



# SHAPE THE FUTURE OF AI SHARE YOUR INSIGHTS IN OUR AI STRATEGY SURVEY

Generative AI has rapidly evolved, transitioning from an emerging technology to a strategic imperative for organizations across industries. Two years after the initial IASP survey, adoption has accelerated as businesses recognize generative AI's potential to empower decision-making to become a Strategy Co-Pilot and unleash employee creativity is at the core. Organizations must develop a comprehensive AI Strategy to manage ethical, privacy, intellectual property, governance, legal, and other implications.



- The International Association for Strategy Professionals Australia Chapter (IASPA), in collaboration with
- LBL Strategies, iLearning Solutions, Baldrige Foundation, Army Strategist Association and Transformativ are conducting further research to identify current and future uses of Generative AI. This research aims to support organizational success in the practice of strategic management and the development of effective AI strategies.



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