

2025 WSI AI Business Insights Report

Navigating The AI Landscape:

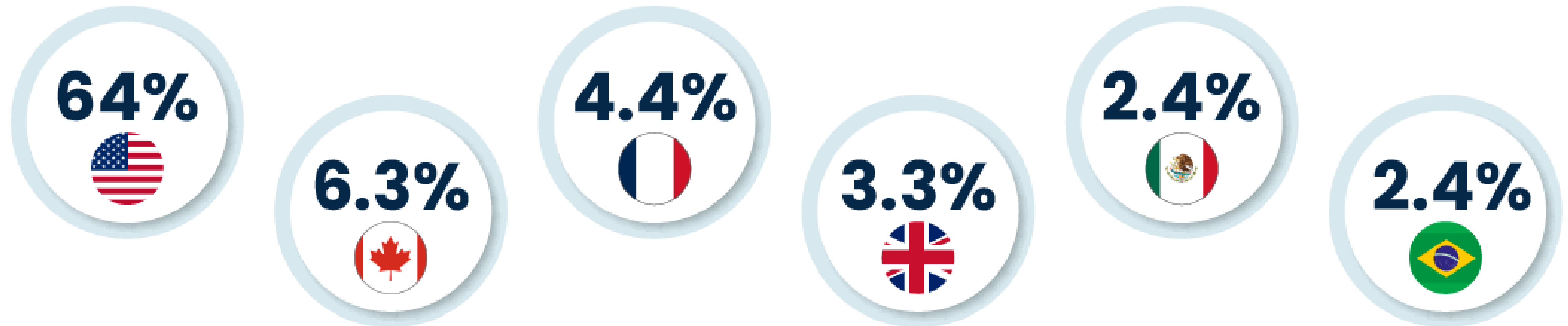
Strategic Insights for Small and
Medium-Sized Businesses



Survey Demographics



Regional Representation



Survey Demographics



**Built on input from
over 600 business
leaders worldwide**



90.2%

**Majority of respondents are
small and medium-sized
businesses**
(500 employees or less)

Survey Demographics



Role

Business Owner / Founder	44.4%
Manager / Supervisor	19.6%
Individual Contributor/Employee	14.5%
Director / VP	10.9%
C-Suite Executive	8.5%
Other (specified)	2.1%

Industry

Professional Services - Business	15.8%
Media & Advertising	9.5%
Technology & Telecommunications	9.3%
Finance & Insurance	7.7%
Health & Wellness	6.0%
Manufacturing & Industrial Sales	4.4%

Company Size

(employees)

Small Enterprises	71.0%
Medium Enterprises	19.2%
Large Enterprises	9.8%

Small Enterprises (1-50 employees)
Medium Enterprises (51-500 employees)
Large Enterprises (501 employees and above)

TAKEAWAY #1

AI Confidence is Growing: But Action Plans (and Budgets) Haven't Caught Up



81%

of respondents believe AI can help achieve business goals

Turning Insights into Actions: Your Strategic AI Next Steps



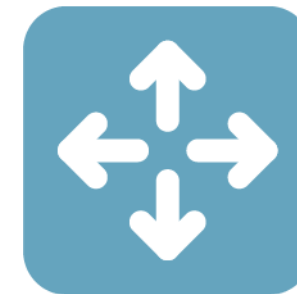
Establish AI as a
Strategic Priority



Start Small with
Dedicated Resources



Leverage Expert
Guidance



Move Beyond the “Do
More with Less” Trap

TAKEAWAY #2

Familiarity with AI is Growing Fast: But Formal Training Still Lags Behind



59%

of business professionals say they are moderately or very familiar with AI



52%

of professionals familiar with AI have no formal training

Turning Insights into Actions: Your Strategic AI Next Steps



Develop Structured Learning Paths



Encourage Knowledge Sharing



Implement Learning-by-Doing Programs



Bridge the Confidence-Competence Gap.

AI is Expanding Beyond Leadership: But Silos Are Slowing Real Progress



TAKEAWAY #3



33%

of businesses are using AI in Sales



26%

of businesses are using AI in IT



24%

of businesses are using AI
in Operations

TAKEAWAY #3



The data suggests that different departments face unique barriers to AI adoption:



19%

Customer Service
and Frontline Staff



9%

Finance/Accounting



9%

Human Resources

Turning Insights into Actions: Your Strategic AI Next Steps



Create Cross-Functional
AI Working Groups



Implement Phased
Adoption Plans



Develop Department-
Specific Value
Propositions



Avoid the “Partial
Transformation” Trap
and Create a Unified AI
Adoption Roadmaps

Key Takeaways For Your Business



**Make AI
Strategy Cross-
Departmental**



**Invest in
Structured AI
Education**



**Remove
Departmental
Bottlenecks**

From Potential to Progress: 2025 Breakthrough Insights on AI's Strategic Impact

The 2025 WSI AI Business Insights Survey reveals an important **shift**: small and medium-sized businesses are no longer just exploring AI—they're starting to build real strategies around it. While the numbers show that many still struggle with full AI transformation, with inconsistent execution, uneven adoption, and training imbalances persisting, there is also some clear movement toward more deliberate, organization-wide planning.



More Businesses Are Planning for AI: But Strategy is Still Catching Up



What we're seeing is the early formation of strategy—a shift from “*should we?*” to “*how might we?*” It's a positive signal of intent, but businesses still need structured guidance and planning tools (like WSI's AI Adoption Roadmap), as well as internal alignment to turn that intent into measurable outcomes.



Leaders are Excited About AI: But Middle Managers Are Doing the Heavy Lifting



AI Adoption Varies Widely by Industry: Some Are Racing Ahead, Others Are Stuck



85%

of SMBs (11+ employees)
report using AI

AI Is Reshaping Jobs: But the Impact Depends on Your Industry

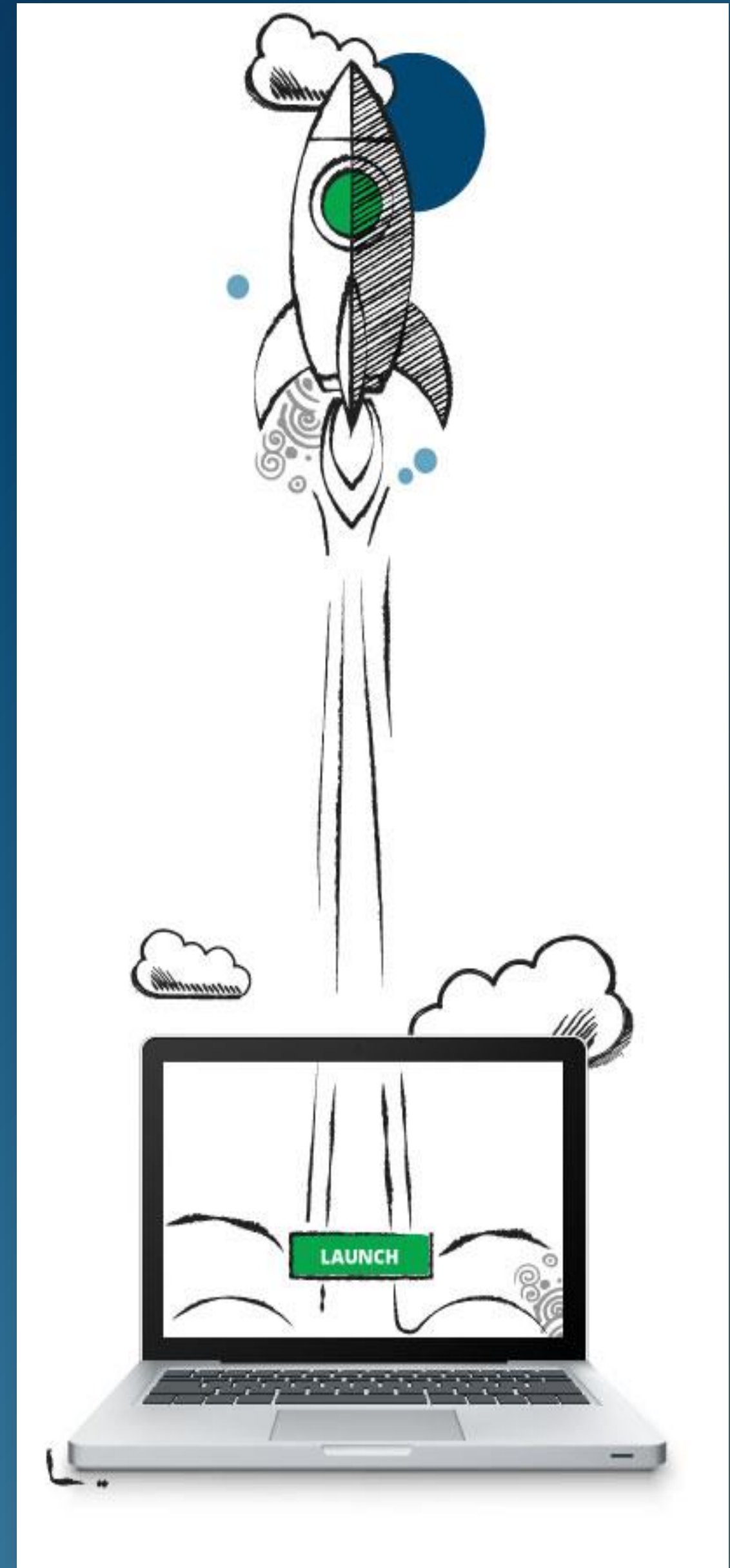


67%

of businesses expect
AI to impact jobs

AI Isn't a Solo Sport: External Partners Are Key to Moving Faster and Smarter

The data reveals that **organizations with successful AI implementations are 2.5x more likely to combine internal capability building (through training and talent development) with strategic external support.** The result? A hybrid approach that combines outside perspective with internal alignment creating faster momentum and more sustainable transformation



Turning Strategy Into Motion: Practical AI Action Steps



**Make AI a Core Business
Conversation, Not a Side Experiment**



**Build Targeted AI Fluency That
Meets People Where They Are**



**Expand Adoption Across All Departments,
Not Just the Usual Champions**



**Stop Viewing AI as an Extra Task:
Start Treating It as a Business Lever**

Make AI a Core Business Conversation, Not a Side Experiment



27%

of businesses say AI is a regular
topic in strategic discussions



Build Targeted AI Fluency That Meets People Where They Are



59%

of respondents say they're familiar with AI, over half
of those still haven't received any formal training.

Expand Adoption Across All Departments, Not Just the Usual Champions



This year's data shows AI adoption rising in sales, IT, and operations—but HR, finance, and customer-facing teams still lag significantly behind.



Stop Viewing AI as an Extra Task: Start Treating It as a Business Lever



The top-cited barrier in 2025 isn't technology or money— it's time. Many still see AI as something that requires additional headcount, hours, or tools, rather than a means to optimize what already exists.

Discover Where AI Can Drive Impact in Your Business



Find your
Fastest AI
Wins Today

[scan here](#)



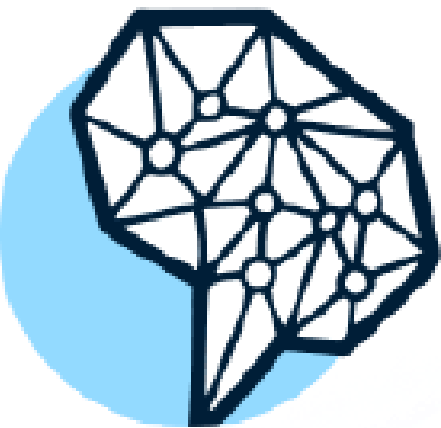
Conclusion



Ready to take the next step? Your local WSI Consultant is here to help you put AI to work—strategically, confidently, and with results that matter.

Let's transform AI from a buzzword into a business advantage—together.





Educate Your Team & Transform Your Business with WSI's AI Resources



Knowledge is power—and in today's competitive ecosystem, WSI is here to help you unlock the power of AI. Learn more about GPTs and prompts with our 100+ page *Unlocking the Potential of ChatGPT & AI* eBook. Identify gaps in your business strategy with our *AI Readiness Assessment*. Everything you need to learn about AI and how to leverage it in your business is at your fingertips. Don't miss out on this transformational business journey with AI and WSI!





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