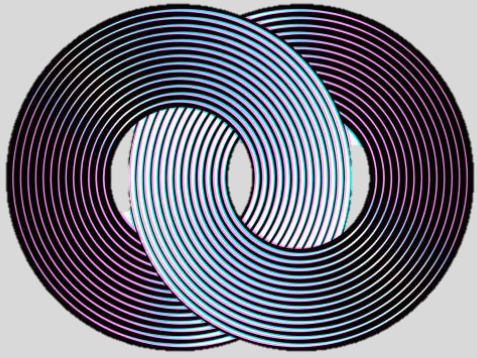




Co-Creating the Agentic Enterprise

Understanding the Implementation Dynamics of Agentic AI



Why This Project?

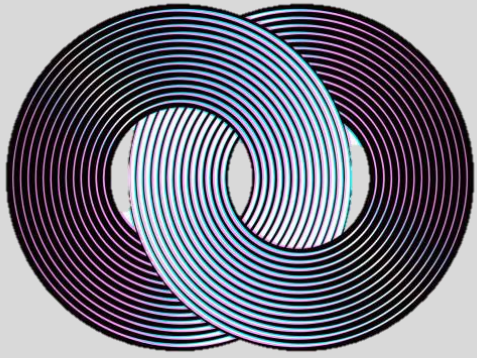
- Many organizations struggle to translate Agentic AI's promise into real-world impact, leaving value unrealized. Adoption is hampered by issues like
 - unclear strategic intent
 - fragmented ownership
 - immature governance
 - cultural resistance
 - capability gaps
 - limited experience working with hyperscaler partners, etc.
- Our research initiative strives to identify the collaborative and organizational dynamics that shape success or failure.

We Aim for Impact, not an Academic Paper

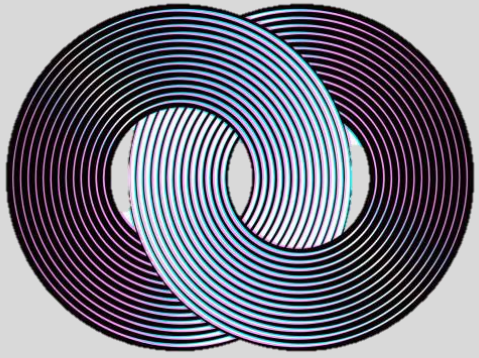
- Participating companies gain a deeper understanding of the transformational challenges involved in deploying agentic AI **within their context** + the opportunity to exchange experiences with others.



Themes We Intend to Explore



- **Strategic Sensemaking and Alignment**
How enterprises and hyperscalers clarify purpose, define value, and align expectations as agentic AI initiatives evolve under high uncertainty.
- **Redefining Decision Rights, Governance, and Accountability**
How agentic AI reshapes who decides what, how work is coordinated, and how organizations redesign governance to enable speed without losing control.
- **Building Capabilities Through Joint Learning and Experimentation**
How enterprises and hyperscalers develop the technical, organizational, and leadership capabilities required to move from pilots to scalable agentic AI.
- **Leadership, Trust, and Human Adaptation**
How leaders enable behavioral change, build trust, and help people adapt as AI systems begin to plan, decide, and act alongside humans
- **Co-Creation as a Value-Creation Engine**
How enterprises and hyperscalers structure collaboration, manage interdependence, and resolve friction to turn agentic AI initiatives into real business impact.



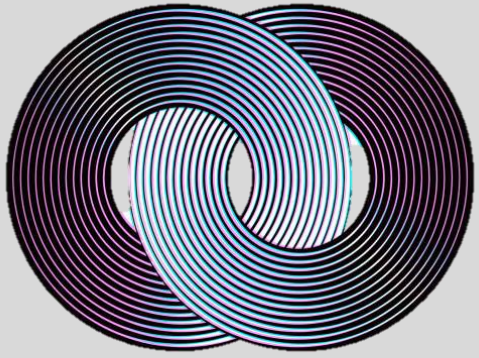
Who We'll Talk to

6-8 in-depth
interviews or
Focus Groups
(60-90 min each)

- **Business Leaders**
Executive sponsors, business unit leaders
- **Program Leads**
Domain experts for the Agentic AI Initiative
- **CIO/CTO**
Enterprise technology governance
- **Technical Teams**
Architects, data scientists, engineers
- **HR/Organization**
OD, L&D, or transformation
- **Hyperscaler Partners**
Account teams, solution architects



What You Get

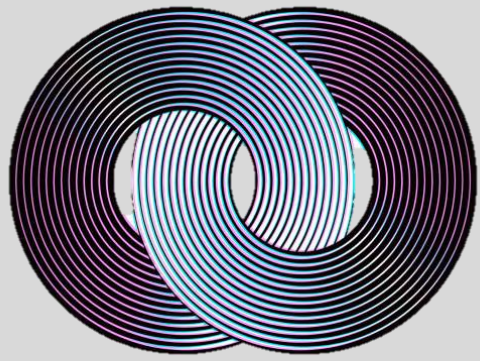


- A Narrative Case Study of Your AAI Journey *
- Cross-Company Insights **
- Executive Briefing (optional)
- Workshop with Stakeholders from all participating companies (optional)
- Ongoing exchange via a dedicated post-research community platform (optional)

* Findings remain confidential unless cleared by company
** Findings will be anonymized unless cleared by company



Getting Started



Decide on
Case to be
investigated



Identify
Stakeholders



Communicate
Research
Rationale



Schedule
Interviews



Create Mini
Case study

cases

committed

in conversation

eTAS

krivago

SAP

SIEMENS
energy

R1

Lenovo

NEOVIA

NTT DATA

2-3 months per case depending
on interview scheduling efficiency



The Research Team

Core Team



Roland Deiser
Professor of Organizational Politics
Chairman CFFO



Eve Psalti
General Manager
Microsoft Azure AI Foundry



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CFFO Fellow and EiR



Andreas Liebl
CEO
European Applied AI Institute

**An academia/practice expert team
with deep experience in enterprise
transformation, AI strategy, and
organizational leadership.**



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