Everyone, including the C-suite, is talking about generative AI. But will the buzz translate to enterprise investment and adoption? To take advantage of the step change that generative AI offers, leaders should begin by asking a few key questions:

- What’s holding organizations back? In a word: trust.
- In addition, 4 in 5 executives see at least one of these issues as a major concern:
  - Explainability: Decisions made by generative AI can’t be easily explained.
  - Ethics: Safety and ethics are not assured.
  - Bias: Generative AI can propagate existing biases.
  - Trust: The responses provided by generative AI can’t be trusted.

Leaders today are much more familiar with generative AI than they were with traditional AI in 2016, at the height of the first hype cycle. And today’s CEOs feel the need to act fast. While some stakeholders think companies should slow down, more want them to pick up the pace. Nearly 2 in 3 say they feel pressure from investors to accelerate their adoption of generative AI.

Even so, executives expect returns from generative AI to exceed 10% by 2025, building on baseline AI capabilities they’ve developed over the past several years. How can we develop an AI-first mindset? Where can we start with AI—reinventing business models, workflows, tasks, and roles—rather than adding it later? How trustworthy is our AI? Where can we strengthen the organization’s AI and algorithmic governance to boost explainability, fairness, robustness, transparency, and privacy? How secure is our AI? Where can we accelerate its transition to zero trust across the enterprise and partner network?

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