



## The Formula for Winning with Agentic AI

How much of your AI investment is reaching your bottom line? It's been a frustrating journey for many companies for quite some time, but that's starting to change, with more companies seeing measurable impact from AI.

Our [new Applied AI Index](#) spells out a formula for getting there. Drawn from a survey of more than 1,300 C-suite leaders and senior executives representing 20 sectors globally, the report says the winning combination is strategic clarity (getting the big choices right about where AI truly creates competitive advantage) and applied AI (embedding it deeply into how the business operates day to day). Companies combining these two capture five times as much AI value as those with neither.

The formula may be clear, but it's not easy.

**Close to 50% of companies say they are now generating value from AI.**

The nearly 8% of companies BCG classifies as future-built—meaning they pair fine-tuned strategic clarity with AI embedded deep into how the business runs—are pulling ahead. Over the past three years, they've delivered 2.3 times the shareholder return of laggards, 2.4 times the revenue growth, and 2.8 times the EBITDA growth. But the group just beneath them is also impressive: the 41% of companies that BCG calls scaling are outperforming too—at 1.8 times the shareholder return of laggards. Those two groups together

make up nearly half the total of survey participants.

A primary focus for these leaders is constant measurement of impact, with 79% tracking AI's return directly against the P&L or a proxy. It's an approach that enables them to zero in on the efforts generating the greatest value.

One example of a company out front is a global investment bank. It ran AI as a single, company-wide program, picked fewer than ten high-value use cases, and used a top-down and bottom-up assessment simultaneously to define targets. A program office reporting straight to senior leadership tracks results to the P&L, with a target of \$1 billion by 2030.

### **Agentic AI increases the potential for value.**

Agentic AI, which acts rather than just advises, is sharpening that split further. Its share of total AI value climbed from 17% to 22% this year, and we project it will reach close to 40% by 2030, overtaking other AI solutions as the largest single source of value.

These are the moves leaders can make to speed up AI value creation:

**Get the big choices right.** Bundle AI efforts into a single, company-wide program owned by the C-suite. It should target the company's biggest opportunities and track results to the P&L.

### **Shift to an AI-first operating model with risk management.**

Across the companies BCG studied, 42% expect agents to act independently by 2030, and just 5% have the necessary governance in place. Those with effective controls see triple the value generation from agentic AI.

**Reinvent the workforce around humans and agents.** Deliberate workforce planning determines which roles should coexist with agentic AI. Technology will reshape more work than it eliminates, and 89% of companies expect it to generate new work.

**Build an agentic platform, powered by data.** More than two-

thirds of future-built companies commit to one enterprise-wide AI platform, with shared standards and a single place to govern what agents can do. They're also 40% more likely than laggards to give agents live access to data, so answers stay current and grounded.

**Concentrate firepower where it matters.** Future-built companies leave fewer workflows stuck in planning and run five times as many at scale. And they focus on a few, high-value, strategically critical functions.

People, not automation, are the life force of this formula. Leaders need to decide where agents can bring a step-change in productivity and where human judgment, relationships, and accountability can and will be a differentiator.

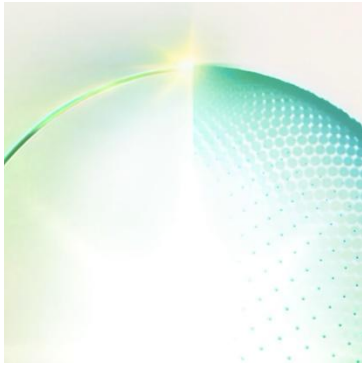
Until next time,

A handwritten signature in black ink, appearing to read 'Christoph'.

**Christoph Schweizer**  
Chief Executive Officer

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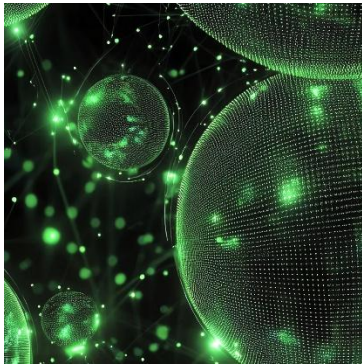
## Further Insights



### [The Formula for Agentic AI Value](#)

In BCG's 2026 Applied AI Index, almost half of companies now generate value from AI. As agentic AI spreads, these companies have critical lessons for others.

### [Turn AI Ambition into Impact](#)



### [AI Agents](#)

With the ability to observe, plan, and act autonomously, AI agents open a new chapter of end-to-end transformation across industries.

### [Discover the Agentic Edge](#)



### [AI Pioneers Series](#)

bcg's senior leaders sit down with executives for candid conversations about harnessing ai to transform organizations. explore the choices they made, the risks they took, and the clarity that guided their ai transformations.

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