

Know the road. Power the future.

Top 5 takeaways for executive leaders

Before diving into the full panel insights, here are the top five strategic takeaways discussed on bridging the gap between dormant data assets and active AI execution:

1 Culture drives AI success

Despite massive enterprise investments, an estimated **90% to 95% of AI initiatives are currently failing** to return value. The defining characteristic of top AI achievers is that they **spend twice as much on their people** as they do on technology. True transformation is a **change management challenge**; building the world's best infrastructure is useless if your organisational behaviour does not change to match it.

2 Radical honesty is your greatest asset

A successful data strategy requires **anchoring your business to objective truth** rather than corporate spin. Properly calibrated data provides a **window into this truth**, which is the most essential commodity for driving genuine, structural business change.

3 Dormant data drains resources

Up to **80% of an enterprise's data currently sits "dark"** or unused, **consuming highly constrained data centre power** and creating severe compliance risks. High-performance organisations proactively structure and activate this data, transforming technical debt into a **dynamic "heritage advantage"**.

4 Speed requires letting go of manual control

To achieve the speed and scale required for 1-to-1 generative AI content, product teams must shift their mindset. As the racing proverb goes, **"If everything's under control, you're not going fast enough"**. Scaling AI maturity requires a **transition from manual testing to establishing safe, automated boundaries**.

5 Governance is a turbocharger, not a barrier

Strong governance provides the **essential foundation that enables a business to deploy AI safely** and rapidly. While AI handles the immense scale of data processing, **maintaining a "human-in-the-loop"** ensures accountability for unpredictable, uniquely human behaviours that models still cannot predict.



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