



# Leveraging AI for Business Transformation



# Introduction

Artificial Intelligence (AI) has emerged as a pivotal force in modern business transformation. With the potential to revolutionise various organisational aspects, AI offers opportunities to enhance efficiency, reduce costs, and drive innovation. This eBook explores the multifaceted role of AI in business transformation, providing insights, strategies, and practical steps for leveraging AI effectively.

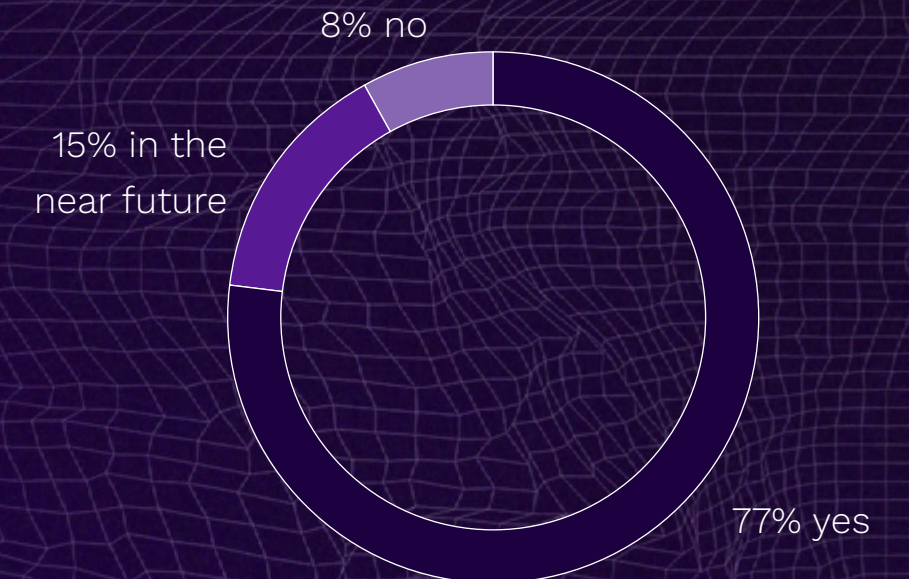
*Deloitte reports that 34% of companies are in the early stages of digital transformation, 31% are developing and testing strategies, and 35% are implementing and scaling their initiatives.*

*“AI is here to stay; to out-compete in the future, organisations need to get up to speed.”*

McKinsey & Co

La Fosse survey:

**Are you undergoing transformation?**





# Where to begin

Organisations are investing heavily in transformation to stay competitive, improve efficiency, and enhance customer experience, with McKinsey reporting that 50% of businesses have adopted AI in at least one business function. For those just starting out, it can be difficult to know where to begin, but some key steps include:

## Plan your approach:

Begin by gathering requirements, identifying key individuals to drive buy-in, and considering off-the-shelf tools that can be executed easily.

## Start small:

Implement AI in manageable areas to build familiarity and confidence, for example:

- Use AI to record and summarise meetings.
- Tools like Co-pilot can assist with tasks such as creating presentations.
- Consider setting up a customer chatbot to answer FAQs.

## Focus on data quality:

Ensure that data is clean, up-to-date, and captured from cross-referenceable sources to enable effective AI applications. According to a report by IDC, 25% of respondents identified data quality issues as a significant transformation obstacle.

La Fosse survey:

## What are your key drivers of business transformation?



Several strategic models can help guide the integration of AI into business transformation and aid in creating effective roadmaps, including:

## Porter's Five Forces Model:

Analyses the competitive forces within an industry to determine strategy.

## SWOT analysis:

Assesses strengths, weaknesses, opportunities, and threats.

## Basis Impacts methodology:

Evaluates cost, effort, and value to prioritize initiatives.

## JMAN Group's GROWTH framework:

Get your hygiene factors in place; Right solution for the right time; Opportunity identification; Work on mitigating risks; Thrive through agility; Harness expertise through partnerships.



# Getting buy-in

Without the support of leadership and wider teams to adopt and invest in AI technologies, implementation is unlikely to become truly embedded into business processes. Some steps to consider for buy-in strategy include:

## Leadership engagement:

Hold discussions to educate and address fears among leadership. According to PwC's AI Predictions Survey, 65% of CEOs are concerned about the risks associated with AI, such as data security and privacy implications.

## Demonstrating proof of value:

Showcase ROI through small, successful projects to build confidence. Gartner identified that 40% of companies cite unclear ROI as a major barrier to AI adoption, indicating the need for clearer business cases and ROI validation to secure leadership buy-in.

## External validation:

Use external experts to communicate AI's potential and real-world applications effectively. Competitor analysis can also be a powerful tool when it comes to leadership buy-in; consider using competitor case studies that highlight any successful AI integration programmes.

*“67% of business leaders view AI as crucial for their strategic goals.”*

Deloitte



# Key considerations

Integrating AI into businesses presents several challenges, not least due to the rapid development of tools coupled with a relatively low level of AI expertise within the majority of organisations. Some key considerations include:

## Communication:

Effective communication is crucial throughout the transformation process to ensure clarity and transparency. Harvard Business Review found that clear communication of AI strategy significantly reduces the risk of project failure, with a success rate increase of 30%.

## People:

Securing employee buy-in and understanding is essential for the successful implementation of transformative projects. In a recent report by Gartner, 56% of organisations cited a lack of skills as the biggest barrier to AI adoption, suggesting a crucial need for upskilling of employees.

## Addressing AI accessibility and equity:

The adoption of AI should be inclusive, ensuring that vulnerable populations are not left behind. Government and community efforts are essential to bridge the digital divide.

## AI-related cybersecurity challenges:

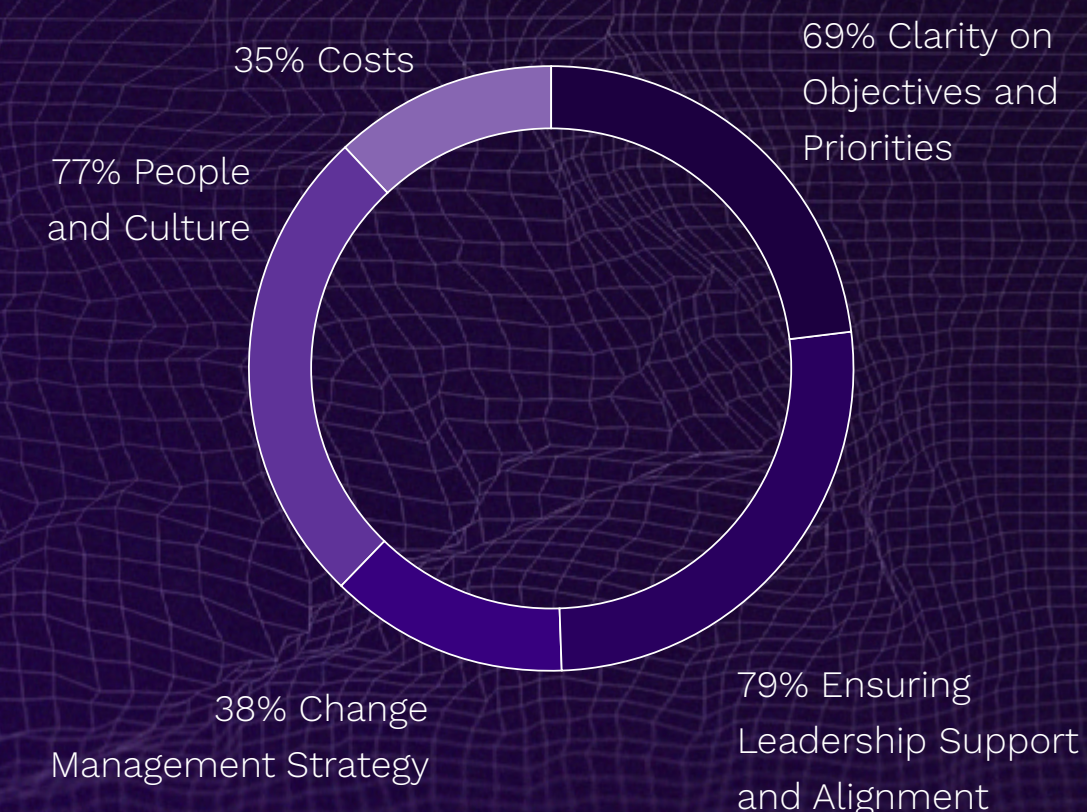
AI poses new cybersecurity challenges, including potential misuse for cloning and fraud. Organisations must enhance their cybersecurity measures, often delivered through specialised third-party services.

*“27% of companies struggles with aligning AI initiatives with their organisational culture.”*

Deloitte

La Fosse survey:

## What are your biggest business transformation challenges?





# Data stewardship and ethics

Data ethics in AI is a significant concern for businesses and policymakers, and addressing these issues is crucial for the responsible deployment of AI technologies. *According to Gartner, 30% of organisations cite ethical and regulatory concerns as a hindrance to AI adoption.*

## Bias in data:

Bias in data is a significant concern, with AI utilising extensive datasets that may contain outdated or unethical information. Proper data handling is crucial for maintaining consumer trust and ethical compliance. However, AI tools can also be used to identify bias.

## Ethical considerations:

Ethics in AI is not merely a compliance issue; it requires proactive organisational decisions to ensure responsible AI use. Accenture reports that 72% of business leaders agree that AI's benefits will be compromised without a strong ethical foundation.

## Transparency and accountability:

Models must be transparent and explainable to build trust among customers, employees, and policymakers. Establishing clear accountability is essential when embedding AI into business processes.



# Preparing for future implications

The future implications of AI are vast and multifaceted, impacting various sectors including the economy, job market, healthcare, and daily life. *McKinsey estimates that AI could deliver an additional global economic output of \$13 trillion by 2030.*

One of the promising future applications of AI is the creation of digital twins. These digital replicas analyse emails, documents, and calendars to replicate work processes, which can be applied to back-office processes, supply chain management, and workforce interactions.

AI's impact on job automation raises questions about future income models and the role of human connections and experiences. *The World Economic Forum forecasts that by 2025, AI and automation could displace 85 million jobs but create 97 million new jobs across 26 countries.* Preparing for these changes involves understanding how AI will integrate with human efforts and transform job roles.



# Conclusion

Leveraging AI for business transformation offers significant potential benefits, from improved efficiency to innovative new capabilities. By addressing key considerations, managing change effectively, and ensuring ethical and inclusive practices, organisations can harness the power of AI to drive successful transformations.

For more information,  
please contact:

[marketing@lafosse.com](mailto:marketing@lafosse.com)  
+442079321630

[lafosse.com](https://lafosse.com)

The content of this report was gathered during La Fosse's exclusive panel event, **Leveraging AI for Business Transformation**. Special thanks to our event panellists:

**Hosted by:**



**Glyn Blaize**  
Chief Operating Officer,  
La Fosse



**Daniel Hulme**  
Chief AI Officer,  
WPP



**Natalie Cramp**  
Consultant and Strategic  
Advisor – JMAN Group,  
Chair – Women's Health,  
Women in Data



**John Woods**  
Managing Director,  
Alvarez & Marsal