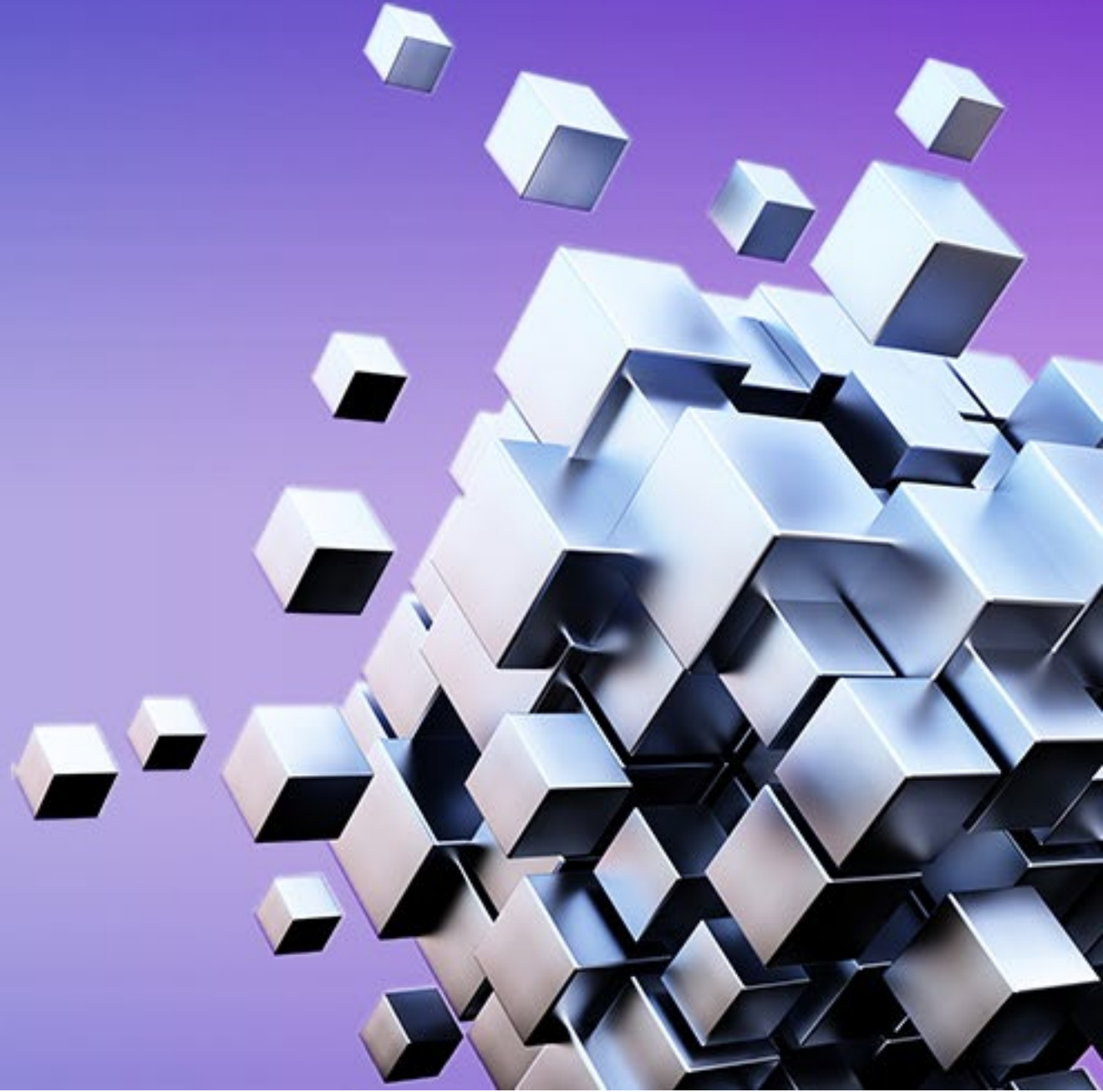




A Boardroom Lens on Generative AI

KPMG Board Leadership Center Survey

March 2024



Survey highlights

- Directors recognize the **business potential of Gen AI**—primarily to drive greater efficiencies—but few say their companies have adopted Gen AI at scale and integrated it into strategy.
- The adoption of Gen AI currently involves a broad range of **C-suite functions**—from CEO to Controller—with the CIO/CTO taking the lead (and the chief data/AI officer role still emerging).
- Directors say the top Gen AI-related **disruptions** facing their companies are talent and workforce transformations; the top **risks** are inaccuracy of underlying data and results, and cybersecurity.
- The full Board and Audit Committee currently have the most significant responsibilities **overseeing Gen AI** (followed by Risk Committees and Technology Committees).
- **Board education** on Gen AI today is primarily ad-hoc/self-education by individual directors, followed by management presentations and third-party training. Few boards have, or are actively recruiting for, Gen AI expertise.
- Despite the promise of Gen AI, directors have significant concerns about the implications for the functioning of **business and society**.



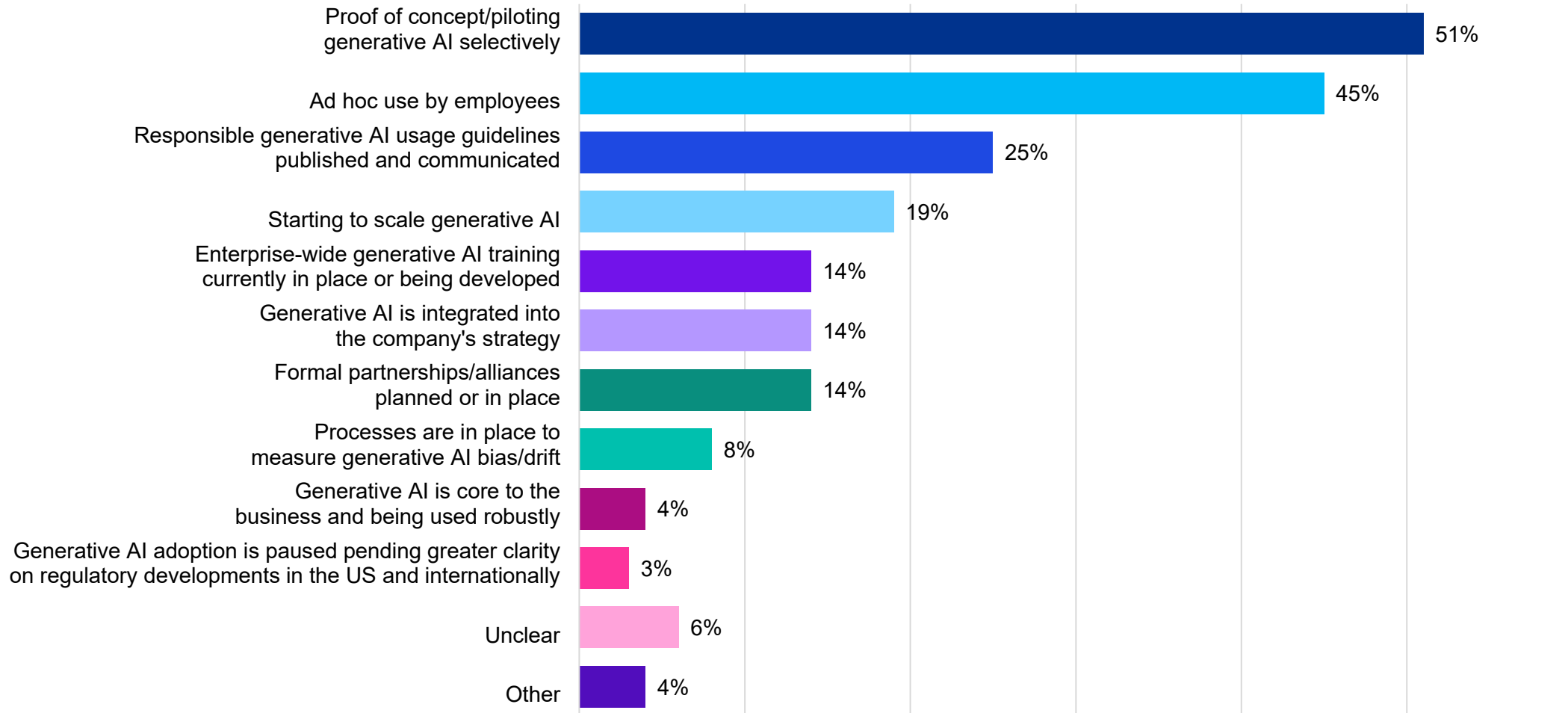
Business implications

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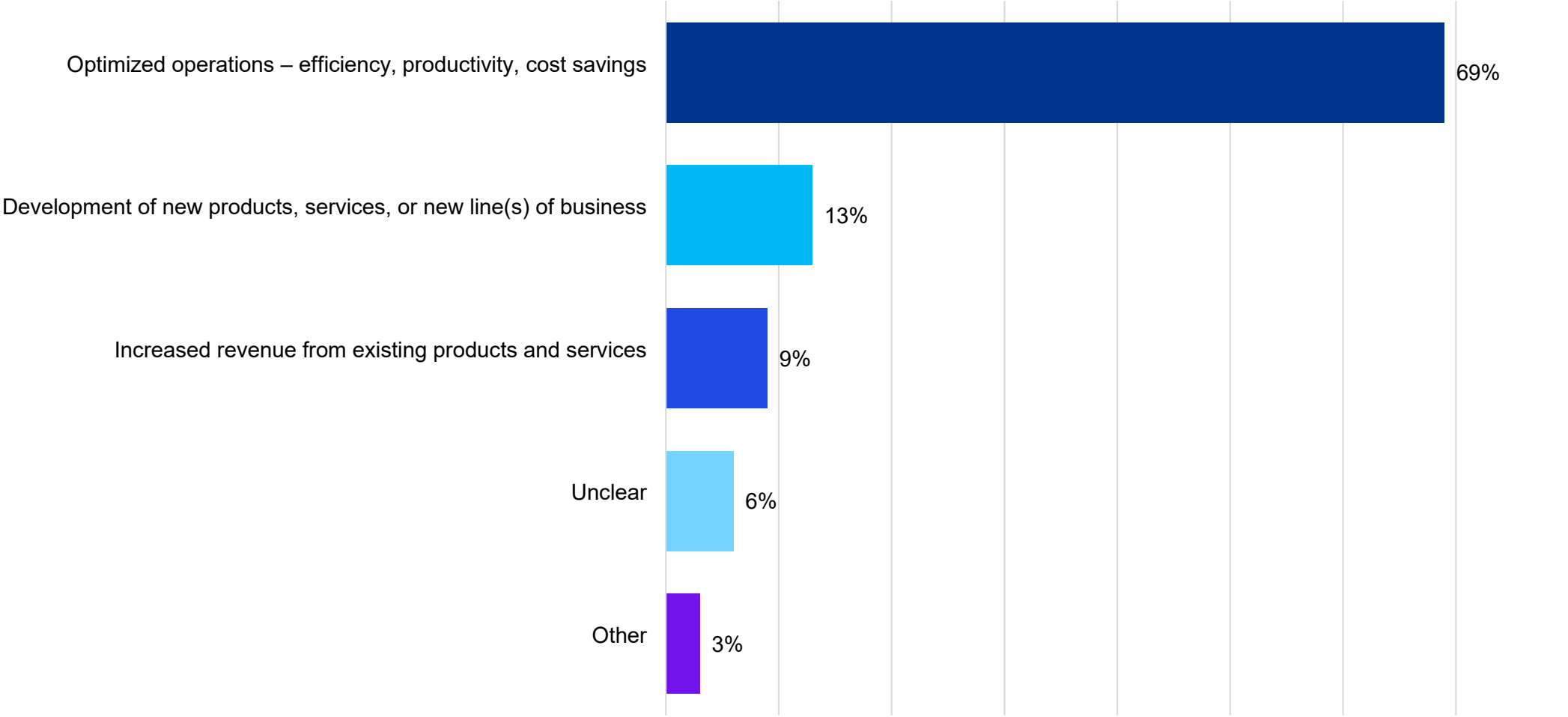


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What is the state of your company's adoption of generative AI? (select all that apply)

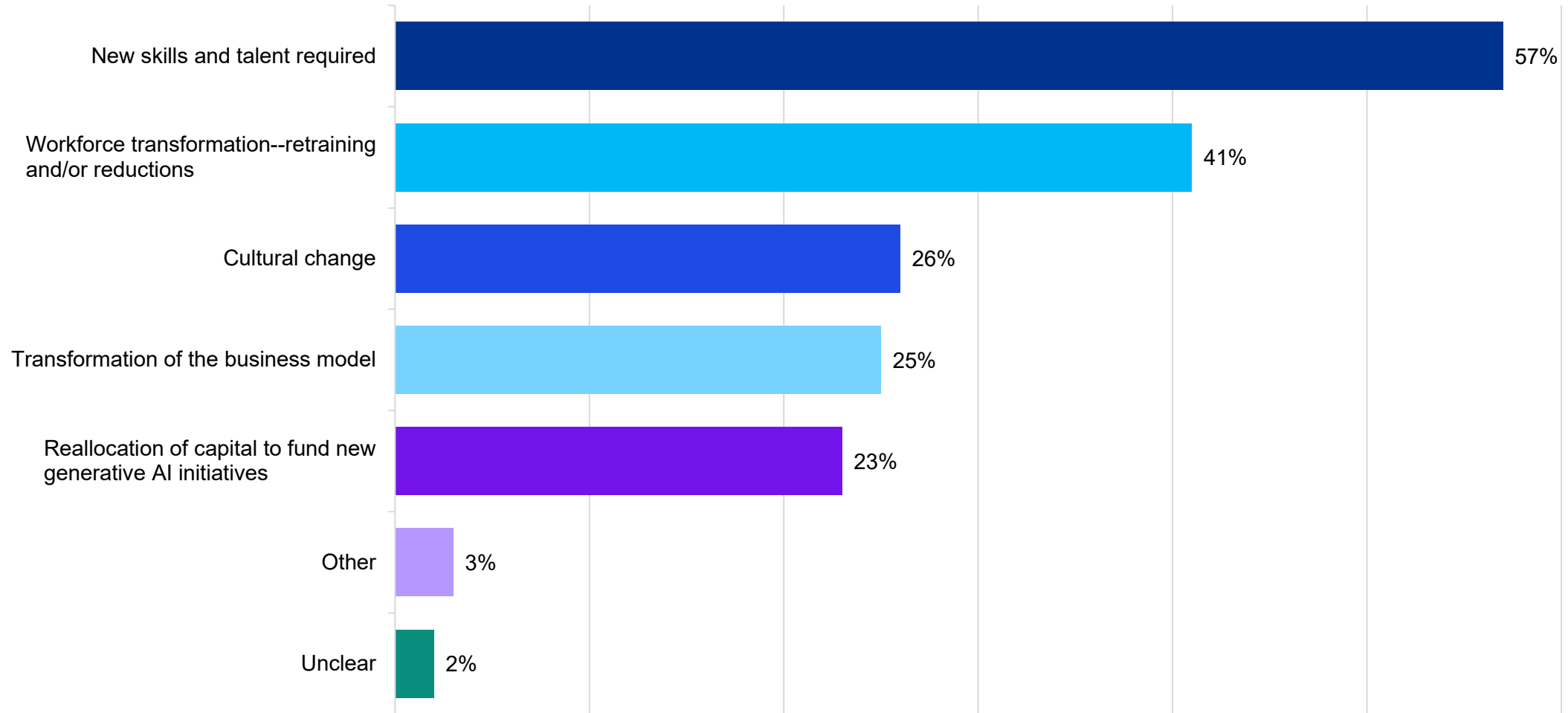


In your view, what is the top benefit to the company of adopting/leveraging generative AI? (select one)

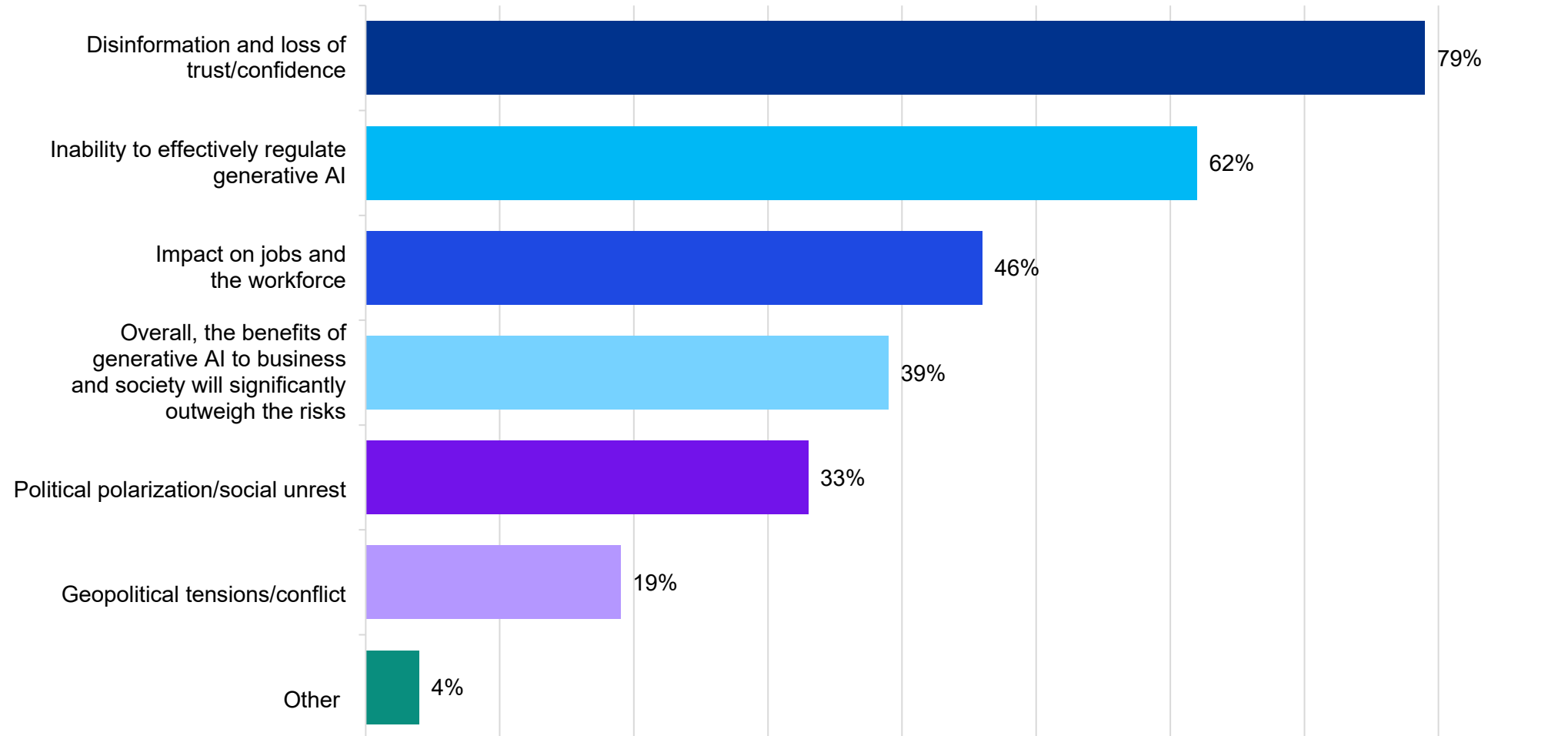


Responses may not equal 100% due to rounding.

In your view, what are the most significant disruptions facing the company in its adoption of generative AI? (select up to two)



As a business leader, which of the following macro issues are you most concerned about in terms of generative AI's implications for the functioning of business and society? (select all that apply)





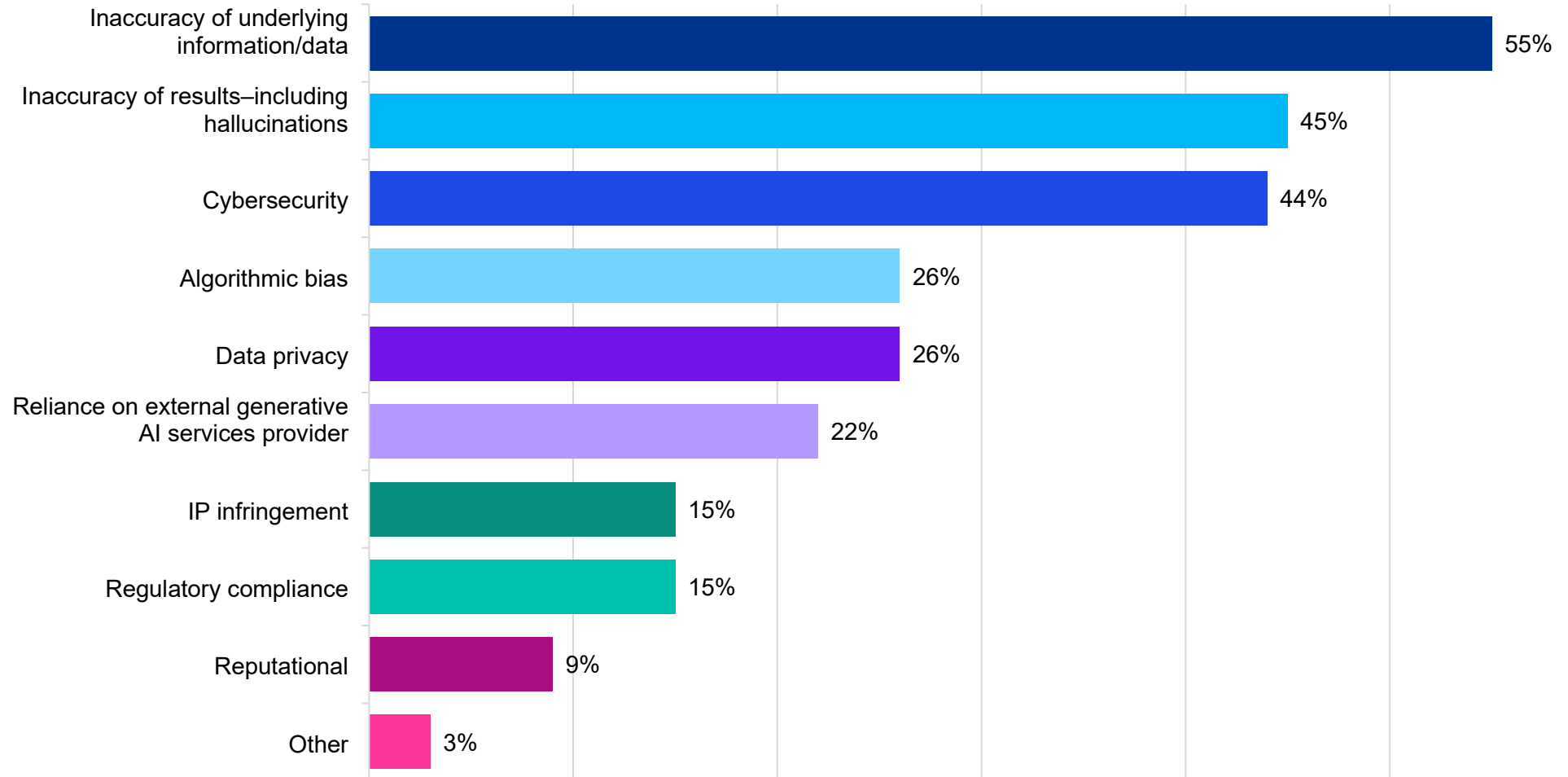
Risk and regulatory considerations

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Which of the following risks posed by the company's adoption of generative AI are of greatest concern? (select up to three)





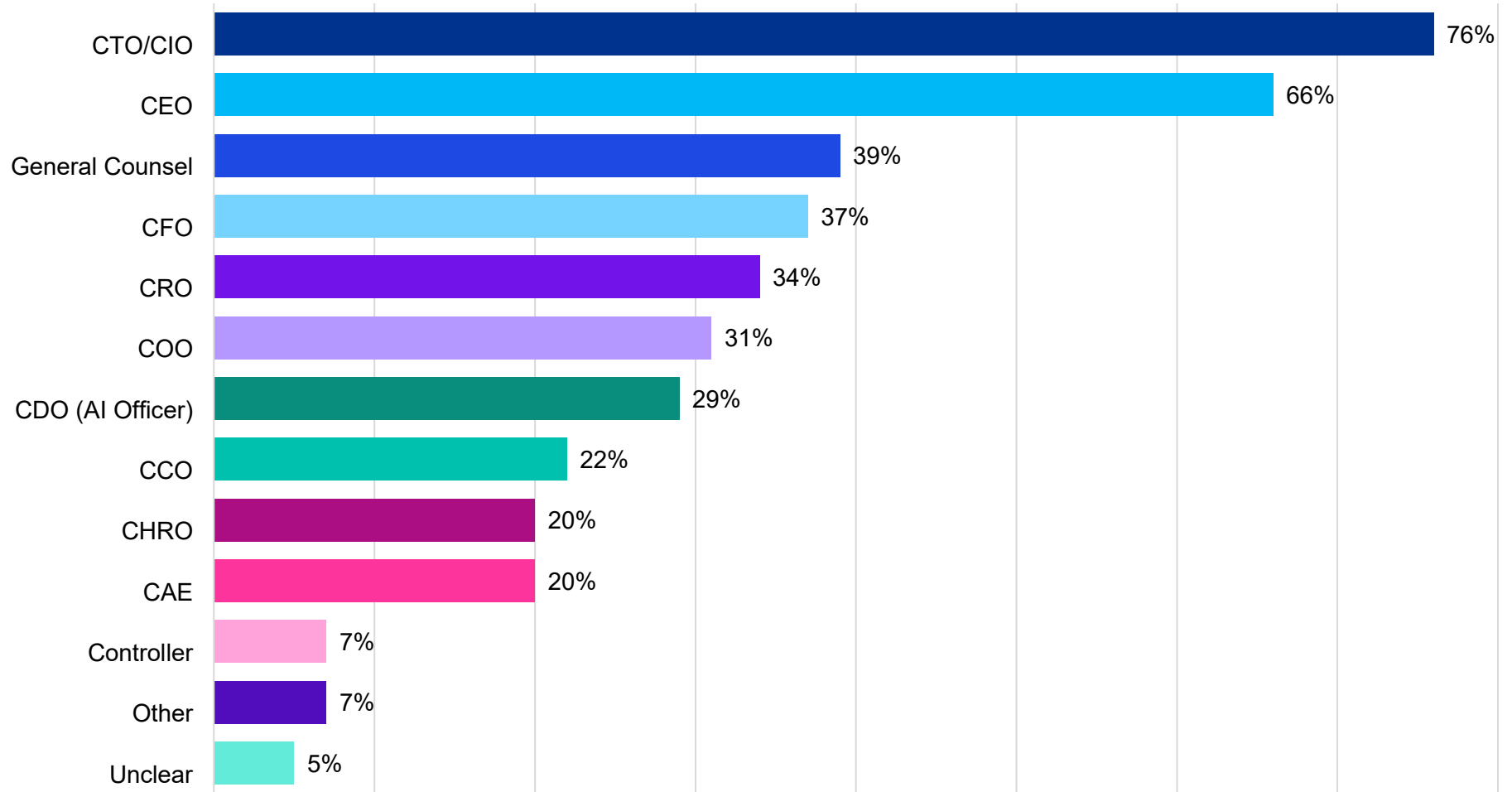
Guardrails and governance

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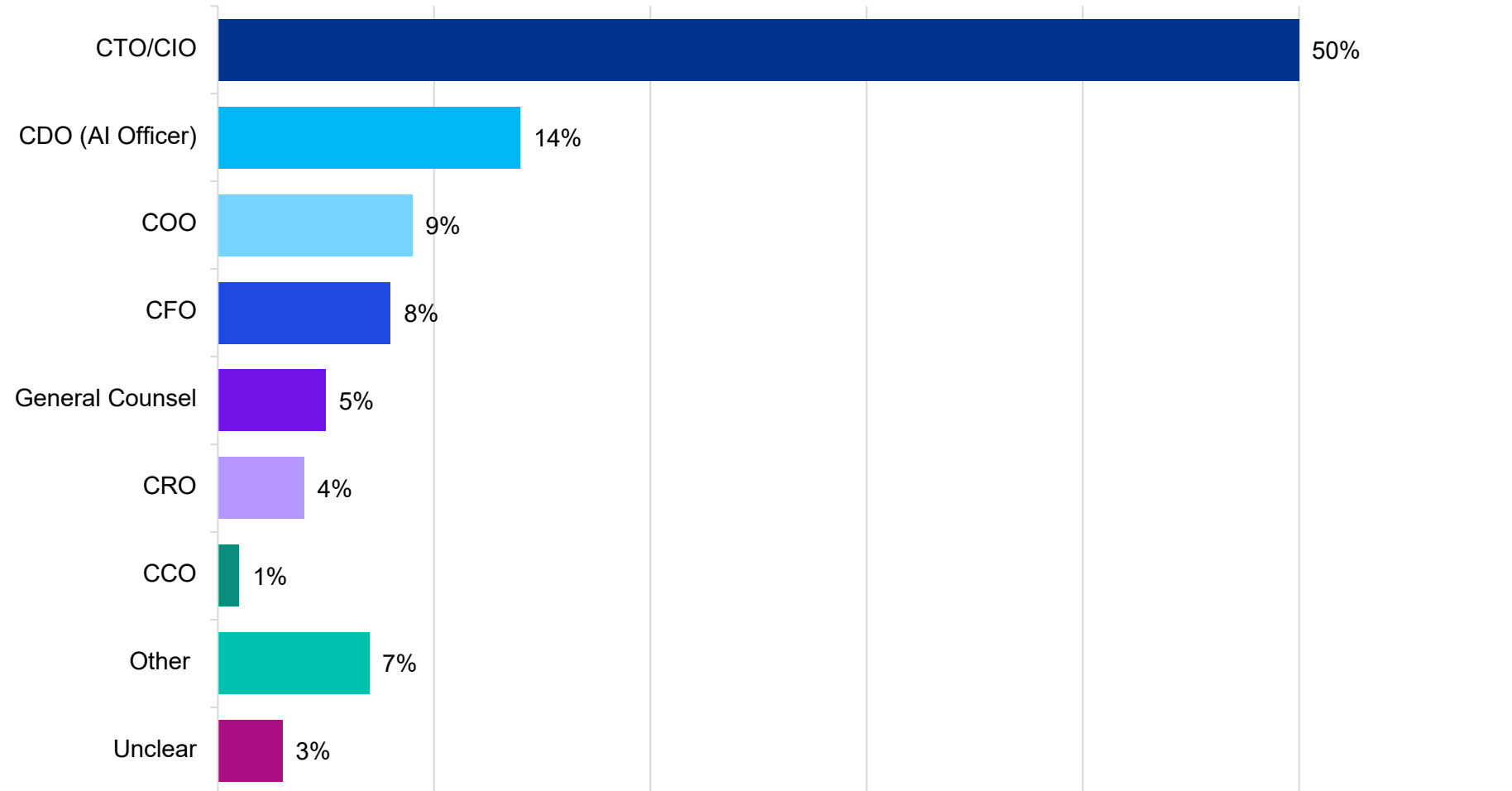


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Which C-suite functions have significant responsibility/accountability for various aspects of generative AI? (select all that apply)



Aside from the CEO, who in the C-suite is the point person with ultimate responsibility/accountability for generative AI? (select one)



Responses may not equal 100% due to rounding.



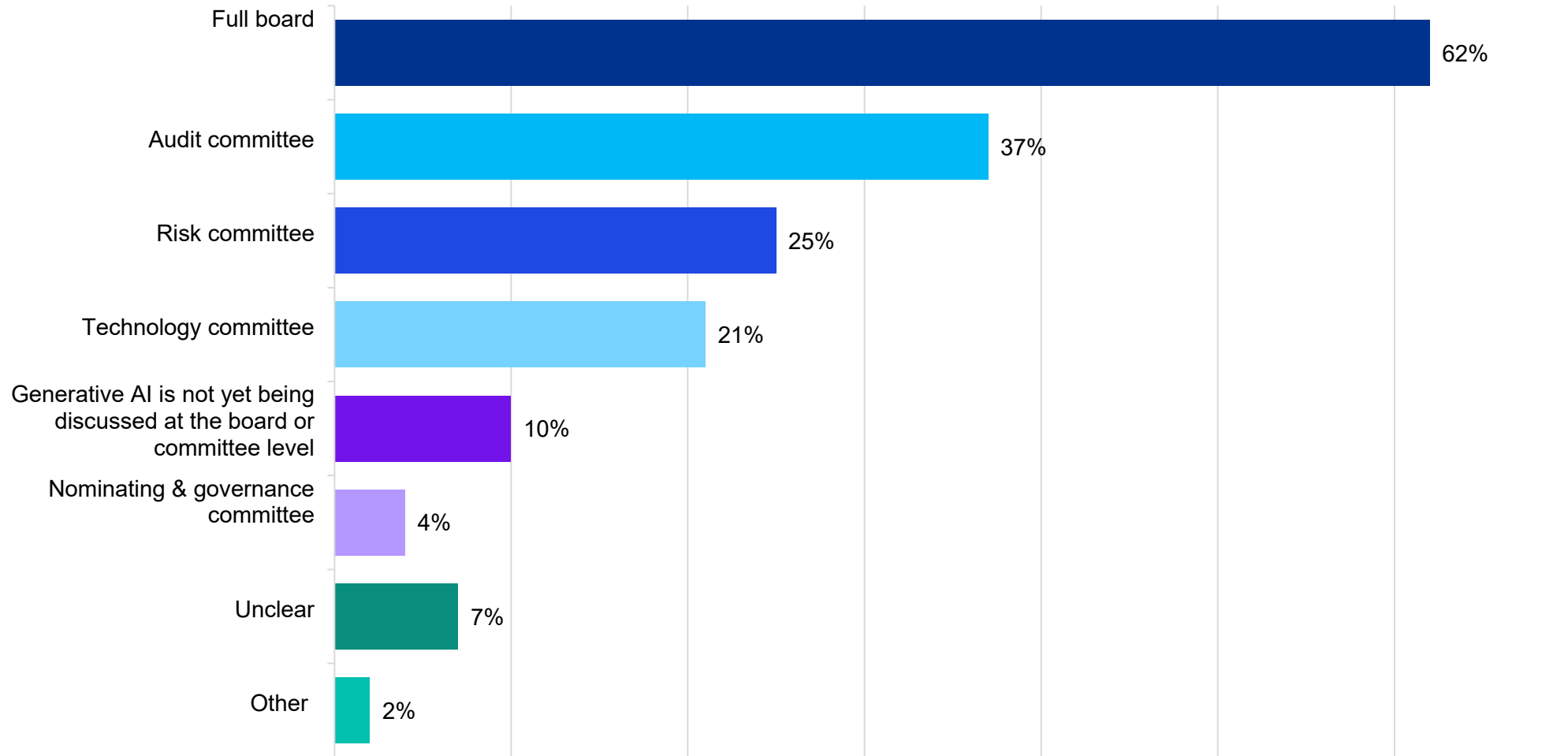
Board oversight

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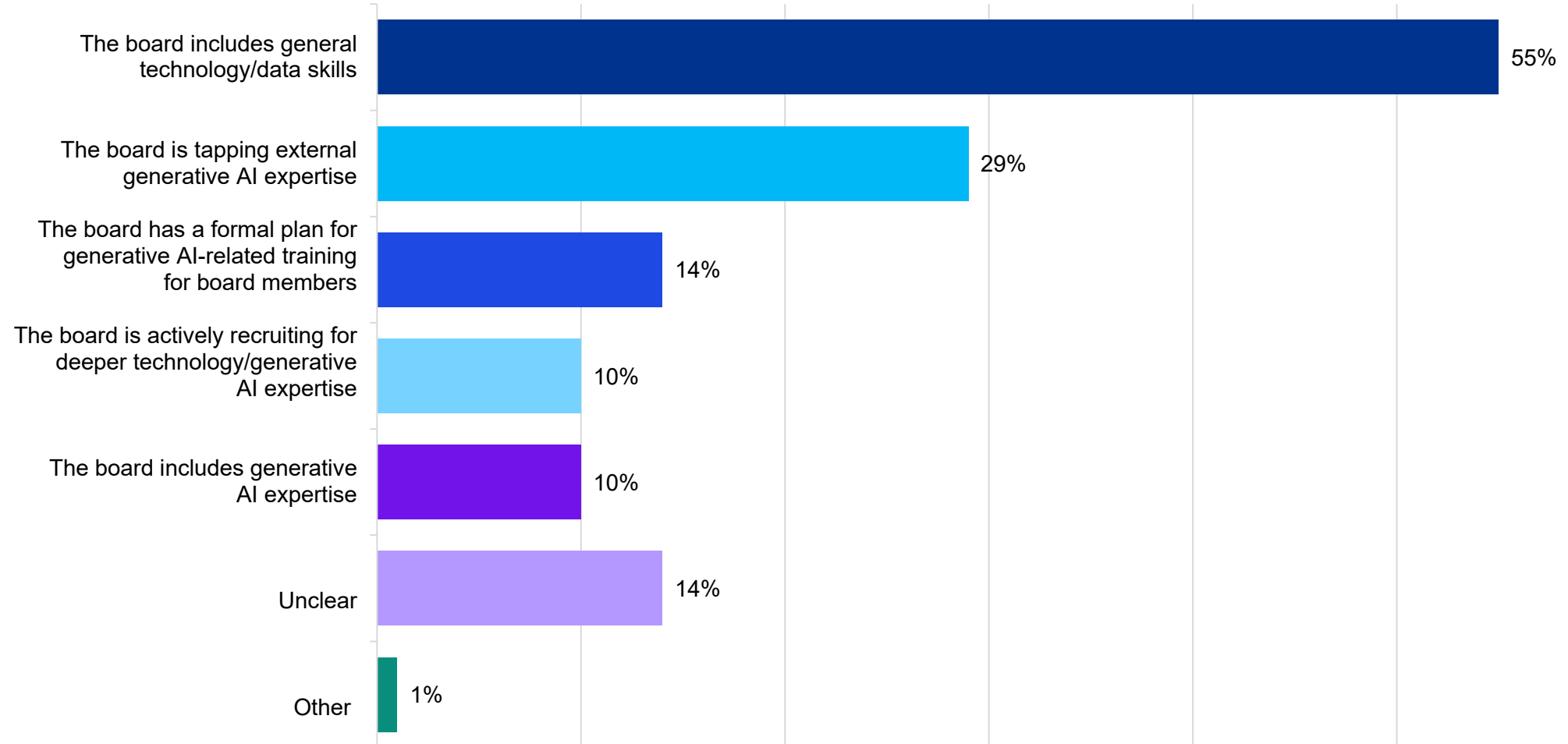


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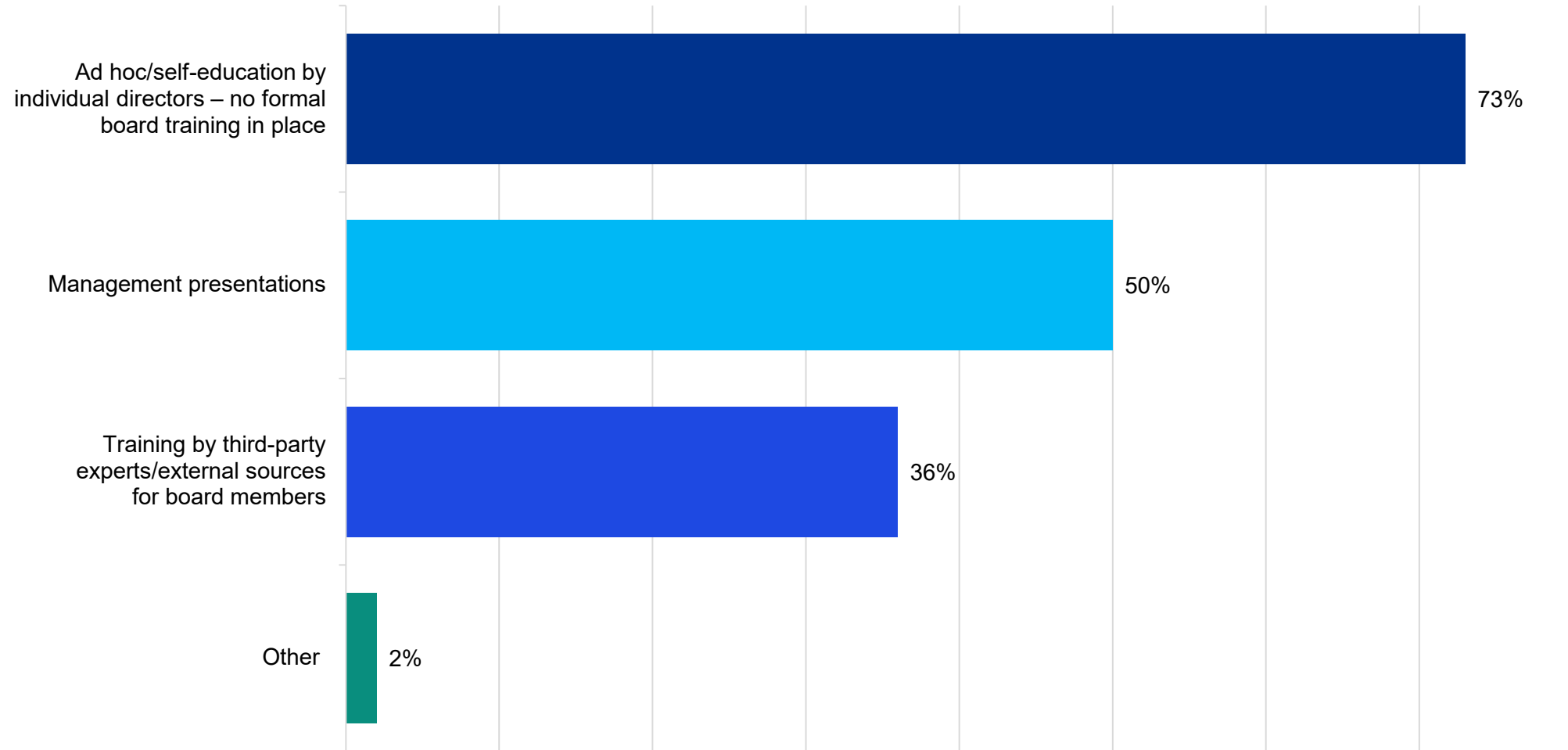
Where on the board do significant responsibilities for oversight of various aspects of generative AI currently reside? (select all that apply)



In terms of specific generative AI-related knowledge, skills, and experience, which of the following apply to the board currently? (select all that apply)



What are the primary ways the board is educating itself about generative AI? (select all that apply)





Survey demographics

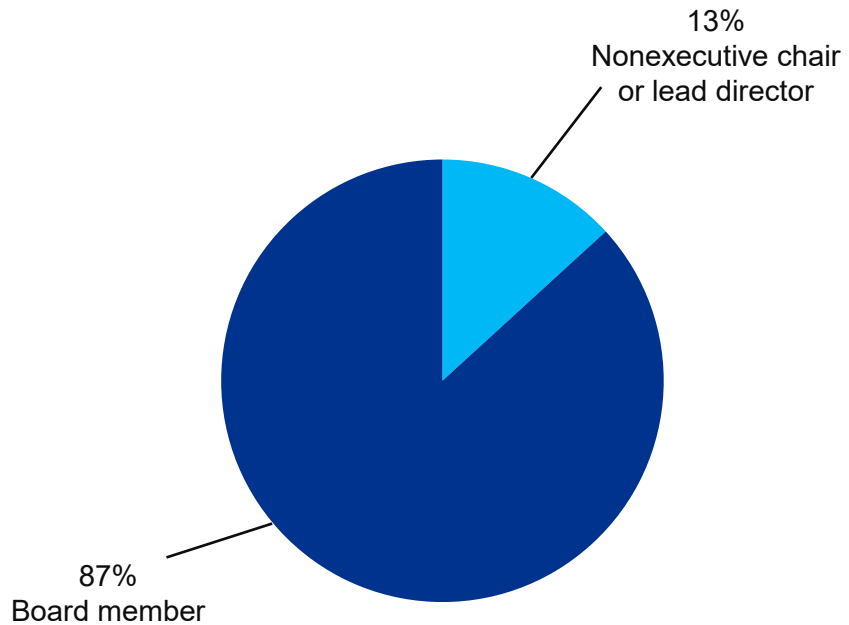
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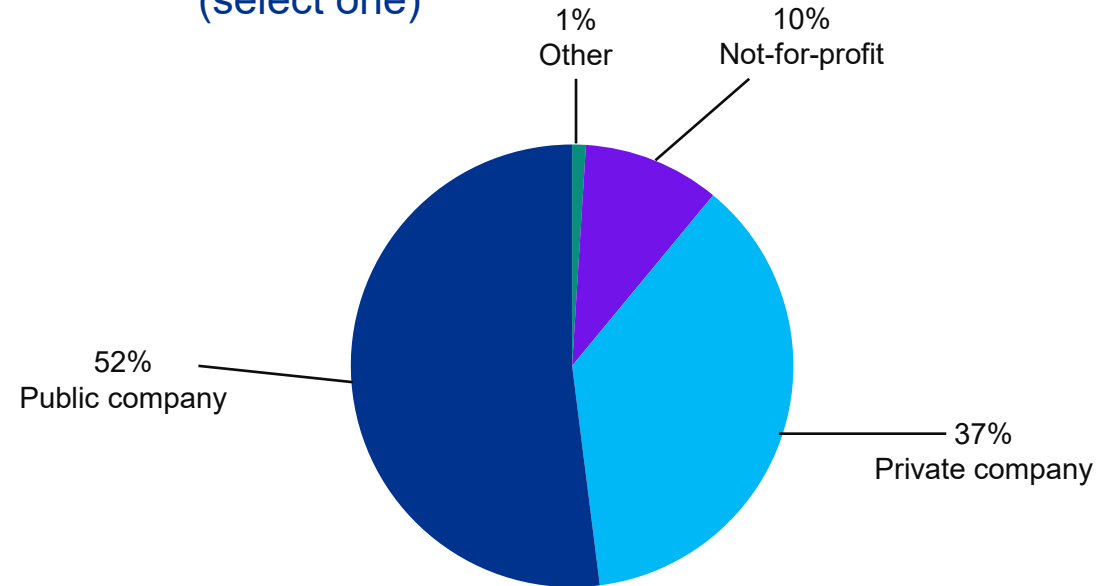
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Results are based on a survey of 106 US board members, nonexecutive chairs, and lead directors, conducted January 30–February 29, 2024.

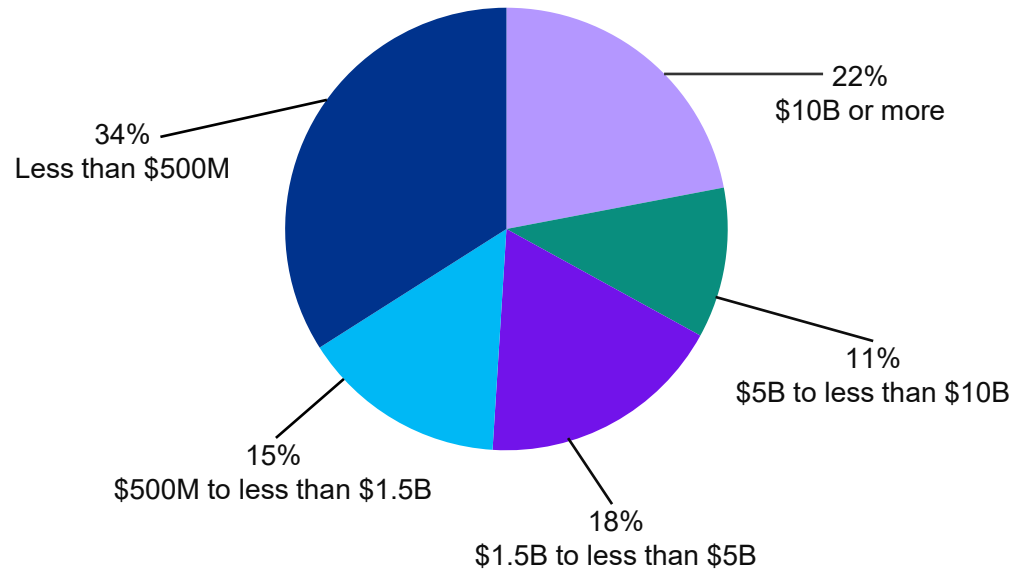
Please indicate your role/title for which you are responding to this survey: (select one)



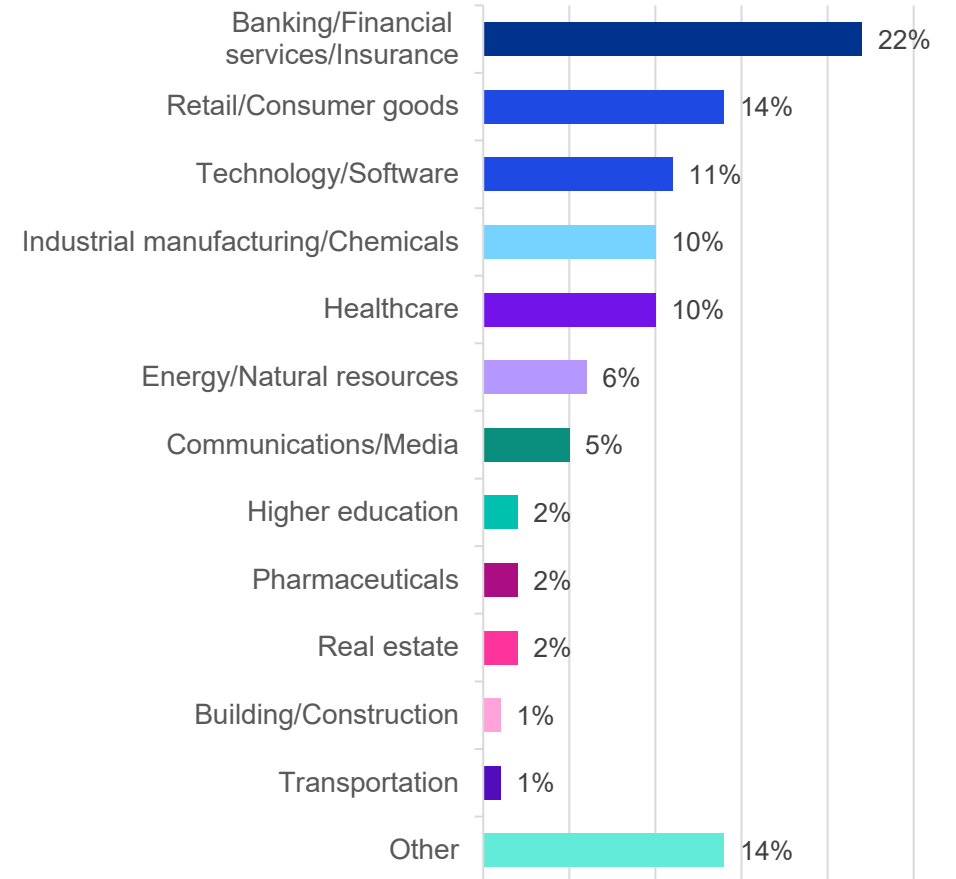
What is the type of company/organization for which you are answering the survey? (select one)



What is the annual revenue of the largest company for which you serve as a director?
(select one)



What is the type of company/organization for which you are answering the survey?
(select one)



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