

**IN THE AGE OF AI,  
INFLATION,  
SKILLED LABOR SHORTAGES &  
INCREASED COMPETITION**

**BIG BETS ARE REQUIRED**



# A BIG BET GOES BY MANY NAMES:

DIGITAL TRANSFORMATION, INNOVATION PROGRAM, MERGER, TECHNOLOGY PLATFORM MIGRATION, BRAND RE-POSITIONING INITIATIVE OR OPERATING MODEL TRANSITION.

## BIG BETS FAIL.

**“BETWEEN 70% AND 90% OF ACQUISITIONS FAIL”**

**“73% OF ENTERPRISES FAILED TO PROVIDE ANY BUSINESS VALUE WHATSOEVER FROM THEIR DIGITAL TRANSFORMATION”**

**“89% OF COMPANIES HAVE LAUNCHED A DIGITAL TRANSFORMATION. BUT CAPTURED ONLY 31% OF THE EXPECTED REVENUE LIFT AND JUST 25% OF THE TOTAL COST SAVINGS”**

**“A STUDY OF 1,471 IT PROJECTS REVEALED THAT WHILE THE AVERAGE COST OVERRUN WAS 27%, AN ALARMING ONE IN SIX PROJECTS EXPERIENCED OVERRUNS OF 200% AND WERE DELAYED BY 70%”**

**REGARDING MEGAPROJECTS - “ONLY 8.5% OF PROJECTS HIT THE MARK ON BOTH COST AND TIME. AND A MINISCULE 0.5% NAIL COST, TIME AND BENEFITS”**



# YET, THE MAJORITY OF BIG BETS FAIL

**“BETWEEN 70% AND 90% OF ACQUISITIONS FAIL”**

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**REGARDING MEGAPROJECTS - “ONLY 8.5% OF PROJECTS HIT THE MARK ON BOTH COST AND TIME. AND A MINISCULE 0.5% NAIL COST, TIME AND BENEFITS”**

**HOWEVER** 

# BIG BETS ARE REQUIRED

**“TO ACHIEVE REAL HOCKEY STICK PERFORMANCE, COMPANIES MUST BACK THEIR BOLD ASPIRATIONS WITH EQUALLY BOLD ACTIONS.”**

**”INCREMENTAL MOVES DON’T GET COMPANIES VERY FAR. INCREMENTALISM, INCREASES THE RISK OF STAGNATION AND DECLINE.”**

**MAKING ONE OR TWO BOLD MOVES MORE THAN DOUBLES THE ODDS THAT A COMPANY WILL MOVE TO BECOMING A TOP PERFORMER; THREE BOLD MOVES MOVES THE ODDS RISE BY NEARLY SIXFOLD**

**”THE UPSIDE OPPORTUNITY FAR OUTWEIGHS THE DOWNSIDE RISK.”**

**100% OF BIG BETS NOT TAKEN FAIL**



**IN THE AGE OF AI,  
MORE **BIG BETS** ARE REQUIRED.**

**“40% OF ALL HOURS WORKED IN THE UNITED STATES  
CAN BE IMPACTED BY LARGE LANGUAGE MODELS SUCH  
AS CHATGPT, WHETHER THROUGH AUTOMATION OR  
AUGMENTATION”**



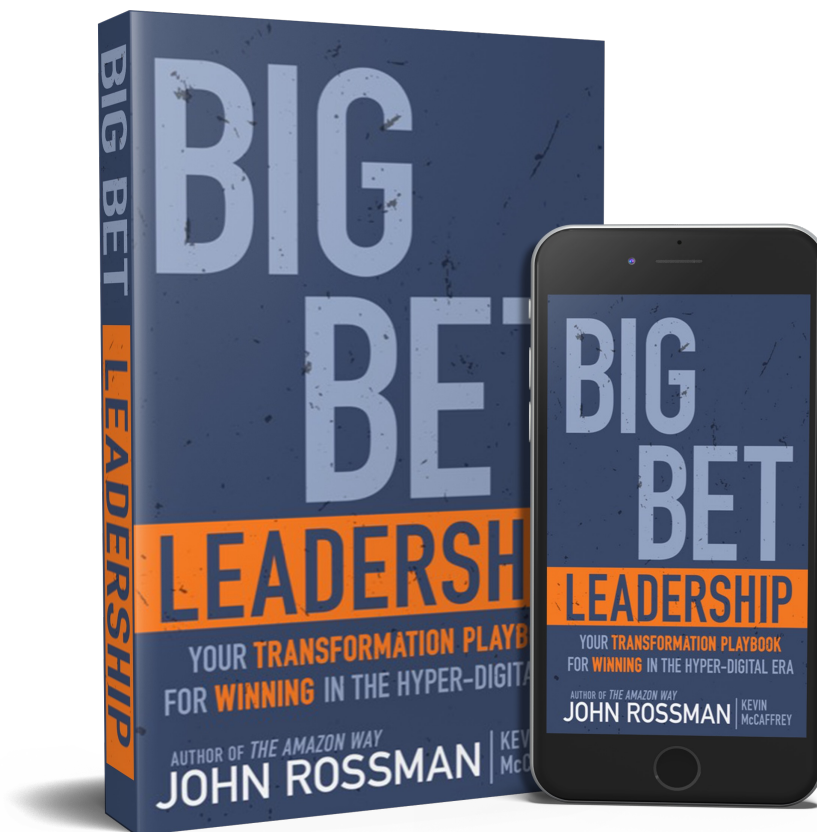
**IN FACT,  
BEING TIMID  
IS LIKELY**

**THE RISKIEST POSITION**

**OF ALL.**



**THE FIRST EXECUTIVE  
LEADERSHIP PLAYBOOK  
WRITTEN FOR THIS CHALLENGE**



**“90% OF THE WORLD KNOWS THEY NEED TO CHANGE.  
ONLY 10% ARE READY TO CHANGE.  
BIG BET LEADERSHIP IS FOR THAT 10%”**





THE **MISSION** OF  
BIG BET LEADERSHIP

IS TO **MINIMIZE** THE  
DOWNSIDE RISK

WHILE **MAXIMIZING** THE  
UPSIDE AMBITION OF BIG BETS.

THIS IS **WINNING.**





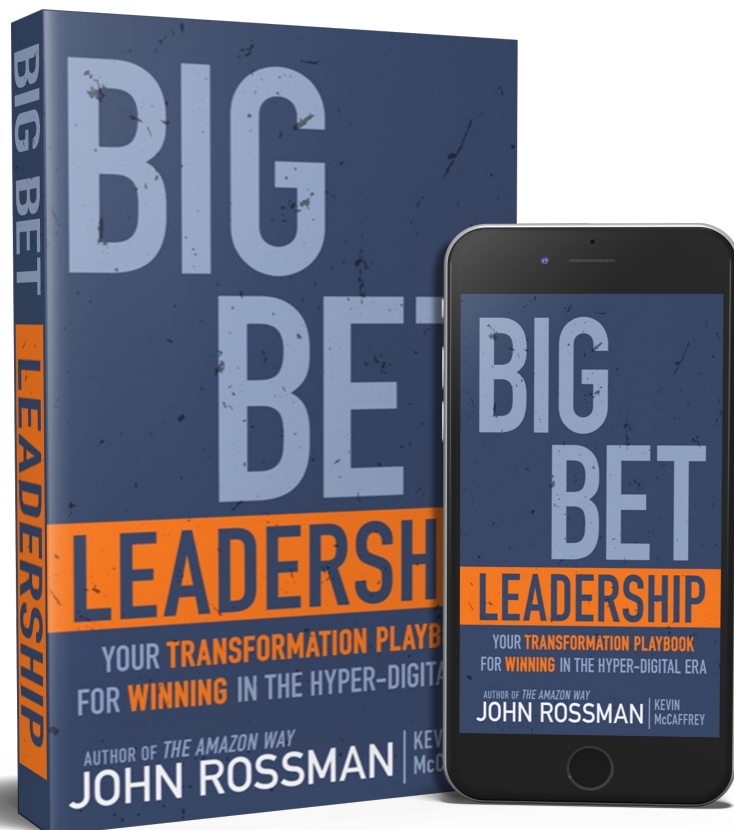
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# BIG BET LEADERSHIP PLAYBOOK



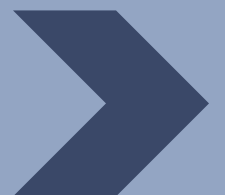
RELEASES 2/27/24

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THE FIRST EXECUTIVE  
**LEADERSHIP PLAYBOOK**  
WRITTEN FOR THIS CHALLENGE

**BIG BET**

**LEADERSHIP**

YOUR **TRANSFORMATION PLAYBOOK** FOR  
**WINNING** IN THE HYPER-DIGITAL ERA

