

EXECUTIVE SUMMARY

Slalom's AI research report: Executive insights for 2025

SUMMARY

Slalom's 2024 survey of 200 C-suite executives reveals that while companies broadly have taken the first steps with AI, most have yet to realize its full potential. As AI investments grow and innovation accelerates, many leaders risk complacency, content with early wins rather than striving for true transformation. To unlock AI's full capabilities, companies must shift from incremental changes to bold, actionable strategies that drive sustainable impact across the business.

HIGHLIGHTS

Despite the hype, most companies are still in the early stages of AI adoption. If you feel behind, you're not alone. Our research shows 79% of companies are still running pilot projects and 70% are investing in AI assistants. Early wins like improved productivity are common, but the journey doesn't end there. Without moving beyond pilots, businesses risk being outpaced by competitors that fully embrace AI.

Amid uncertainty, AI investment is rising. Most leaders (94%) believe AI will positively impact their industry, with 82% planning to increase AI investments in 2025—up from 70% last year. Early movers are already redesigning processes and roles to capitalize on AI. Yet, without strong strategies, they may still struggle to achieve significant results.

There's a gap between strategy and execution. Only 15% of executives today feel their innovation pace matches AI advancements, down from 28% last year. Leaders are realizing that outdated practices won't turn AI's potential into competitive advantage. Companies are shifting to collaborative AI leadership, with only 32% of transformations now led by a single leader, down from 84% in 2023. Success now requires leaders to embrace diverse perspectives, foster healthy conflict, and take full accountability for driving innovation.

Organizations aren't prioritizing the right training and change investments. AI success hinges on people, yet only 39% of companies offer the coaching needed to fully integrate AI into daily workflows. While 71% provide AI tools and 61% offer training programs, resistance to change and lack of skills remain major barriers, highlighting the need for better change management.

Human skills remain critical. As AI reshapes business, leaders are prioritizing human-centric skills. While digital literacy remains key, technical skills like software development are being overtaken by collaboration and teamwork. The top skill for 2024 is critical thinking, reflecting AI's shift from a technical tool to a collaborative enabler that enhances human capabilities.

KEY STATS

82%
of executives planning
to **increase AI**
investments in 2025

15%
of executives feel their
pace of innovation
matches AI
advancement

52%
of AI transformations
are now being led by
cross-functional teams
as opposed to only 5%
last year



KEY TAKEAWAYS

- 1. AI adoption is still in early stages, and the risk of stagnation is real.** To avoid falling behind, executives need to push beyond pilots and integrate AI as a strategic differentiator across the business.
- 2. Investment in AI is increasing, but without a strong strategy, gains may be limited.** To truly capitalize on AI, leaders must develop robust strategies that turn investments into meaningful, long-term gains.
- 3. Success depends on human-centric skills and effective change management.** AI is not just a technical revolution; it's a human one. To succeed, executives must prioritize human skills like critical thinking and problem-solving while fostering a culture ready to embrace AI-driven change.

This is your moment to lead through differentiation. Now is the time to reimagine roles, revolutionize processes, and develop the human skills necessary to pioneer AI's future. If you're ready to lead in the AI era—we can help. Visit [slalom.com](https://www.slalom.com) to learn more about our AI solutions and expertise.

OUR EXPERTS



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*“The most progressive clients we work with are now starting to rethink the future of work—not just in terms of jobs and roles, but around discrete skills and tasks. They’re asking: **Where are humans best suited to contribute, and where do we need complementary technology to truly excel?**”*

Ali Minnick,
General Manager of Business Advisory Services and Solution Innovation

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