

Adoption Is Not The Same As Impact.

The evidence on what actually separates the two is more useful than either the hype or the fear.

SWIPE →

Four pitfalls account for most underperformance

01 Lack of strategic direction

02 Impatience

03 A narrow view of skills

04 Misplaced energy

95%

Of enterprise AI pilots deliver zero measurable ROI

In 2025, 42% of enterprises scrapped the majority of their AI initiatives. More than half remain stuck running proofs of concept that never reach production.

Source: MIT research

3.6x

Higher three-year shareholder return for augmenting, not replacing

Organisations that augment human skills with AI, rather than simply cutting headcount, also see average wage growth of 21% among the workers whose roles were augmented.

70%

Projected household AI penetration within five years

The internet took over a decade to reach comparable scale. Adoption speed is no longer the strategic question — positioning AI as a multiplier is.



The roadmap is the easy part. The change management is where the work is.

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From legacy structures to AI-enabled ones

LEGACY

Manual processes

Periodic, batch-driven planning

Owned infrastructure

Siloed departments

AI-ENABLED

Real-time process intelligence

Continuous optimisation

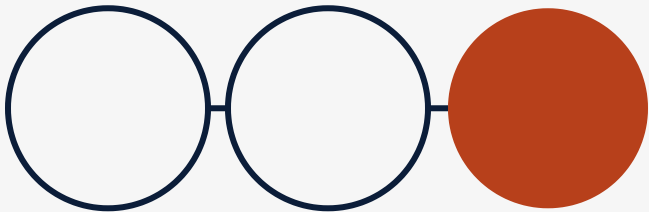
Leased, shared, on-demand assets

Human-augmented orchestration

AI does not take jobs. It automates tasks.

That distinction matters for how leaders design organisations. A welder using AI-guided precision systems does higher-value work, not less. An engineer with real-time anomaly detection makes faster, better decisions. The task, not the role, is the unit that changes.

Identify. Learn and build. Scale.



The full systematic path to strategic AI:
terencekok.com/blog/ai-business-transformation-moving-from-adoption

Structurally different. Structurally advantaged.

Strategic AI transformation is about deliberate choices, not the most tools or the highest adoption percentage — and executing with the patience genuine transformation requires.



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