

# **5 KEY TAKEAWAYS**

**from the  
HFS Research  
2024 Spring Summit**



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# 01

## **GenAI: A smoldering platform, not a burning one.**

GenAI is shaking up the enterprise world, but it's not yet the roaring fire we all expected. 2023 was all about "What is GenAI?" 2024 is about "Why GenAI matters," and next year, we'll dive into the "How to make it work." Only 5% of enterprises have actually jumped on the GenAI train. We must pay off our legacy debts in order to really get moving.

# 02

## **Leaders, ditch the hype and start learning.**

Forget the AI buzzwords and shiny objects. Real leaders need to be curious and courageous, embracing tech that truly adds value. It's not just about productivity anymore—it's about creating meaningful work and real value. Time to cut through the fluff and platitudes and focus on what's real. This means enterprise leaders need to roll up their sleeves and start learning the tools themselves.

# 03

## AI: The. ultimate leveler.

AI isn't just for the top dogs anymore. It's set to help the underdogs catch up. The key? Moving from procedural to heuristic skills. Talent that thinks outside the box will thrive in this new AI-driven landscape. So, let's level the playing field and see who really stands out!

# 04

## **Buckle up for AI regulations.**

Ready or not, here come the AI laws. From NYC's decision-making tool rules to the EU AI Act, regulations are about to get real. Time to get your house in order—govern your AI systems, minimize risks, and embrace transparency. And don't just talk about ethics—live them.

# 05

## **Partners help drive technology and operations with speed and agility.**

Enterprises are leaning more heavily than ever on their partners to help them develop the Generative Enterprise. Providers are investing in expanding and deepening their resource tools to be the partners their clients need. But it's not always about being the biggest fish in the pond; mid-size firms that master their niches and leverage the best tech will have just as an important seat at the table.

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