



AI Leadership Playbook Overview



Navigating complexity and building trust

75% Agree that investing in GenAI is important and have also invested in cyber security in the past 12 months

Only 4% Have gained sufficient skills to oversee their companies' GenAI and cyber security strategies

Complexity and Speed of Technological Advancements

Innovation and Competitive Advantage

Shift in Workforce Dynamics

Data-Driven Decision-Making

Cultural Shift

Ethical Considerations

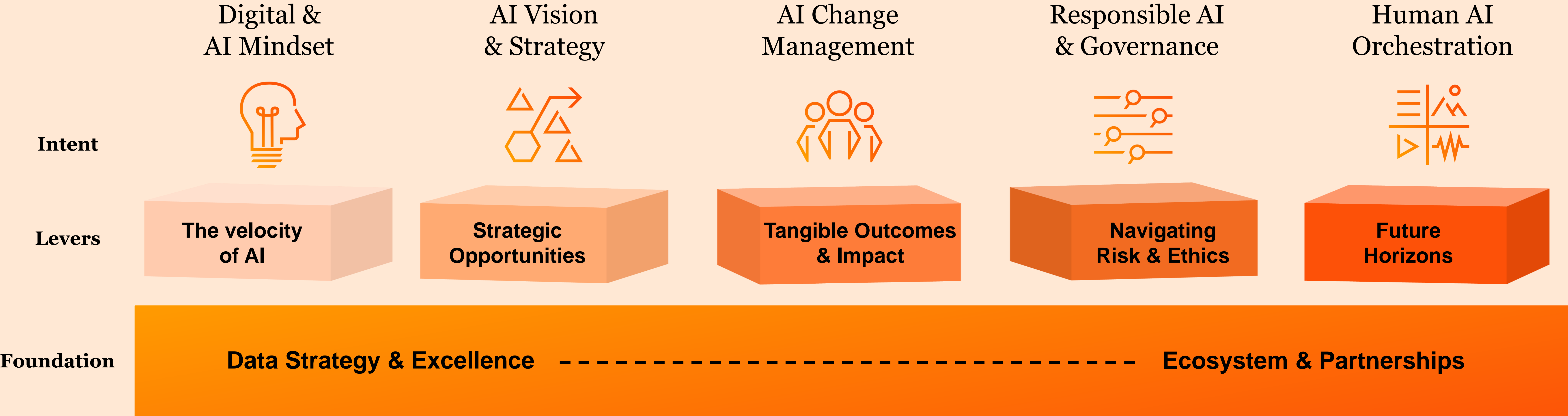
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The greatest challenge of the digital age is not technology, it's leadership

Ginni Rometty,
Former CEO IBM

Source: PwC Malaysia's Corporate Directors Survey 2024

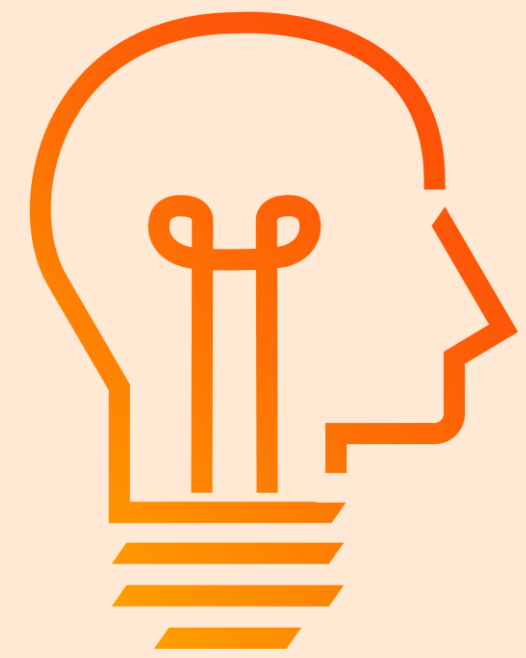
Navigating Complexity & Building Trust in an AI-driven world





AI Leadership Playbook Deep dive





Digital & AI Mindset

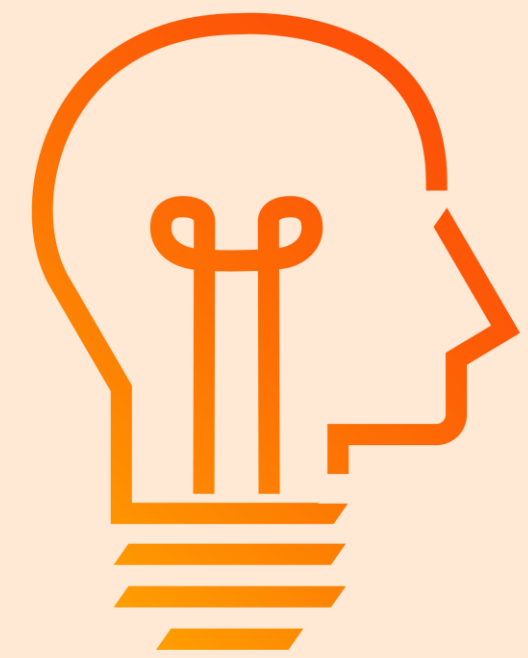
Adopting a mindset that embraces digital and AI enablement, tools and technologies

Cognitive & Behavioural Capabilities

- AI & Data Fluency
- Curiosity & Continuous Learning
- Agility & Adaptability
- Collaboration & Co-creation
- Ethical Awareness
- Growth Mindset

Strategic AI Leadership Enablers

- Customer & Workforce Centricity
- Trust & Governance First
- Cross-functional Thinking
- Speed with Purpose
- Culture Shaping



Spotlight

Bringing the Digital & AI leadership mindset to life

A leading financial institution wanted to leverage generative AI to deliver hyper-personalised financial advice to retail clients.

Improve customer experience

Increase product relevance

Stay compliant with regulatory standards

Customer Centricity

AI designed to provide personalised advice not just push products

AI & Data Fluency

Build a working understanding of generative AI's capabilities

Ethical Awareness

Safeguards to prevent AI from making risky recommendations

Culture Shaping

A 'responsible AI culture rewarding teams for trust, customer impact & risk management

Trust & Governance First

A human-in-the-loop process is established

Cross Functional Thinking

Product, risk, legal, and data teams work together to design and deploy

Agility & Speed

Leadership supports agile sprints and limited scope pilots before scaling



AI Vision & Strategy

Setting a clear direction for AI adoption that aligns with business goals, drives innovation and delivers sustained value

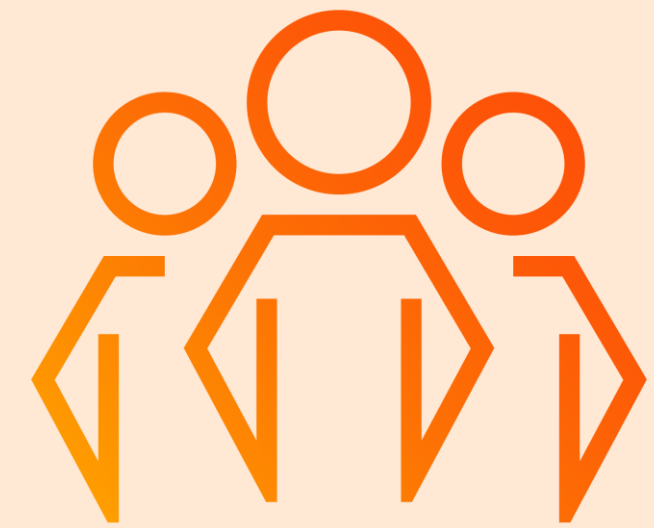
**Alignment
with
Business
Objectives**



**Clear AI
Ambition**

**People-Centric
Approach**

**Structured
Implementation
Steps**



AI Change management

Leading people through AI-driven transformation by enabling new skills, behaviours and mindsets for sustained adoption

1



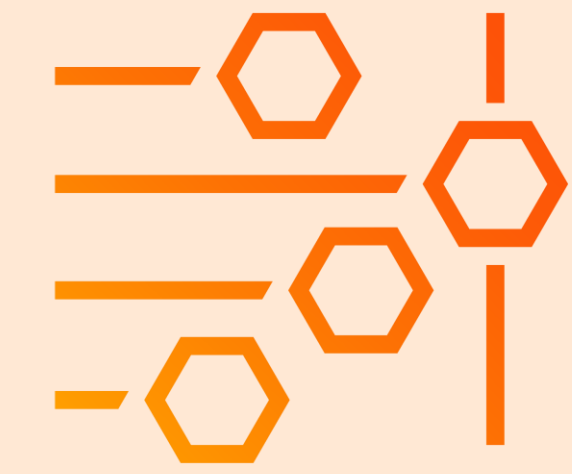
Organisational
Change & AI
Accountability

2



Building a
culture that
embraces AI

3

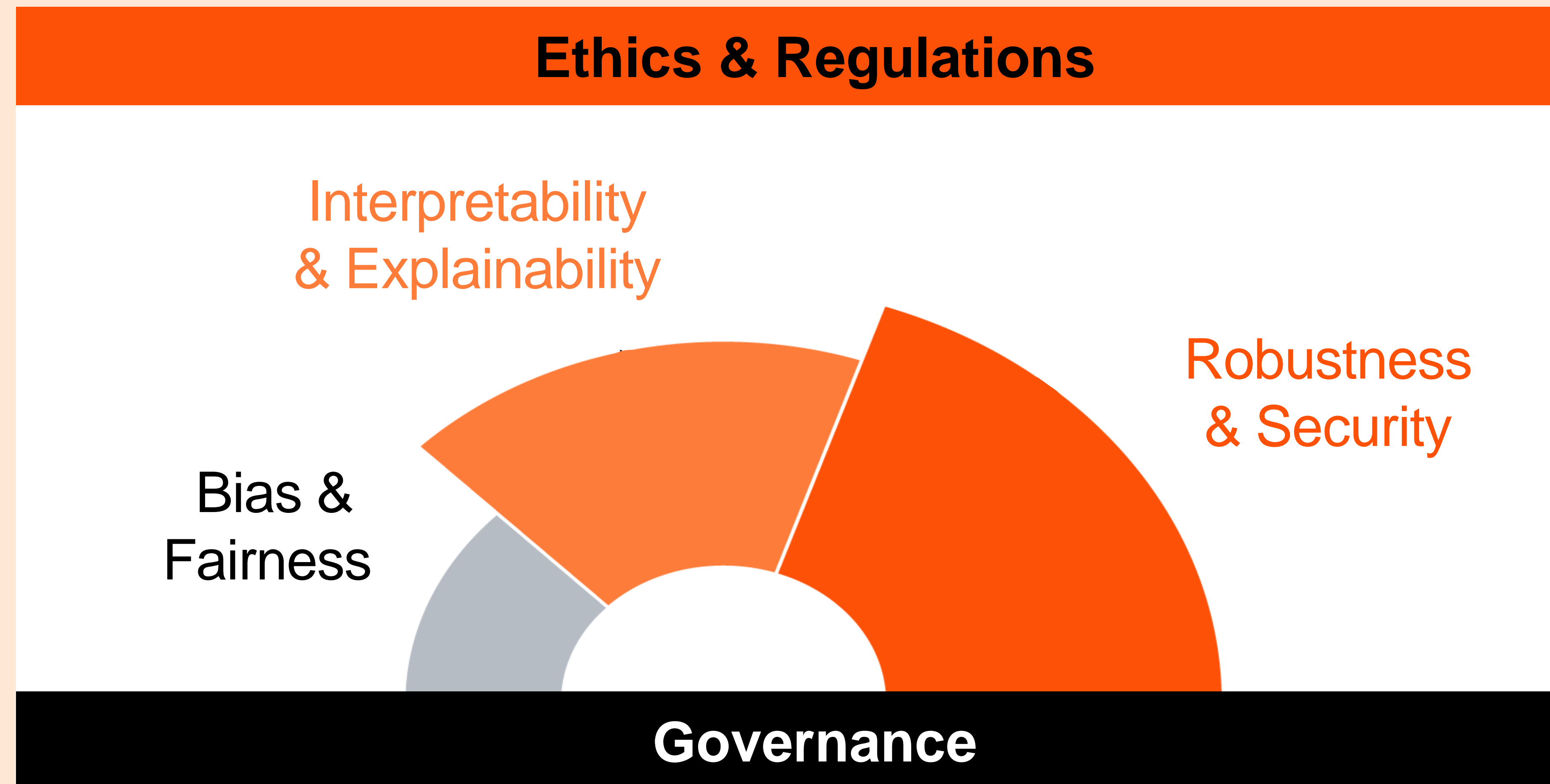


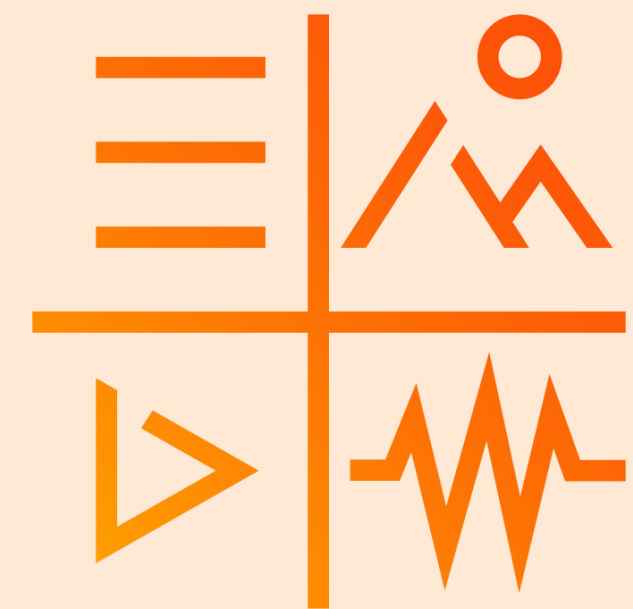
Overcoming
resistance to
AI Adoption



Responsible AI

Embedding ethics, transparency, and accountability into AI design, deployment, and governance to build trust and fairness





Human – AI Orchestration

Designing roles, workflows and decision-making where humans and AI complement each other to achieve optimal outcomes

**Human
Centered
Design**

**Agentic AI
Integration**

**Feedback
Loops**

**Role
Clarity**

**Transparency
& Trust**

**Change
Enablement**



Spotlight

Bringing Human-AI orchestration to life

A city council launches a smart mobility initiative to address traffic congestion, carbon emissions, and public transport inefficiencies

An AI-powered Urban Traffic Management System

Dynamically control traffic lights, coordinate with public transport, and reduce bottlenecks

Agentic AI

Autonomous AI agents dynamically manage traffic flow and public transport routing in real time

Continuous Learning & Feedback Loops

The system continuously improves by learning from human overrides

Trust & Governance

A multi-stakeholder governance board oversees algorithm fairness and explainability

Role Clarity Between Humans and AI

AI handles real-time operational decisions, while urban planners retain strategic oversight

Human-Centred Design

Citizens interact with the system through intuitive apps and feedback loops

Change & Culture Shift

City staff are upskilled into AI-enabled roles and the public is engaged

Foundation: Data Strategy & Ecosystem

Data strategy & excellence

1 Data Governance
& Stewardship

2 Real-Time Data
Infrastructure

3 Data Literacy
& Culture

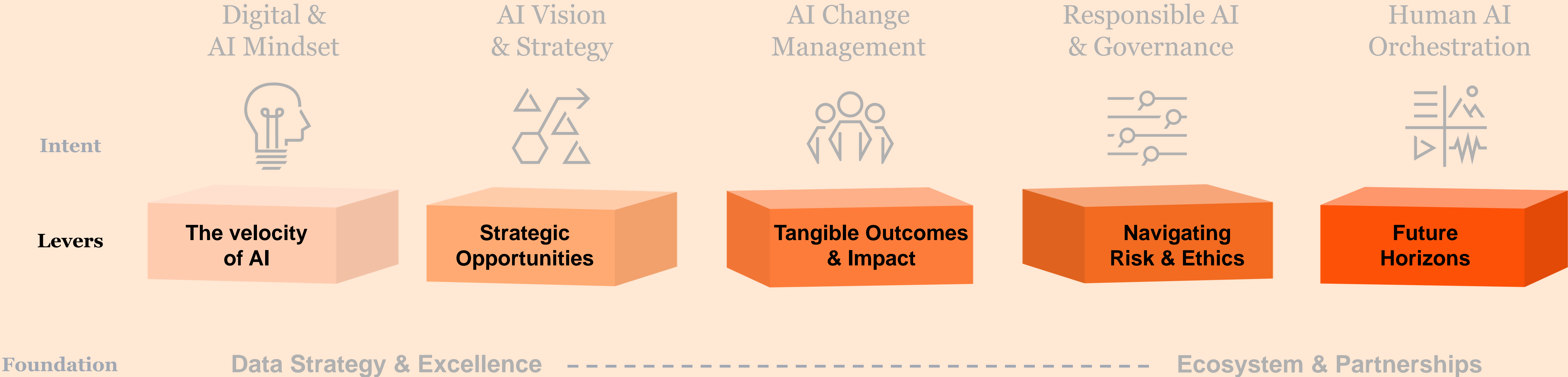
4 Interoperability
& Integration

5 Privacy, Security
& Responsible Use

Ecosystem & partnerships



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Velocity of AI: what leaders need to do next

1

Reframe your mindset

Think exponentially.
Breakthroughs like GPT models and robotics can disrupt entire industries in months.

2

Take lessons from past growth curves

Early adopters win,
laggards fall behind.

Spot inflection points early -and act fast.

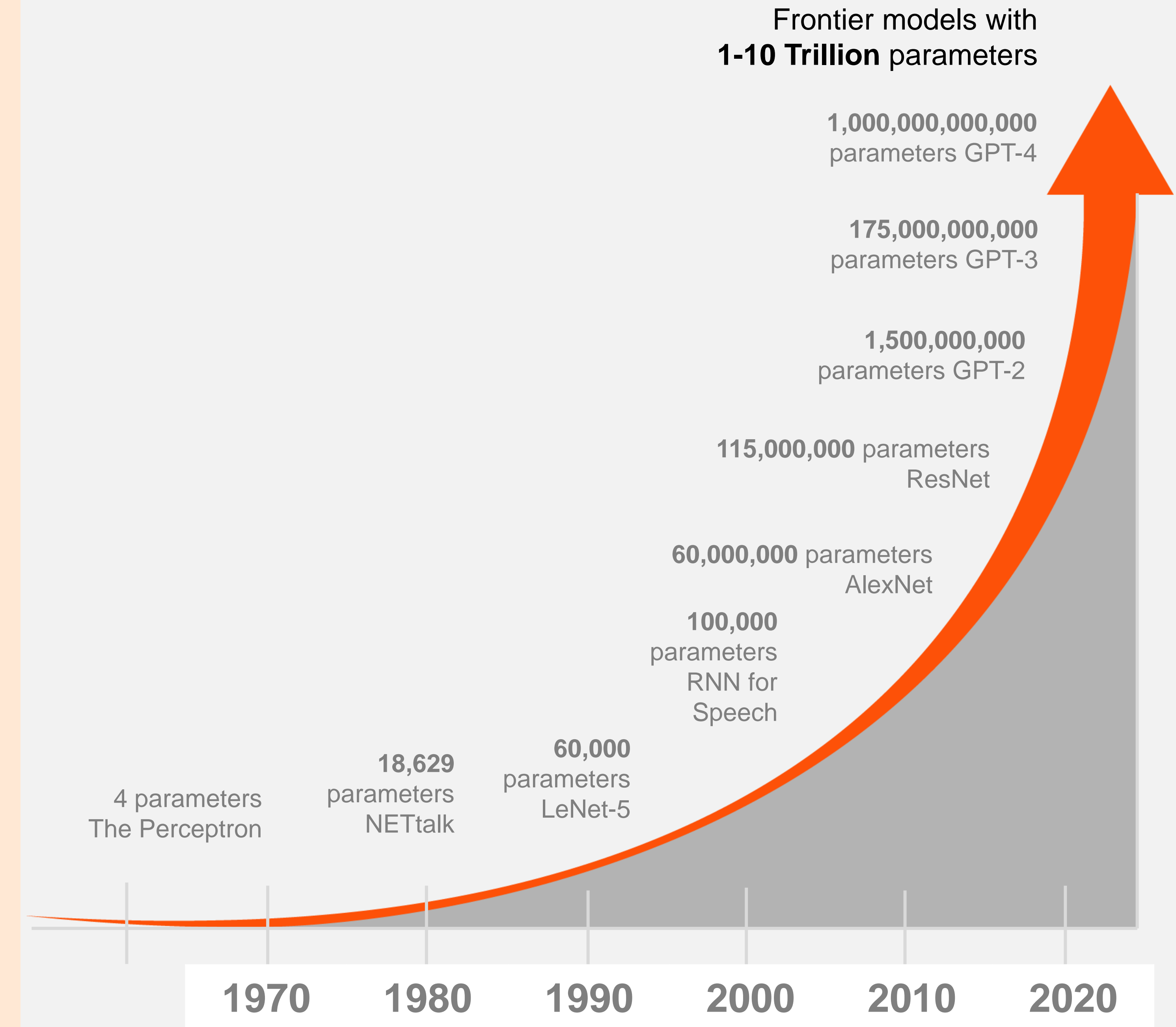
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Structure and prioritise initiatives by pace

Fast
customer-facing AI pilots

Medium
optimise internal processes

Slow
modernise core systems where it matters



Strategic opportunities and tangible outcomes: make AI work where it matters most

1

**Automate vs.
Augment**

Let machines handle the routine; use AI to amplify human strengths

2

**Prioritise
high-leverage
use cases**

Focus on 2–3 areas where AI can drive outsized impact in your sector.

3

**Use proven
frameworks**

Apply PwC's AI frameworks to benchmark progress and guide decisions.

4

**Set clear
success
metrics**

Define ROI, experience gains, and productivity targets from the start.

5

**Scale with
data, not
guesswork**

Start small, track results live, and expand what works.

6

**Learn fast,
share often**

Showcase wins and lessons to build momentum and maturity

7

**Tie AI to
live success
metrics**

Link AI outcomes to measurable, real-time business goals.

Navigating Risk and Ethics: build a responsible and resilient risk approach

Include bias, security, hallucinations, and over-reliance in your risk register.

Create a one-page “compliance compass” covering global and local AI laws.

1 Expand Your Risk Taxonomy

2 Track the Regulatory Landscape

Risk and Ethics in AI

3 Establish a Responsible AI Roadmap

Embed ethics checks – bias audits, security tests, and privacy reviews – into deployment.

4 Design Risk-Sharing Models

Use contracts or insurance to distribute AI-related risks and align incentives.

Future horizons: stay ahead of the frontier

Track progress toward general intelligence and assess long-term safeguards

Follow AI's latest advances (for e.g in healthcare)

Follow AI-driven advances in drug discovery, precision medicine, and synthetic biology.

Publish a strategic watchlist

Share a quarterly “Horizon Report” with key trends, partnerships, and R&D bets.

Monitor Quantum AI breakthroughs

Follow quantum milestones that could transform encryption, optimisation, and discovery.



Thank you

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