

1775

BOSTON · WINTER

Every material advantage.

army · navy · the heavy guns



Muskets.
No high
ground.

BOSTON, 1775





THE
LONDON
BOOKSTORE

A 25-YEAR-OLD BOOKSELLER

Henry Knox.

Self-taught.

from the books in his own shop



60

TONS OF CANNON



TICONDEROGA TO BOSTON

300 mi

BOSTON



FORT TICONDEROGA

THE NOBLE TRAIN





In winter.

On sleds. Across the ice.



**Not a single
gun lost.**





**Overnight,
on the heights.**






They did the math.
They sailed out.





Evacuation Day.

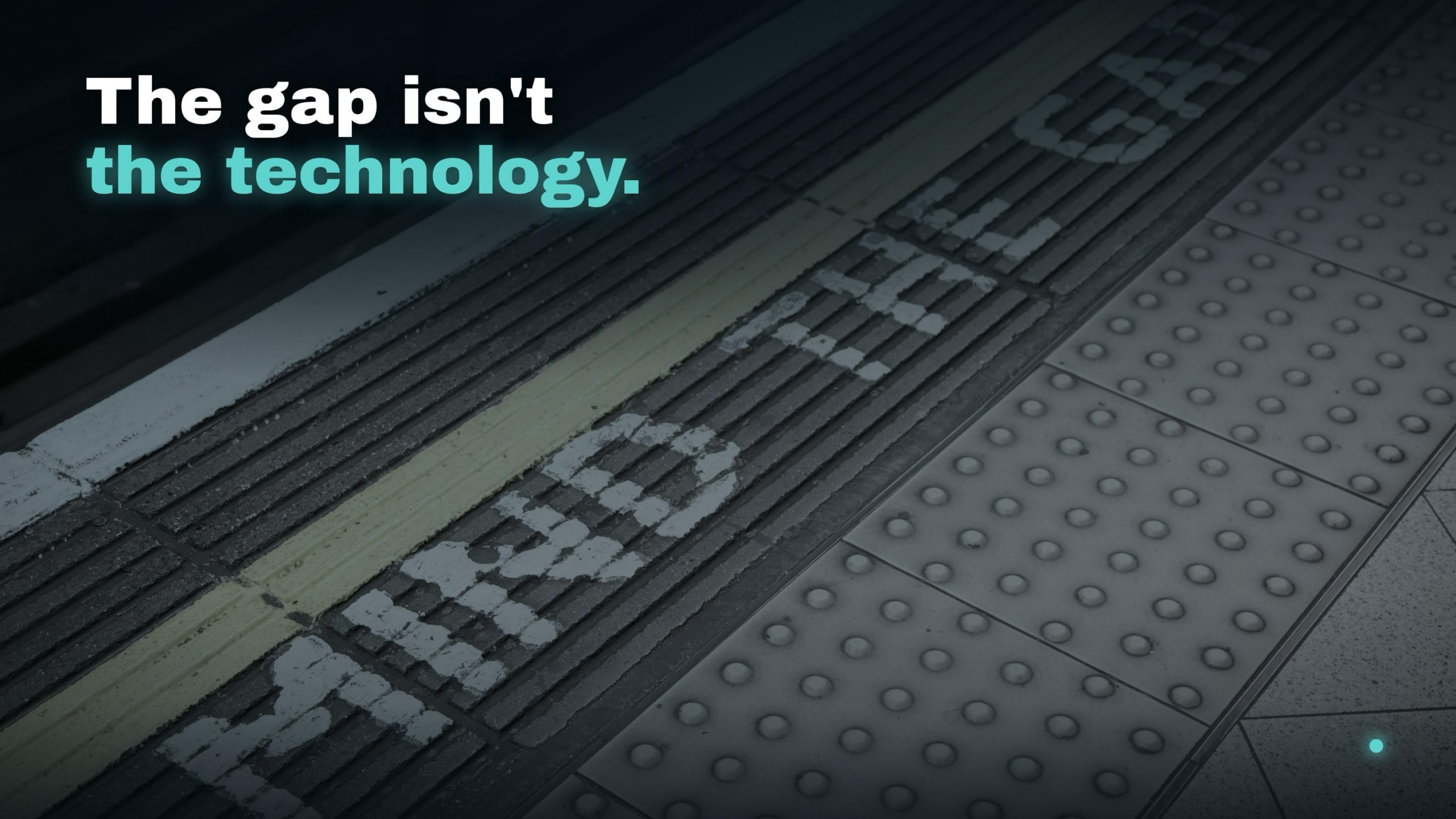
March 17, 1776 · still celebrated in Boston



A close-up photograph of a fire, showing bright yellow and orange flames against a dark background. The fire is the central focus, with the text overlaid on the left side.

**The side with
the firepower
lost.**

**The gap isn't
the technology.**



**It's a few unglamorous
disciplines.
And they're already yours.**

2-3X

FASTER GROWTH



50%

LESS SPEND



8 = 1

CAPTURING REAL GAINS FROM AI

leaders vs everyone else



THE RESULT

Leaders grow faster, spend less

	LEADERS	LAGGARDS	WHAT IT MEANS
REVENUE TARGET ATTAINMENT	16%	-1%	+17% <i>Gap that leaders exceed plan by vs. laggards</i>
COST OF SALES (% OF REVENUE)	15%	24%	63% <i>Leaders spend only 63% of laggard's</i>
SALES REP PRODUCTIVITY	1.8x	baseline	1.8x <i>Leaders get nearly twice as much output with same headcount</i>
GROWTH EFFICIENCY RATIO	1.2	0.25	5x <i>Leaders grow faster while spending less</i>

Leaders are **8x more likely to be capturing material gains** from AI

**Same platform
you're running.**



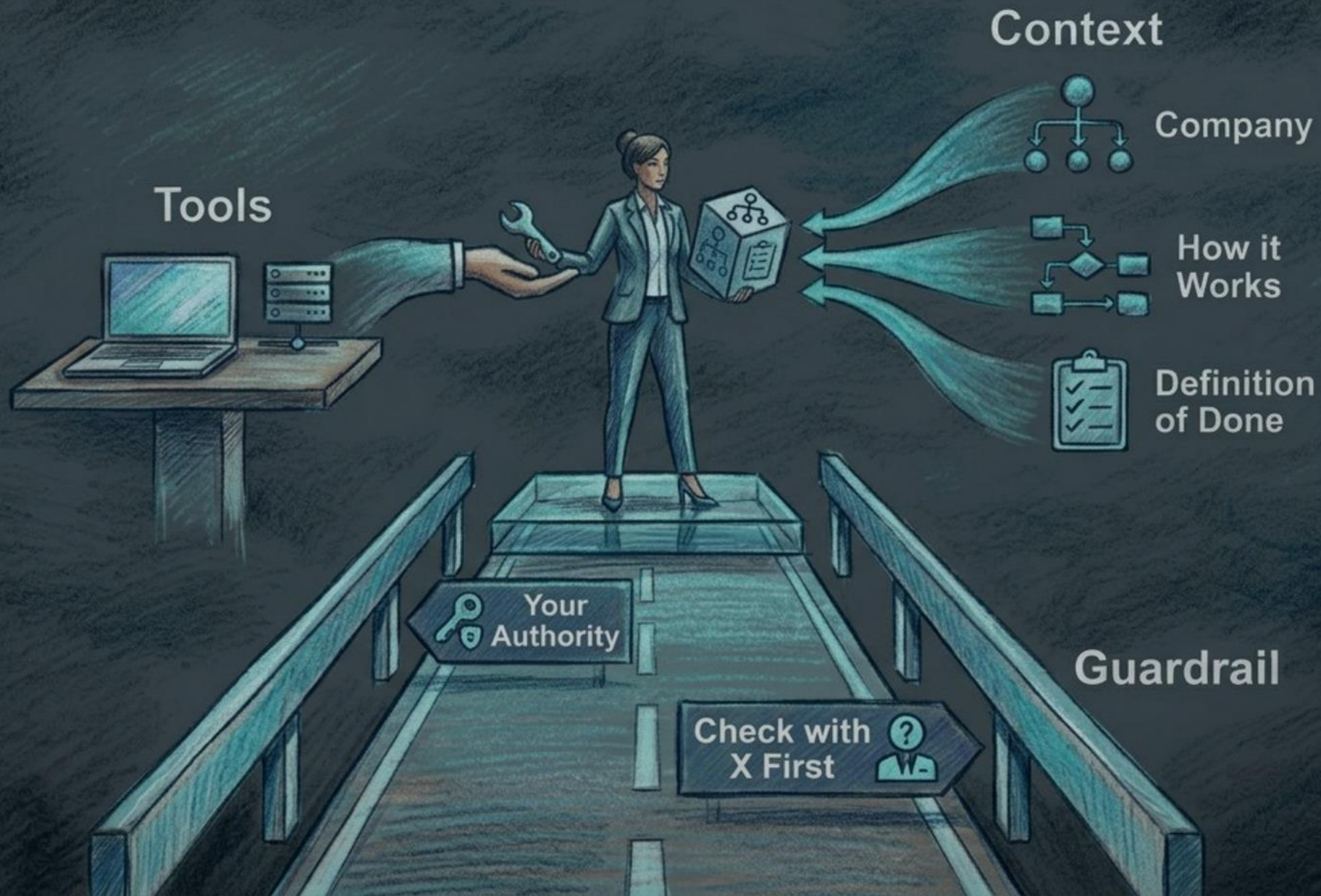
Two disciplines.
Both already yours.



THE FIRST DISCIPLINE

Data.





Context

Tools

Company

How it Works

Definition of Done

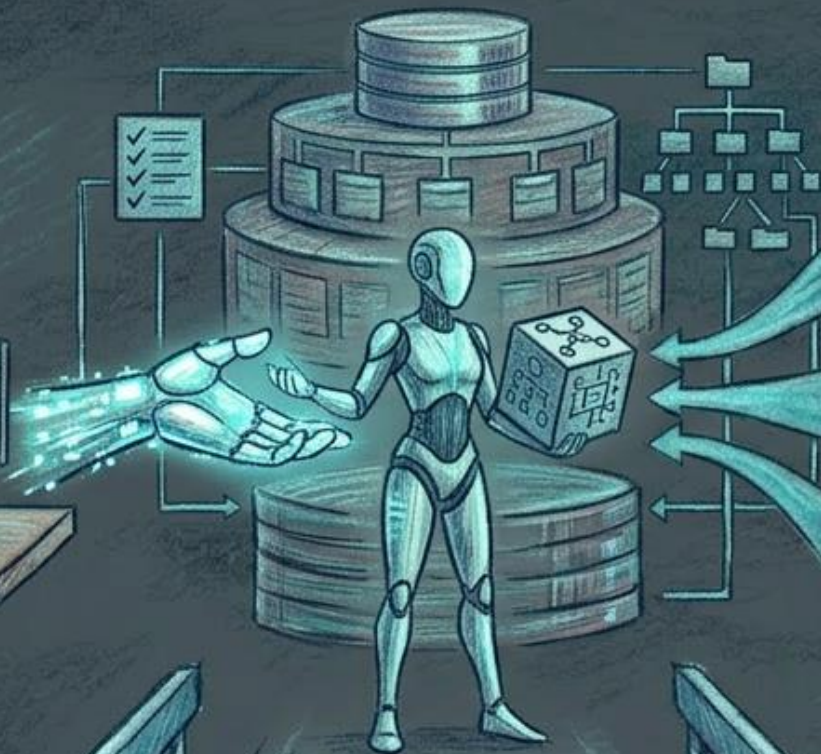
Your Authority

Guardrail

Check with X First

Your Data Context

APIs, MCP, Connections



Your Data Context

Data Structure /
Company Info

Agent
Workflows

AI Performance
Standards



Reaches out,
gathers information,
takes action

Governance
Scope

Approval Gates
/ Checkpoint A/B

Governance
Guardrails

DATA IS A STRATEGIC PRIORITY

30% vs **18%**

LEADERS

LAGGARDS

Leaders treat data as a top commercial strategic goal at **nearly twice the rate** of laggards. That ratio is not a coincidence. It is a direct read on whether the organization understands what AI runs on.

DATA QUALITY IS A TOP CHALLENGE

44% vs **29%**

LEADERS

LAGGARDS

Leaders are **more concerned about data quality, not less**. They have done the work to know what bad data costs them. Laggards have not yet hit the ceiling that data fragmentation imposes on AI performance.

**Who owns data
someone fought over?**


Comp data.
Yours.



A dark, moody photograph of two men in business attire sitting at a table. The man on the left is wearing a dark suit and tie, looking towards the man on the right. The man on the right is wearing a light-colored shirt and striped tie, looking down at a document on the table. The background is a blurred office setting with large windows.

Stress-tested under dispute.

challenged to your face, because a paycheck depended on it





Connect it.



You're the steward. Claim it.

THE SECOND DISCIPLINE

Governance.



A man with a beard, wearing a dark hoodie, is seated and looking towards a woman whose back is to the camera. She has long brown hair and is wearing a white shirt. They are in a room with a wall covered in a dark wire mesh. Several framed architectural drawings are pinned to the wall. One drawing shows a house, another shows a complex site plan. To the right, there are bamboo stalks and a desk with a pen holder containing various pens and a small glowing blue light.

**Standing behind a decision
about a person.**

**Everyone else is
about to panic.**



**You've done it for
twenty years.**

every comp dispute is exactly that conversation



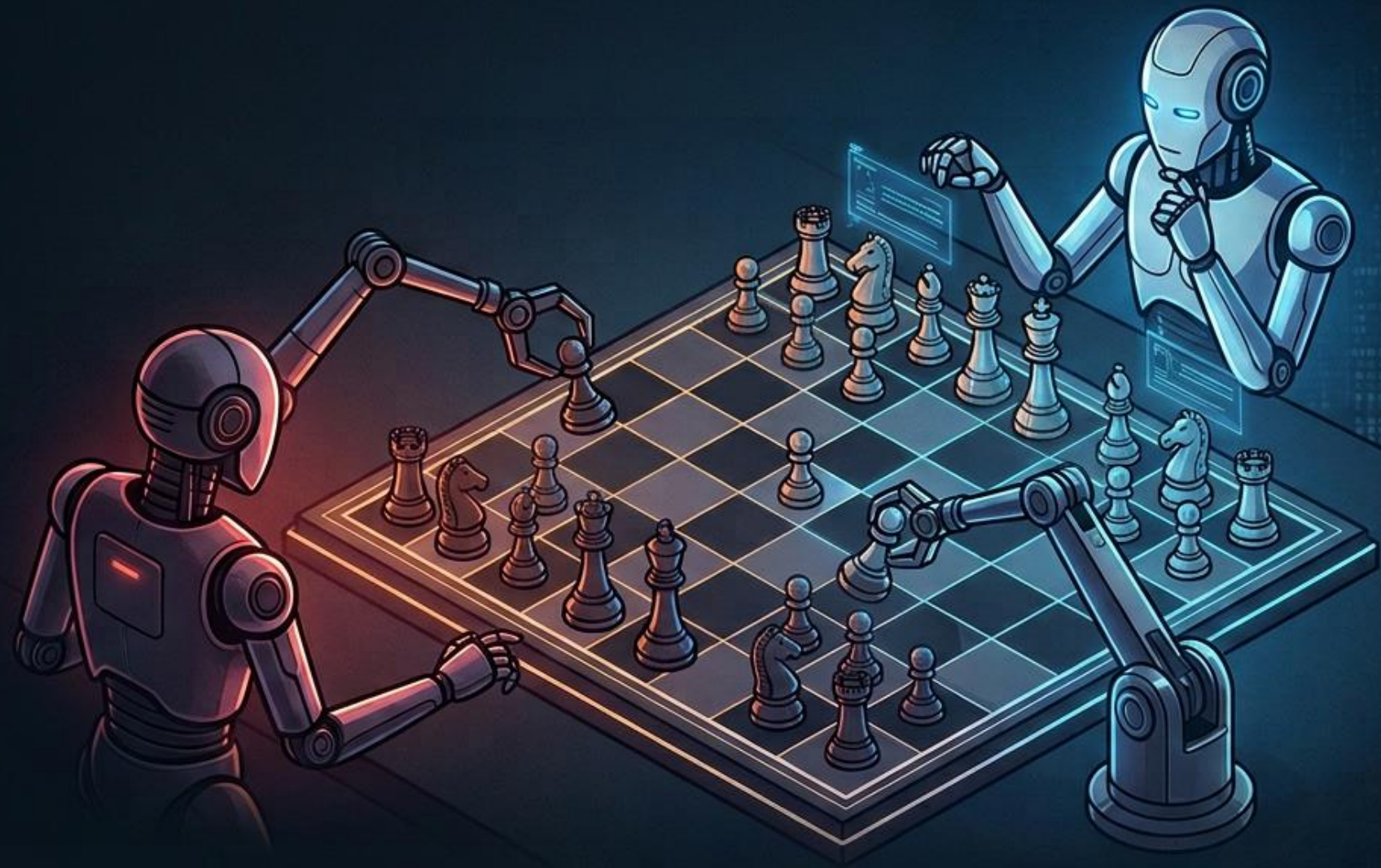
**You're the
accountability layer.**



THE LAST PIECE

The team.







**It takes the part of the job
that buried your best people.**





**From calculating
to designing and governing.**



Honesty, not reassurance.



Give them the map.



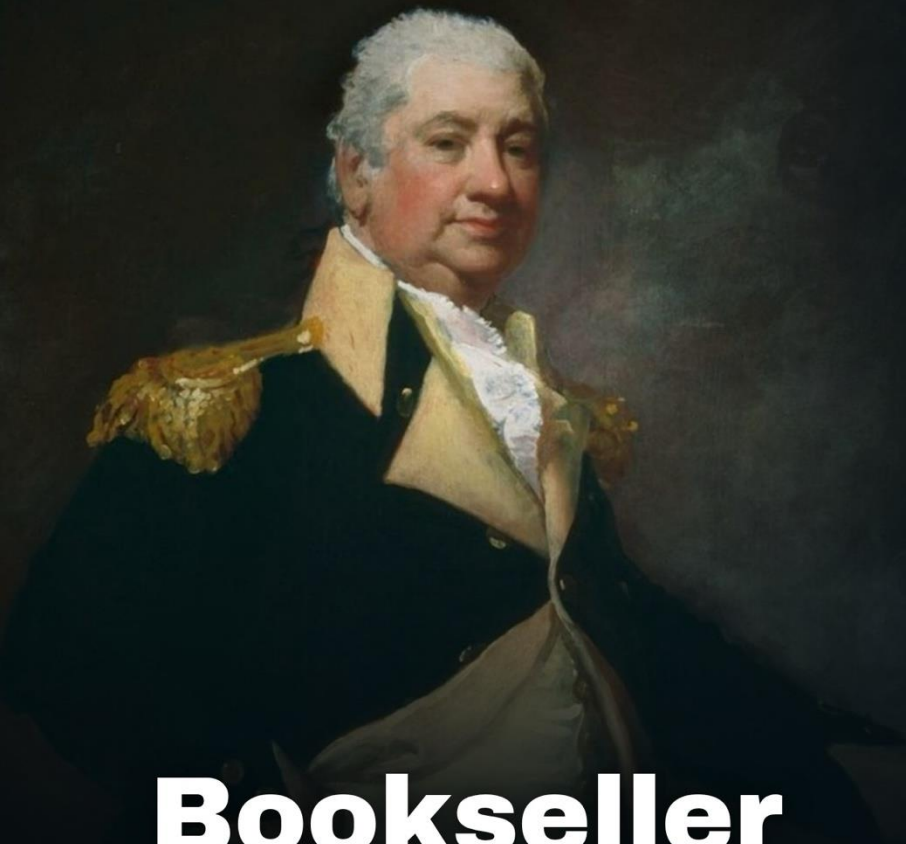
**Two ways this
gets remembered.**



A silhouette of a group of people walking across a dark, sloping hill against a dark, cloudy sky. The figures are small and dark, creating a sense of movement and journey. The overall mood is somber and reflective.

It happened to them.
Or you walked them through.





**Bookseller
to chief of artillery.**



The work remade the man.



No frozen rivers required.

Data.

Govern.

People.





**Be the ones who enabled them
through it.**



A silhouette of a person with their hair in a bun, looking out a large window at a cityscape at dusk. The city lights are visible in the distance, and the sky is a mix of blue and orange. The person is wearing a dark jacket.

**You're more ready than you think.
Start now.**



Thank you.

Abe Awasthi · Deloitte Digital