



Where Strategic Clarity Meets Applied AI—What This Means for You, Our Clients

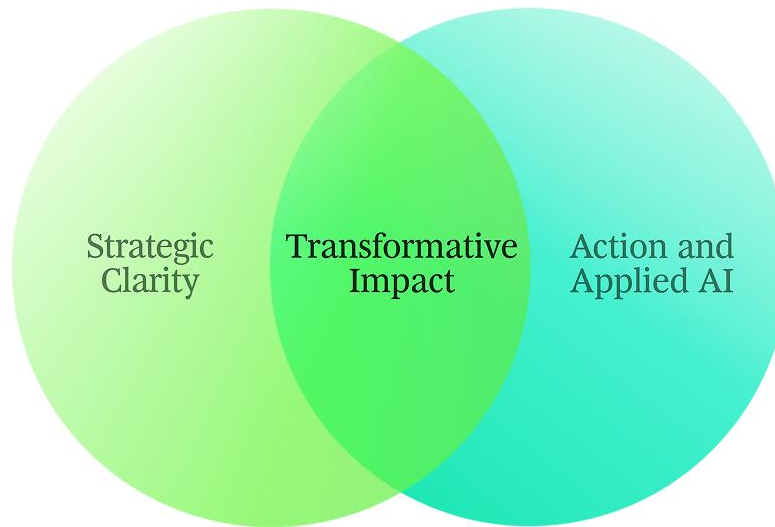
This week, I am taking a different approach to the Weekly Brief. These are usually focused on forces reshaping your industries and insights that may inform your actions. This one is about BCG: specifically our 2030 strategy and what it means for how we work with you.

Why We Are Evolving

As leaders, we are navigating an era of unprecedented technological change and growing complexity. For many of us, AI has become one of the most important strategic priorities. Companies invest heavily, and expectations have never been higher. Yet value at scale remains hard to achieve for many. Our latest research shows that nearly 80% of CEOs still struggle to translate AI ambition into measurable impact.

That gap between ambition and impact is one of the defining challenges we see across industries today.

Our 2030 strategy is designed to help close that gap, by mobilizing BCG around one central theme: *Where Strategic Clarity Meets Applied AI*.



In a world where AI raises the stakes on many decisions, the strategic clarity—getting the big choices right—matters more than ever. With 63 years of experience across industries and functions, we work with you to strengthen your competitive advantage in this new era. Applied AI is what makes that strategic clarity stick: AI embedded in how your businesses operate day-to-day—in processes, capabilities, organizational setup, incentives, and culture. It is AI that is applied at enterprise scale; AI that can be built by our technology specialists across BCG X, Platinion, and all our practices.

Together, strategic clarity and applied AI help translate AI ambition into transformative impact—lasting competitive advantage, stronger performance, capabilities transferred to your teams, and change that lasts.

What This Means for You

Talent for this next chapter: BCG is building the most AI-fluent workforce in the world. The number of applications we receive continues to grow year after year. Today, we receive nearly five times more applications than we did five years ago, allowing us to attract exceptional talent with deep AI capabilities and a bold innovation mindset. But the real change is in what happens after they join. They enter a continuous cycle of capability building—combining world-class training, leading AI tools, hands-on experimentation, and a first-of-its-kind AI certification program. For you, this means a BCG team that pairs deep industry and functional expertise with frontier AI capabilities from day one—and a partner that continues to innovate at the cutting edge.

An accelerated starting point: Our teams are arriving better prepared than ever before. They draw on research tools, proprietary datasets,

transformation diagnostics, and proven BCG approaches built across tens of thousands of engagements over decades—all increasingly AI-enabled. The result is more time focused on solving problems, enabling your organization, and delivering impact alongside your teams.

One team with your technology ecosystem built in: Through our partnerships with Anthropic, AWS, Google, IBM, Microsoft, OpenAI, Salesforce, SAP, and others, we combine the business, technology, and implementation capabilities required for enterprise transformation. Because our commitment is to your outcomes, we bring together the right technology partners and expertise for your situation. The result is one aligned team to turn your ambition into results.

A partner that stays through execution: For decades, BCG has been supporting execution and helping deliver impact. What is changing is the scale and complexity of the transformations you are undertaking. Increasingly, value depends on how effectively technology choices, organizational adoption, capability building, and execution discipline come together at scale. We are investing further in the capabilities and delivery models required to support you through the full transformation lifecycle and help ensure lasting results.

CEOs consistently tell us they want a partner who combines strategic clarity with execution—and who is focused on outcomes. That is what we are building and strengthening for you. More AI. More capabilities. But the same commitment: helping you succeed.

Ultimately, our success is measured by your success. That is the standard we are holding ourselves to. And it is how we continue delivering on our purpose: unlocking the potential of those who advance the world.

Until next time,



Christoph Schweizer
Chief Executive Officer

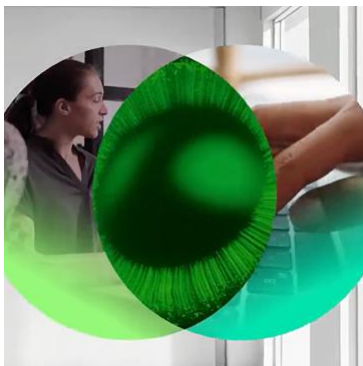
Further Insights



[Where Strategic Clarity Meets Applied AI for Transformative Impact](#)

Companies need a partner that can bridge the gap between ambition and outcomes.

[See How We Deliver Impact](#)



[BCG 2030 Was Designed to Meet this Moment](#)

BCG stands shoulder to shoulder with our clients to deliver transformative impact.

[Explore BCG 2030](#)



[WSJ: AI Is Changing How Consultants Get Paid—and Much More, BCG's CEO Says](#)

Christoph Schweizer points to higher revenues and head count in response to predictions that the technology is killing his industry.

[Read the WSJ Interview](#)