



EXECUTIVE BRIEF

AI Innovation in Practice

Moderated by Leo Morejon, AI Enablement Strategist

Abstract

Led by Leo Morejon, Growth Innovation Leadership Council members discussed how organizations are making AI stick. The group dug into what it takes to get past the hype, build real traction, and grow the internal culture that turns a pilot into something permanent.

Key Brainstorm Challenges

- Resisting the urge to lead with the flashiest use cases. Why simple, time-saving wins build more credibility than ambitious ones
- Change management moves slower than AI does. How teams make room for adoption without stalling out
- Building internal evangelists and trainers at every level, not just the top

Where is AI working for you?

As members introduced themselves, Leo asked them to answer this opening question: *Where's AI working for your team and where's it been harder than expected?* Responses included:

“We’re fairly well down the road (with AI implementation). We use a partner and are members of the American Institute of Artificial Intelligence, which helped us greatly in reducing research time.

We’re re-writing documents and procedures with AI tools. We’ll be replacing Salesforce moving forward.

We’re about six months into using AI as a tool in different departments. We don’t have a cohesive infrastructure or top-down strategy yet; there are still siloes.

We are using Agentic AI fairly extensively. We're trying to determine how to optimally monetize it and avoid the "nice to have" approach. We are not pressuring employees to use it for minor tasks.

My company is testing AI in the call center space. We're using it to manage basic call requests and to help create innovative new products and services.

We're using AI in two main ways: externally and internally. Externally, we're embedding AI into some of our products and capabilities for customers. Internally, we've been slower to adopt it, dabbling with Copilot. I'm using the Perplexity AI engine for many things.

We have a platform across the organization—where anyone can use the models and experiment. We also have Copilot and Perplexity, which can be expensive.

How members are using AI

Leo commented on the impressive and diverse backgrounds of members participating in the brainstorm session and observed that AI could be implemented in various ways depending on the company and the context. He encouraged members to share their AI stories and to be as specific as possible. Highlights of the discussion can be found below:

We are a large technology company using AI for sales enablement, gathering deep data on products and competitors and then analyzing it. We're also using AI to speed up production.

We're utilizing AI for training and have developed a methodology and template with a well-known AI Institute, making the process easier. The program requires proper governance and risk analysis of course.

My creative team is leaning heavily into AI, training models to ask hard critical questions, using AI tools to help them sharpen their creativity.

We're using AI tools for due diligence, including fact-checking data in company decks and reports. AI can help verify the veracity of an organization's sales and other reported info.

Other AI applications included training it to sort through lists and match start-ups with potential customers or partners, training AI agents to help manage software, and using AI to identify marketing opportunities and create marketing materials.

Pricing and privacy concerns

The group also discussed the various price points of AI tools and the importance of protecting privacy when using free tools. When one member asked for guidance in determining which AI tools their employees should use, a colleague stated that it was a

complex decision and often depended on the use case. As noted, there really is no “one size fits all” AI tool. Sometimes using two tools might be best. All members were advised to think logically about how they should implement AI.

How do you feel about AI?

When the group was asked to summarize their overall feelings about the technology, responses were varied:

One member’s CEO stated that they were going to be an AI-first company. Translation: employees should get on board or find another job. They were all in.

Another member emphasized the importance of starting with relevant AI use cases and good, conscientious leadership. Letting everyone have a voice in AI decisions and remembering the end user was also recommended.

Another perspective: Willingness to use AI can be influenced by geography, as different cultures have different mindsets and comfort levels with AI technologies. This can be a challenge for many global companies.

Others were very excited and hopeful about AI applications.

A few foresaw some AI failures and necessary restructuring ahead. They predicted that there would be unforeseen ups and downs, as often happens with breakthrough technologies.

In closing, a member emphasized the need to take a balanced approach to AI implementation. As he stated, “AI will do wonderful things AND bring new problems.”

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