



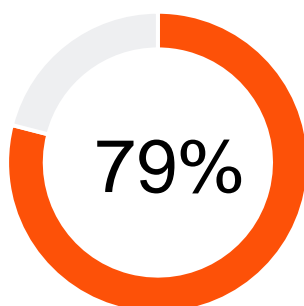
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Navigating the AI dilemma: A leadership imperative for boards

The new age demands fresh growth streams, with technology and innovation as the foundation. At the core, driving this transformation, is artificial intelligence (AI).



of directors agree that investing in GenAI is important for businesses in the next 3 to 5 years

Source: PwC Malaysia's Corporate Directors Survey 2024

The global business landscape demands agility and innovation. AI, especially Generative AI (GenAI), is key to this transformation. Boards know this.

But every advocate for AI has their sceptics, and perhaps justifiably so. Global growth dividend from AI isn't guaranteed. It's contingent not just on technical success, but also on responsible deployment, robust governance, besides strong public and organisational trust. Boards find themselves at the centre of this tension, balancing fiduciary responsibilities with the pursuit of value in new revenue areas. The question boards will need to answer: how do we navigate the AI era to drive value and responsible use?

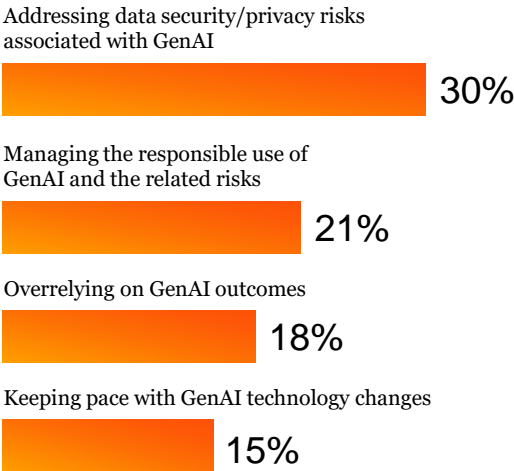
Key findings

Boards need to adapt to the velocity of AI.

Understanding of AI technological trends and implications is not optional—it's a necessity to steer through the complex landscape and make informed strategic decisions.

While managing risks related to AI is important, keeping pace with technological changes is equally vital as we can only manage what we know. Businesses with leaders who are well-informed and trusted to adapt to changing developments wins.

Keeping pace with GenAI technology changes only ranked 4th in top concerns about GenAI for boards at their company



Only

18%

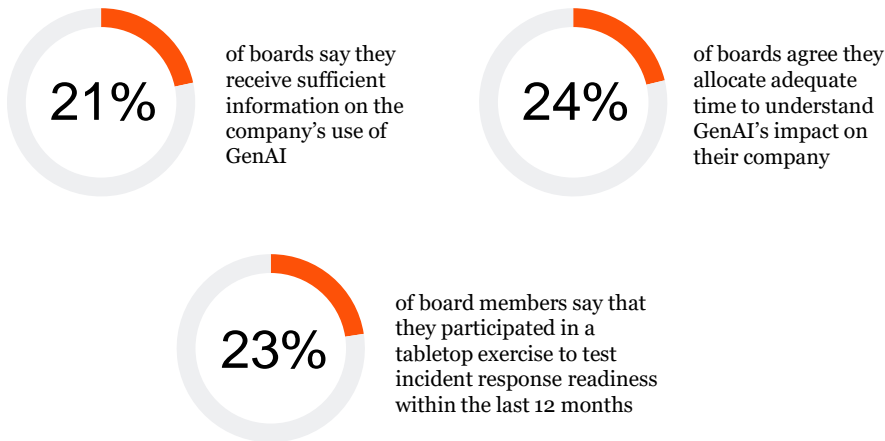
of boards agree that they are well-informed about GenAI trends and developments

Source: PwC Malaysia's Corporate Directors Survey 2024

Boards should strive for proactive governance by scaling up AI engagement

AI is transforming business, and boards can't afford to be passive observers. Stepping up engagement on AI, from dedicating adequate time to participating in tabletop exercises is crucial.

It's time for boards to get their hands dirty and actively guide their organisations through the AI revolution.



Source: PwC Malaysia's Corporate Directors Survey 2024

Boards should not forget the human aspect of AI

The AI equation isn't just about technology, it's about people. Malaysian boards need to champion human-AI orchestration, recognising that the true value of AI comes from a tech-forward, people-empowered approach.

Prioritising skills development and fostering collaboration is no longer an option. It's the key to unlocking AI's transformative potential.



Only

12%

agree that employee training on GenAI use is their top concern when it comes to GenAI at their company

Source: PwC Malaysia's Corporate Directors Survey 2024