

## What's Your AI Workout?

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Many of us have a workout routine. Mine is that I try to run or cycle most days of the week—and get a good night's sleep.

But do you have a routine to ensure you are on top of the latest trends in AI and GenAI? Just as physical fitness demands discipline and consistency, AI and GenAI also require their own dedicated, practical, and systematic approach.

This is especially true for CEOs and other senior executives. Many teams in IT, marketing, HR, customer service, sales, and so on are already using these tools. Team members know their potential, limitations, and risks. But do their leaders? [The benefits of an AI workout](#) are well worth the extra 20 minutes a day. They include:

**Early Gains.** Leaders who regularly engage with AI have a better understanding of short- and longer-term opportunities. In the fourth quarter of 2024, for example, [mentions of AI agents in earnings calls spiked](#) by more than 300% year-over-year. But CEOs could have been actively experimenting with off-the-shelf agents as early as the second quarter of 2024, gaining a six-month advantage in understanding the complexities of agents compared with simpler AI assistants.

**Risk and Resilience.** Hands-on experience gives leaders a more nuanced understanding of risks and potential flaws and the ability to sift through the noise in search of sustainable value. They will also understand how important it is to focus on the sociology—the way people and processes operate—even more than the technology.

**Buy-In.** By sharing their personal experience of working with AI, CEOs can help demystify the technology for frontline employees. When employees know that their leaders—especially the CEO—are using AI, it encourages greater use.

My colleagues have developed a CEO's AI workout that is as simple as it is powerful:

1. **Commit to daily AI use.** Regular hands-on experience sharpens your strategic judgment. Set aside dedicated time daily to explore and experiment and to integrate AI into your routine.
2. **Designate a personal AI trainer.** Appoint someone internally who's passionate and knowledgeable. This AI guide should regularly update you on important developments and innovations, ensuring you remain well-informed and accountable.
3. **Master the fundamentals and keep learning.** Stay informed about AI basics and current capabilities. Familiarize yourself with foundational concepts, common terminologies, and practical applications within your industry.
4. **Connect AI to the strategy and purpose of the company.** Clearly communicate AI's purpose, listen actively to employee feedback, and foster an environment of shared learning and benefits. Organize regular discussions and feedback sessions to gather insights and collectively refine your AI strategy.

As I observe with myself, this all requires discipline. But once you start, you find yourself in a virtuous cycle. The more you use it, the more exciting it is, the more change you see—just as with a fitness routine.

Until next time,



**Christoph Schweizer**  
Chief Executive Officer

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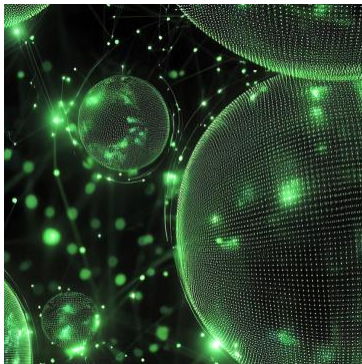
## Further Insights



### The CEO's Workout for Peak AI Performance

A disciplined AI fitness regime can help CEOs invest more strategically, boost adoption, secure world-class talent, and master the art of imagining the possible.

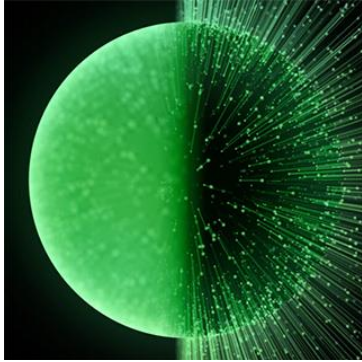
[TEST YOUR AI FITNESS](#)



### The Rise of AI Agents

Companies searching for impact from AI increasingly see agents—software that doesn't just respond to instructions but learns and adapts on its own—as the big opportunity.

[UNLOCK IMPACT WITH AI](#)



## Closing the AI Impact Gap

AI remains a top priority for business leaders worldwide in 2025, with a strong focus on generating tangible results, according to BCG's survey of C-suite executives.

**MAKE AI WORK FOR YOU**

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