



unreasonable AI

AI ENABLEMENT
IN ORGANIZATIONS

Using AI ≠ Being AI-Enabled

88% of organizations use AI.
Only 6% capture real value.
The gap is not the technology.

ALEXEY MAKAROV

SWIPE →

THE GAP

88%

ADOPTION IS COMMON

use AI in at least one part of the business.

6%

ENABLEMENT IS RARE

capture real, enterprise-level value from it.

The tools are not the problem.

McKinsey · The State of AI, 2025

THE DISTINCTION

An AI-enabled organization is not the one where the tools are available.

It is the one that has redesigned its **core work**, in ways that **could not be done without AI**.

SYSTEMATICALLY REDESIGNED

CORE WORK, NOT THE EDGES

STRUCTURAL, NOT OPTIONAL

● THE COMMON VERSION

AI Adoption

- The tools are available.
- Some people use them.
- The work stays familiar.

It can feel like progress.

● THE VALUABLE VERSION

AI Enablement

- Core work is redesigned.
- AI is structural, not optional.
- The work itself becomes different.

This is where the value lives.

Remove the AI tomorrow.

If nothing fundamental changes about how
you operate, you have adoption, not
enablement.

So where do you start?

Not with another tool rollout. Start with the foundation most organizations skip.

Define the target state.

It will not magically create AI enablement.
But without it, the work has no shared direction.

TOOLS WITHOUT DIRECTION

PILOTS WITHOUT SCALE

TRAINING WITHOUT
CHANGED WORK

Shared picture
of where the
company is
going

If no one has asked this question yet, the issue may not be your AI stack. Leaders may simply have **different pictures of the future.**

A SIMPLE EXERCISE

Write two sentences.

This will not define the target state for you. It gives you a useful place to begin.

- 1 Describe what an AI-enabled version of your organization should look like in three years. Make it concrete.
- 2 Ask each leader to write their own version independently before the group compares answers.

The differences between the answers show where the target state is still undefined.



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*Moving AI from hype and stalled pilots
into real, working capability.*

THE FULL EPISODE + THE TARGET STATE CANVAS

unrsnbl.ai/enablement

Link to resources in the first comment.