

From compliance to confidence: Embracing a new mindset to advance responsible AI maturity

As generative AI continues to reshape the landscape of business and society, its potential risks and rewards now have the attention of CEOs and boards of organizations worldwide

Organizations know how important it is to use AI responsibly

—they are changing their view of responsible AI from a compliance and cost issue to seeing it as a source of value

49% view responsible AI as a key contributor to AI-related revenue growth

18% estimated growth in AI-related revenues, on average, when a company becomes fully mature in responsible AI

The risk landscape will continue to expand and evolve

Risk areas

Increasing range and frequency of risk

Continuously evolving regulatory landscape

Expanding scope of risk management across the value chain

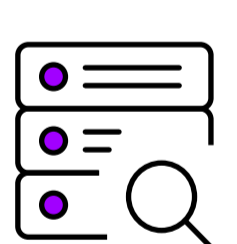
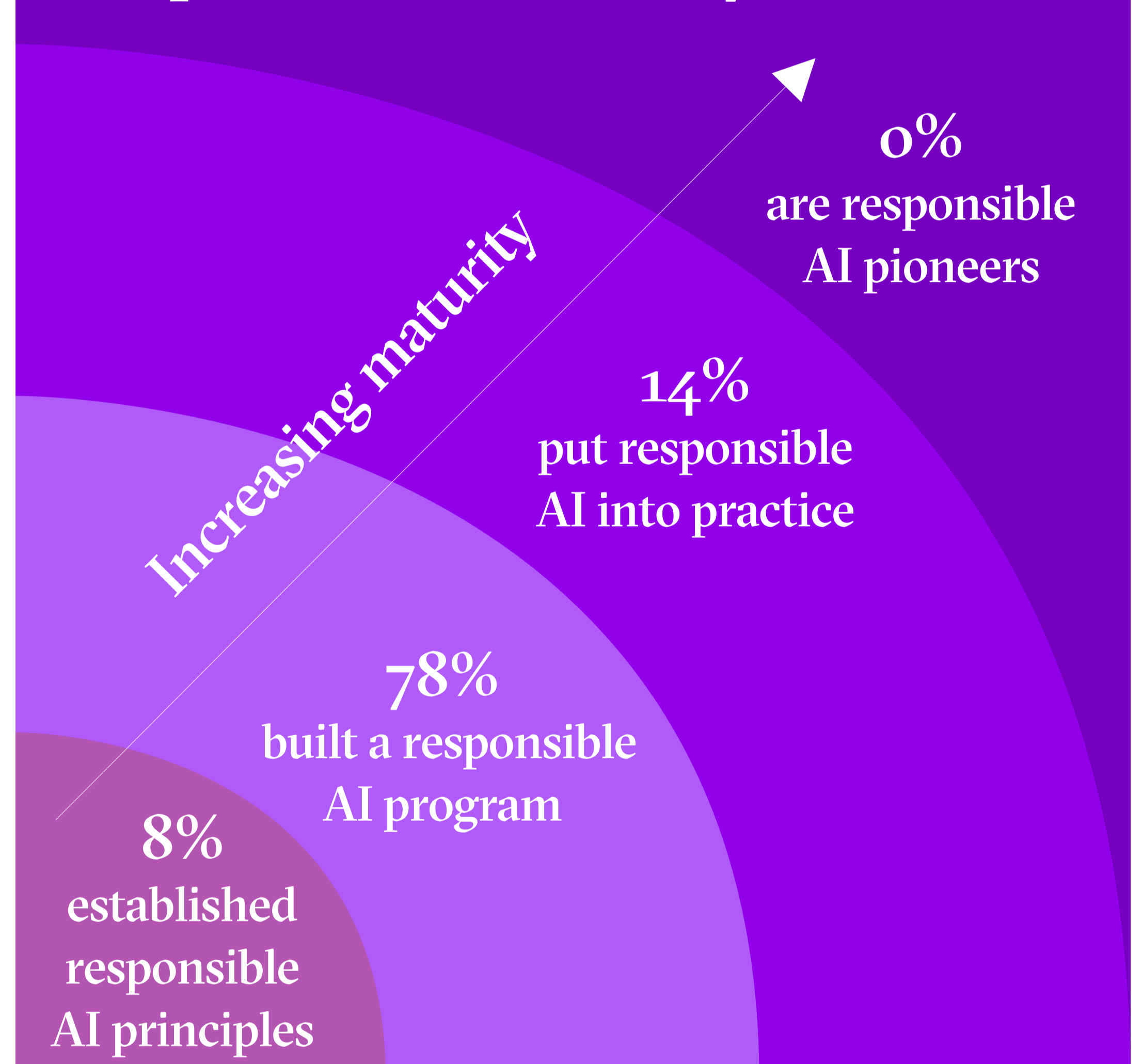
Organizations have made progress when it comes to improving their responsible AI maturity

—but there is still a long way to go

Research in collaboration with Stanford University —we surveyed:

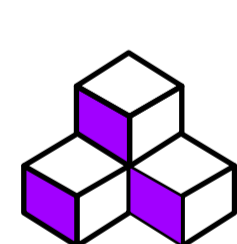
- 1,000** Companies
- 22** Countries
- 19** Industries

Responsible AI maturity milestones



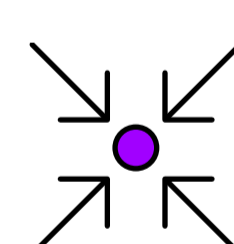
Principles

The company has some foundational capabilities to develop AI systems, but its responsible AI efforts are ad-hoc



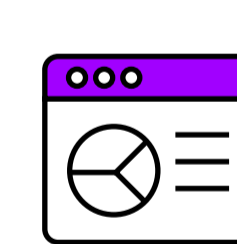
Program

Following a responsible AI assessment, the organization has put in place a responsible AI strategy, approach, processes and governance, without a more systemic enablement with tools and technology



Practice

The company has systemically implemented measures across the organization to help meet the relevant regulatory and legal obligations



Pioneer

Fully-operationalized responsible AI efforts as a platform to take a more systemic, future-oriented approach that unlocks the true value of AI

Five priorities to increase responsible AI maturity

- Establish AI governance and principles
- Conduct AI risk assessments
- Systemic enablement for responsible AI testing
- Ongoing monitoring and compliance
- Workforce impact, sustainability, privacy, security