

The 7 Principles

How High-Performing Organizations Create Predictable, Defensible AI ROI



Worldwide AI spending is expected to reach nearly US \$1.5 trillion in 2025. (Gartner)



The Problem

AI investment has accelerated, but measurable returns remain inconsistent. Budgets are under pressure, business units expect impact, and most AI initiatives fail to sustain value long term.

95% of enterprise AI pilots fail to deliver measurable profit & loss (P&L) impact. (WEF)



The Risk

AI project cost curves are highly nonlinear. Without transparency, controls, and financial rigor, expenses escalate quickly and outcomes become unpredictable—jeopardizing future investment and executive confidence.

The 7 Principles for Building an AI ROI Discipline



The Outcomes

- Predictable cost curves**
- AI positioned as a strategic asset, not a speculative experiment**
- Enterprise adoption and durable operational scale**
- Transparent value realization**
- Faster payback and stronger reinvestment confidence**

How will You Define Your AI Journey Summary?

Without discipline
Costs escalate, value erodes, and AI remains a pilot.

With discipline
AI becomes a measurable strategic growth engine—funded, trusted, and scaled.