AI: Opportunities and Challenges - What Businesses Need To Know

2025 Presentation

PEAK ACTIVITY

AI Hates You

AI–AI bias: 2025 Stanford Study

94% of organizations are **seeing no** measurable **P&L impact from AI.**

MIT NANDA's State of AI in Business 2025

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Only 17% of organizations are **NOT implementing AI.**

Gartner Business Study 2025

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Almost All CEOs feeltheir teams are **drastically unprepared** for AI integrations.

Computer Weekly & Cisco Reporting

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“Lack of Control ”
“Decisions without Info ”
“Bad User Experience ”

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AI that Elevates
Human Possibilities.

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AI Elevated Experiences

Client Identified via conversations & discovery

- Workforce Efficiency
- Revamped Organization
- Hyper Personalization

AI Effects

Automation is AI assisted, not dependent.

- Knowledge Democratization
- Content Generation
- Insights & Findings

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AI Guide Map

1

“Human First & Last”

Retain the moral human compass. Start and end the process with a human.

2

“Avoid the Cult of the Logo”

Being brand-loyal won’t make you future-proof.

3

“Don’t Go Alone”

Humility is a strength. You need trusted co-pilots—human and AI. Lone wolf leadership breaks under complexity.

4

“You’re swimming with sharks”

Own your AI. Own your decisions. Own your IP. AI must amplify your judgment, not override it.

5

“Move Nimbly”

The right pace is adaptive, not breakneck. Stability comes from responsive momentum.

6

“Expose >Explain”

Expose the outcome & the technology. Show what success looks like before you build.

7

“No Absolutes”

Everything is malleable. Choose techniques, tools, and teams that fit strategy—not the other way around.

8

“Carry Your Own Weather”

Stress-test AI with real humans in real messes to judge real character.

9

“Cover Your Aspirations”

Create safe containers for risk. Bold leadership doesn’t mean reckless implementation.

10

“System Durability Wins”

Design systems that don’t crumble under real use and allow for adoption & continuous advancement.

- Rob Petrosino | Chief Innovation Officer

The Best
Leadership Trails:

Principles that matter for CEOs

The human role in AI leadership —emphasizing ethics, collaboration, ownership, and controlled boldness.

1

“Human First & Last”

Retain the moral human compass.

3

“Don’t Go Alone”

Humility=strength
You need trusted co-pilots: humans + AI.

4

“You’re **swimming with sharks”**

Own your AI. Own your decisions. Own your IP.

Professionals want AI…

77% of employees are willing to use AI in their role.

2024 Microsoft Study | N=3400

“Human First & Last”

Retain the moral human compass. AI is a tool, not a replacement. Lead with human context and compassion. Retain the moral and creative compass.

MIT Sloan (March 2025) finds humans collaborated with GenAI, their creative output improved by 3x.

> “AI should “serve to amplify human capabilities, not replace them…with 50% of workload completed by AI”

Marc Benioff | Salesforce CEO

How PeakActivity redefined AI Adoption through for **regional furniture retail company**

Deployed Automated AI Tool creating hundreds of Product Descriptions with **ZERO New Hires**

Techniques

Consume & Extend Off the Shelf Artificial Intelligence Tooling

Tools

ChatGPT, Cursor, & Image Classifier

Loft, GERS, & Shopify

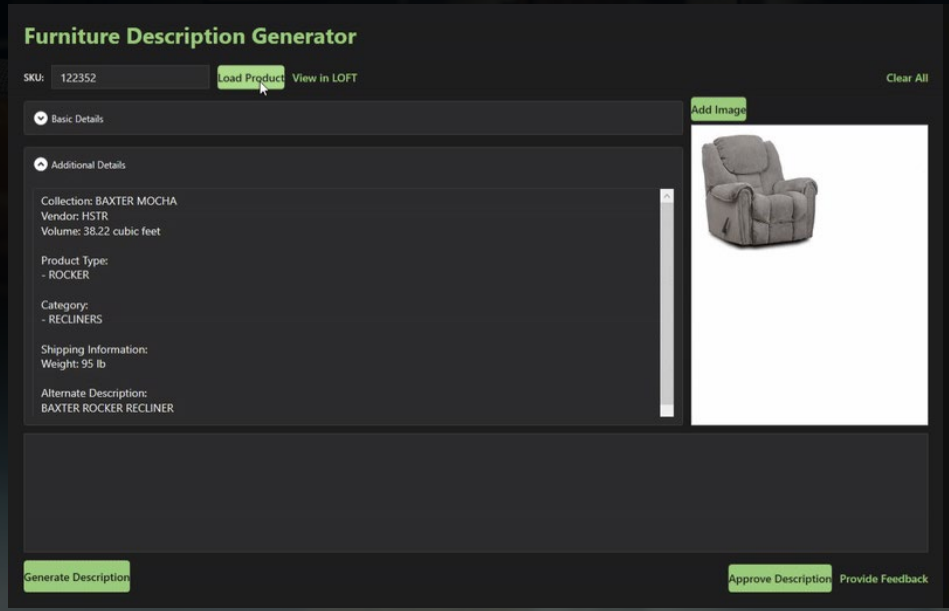
Teams

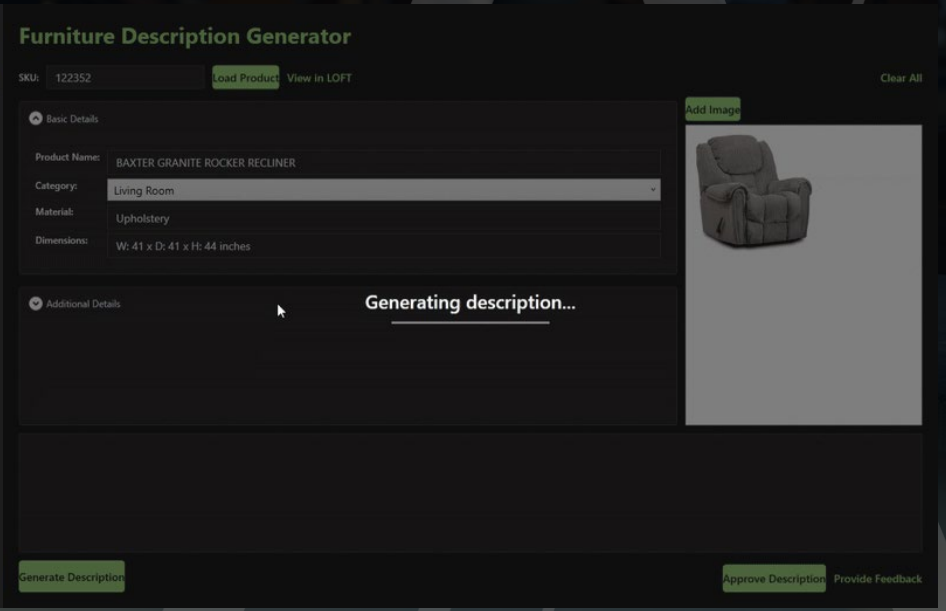
Artificial Intelligence Leaders

Full Stack Engineers

AI Implementation

| AI Product Descriptions





Shadow AI usage

78% of employees are bringing their own AI Tools to work.

2024 Microsoft Study | N=3400

“Don’t Go Alone”

Humility is a strength. You need trusted co-pilots—human and AI. Lone wolf leadership breaks under complexity.

Implementation advantage: External partnerships see **twice the success rate** of internal builds

MIT Sloan MANAGEMENT

The GenAI Divide
STATE OF AI IN BUSINESS 2025

PeakActivity redefined AI Projects through for a **globally leadership & professional training organization.**

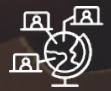
Multinational Real - time Interactive AI enabled
Avatar Coaches for **Internal & External Customers**

Techniques

Workshops Sessions
Roadmapping
Project Oversight

Tools

ChatGPT, Whisper,
ElevenLabs, & HeyGen



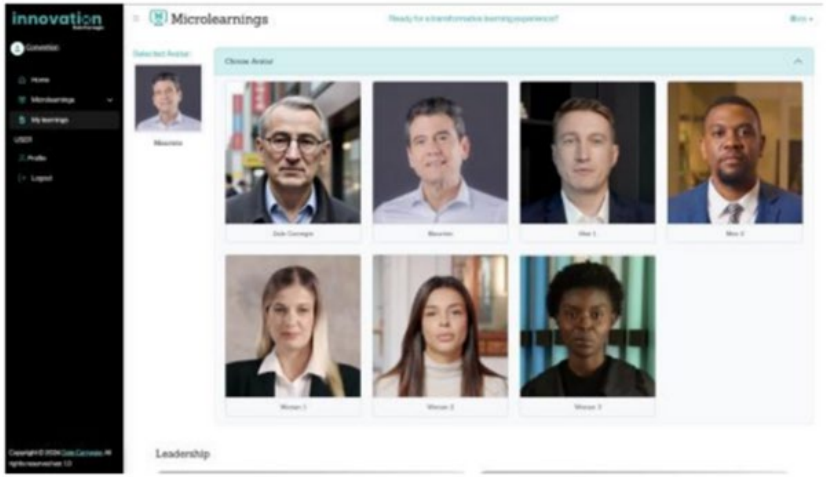
Teams

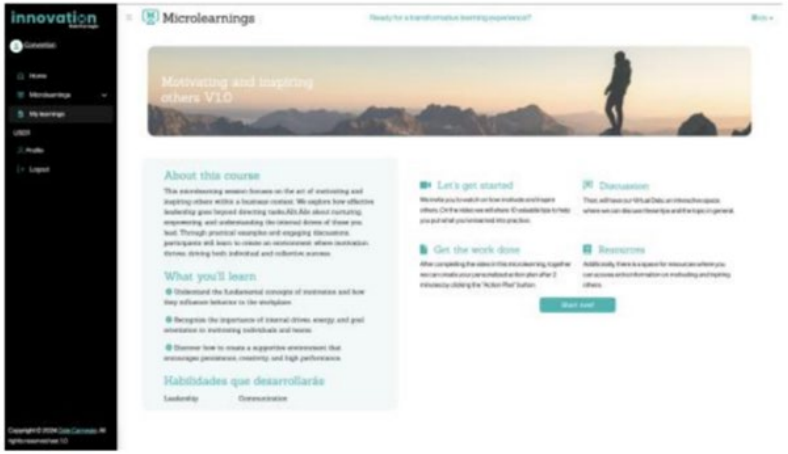
Artificial Intelligence
Leaders

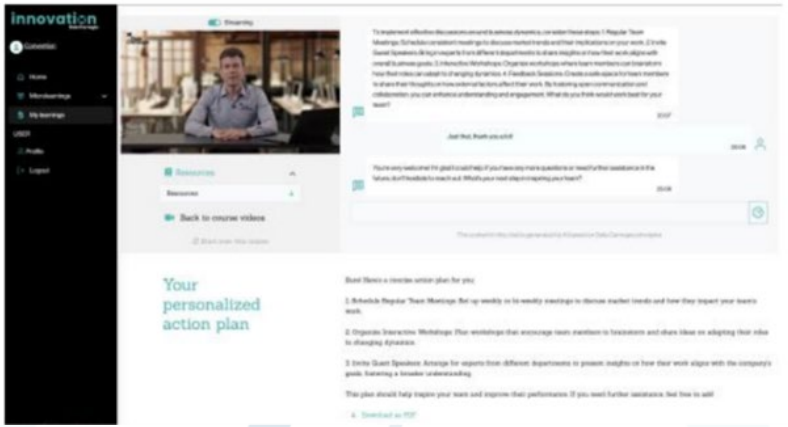
Data Science &
Analytics Leaders

AI Implementation

| Financial Planning







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Humans & AI are Deceptive

75%

of CEOs admit they took IP/Trade Secrets from prior roles.

Help over Security Peer Review

105

cases of IP leaking via AI usage in the S&P 500.

LinkedIn 2025 State of AI Report

“You’re **swimming with sharks**”

Own your AI. Own your decisions. Own your IP. AI must amplify your judgment, not override it

ChatGPT Plus users can send up to 160 messages with GPT-5 every 3 hours causing forced upgrades & users shock.

ANTHROP\C

Changed rate limits for different Claude models, creating bills for tens of thousands of USD for teams.

How PeakActivity redefined AI Adoption through for **International Billion Dollar Energy Company**

Implemented Future Proof AI Architecture
for Financial Decision Making.

Techniques

Off the Shelf AI
Integrated Open Source AI

Tools

Open & Closed Source AI Models
Retool, Slack, & Web Front End

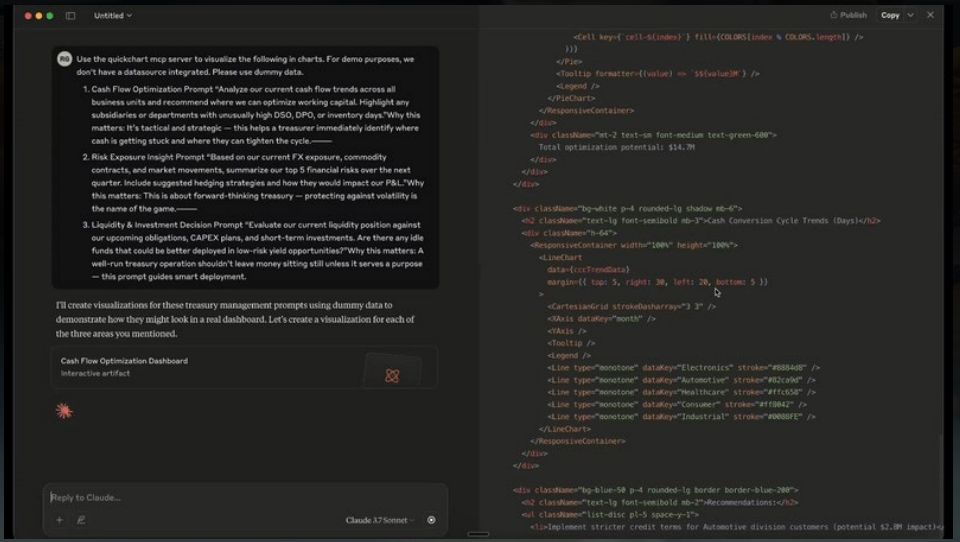
Teams

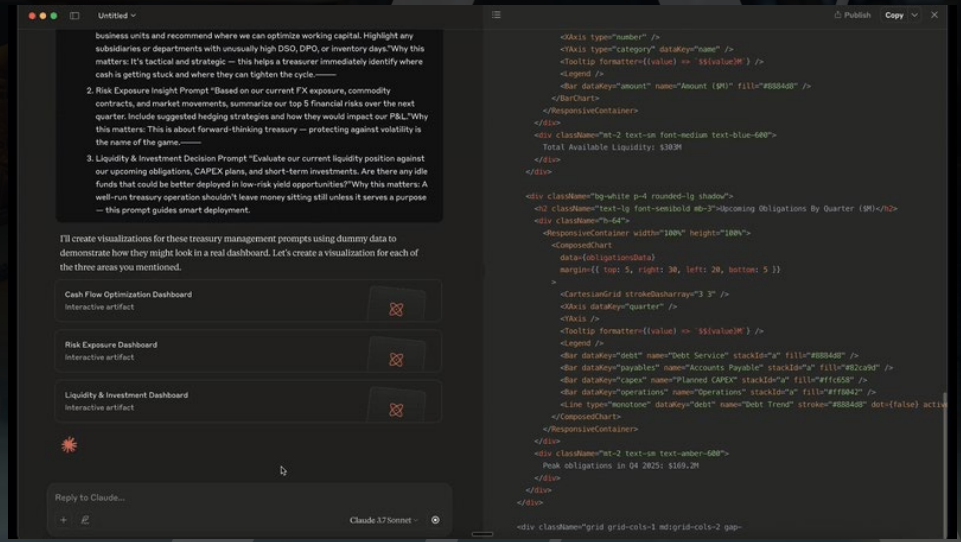
Artificial Intelligence Leaders

Data Science & Analytics Leaders

AI Implementation

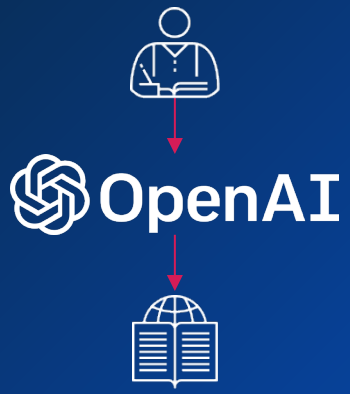
| Financial Planning





Humans & AI Inflection Point

AI + Data



“Custom” AI or Large Language Model

Humans & AI

Human + AI(s)

Human + AI interactions and interfaces have a long path to go before we move into the future of work.

However, this movement will happen in stages:

Who am I…

Rob
Petrosino

Chief Innovation Officer
AI Consultant for US Government

FPL

Homeland Security
Corporate Security Symposia

World Summit AI

NCSL LEGISLATIVE SUMMIT BOSTON

FINRA

amazon

Total Wine & MORE

Microsoft
AI Tour 2025

ASIS INTERNATIONAL Professional Development Community

eMerge Americas

DSAC

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Thank You.

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