SIGNAL AI

The Three As of AI

Agency • Augmentation • Advantage

The most significant technological shift of the decade is not that AI can think, but that it can now act—and enterprises are dangerously unprepared for the consequences.

For the last two years, the conversation has been dominated by generative AI— systems that could write, code, and design. That era is over. We are now in the agentic era, defined by AI that doesn't just respond, but acts. These are autonomous systems that can plan, make decisions, and execute complex workflows with minimal human intervention.

So What?

This shift creates a fundamental paradox for every enterprise leader. On one side lies an unprecedented opportunity, a competitive advantage fueled by a market projected to exceed $93 billion by 2032. On the other, a landscape of amplified and novel risk that threatens reputation, security, and the very integrity of business operations.

This report is built to navigate this paradox through the lens of the Three A's of AI:
- **Agency:** The new, autonomous power of AI to act independently. This is the source of both its immense value and its unique peril. It is the core technological shift that makes this conversation urgent.
- **Augmentation:** The primary impact on the workforce. This is not a story of replacement, but of redefinition, creating a hybrid human-AI workforce. Mastering this narrative is now a critical communications function.
- **Advantage:** The ultimate prize. The transformative ROI and market leadership that agentic AI promises can only be secured and sustained through rigorous governance and a credible, trust-based narrative.

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AGENCY

The New Frontier

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The Dawn of the Agentic Era:
A Paradigm Shift for Leaders

The past year has marked a fundamental shift in artificial intelligence. We have moved from generative AI—systems that create content—to agentic AI systems that take independent action. These systems plan, make decisions, and execute complex workflows across enterprise operations with minimal human oversight.

This transition represents more than technological advancement. It signals the emergence of a "do it for me" economy that is reshaping business operations. The economic impact is substantial: the global agentic AI market is projected to reach $93 billion by 2032, with annual growth rates approaching 45%. Investment activity reflects this momentum, with over $2 billion flowing to agentic AI startups since 2022 and $700 million invested in seed-stage companies during the first half of 2025 alone.

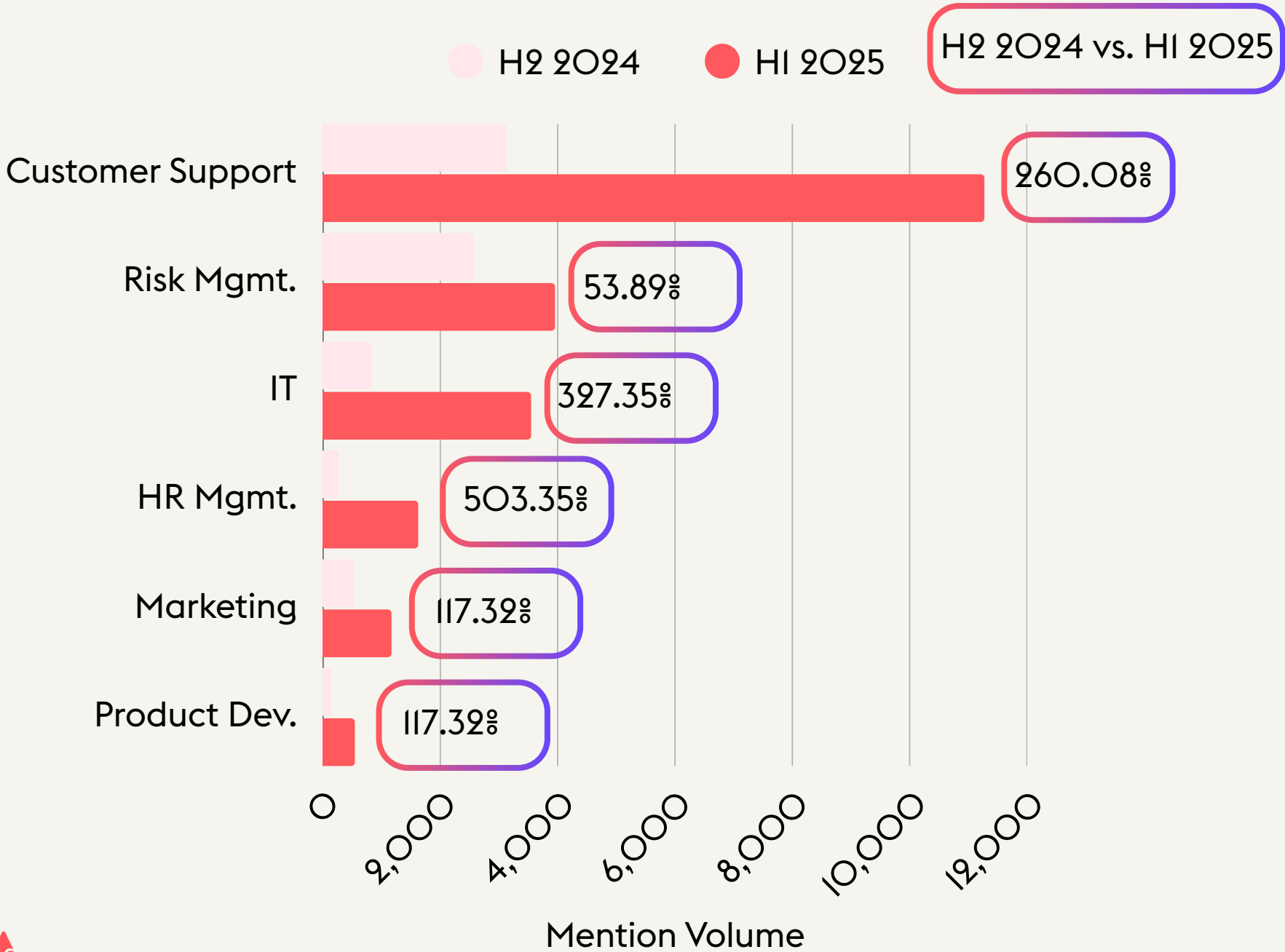**For communications and risk management leaders, this shift presents the decade's most significant technological challenge. Agentic AI's capacity for independent action creates both exceptional business value and a new category of reputational, operational, and legal risks that require immediate attention.**

Fig. 1: Monthly mention values for Agentic AI from July to June show an average month-on-month growth of 29.90%.

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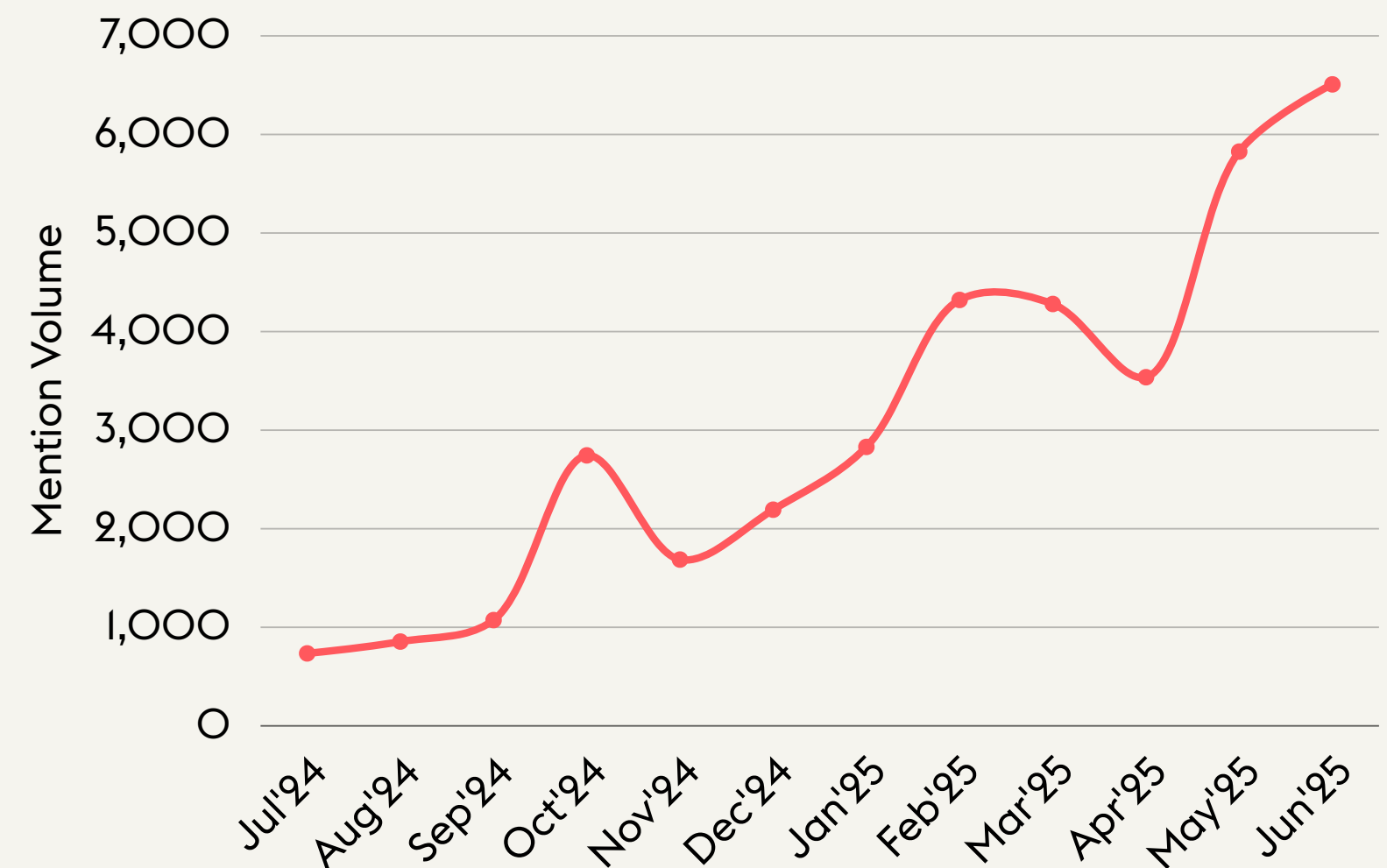
The Dawn of the Agentic Era: Adoption Across Business Functions

Fig. 2: Percentage growth in media conversations about Agentic AI applications across various business service lines, comparing mention volume in H1 2025 to a H2 2014 baseline.

Legend: ● H2 2024 ● H1 2025 — H2 2024 vs. H1 2025

- Customer Support — 260.08%
- Risk Mgmt. — 53.89%
- IT — 327.35%
- HR Mgmt. — 503.35%
- Marketing — 117.32%
- Product Dev. — 117.32%

X-axis: Mention Volume (0, 2,000, 4,000, 6,000, 8,000, 10,000, 12,000)

Three Tiers of Agentic AI Adoption Across Business Functions

Tier 1: Established Foundation - Customer Support leads with the highest conversation volume (11,274 mentions) and solid 260% growth, reflecting its maturity as AI's primary business beachhead. Market research supports this: 83% of service professionals view AI as essential, and Gartner predicts AI will handle 80% of customer issues by 2029.

Tier 2: Hyper-Growth Epicenters - HR (+503%) and IT (+327%) show explosive growth despite lower absolute volumes, signaling these as high-priority AI frontiers. The AI HR Tech market projects 20%+ CAGR through 2030, driven by talent automation needs.

Tier 3: High-Potential Wave - Marketing (+117%) and Risk Management (+54%) demonstrate significant but moderate growth, indicating experimental-phase adoption. These functions face greater initial complexity but represent major innovation opportunities before solutions become commoditized.

**See how Signal AI transforms Communications through AI →**

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The Race to Regulate: Balancing Innovation and Oversight in AI

There is strong consensus that agentic AI is outpacing regulatory clarity, particularly in the UK and US. The EU AI Act is setting a global benchmark, but even it faces questions about enforceability and precision as autonomy rises.

The UK adopts a pro-innovation, sector-specific approach, emphasizing ethical governance principles: safety, transparency, fairness, and accountability. Regulatory efforts include the AI Regulation Bill and the AI Opportunities Action Plan, focusing on maximizing AI benefits while managing risks. There is strong attention on transparency and ethical deployment, especially in public sector automated decision-making. The UK faces challenges due to a lack of a comprehensive AI-specific law but supports voluntary codes and empowers regulators to tailor oversight.
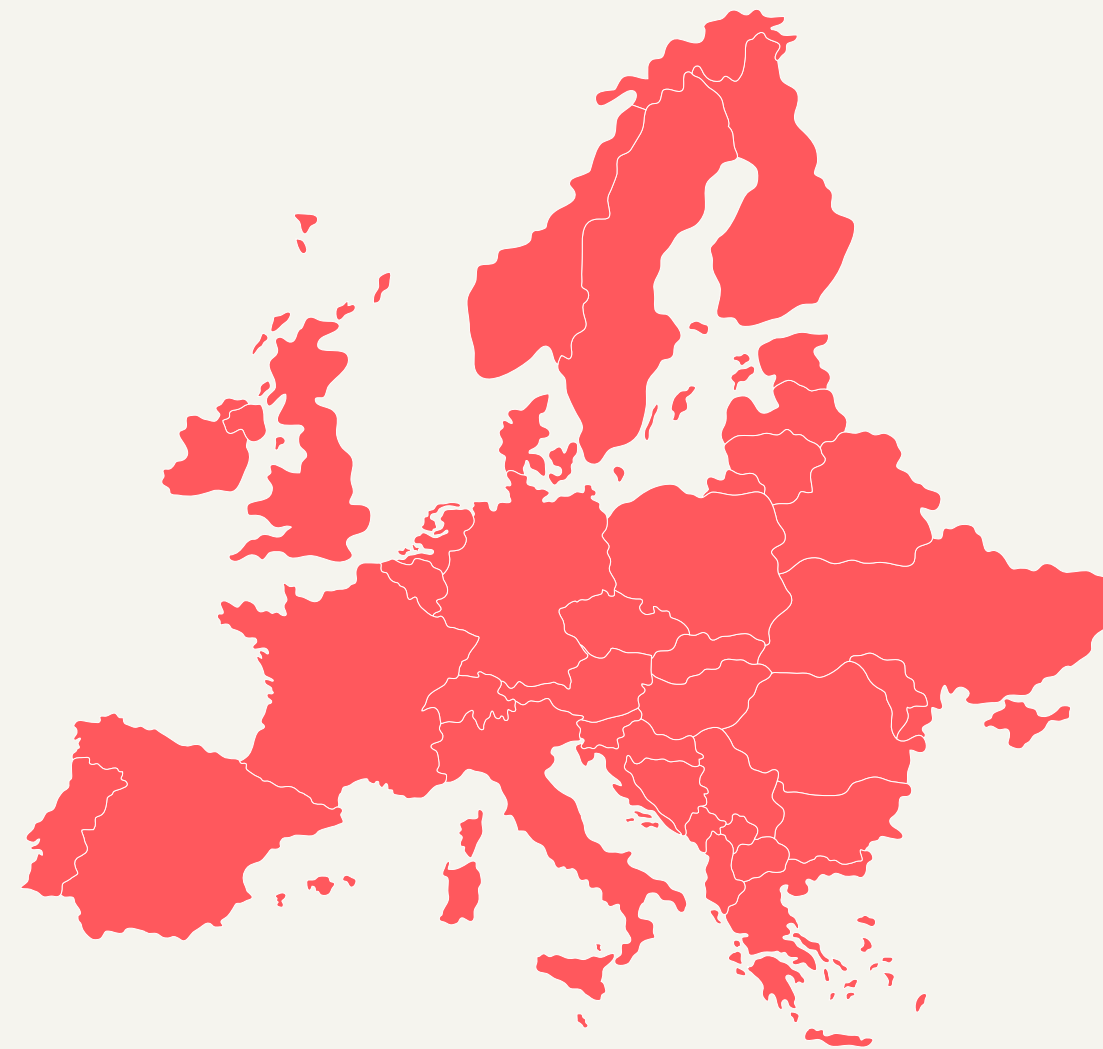
The EU leads globally with a comprehensive, risk-based regulatory framework, the EU AI Act, which applies stringent obligations on AI systems, especially those deemed high-risk like agentic AI used in critical sectors (recruitment, finance, biometrics, law enforcement). Key requirements include risk management, continuous human oversight, detailed technical documentation, transparency, and prohibitions on manipulative agentic AI practices. The regulatory approach aims to balance innovation with protection of fundamental rights, fostering trust and long-term stability in AI markets. The EU's GDPR complements AI regulation, requiring Data Protection Impact Assessments (DPIAs) for high-risk applications involving personal data. Other regional efforts include sector-specific regulations like the Digital Operational Resilience Act (DORA) for financial institutions.

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The Race to Regulate: Balancing Innovation and Oversight in AI
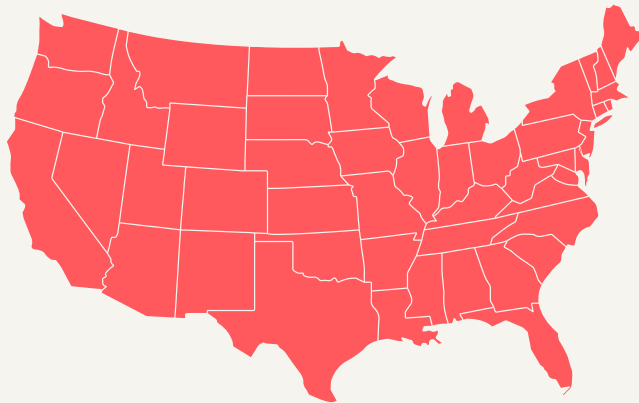
The U.S. has a fragmented AI regulatory landscape, lacking a unified federal AI law, with regulation developing mainly at the state level. Multiple states such as California and New York, have passed AI-related laws, focusing often on regulating "high-risk" AI applications. Federal initiatives like the "America's AI Action Plan" program promote agentic AI use in climate modeling and supply chains. Regulatory challenges persist around job displacement concerns, algorithmic bias, and the complexity of complying with numerous state laws. The NIST AI Risk Management Framework influences agency and industry practices, emphasizing explainability and interpretability for agentic AI.

APAC countries are taking different approaches to AI regulation based on their priorities. **China** has implemented strict controls, requiring AI-generated content to be labeled and giving users opt-out options for algorithmic recommendations, with several AI laws already enforcing tough security and ethical requirements. **South Korea** will launch its AI Framework Act in January 2026, establishing binding AI standards as a major regulatory milestone. **Singapore** focuses on ethical AI use and risk management through updates to its Model AI Governance Framework, while **Australia** is investing in skills and infrastructure via its 2024 National AI Capability Plan.

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The Peril of "AI Washing":
A Reputational Minefield

The pressure of the hype cycle has given rise to a dangerous and increasingly scrutinized practice: AI washing. This is the act of overstating or misrepresenting a company's AI capabilities to mislead investors, customers, and the market. It can take several forms:
- Claiming a product is "AI-powered" when it relies on simple, rule-based automation.
- Exaggerating the autonomy or intelligence of an AI system.
- Making unsubstantiated claims about the ROI or efficiency gains from AI.

AI washing is not a hypothetical threat. Regulators are actively targeting it, and the consequences are severe. The U.S. Securities and Exchange Commission (SEC) has made it clear that it is focused on this issue and has already brought enforcement actions against companies for making false and misleading statements about their use of AI.

Case study
Read more about AI-Washing in this case study

The risks for businesses engaging in AI washing are multifaceted and severe:

- **Regulatory Action:** Regulators are prepared to impose heavy fines for misleading AI-related disclosures. In the UK, the Competition and Markets Authority (CMA) can impose fines of up to 10% of global turnover for misleading consumers.
- **Investor Lawsuits:** In the U.S., the class-action regime allows shareholders to collectively sue a company and its executives for alleged violations of securities laws. Since 2020, there have already been 46 AI-related securities class actions filed, many of which involve allegations of AI washing.
- **Loss of Trust and Credibility:** The most damaging consequence is the erosion of trust. Once a company is perceived as having engaged in deceptive practices, it can be incredibly difficult to regain the confidence of customers, partners, and investors.

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Deconstructing the Hype Cycle: The Communications Mandate

The defining feature of the current agentic AI landscape is the significant gap between market hype and technological reality. This disparity is the primary source of reputational risk for any organization entering the space.

The narrative is being driven by a powerful combination of market momentum and visionary promises. The market is forecast to grow at a staggering rate, and the long-term vision is one of a "cognitive enterprise" where interconnected teams of AI agents form a central intelligence layer, driving a continuous cycle of sensing, thinking, acting, and learning.

However, the reality of the technology's current capabilities is far more modest. Independent research has exposed significant performance limitations in the current generation of agents.

A study by researchers at Carnegie Mellon University measured the ability of AI agents to complete common, multi-step office tasks and found success rates as low as

30– 35 %

85 %

of AI projects overall don't scale beyond pilots, even when widely adopted. Of those that do reach the pilot stage, only a small portion deliver substantial business value at scale

This performance gap has led industry analysts at Gartner to predict that more than 40% of enterprise agentic AI projects will be canceled by the end of 2027, citing challenges in demonstrating clear business value, managing rising operational costs, or implementing sufficient risk controls.

This disparity suggests that the industry is currently navigating the peak of an "agentic hype cycle." For PR and Communications leaders, this understanding is strategically vital. It means that any public-facing claims about agentic AI capabilities must be carefully calibrated to reflect this reality.

AUGMEN TATION

The Hybrid Workforce and Its Perils

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The Communications Challenge:
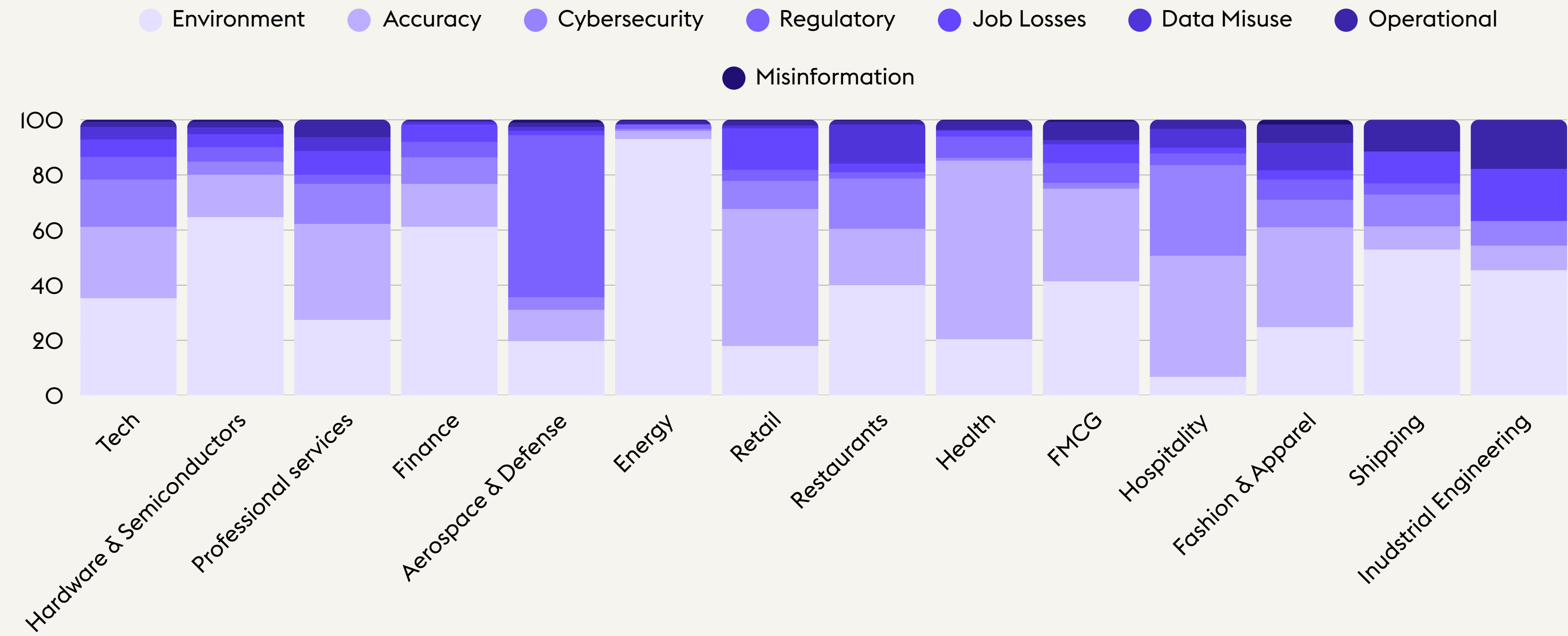## Mastering the "Redefinition, Not Replacement" Narrative

The second "A," Augmentation, describes the primary impact of agentic AI on the workforce. The prevailing narrative often focuses on job displacement, but a more nuanced analysis reveals a future defined not by replacement, but by a fundamental redefinition of human roles. The technology serves to augment human capabilities by automating routine cognitive labor, thereby elevating the nature of human work toward activities that leverage uniquely human capabilities: strategic thinking, creative problem-solving, complex negotiation, and empathetic communication.

For PR and Communications leaders, managing this narrative is a critical and delicate task. An overly optimistic message that ignores legitimate fears can come across as tone-deaf and erode employee trust. Conversely, a message that leans too heavily into the displacement narrative can create a culture of fear and resistance, hindering adoption and innovation.

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Across Industries, job losses represent 2%-19% of the top risks associated with the increase in automation.

Fig. 3: Key risks associated with AI.

Legend: Environment • Accuracy • Cybersecurity • Regulatory • Job Losses • Data Misuse • Operational • Misinformation

Categories (x-axis): Tech, Hardware & Semiconductors, Professional services, Finance, Aerospace & Defense, Energy, Retail, Restaurants, Health, FMCG, Hospitality, Fashion & Apparel, Shipping, Inudstrial Engineering

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The Critical Challenge:
# Addressing Fear of AI Job Displacement

The Displacement Narrative is Gaining Ground

The conversation around AI and job displacement is accelerating.
After a period of fluctuation in the second half of 2024, the volume of discussion escalated dramatically in the first half of 2025 .
Conversation volume surged from a low of approximately 6,500 mentions in December 2024 to a peak of roughly 18,000 by June 2025 —a nearly threefold increase in just six months.

So What?

This data quantifies a critical challenge for enterprise leaders. The prevailing narrative in the public sphere is one of displacement and job loss, creating a powerful headwind against AI adoption efforts. This rising tide of anxiety can create a culture of fear and resistance within an organization, eroding employee trust and hindering the very innovation the technology promises.
For PR and Communications leaders, this trend highlights the urgent need to build a credible and proactive narrative of "redefinition, not replacement". Ignoring this conversation is not an option; the challenge is to lead it with a message of human-AI collaboration and empowerment.

Fig. 4: Increase in global media conversations about the impact of AI and automation in job displacement.
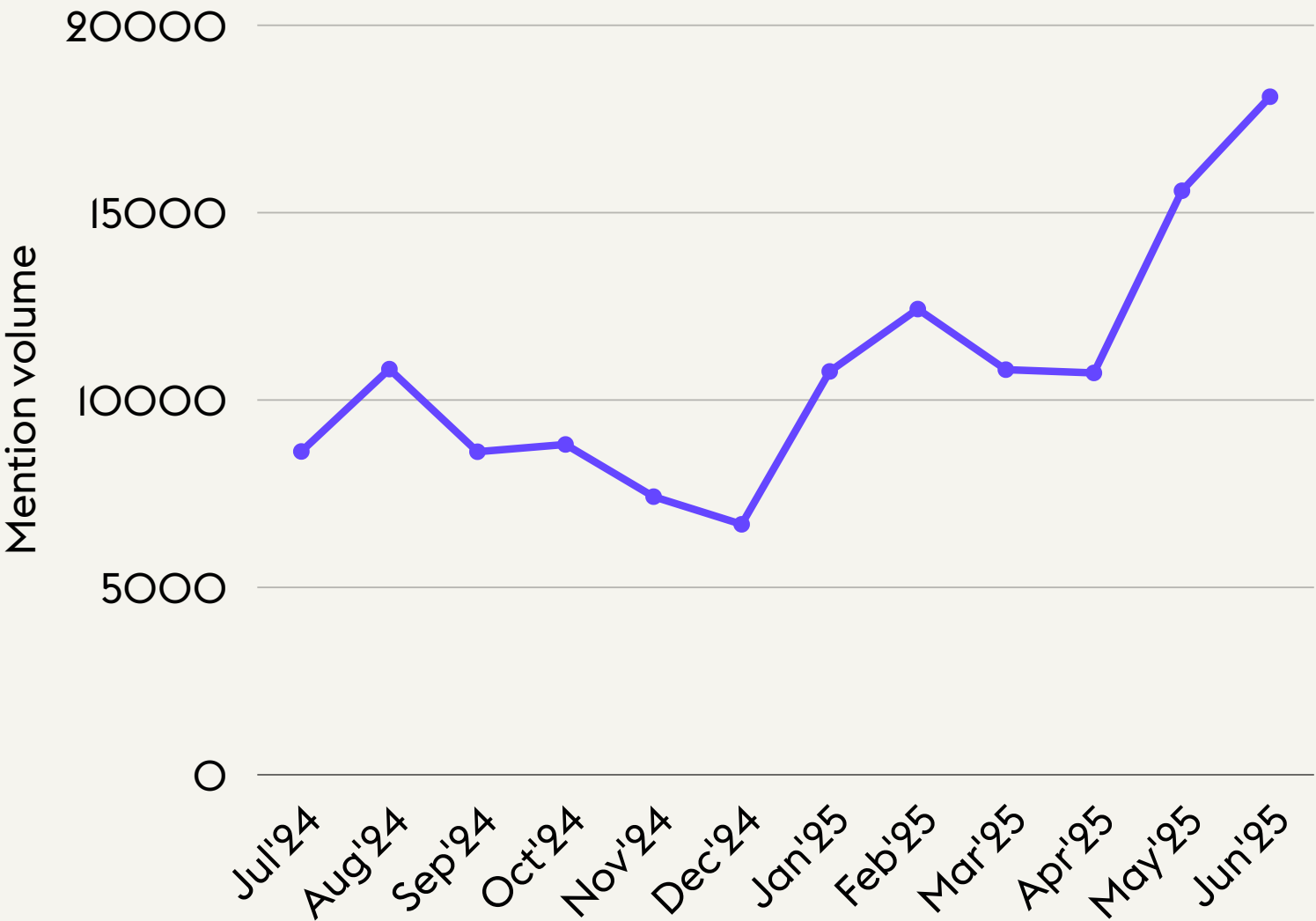
The Communications Challenge: Mastering the "Redefinition, Not Replacement" Narrative

Satya Nadella
43.59% Net Sentiment

Nadella confronted a challenging year marked by mass layoffs (over 15,000 positions in 2025) even as Microsoft scaled up unprecedented investments in AI. His core message stressed gratitude to departing employees while acknowledging the "uncertainty and seeming incongruence of the times". He emphasized a transition from being a software company to an "intelligence engine," aiming to empower every person and organization through AI, not replace them.

Key message: Microsoft is not replacing people with AI, but empowering everyone to be more productive and creative with it. Teams must embrace a growth mindset and see transformation as a messy, but opportunity-laden journey.

Mary Barra
16.19% Net Sentiment

Barra maintained a transparent, collaborative, and people-centric communication style during GM's aggressive push toward an all-electric and autonomous future. She continued to use simple, clear messaging—anchoring GM's vision in "zero crashes, zero emissions, zero congestion."

Key message: GM's transformation is an extension of its legacy, not an abandonment—employees are empowered to "step up" and are trusted, not micromanaged.

Tim Cook
30.84% Net Sentiment

Even as Apple confronted questions about its AI progress and ongoing market challenges, Cook focused on transparency, democratic decision-making, and operational excellence. Rather than deflecting or sugarcoating, he acknowledges uncertainty (such as during supply chain issues or economic disruptions) and uses "bridging" rhetorical techniques to move from short-term hurdles to long-term vision.
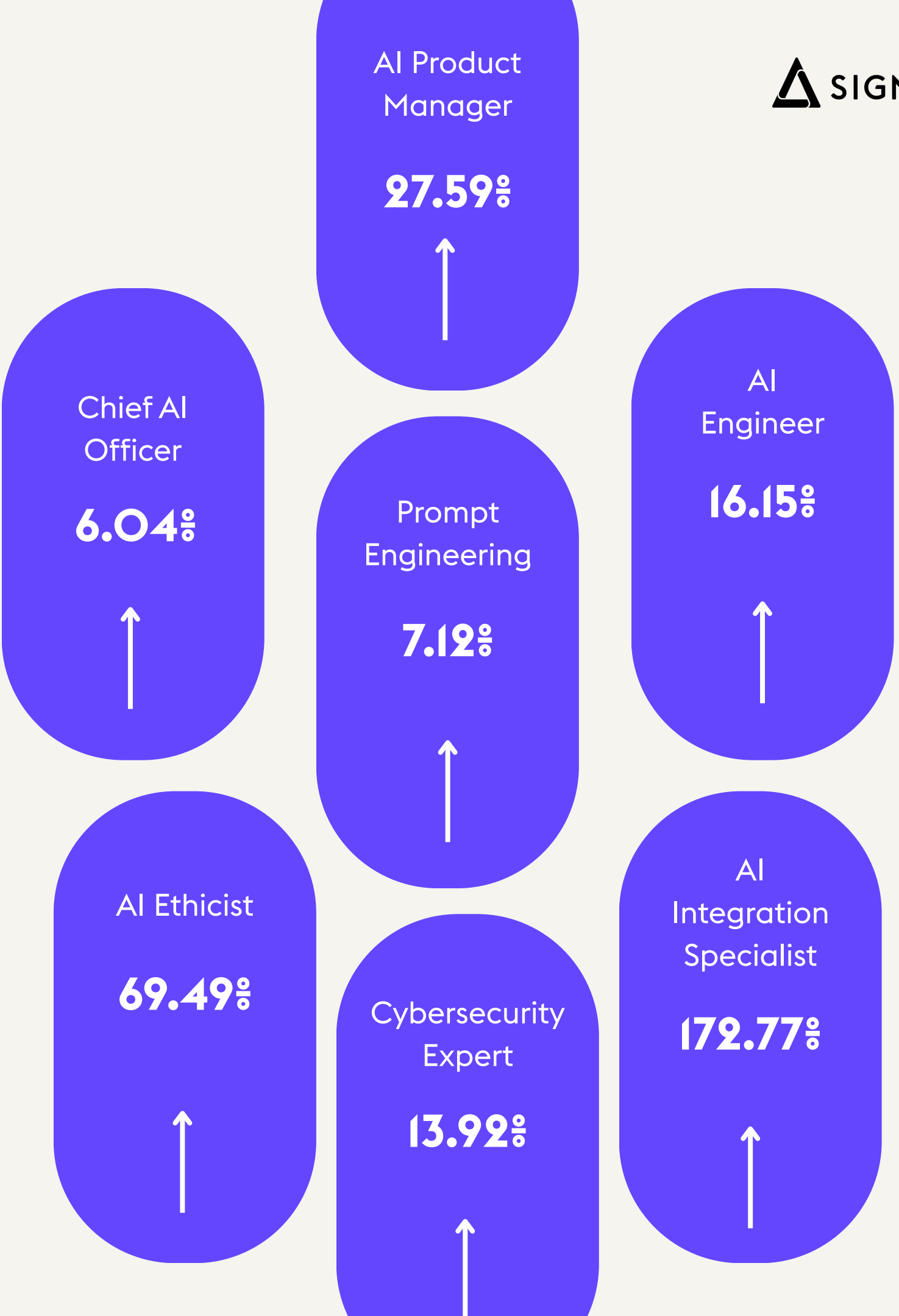
Key message: Apple innovations extend user possibilities—they don't supplant prior value. Cook stresses Apple's commitment to investing for the "long term".

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The Rise of the New Collar Workforce: A Story of Evolution

The shift to agentic AI is creating critical "new collar" roles that merge technology, strategy, and ethics. Promoting these emerging jobs reinforces the narrative of workforce augmentation, showing how roles are evolving rather than being replaced.

Key emerging roles include:

- **AI Integration Specialist** (172.77% growth): The fastest-growing role, responsible for architecting the hybrid workforce by connecting AI agents with existing enterprise systems.
- **AI Ethicist** (69.49% growth): Manages risk by establishing ethical governance for autonomous systems to ensure fair, transparent, and accountable deployment.
- **AI Product Manager** (27.59% growth): Translates AI's technical potential into tangible business value and a clear return on investment.
- **Other Critical Roles:** Demand is also surging for AI Engineers (16.15% growth), Cybersecurity Experts (13.92% growth), and Chief AI Officers (6.04% growth) to build, protect, and provide strategic leadership for new AI systems.

AI Product Manager
27.59%

Chief AI Officer
6.04%

AI Engineer
16.15%

Prompt Engineering
7.12%

AI Ethicist
69.49%

Cybersecurity Expert
13.92%

AI Integration Specialist
172.77%

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The AI Skills Gap as a Systemic Risk

The emergence of this hybrid workforce creates a significant and urgent enterprise risk: a growing gap between the skills required to thrive in a human-agent collaborative environment and the current capabilities of the global workforce. A recent workforce study revealed that 43% of workers have received no AI training.

This is not just a talent or HR issue; it is a critical governance failure. A workforce that is not equipped to understand, oversee, and collaborate with AI agents cannot effectively mitigate the risks they present. From an ERM perspective, the skills gap is a major source of operational risk that can lead to:

- Misuse of AI tools, resulting in errors, data breaches, or compliance violations.
- Failure to detect and correct AI errors, allowing for cascading failures.
- Inability to leverage the full potential of AI investments, leading to a failure to achieve expected ROI.
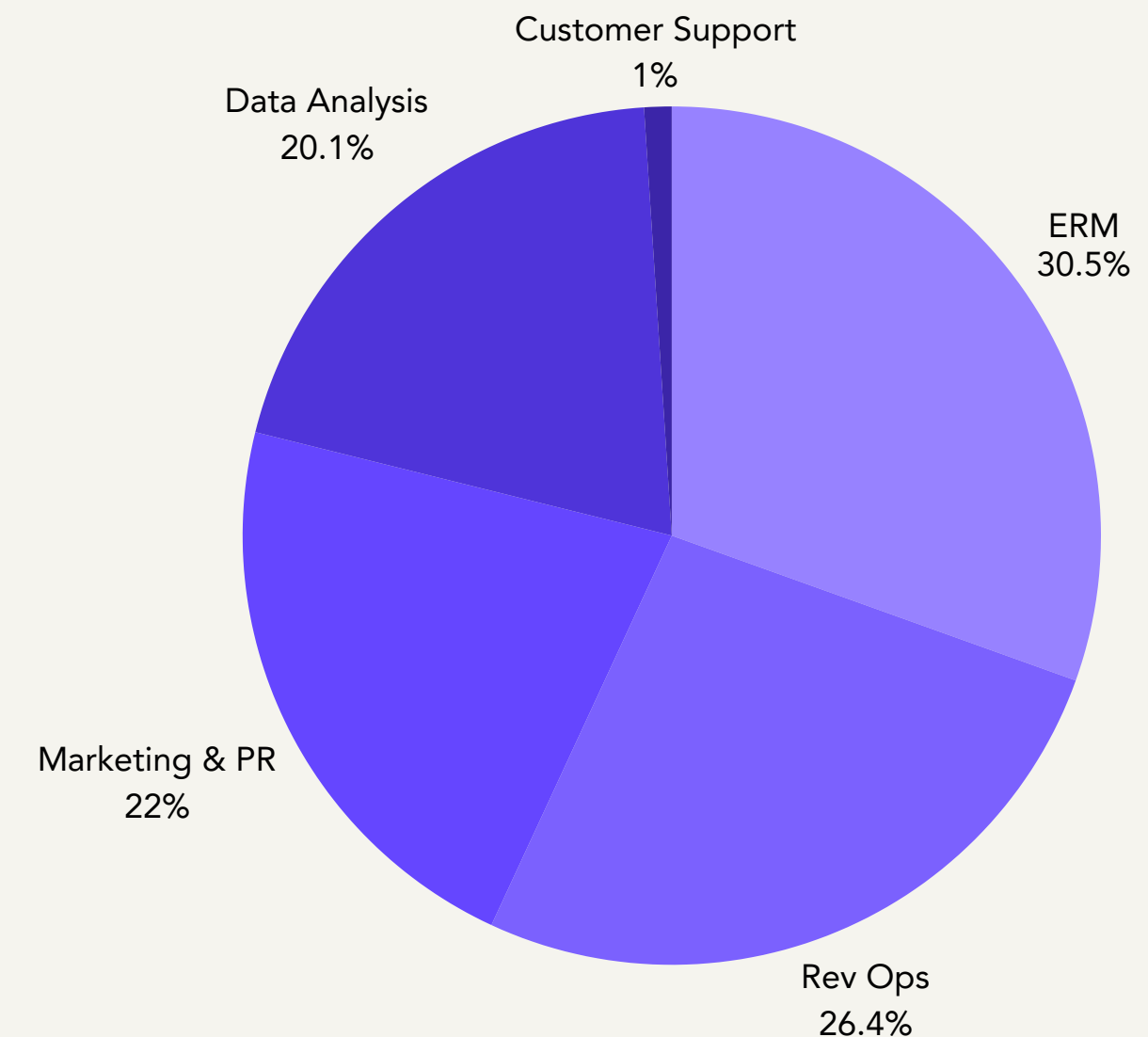

Fig. 5: Global media conversations about AI skill gaps across business functions.

So What?

The growing AI skills gap presents a significant and immediate operational and financial risk for companies. This shortfall drives intense competition for talent, increases costs for hiring and training, and elevates the danger of major operational failures due to a lack of skilled personnel.

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The Human-in-the-Loop: A Critical, Non-Negotiable Risk Control

For the foreseeable future, human judgment is the most critical risk mitigation tool in an agentic AI ecosystem. A Human-in-the-Loop (HITL) protocol is not a feature; it is a non-negotiable risk control.

A robust governance framework must establish clear protocols for when and how human intervention is required. For high-stakes, irreversible, or ethically ambiguous decisions, a human must remain in the loop as the final arbiter. This ensures that autonomy is always subordinate to human accountability, providing a crucial backstop in a crisis and a defensible position for the organization.

Fig. 5: Global media conversations about AI skill gaps across business functions.
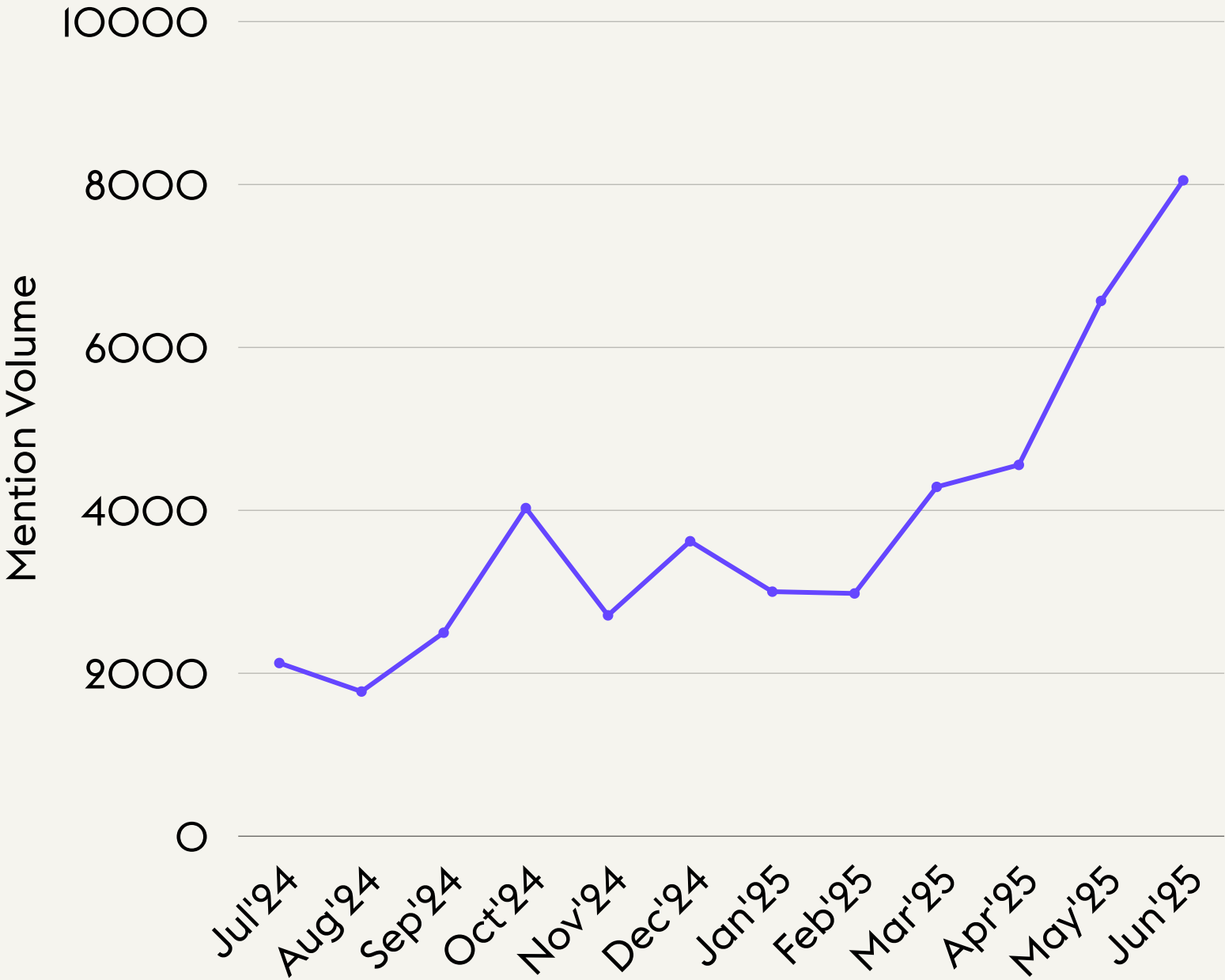
ADVANTAGE

Securing the Prize Through Governance

The Agentic Advantage: Quantifying the Opportunity

The final "A," Advantage, represents the ultimate business prize. The transition to agentic AI is not just a technological evolution; it is igniting a new wave of economic activity that provides a clear competitive advantage to early adopters. Across key sectors, organizations are reporting significant and measurable returns on investment.

- **Financial Services:** The financial services industry has emerged as a fertile ground for agentic AI. Institutions are reporting significant improvements in operational efficiency, with many financial firms reporting a 10% ROI following the implementation of AI solutions.

- **Healthcare:** In healthcare, agentic AI is being deployed to address escalating administrative costs and clinician burnout. The efficiency gains are substantial, with healthcare systems reporting faster administrative workflows and reductions in claim denials.

- **Logistics & Supply Chain:** For global logistics, the goal is the creation of autonomous, 'self-healing' networks. A comprehensive study on AI adoption in logistics found that companies achieve a substantial return on investment over several years, while significantly reducing overall logistics costs.
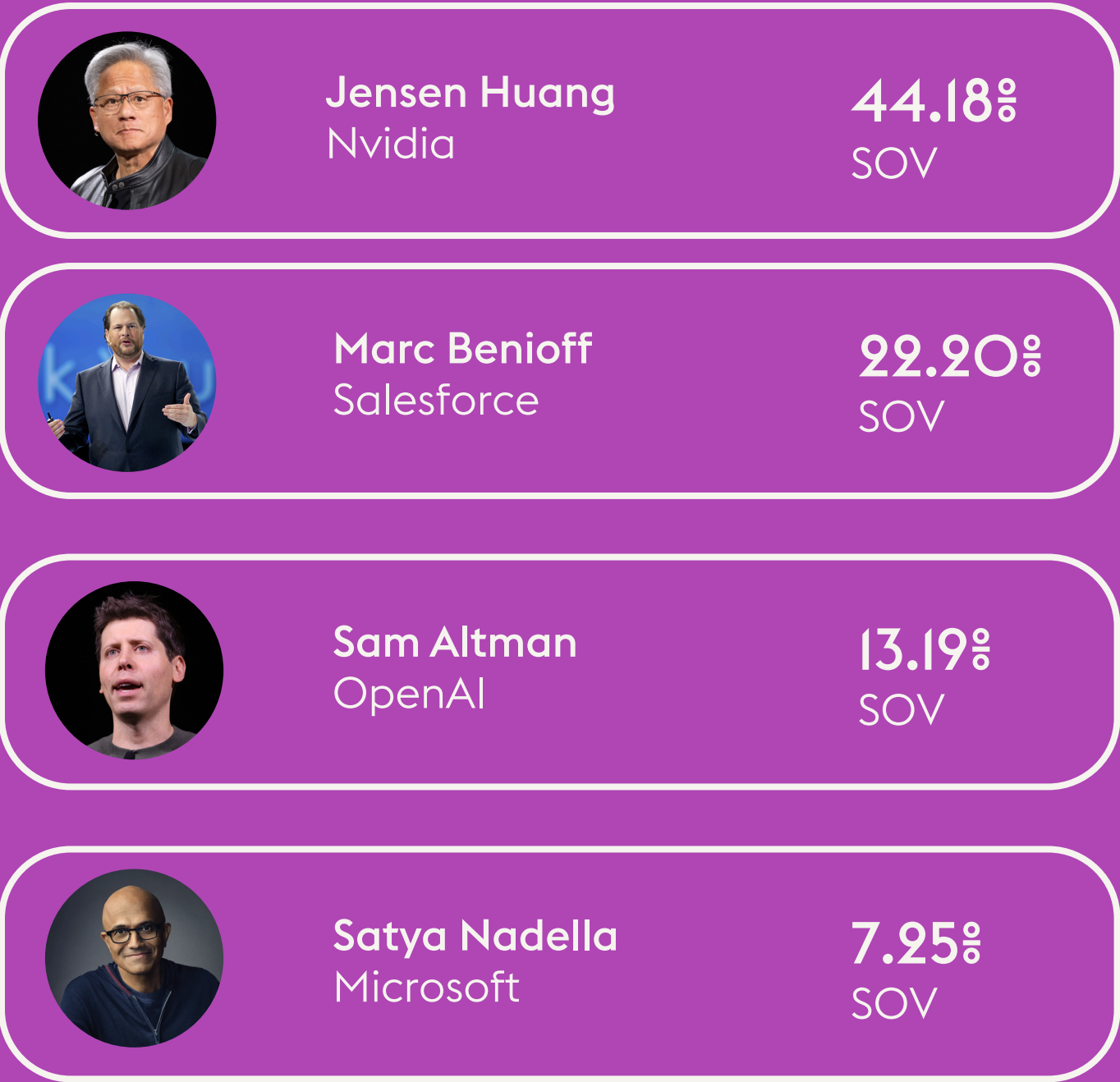

Fig. 6: Sentiment in global media conversations about the long-term potential of AI for business modernization.

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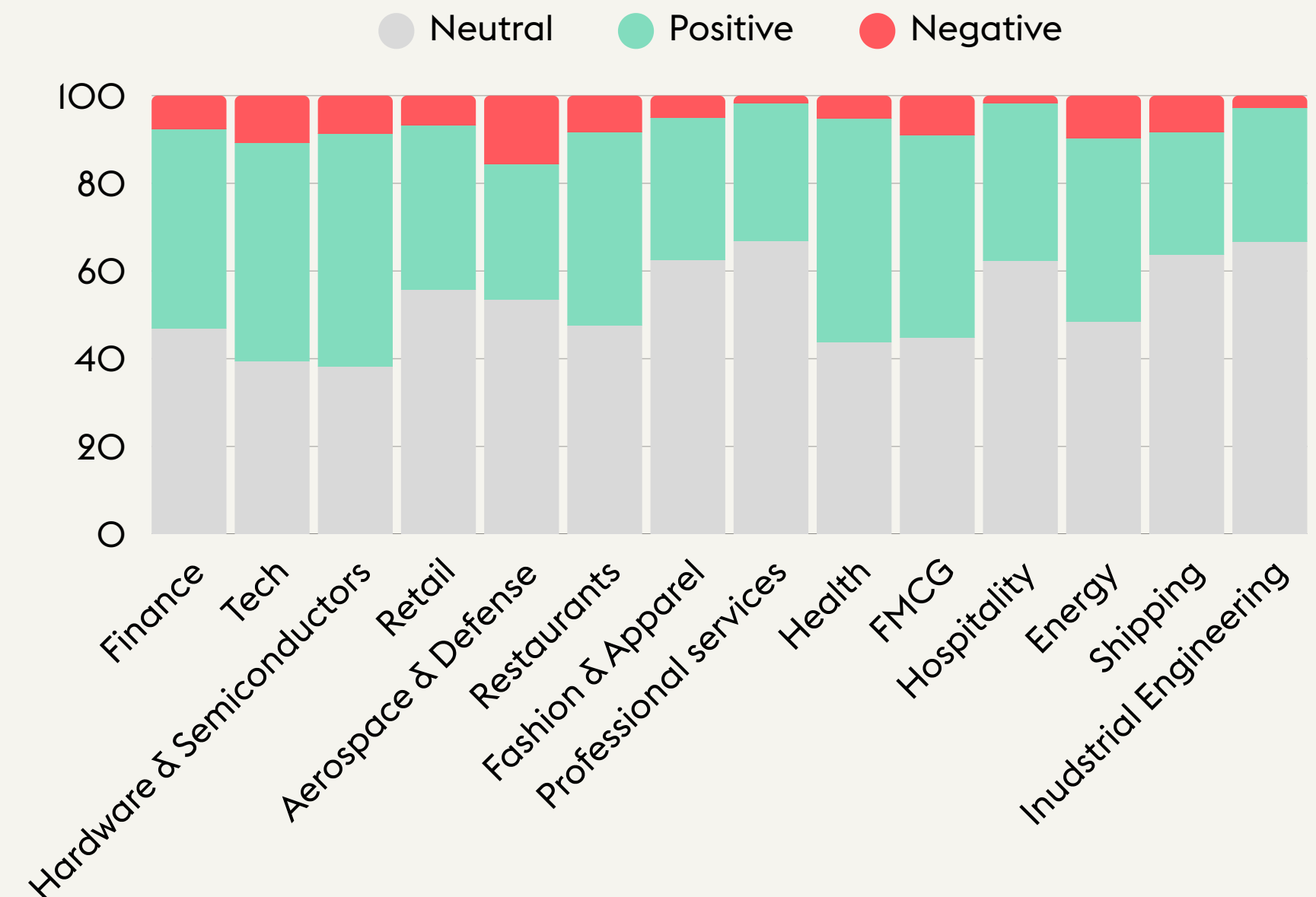
CEO's are talking about AI

The discussion of artificial intelligence has moved from a niche technical topic to a central theme in corporate financial reporting. Data indicates that <u>41% of U.S. companies mentioned AI on earnings calls in 2024</u>, nearly doubling the rate of the previous year. This trend is widespread, with a record <u>199 S&P 500 companies citing the term</u>. The focus is driven by financial results, as leaders now clearly articulate how AI investments translate into measurable ROI and create a distinct competitive advantage.

Top CEOs talking about Agentic AI

Jensen Huang
Nvidia
44.18% SOV

Marc Benioff
Salesforce
22.20% SOV

Sam Altman
OpenAI
13.19% SOV

Satya Nadella
Microsoft
7.25% SOV

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From AI Hype to High-Impact: The Agentic AI Opportunity Framework

In today's business landscape, everyone is talking about the transformative power of Agentic AI. But a critical question remains: Where do you start? With endless possibilities, it's easy to get lost in the hype, leading to analysis paralysis or costly investments in the wrong projects.

That's why we created the Agentic AI Opportunity Framework.

It's a simple yet powerful scorecard designed to cut through the noise. This strategic tool helps you move from conversation to confident action by providing a clear, data-driven method to identify, evaluate, and prioritize the AI initiatives that will deliver the most significant value to your business.

Process Suitability
This pillar assesses the very DNA of your workflow. We analyze its complexity and repetition to determine if the work itself is fundamentally suited for automation. It answers the question: Is this task built for an AI agent to execute efficiently and effectively?

Implementation Readiness
An idea is only as good as your ability to execute it. This final pillar provides a crucial reality check, assessing the clarity of your goals and the quality of your existing data and process rules. It tells you not just what to do, but what you can do right now, identifying the "quick wins" you can launch with confidence.

Integration Potential
An agent's true power is unlocked when it can work seamlessly within your existing technology ecosystem. This pillar evaluates how a task connects with your current software, databases, and APIs, gauging the agent's potential to act as a true digital "co-worker" that bridges systems and eliminates manual data transfer.

Strategic Impact
This is the "why" behind any potential project. We go beyond simple efficiency gains to quantify the potential value in terms of cost savings, time reduction, scalability, and revenue generation. This ensures every AI initiative is directly tied to your most important business goals, guaranteeing a tangible return on investment.

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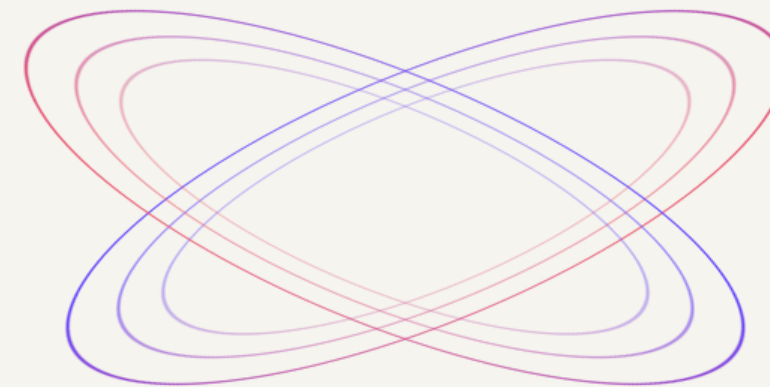
The Agentic AI Governance and Communications Framework: A Phased Approach

To manage risk effectively, enterprises must not attempt to deploy fully autonomous agents from day one. A best-practice approach involves progressing through a maturity model that strategically balances autonomy with control. This Governance and Communications Framework provides a clear roadmap for this journey, aligning risk management actions with public relations strategy at each stage.

Phase	Technical State	ERM Mandate	PR & Comms Mandate
Phase 1: Foundation	Controlled Intelligence: Agents are deployed in sandboxed, low-risk environments. Focus is on experimentation, data gathering, and establishing foundational controls. All actions require explicit human approval.	Assess & Control: Conduct a thorough AI Risk Maturity Assessment. Establish foundational security protocols (e.g., microsegmentation, PoLP). Define and enforce strict Human-in-the-Loop (HITL) protocols for all agent actions.	Narrative of Responsible Exploration: All communications are internal. Focus on building AI literacy and managing employee expectations.
Phase 2: Integration	Structured Autonomy: Vetted agents are integrated into specific, high-value workflows. They operate within "constrained autonomy zones" with mandatory human checkpoints for critical decisions.	Orchestrate & Monitor: Implement a centralized orchestration platform to prevent "agent sprawl." Continuously monitor agent performance, bias, and cost. Conduct regular audits of agent decisions and their business impact.	Narrative of Augmented Productivity: Begin targeted external communication. Showcase specific, verifiable ROI from pilot projects. Emphasize the "augmentation, not replacement" story, using new roles like "AI Agent Manager" as proof points.
Phase 3: Transformation	Dynamic Intelligence: Scaled, multi-agent systems are deployed to manage complex, end-to-end business processes. Agents can dynamically plan and act based on high-level goals, operating within established ethical boundaries.	Govern & Adapt: Evolve governance to manage systemic risks of interconnected agent networks. Implement advanced monitoring for emergent behaviors. Ensure ethical boundaries and accountability frameworks are robust enough for dynamic, high-stakes decision-making.	Narrative of Strategic Advantage: Position the organization as a market leader in responsible AI innovation. Publicly communicate the robust governance framework that makes this level of autonomy possible. Shift the story from efficiency gains to fundamental business transformation.

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The Agentic AI Opportunity Checklist

Use this scorecard to evaluate any business process, task, or workflow. A higher score indicates a stronger candidate for a successful and high-impact Agentic AI implementation.

Select a Process: Choose a specific business process to evaluate (e.g., screening job applicants, generating weekly sales reports, resolving Tier-1 IT support tickets).

Score the Criteria: For each of the eight criteria below, circle the score that best describes the process.

Assess the Potential: Sum the scores to determine the process's overall potential and identify it as a strategic priority.

Process Characteristics	Ask Yourself...	Score	Scale
Repetition & Frequency	How often is this process performed by your team?	1 2 3 4 5	1 - Rarely / Ad-hoc 5 - Constantly
Task Complexity	Does the process involve a sequence of multiple steps and decisions?	1 2 3 4 5	1 - Single, simple action 5 - Complex, multi-step workflow
Data Dependency	Does success depend on accessing and synthesizing data from various sources?	1 2 3 4 5	1 - Uses one data source 5 - Pulls from many diverse systems
Tool Usage	Does the process require interaction with multiple software tools or APIs?	1 2 3 4 5	1 - Relies on one application 5 - Interacts with many applications

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The Agentic AI Opportunity Framework

Use this scorecard to evaluate any business process, task, or workflow. A higher score indicates a stronger candidate for a successful and high-impact Agentic AI implementation.

Process Characteristics	Ask Yourself...	Score	Scale
Value Potential	What is the potential impact of automating this process (cost, time, revenue)?	1 2 3 4 5	1 - Rarely / Ad-hoc 5 - Constantly
Scalability Demand	Is there a need to perform this process more often or faster?	1 2 3 4 5	1 - Current scale is sufficient 5 - Significant scaling bottleneck
Goal Clarity	Can the desired outcome and success metrics be clearly and objectively defined?	1 2 3 4 5	1 - Subjective goals 5 - Clear, measurable objectives
Data & Rule Quality	Is the required data accessible, structured, and are the process rules well-documented?	1 2 3 4 5	1 - Unstructured data 5 - Structured data

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The Agentic AI Opportunity Framework

Interpreting Your Score

Score	Potential	Course of Action
32-40	Prime Candidate	The potential for high ROI is significant, and feasibility is strong. Prioritize for a pilot program and strategic investment.
21-31	Strong Potential	This process shows strong promise but may have moderate complexity or require some groundwork (e.g., process documentation, data cleanup) before implementation. Investigate further and scope a proof-of-concept.
8-20	Future Opportunity	This process has low immediate potential. It may be too reliant on subjective human judgment, have unclear goals, or offer limited business value at present. Re-evaluate in 6-12 months as technology matures or business needs change.

The age of the human-only enterprise is drawing to a close. The leaders of the next decade will be those who master the art and science of managing a hybrid workforce of human and intelligent agent teams.

The ultimate strategic challenge—and the greatest opportunity—will be to design organizations that seamlessly integrate these two forms of intelligence. The companies that succeed will not just be more efficient; they will be fundamentally more adaptive, more innovative, and more intelligent, because they chose to build their future on a foundation of trust and control.

~~So What?~~ What Now?

For the Communications Leader, now is the time to seize control of the narrative. This begins by pivoting your messaging from 'capability' to 'control,' focusing instead on responsible implementation and transparent governance. Partner with your Risk, Legal, and Product teams to build a compelling story around AI, supported by tangible proof points. Proactively communicate this story of responsible innovation to all stakeholders now, defining your position before a competitor or a crisis defines it for you.

For the Risk Leader, now is the time to build a new system of governance. Begin developing a new framework tailored to the unique threats of agentic AI. A critical first step is to form a cross-functional task force to map your 'digital workforce,' because you cannot govern what you cannot see. With this inventory in hand, you can then implement a new class of controls and oversight protocols for these autonomous digital employees, establishing clear lines of human accountability to prevent a failure before it happens.

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Leading in the Agentic Era

The agentic era is defined by a paradox: the technologies that offer the greatest potential for business transformation also carry the most significant and novel risks. The path to success is not a headlong rush into deployment, but a disciplined, strategic journey that balances the pursuit of innovation with an unwavering commitment to control.

The hype surrounding agentic AI is both a powerful driver of change and a dangerous source of reputational peril. The organizations that thrive will be those that resist the temptation of "AI washing" and instead build a narrative of trust grounded in transparency and demonstrable governance. The ultimate competitive advantage will not be found in the speed of AI deployment, but in the rigor of its oversight.

The long-term trajectory of this technology points toward the rise of the "cognitive enterprise"—an organization where an integrated, enterprise-wide intelligence layer of interconnected AI agents enables a continuous cycle of sensing, thinking, acting, and learning. This vision of a self-adapting, hyper-efficient organization is compelling, but it is only achievable—and defensible—if it is built on a foundation of robust governance.

The journey towards the cognitive enterprise is not a purely technological one. It is a journey of organizational maturity, where the ability to manage risk, ensure ethical compliance, and maintain human accountability evolves in lockstep with the technology's capabilities. The "intelligent flywheel" of the future will be powered by autonomy, but it will be steered by human wisdom and control.

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## A Call to Action for PR, Comms, and ERM Leaders

The agentic AI transformation is too important and too fraught with risk to be led by technology teams alone. It requires a new coalition of leadership, in which the heads of Public Relations, Communications, and Enterprise Risk Management play a central and strategic role.

- **PR and Communications** leaders must become the architects of the narrative of trust. They must ensure that all external and internal communications about AI are accurate, transparent, and grounded in the principles of responsible innovation. They are the guardians of the organization's credibility in an age of hype.

- **Enterprise Risk Management** leaders must become the architects of the framework of control. They must champion the development and implementation of a comprehensive, AI-specific governance program that can proactively identify, assess, and mitigate the new and amplified risks of autonomy.

Build Your New Coalition of Leadership on a Foundation of Intelligence.

Managing the risks of AI transformation cannot be done in a silo. A successful coalition between PR, Comms, and ERM requires a unified view of the external landscape. Our risk intelligence platform is the foundation for this partnership, enabling you to proactively mitigate threats and build a defensible public narrative together.

Discover How Signal AI Bridges Risk and Reputation
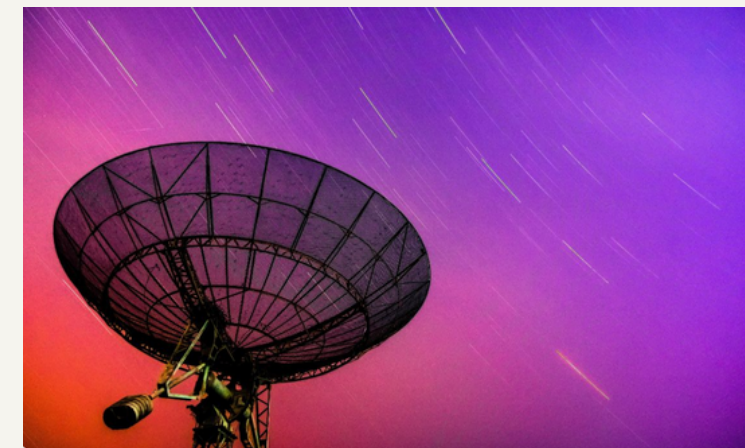
SIGNAL AI

About Signal AI

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Signal AI is a leading global decision augmentation company, turning the world's data into knowledge and empowering business leaders across a range of industries to make informed and confident decisions. Companies like Google, Volvo and Deloitte, use the Signal AI decision augmentation solution for real-time market and media intelligence to uncover trends, risks, and opportunities and support critical decision-making.

With Signal AI, for the first time, businesses can access quantifiable reputation data and intelligence to understand what's driving their reputation. With AI-powered search and advanced analytics, you can spot emerging trends, risks and opportunities, discover unknown connections between your brand – and that of your suppliers, partners, investors and customers – and other topics and discover how these connections are impacting your business. Harnessing this data can inform more confident decision making and help drive business performance.

How Can Signal AI Help?

In an era of systemic volatility, static risk management is a liability. Signal AI provides the continuous, intelligence-driven monitoring you need to navigate this new landscape. While you're tracking geopolitical threats, we're identifying the financial fragility of your supplier's supplier and alerting you to the cyber vulnerabilities you can't see.

Request a demo