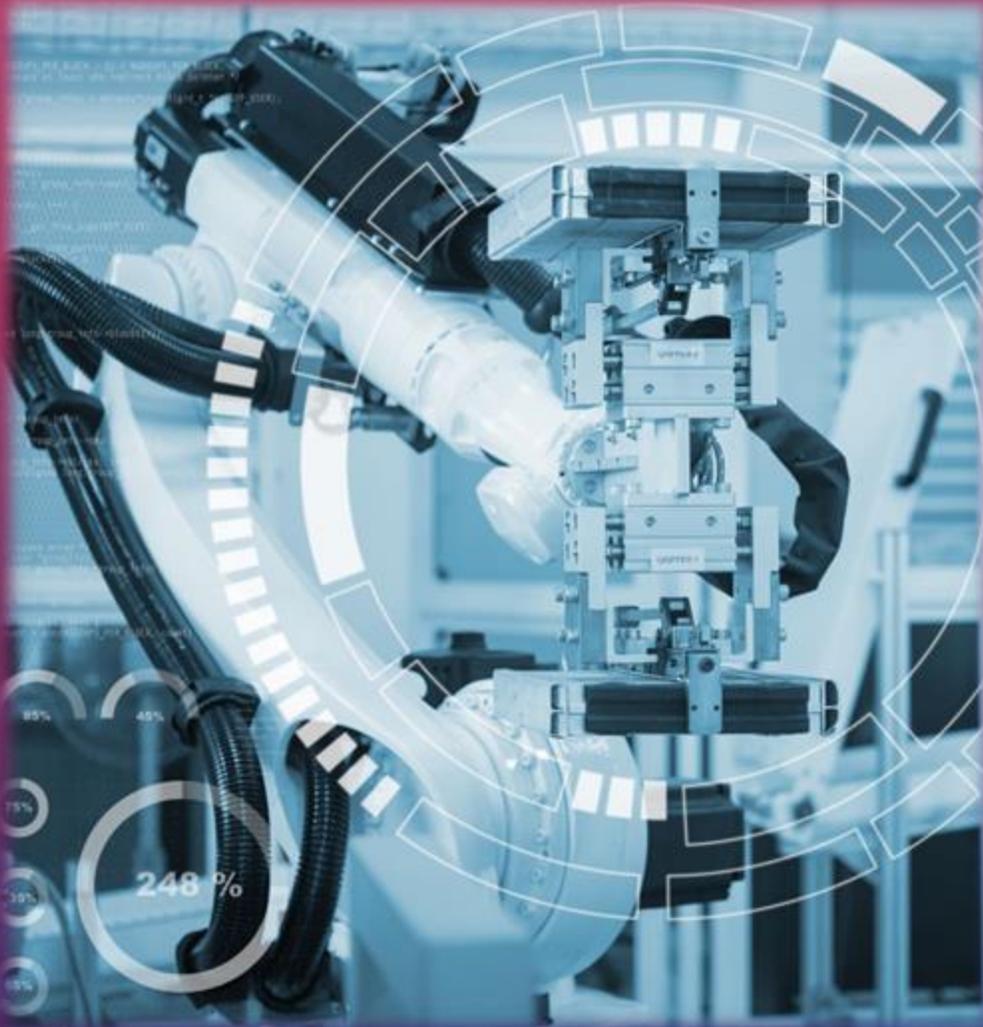
Effectiveness and Efficiency



Unit cost and flow velocity

ACTIONS

- Re-skill
- Break through
- Lead



PRODUCTIVITY



CREATIVITY

