

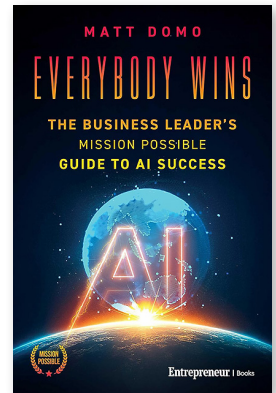


# Executive Book Summaries<sup>®</sup>

## Everybody Wins

The Business Leader's Mission Possible Guide to AI Success

by **Matt Domo**



### Contents

The Burning Platform

Page 2

Breaking Down Silos

Page 3

Equipping Your People for the Digital Age

Page 4

Building a Culture of Innovation

Page 5

Data-Driven Decision-Making

Page 6

Identifying New Business Models

Page 7

Championing Change From the Top

Page 8

### THE SUMMARY IN BRIEF

*Everybody Wins: The Business Leader's Mission Possible Guide to AI Success* presents a practical framework for leading digital and AI transformation within organizations. The book's core premise is that technology alone does not create transformation; rather, lasting advantage comes from leadership decisions that align strategy, culture, and technology. Companies must redesign how they operate so data, systems, and artificial intelligence adapt to customers and employees, rather than forcing people to adapt to rigid processes.

Central to the book is the "ME Experience" framework, which focuses on delivering personalized value at scale through integrated digital platforms, predictive analytics, and automation. The book outlines how leaders can successfully modernize business models, guide teams through change, and embed AI into everyday operations. Structured in five sections, the book moves from understanding the urgency of digital transformation to leadership strategies, practical technology integration, operational redesign, and finally building organizations where innovation becomes an ongoing capability.

Author Matt Domo draws on decades of experience in cloud computing and enterprise transformation. As a cofounder of Amazon Web Services' Database Division, he helped shape the infrastructure that enabled modern cloud platforms. His advisory work with governments, Fortune 500 companies, and global institutions informs the book's emphasis on clear frameworks and actionable steps for leaders navigating the AI era.

### IN THIS EXECUTIVE BOOK SUMMARY

- Understand how leaders turn AI strategy into measurable operational results
- Learn how to align tech investments with customer and employee needs
- Acquire methods to redesign workflows and decisions for transformation
- Find practical ways to embed innovation into organizational culture

## Introduction

For years, the term *digital transformation* has been mischaracterized as a technical initiative. But at its core, transformation means unlocking human and business potential at scale. It is the discipline of designing systems, workflows, and strategies that elevate how people work, how value is created, and how impact is sustained.

Transformation can and should serve everyone it touches. That belief is embodied in the concept ME Experience (MEx). MEx is the connective tissue between vision and value. When you prioritize the ME in every equation (the customer ME, the employee ME, the leader ME), you ensure that change is not just implemented but internalized. And when people feel the benefit of change directly, they carry its momentum forward.

The future is not just digital; it is personal. Lead through that lens, and you elevate the experience of everyone inside it.

### CHAPTER 1

## The Burning Platform

Digital transformation, when you strip away the buzzwords, is about reimagining how you deliver value. It's rethinking *what* you offer, *how* customers experience it, and *how* your organization operates behind the scenes to deliver it. The thread running through all of it is this: Make things simpler, easier, more relevant, and more human for your customer.

### Disruption as a Growth Lever: How AI and Emerging Tech Unlock New Models

When people hear the word *disruption*, their minds often go straight to the negative. But disruption isn't inherently destructive. When you approach it with the right mindset, disruption becomes a growth lever. It becomes a catalyst for innovation, simplification, and value creation.

AI is a big part of that picture. But digital transformation isn't about one shiny technology. It's about how we use a constellation of emerging tools, such as AI, automation, data analytics, and intelligent systems, to fundamentally change how value is created and delivered. And it's about changes in the business model and ways the business delivers value within the model.

The magic of AI isn't that it replaces people. It's that it *reorients* people. It clears the clutter, removes friction, and creates space for more meaningful, impactful work.

### AI-Powered Market Intelligence and Decision Velocity

One of the most powerful shifts with AI and emerging technologies is how they're fundamentally changing the speed and quality of decision-making. This is decision velocity: not just moving with speed but moving smart and with agility, making small and big changes happen with higher-velocity learning and adjusting based on the feedback loop from MEs.

The combination of speed and relevance—using AI to serve each ME with precision that makes every customer feel like the system was built just for them—separates leaders from laggards. It's the ability to see clearly, act decisively, and pivot quickly that creates lasting competitive advantage.

### CHAPTER 2

## Charting Your Course

If you're already leveraging AI tools and processes in your own workflows, then you know just how much time and effort these technologies can save you. Even in its most rudimentary forms, AI enables our human capacity. As the technology continues to evolve, so too will our ability to focus on what truly matters. When you apply AI and digital tools with a purpose, you unlock efficiency and transformation.

### Customer-Centric Visioning: The North Star Approach

If there's one principle that should guide every digital transformation effort, it's this: Start with the customer and work backward. Too many strategies begin with internal capabilities or competitive pressures. But true digital maturity means designing your approach from the perspective of the people you're trying to serve. This mindset shift, from inside out to outside in, is where transformation gets real.

This approach helps you see the whole picture and align every touchpoint to serve a coherent experience. It also demands that we treat every customer interaction as part of a larger relationship, not just a one-off transaction. For digital visioning to be customer-centric, it must consider what makes the experience lovable, not just functional.

Once you've defined what the customer experience should look like, AI becomes a powerful enabler. It can help personalize the journey, anticipate needs, and resolve issues before they escalate. But none of that matters if you don't have clean, connected, high-quality data. AI can't solve for a lack of clarity; it can only amplify what's already there.

The magic of AI isn't that it replaces people.  
It's that it reorients people.

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## Metrics That Matter in the Age of MEX

In a digital era when customers expect personalized experiences and individual attention, creating more reports is easy; the real challenge is using data to drive better decisions that genuinely enhance each customer's experience.

The metrics that truly matter show tangible business value, not just activity. Here are the most critical types of KPIs to track for your digital transformation in the age of MEX:

### 1. Customer experience and loyalty (the MEX thermometer)

These KPIs directly measure how well you meet customer expectations and build lasting relationships. By tracking these, you'll know if your efforts truly delight each ME customer.

- net promoter score (NPS)
- customer satisfaction score
- customer effort score
- customer churn rate
- customer lifetime value

### 2. Engagement and personalization effectiveness

These metrics show how well your personalized efforts resonate and drive desired actions. They reveal whether your tailored content and features truly capture each individual customer's attention and drive their engagement.

- personalized conversion rate
- personalized feature adoption rate
- engagement rate (per user/session)
- return visit frequency

### 3. Operational efficiency (enabling MEX at scale)

These KPIs ensure you deliver individual value efficiently, without breaking the bank. They help guarantee a seamless experience for every ME customer, even at high volumes.

- first-contact resolution rate
- average resolution time for personalized inquiries
- cost per engaged customer

### 4. Financial impact

Ultimately, these metrics show how your age of MEX strategies affect your bottom line. These are the numbers that

directly link your personalization efforts to your company's overall growth and profitability. The potential impact is significant, and the urgency to act is clear.

- revenue from personalized channels/offers
- return on personalization investment

These metrics directly connect to your bottom line and strategic goals, showing that data isn't just about more information but about smarter action and superior, individualized customer experiences in the age of MEX. As such, the metrics that matter must always reflect value.

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## CHAPTER 3

## Breaking Down Silos

If there's one constant in successful digital transformation, it's the structure and dynamics of the team driving it. It's the cross-functional alignment of people who understand the real work of the business and are empowered to reshape it together effectively.

When transformation fails, it's often because teams are built around hierarchy and oversight rather than collaboration and ownership. The most effective teams bring together voices from across the business. They reflect the full operating system of the company.

Empowerment is central for true cross-functional transformation. These teams must have the authority to make decisions, not just the permission to suggest them, regardless of whether you're building this capability from scratch or enhancing existing collaborative structures.

### Building Team Agility Through Psychological Safety

If you want speed, you need safety. That may sound counterintuitive, but in every successful digital transformation I've seen, the cultural foundation mattered equally as much as the technical framework.

No team can operate at full velocity without a shared sense of trust. When people fear consequences for speaking candidly or experimenting openly, innovation gets smothered before it even starts.

Too many transformation efforts falter because fear takes up too much space. People hold back, waiting to be told what to do. They become experts in looking busy rather than being bold. A culture that prizes perfection and punishes missteps is a culture that will struggle to evolve.

### AI Governance: The Cornerstone of Responsible Transformation

In any significant transformation effort, governance is the linchpin between ambition and execution. When you fold AI into the mix, the stakes are even higher.

The systems we deploy today go beyond automating tasks to shape decisions, influence behavior, and carry real consequences for individuals and communities. Without a thoughtful, deliberate governance model, even the best-intentioned AI initiatives can go off course.

As AI becomes more embedded in business operations, the challenge is in creating repeatable processes for data sourcing, model development, performance validation, and ongoing monitoring.

This kind of AI governance can't be a standalone function. It must be deeply embedded within transformation efforts, not layered on top after decisions have already been made.

It should operate as a set of guiding practices, visible and readily accessible to every team building, deploying, or relying on AI systems. And it must evolve continuously, just as the technology does.

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## CHAPTER 4

### Equipping Your People for the Digital Age

When it comes to building digital fluency across a team or an entire organization, most people start in the wrong place. If you want real change, if you want to actually equip people to thrive in a digital-first world, you have to start by defining what the future looks like and why it matters.

That's where True North comes in. It's not about where your team is today, but where *you need* them to be for the business to grow, adapt, and stay relevant.

You can't get there by asking, "What are we doing now, and how do we do it better?" You get there by asking, "Where is the business going, and what will we need to be capable of when we get there?"

### Using AI to Reveal Skill Gaps and Learning Needs

People don't always know what they don't know. And even when they do, they won't always say it out loud. That's where AI steps in as a layer that brings clarity to the gaps we can't always see or articulate.

By tracking real-time tool usage within your CRM, enterprise resource planning, collaboration platforms, and project management systems, you start to get a picture of actual digital engagement, not to count the clicks or log-ins but to understand how people interact with systems across time. And when you compare usage patterns with performance data, the real story starts to emerge.

### Mindset Over Metrics

You can have the best training program in the world, but if your people think it's a prelude to being replaced, they won't engage. The reality is that fear is one of the most persistent blockers to digital adoption, and much of that fear is inadvertently triggered by leadership language.

Too many transformation efforts still default to the vocabulary of efficiency: streamlining, automation, productivity gains. And while those may be valid business outcomes, they don't inspire confidence in your workforce. Efficiency is often heard as code for cuts.

Start by being deliberate in how you position AI. Make it clear that the goal is partnership, not replacement. AI doesn't take your job; it takes the grind out of your job. That message must be more than a slide in a town hall. It has to come through consistently from leadership, reinforced in day-to-day conversations and in the decisions leaders make.

### Redefining Performance for the AI Era

If you walk into most organizations today and ask about performance management, you'll probably hear some version of the same thing: a backward-looking review process, often conducted once or twice a year, focused on what someone did, how well they did it, and whether that aligned with a predefined set of goals.

But transformation work demands something different: skills such as agility, curiosity, collaboration, and a willingness to evolve. That's why performance in the AI era can't be measured solely by static metrics or outcomes. It has to reflect how people learn, adapt, and contribute in motion.

This is where AI becomes a powerful partner. When used thoughtfully, AI can surface signals of performance that

If there's one principle that should guide every digital transformation effort, it's this: Start with the customer and work backward. ”

traditional reviews miss entirely. Instead of looking only at end results, it can highlight patterns of behavior such as how someone engages with learning content, how they show up in collaborative workflows, how frequently they contribute to cross-functional problem-solving, or how they incorporate feedback into their work.

And when these insights are paired with real human conversations, they gain richer context. Managers can coach more effectively, spot burnout sooner, and help employees connect their day-to-day work to a broader sense of purpose.

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## CHAPTER 5

### Building a Culture of Innovation

Innovation isn't a job title, a department, or a short-term campaign. It's an operating system. And like any good operating system, it needs to run quietly, reliably, and consistently in the background of everything your organization does.

This becomes especially clear in this era when data, AI, and intelligent technologies are fundamentally reshaping what's possible. And those technologies that enable innovation today will themselves evolve rapidly. Build a culture of innovation not to chase the shiny new thing, but to innovate your processes and operations.

#### Where Innovation Begins

When you're serious about building a culture of innovation, your first instinct has to shift from building new features to uncovering the unmet needs of MEx. That starts with listening, not building. AI-powered analytics can help detect invisible signals: the phrases customers use when they hesitate, the points at which they abandon your process, the questions they repeat even after you think you've answered them. This is where innovation begins.

The same rigor needs to be applied to your employee experience. Innovation goes beyond the marketplace to how work gets done inside your walls. Your people are navigating your systems every day. If they're spending half their time working around the tools you've given them, or if the internal friction is so high that nothing moves without escalation, you don't have a technology problem; you have a trust problem.

When you combine these two lenses, customer and employee, you create a virtuous cycle. As you make life easier for your people, they serve your customers better. As your customers respond, your teams become more engaged.

#### Make Learning a Shared Habit

If you want innovation to last, it can't be a sprint. It has to be a rhythm. The real shift comes when learning becomes a *shared* habit. That's what separates pockets of innovation from a true reinvention culture. Leaders have to model it. Teams have to expect it. And the organization has to value it out loud.

Think of innovation like a muscle. If you only train it during emergencies, it won't be ready when you need it most. But if you exercise it regularly, with small experiments, deliberate rituals, and visible reflection, it becomes second nature.

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## CHAPTER 6

### Demystifying Emerging Technologies

Many of the most impactful technologies live in the background. They don't draw attention to themselves, but they quietly carry the weight of the business. When they're designed well, no one notices. When they aren't, everything else starts to wobble.

#### Making AI Decisions Transparent and Defensible

If there's one word that separates useful AI from impactful AI at scale, it's trust. This means not just technical confidence or low error rates but trust in the full sense of the word: trust from regulators, your board, your customers, and the people who use the systems every day. Trust, after all, is built on understanding. And in the era of intelligent automation, that's where explainability comes in.

Explainable AI means pulling back the curtain and making sure that for every recommendation, prediction, or automated decision, a human can understand how it was made. That includes knowing what data went in, how the system processed that data, and what logic led to the result.

Explainability is essential for internal adoption. If teams don't

understand how an AI model works, they're unlikely to use it; or worse, they'll rely on it blindly. Both are dangerous.

### Beyond the Curve: Redefining Competitive Advantage

While many organizations are still catching up to today's AI capabilities, the most transformative breakthroughs are already taking shape beyond the edges of mainstream adoption. These are foundational shifts, ones that promise to redefine how work is done, how value is created, and how companies compete in the decades ahead.

To lead effectively in this new era, leaders must understand not only what these technologies do but how they change the rules of the game.

### How to Evaluate Emerging Technologies with Purpose

When leaders face the onslaught of emerging technologies, the natural instinct is often one of two extremes: Either chase every shiny object or retreat behind the comfort of "wait and see." Neither approach works, not when the pace of change accelerates faster than traditional planning cycles.

The question is which technologies can reshape your business, and what strategic role they play in that evolution. To answer that, you need a clear lens for evaluation. Ask yourself:

- Does this enable entirely new revenue streams?
- Does it deliver a breakthrough in efficiency?
- Does it help mitigate existential risk while improving the experience for each individual ME we serve, whether customer, employee, or partner?
- Does it open the door to a fundamentally better customer or employee experience?

Once you've clarified potential value, the next filter is timing. Not every technology needs to be acted on immediately. But it does need to be watched with intent. To assess readiness, evaluate time to value and ask: How long before this capability pays off? And don't overlook organizational readiness: Do you have the talent, systems, and cultural posture to adopt it well?

### Infrastructure and Modularity

If strategy is the why and technology is the what, infrastructure is the how. It's the invisible scaffolding beneath your business that determines whether innovation takes root or

slides into chaos. And the truth is, most organizations are still trying to plant future-ready ideas in yesterday's soil.

The biggest misconception in digital transformation is that it's about buying the latest software. It's not. The real challenge is architectural. Modular infrastructure is the solution. It doesn't mean buying the latest software or layering on more tools. It means designing your systems in blocks that can be replaced, upgraded, or scaled independently.

So if you're serious about transformation, don't just look at *what you're building*. Look at *what you're building on*. Start by identifying a core human activity or workflow in your industry and ask a challenging question: How can we use intelligent technology to own the entire customer journey, from start to finish? That is the ultimate goal of business transformation.

## CHAPTER 7

### Data-Driven Decision-Making

Many organizations invest in sophisticated tools and talented teams. They plan for machine learning, computer vision, and intelligent automation, whether implementing these capabilities for the first time or enhancing existing systems. But they don't stop to ask whether their data is actually ready to support any of that.

The hard truth is, most of the friction you're feeling—delayed timelines, inconsistent reporting, or stakeholder confusion—isn't because your tech stack is underpowered. It's because your data is unprepared. This isn't just a technical issue; it's a leadership issue.

### Clean Data, Clear Decisions

If you want to move fast without breaking things, your data needs to be trustworthy, accessible, and structured from the start. That only happens when leaders make it a priority.

Reliable data reduces friction across the enterprise. When teams trust the numbers, they stop second-guessing each other. They spend less time reconciling and more time executing. Meetings shift from debates over accuracy to alignment around action. And when that happens, you create real business velocity—the kind that compounds.

But none of this is possible without governance: lean, purposeful, clearly defined processes that ensure your most critical data is always accurate, consistent, and well understood. Data governance, when done well, becomes the

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invisible architecture that allows your organization to move with speed and precision. It's the connective tissue between vision and execution.

### Privacy, Security, and Responsible Access

Data only delivers value when it is trusted. That trust is not earned through accuracy alone; it stems from protection. In today's hyperconnected world, data underpins customer relationships, employee confidence, and organizational integrity. This makes data security and privacy both a technical responsibility and a strategic priority.

To lead effectively in this environment, leaders must cultivate stewardship. When customers believe their information is handled responsibly and employees trust the systems around them, momentum accelerates. Innovation can't thrive in an atmosphere of hesitation.

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## CHAPTER 8

### Identifying New Business Models

Too often, businesses chase improvement when what's required is reinvention. Business model innovation starts by asking different questions through a MEx lens. What if the entire journey could be rebuilt to remove friction, accelerate decisions, and deepen loyalty? What if the value a customer receives isn't defined by the product alone but by the experience wrapped around it? These MEx-driven questions are the foundation for the next era of growth.

#### Reinventing from Within

Start by identifying the pain points that keep surfacing inside your own organization. Where are teams slowed down? Where do customers get frustrated? Where do the same workarounds show up again and again?

This shift in thinking requires a new lens. Stop asking what you can build *for* the market and start asking what you've already built *inside* that might be valuable to the market. Ask where your internal strengths could become modular services. What's invisible today that, if surfaced and structured, could become a competitive advantage?

### Business Models Built for Motion

Innovation is not a one-time event. It's a system of behavior, repeated, refined, and reinforced at every level of the business. Modern business models are defined by how well they adapt. They translate customer signals into action, transform friction into opportunity, and respond to complexity with clarity.

That's what ME x ME makes possible: an operating model designed around individual relevance, delivered at enterprise scale. At its core, it combines two powerful forces: personalization for the individual and scale for the enterprise. This is the intersection where modern business models are born. The ME customer doesn't want to browse dozens of irrelevant options. They want immediate relevance, predictive service, and seamless resolution. They want to feel seen, heard, and valued in every interaction, across every channel, without repetition or delay.

And the second ME? That's your company, reflecting a clear, data-driven understanding of each individual's needs. Together, these two forces create a multiplying effect. One amplifies the other. That's the power behind ME x ME.

The challenge ahead is to move beyond imagining what's possible to building the systems that make it inevitable. That begins with bold questions, fast experiments, intelligent tools, and a deep commitment to serving the customer better than anyone else.

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## CHAPTER 9

### Modernizing Existing Business Models and Processes

The work of modernization rarely begins with a technology decision. Instead, it begins with a mental model. The most significant transformations I've seen began with a shift in how leaders viewed the business itself. That shift required letting go of long-held assumptions that had quietly calcified into barriers.

#### Unlearning Expertise

One of the most difficult challenges in any modernization effort is convincing a successful organization that change is

necessary. High performance creates its own gravity. The more experienced and competent a team becomes at doing things the established way, the harder it becomes to imagine any other way of operating.

This requires a different type of leadership, not only in vision but in humility. Leaders have to create the conditions for the organization to rethink its habits.

### Mindsets That Scale

Technology can enable change, but mindset is what sustains it. Modernization, at its core, is a leadership mindset shift. And without it, nothing scales.

One of the most important mindset shifts is moving from perfection to learning velocity. Many companies still operate with a perfection mindset, where the safest way to lead is to avoid visible mistakes. But this leads to delay, risk aversion, and a false sense of safety. When progress is measured by how few things go wrong, innovation slows to a crawl.

Another mindset shift involves how authority and action flow through the organization. Traditional models rely on top-down mandates. But in fast-moving environments, those layers slow things down. The knowledge required to solve a problem often lives closest to the problem itself. Empowering teams at the edges to act on that knowledge, experiment with solutions, and share results is essential.

These shifts don't happen overnight. They require intention and consistency. And at the heart of all of this is MEx. Every transformation, whether cultural, technical, or strategic, comes down to how individuals engage with change. When leadership models MEx thinking, prioritizing individual employee needs (ME) while building enterprise capabilities that scale learning and innovation, transformation accelerates across the organization.

### AI as MEx Architect

Every brand is competing to be easier, faster, more relevant, and more helpful. And increasingly, the difference between a good experience and a great one comes down to whether a customer feels known, anticipated, and cared for. This is where AI delivers its most meaningful impact: as an architect of intelligent, proactive experiences.

Rather than reacting to customer needs as they arise, leading organizations are designing systems that can sense those needs ahead of time. AI makes that shift possible because it can analyze subtle behavioral cues, detect patterns, and identify moments of friction before the customer ever raises their

hand. When applied strategically, this ability transforms support models from reactive to predictive and turns moments of potential churn into opportunities for lasting loyalty.

AI allows you to meet your customer not just where they are but where they're going. It invites you to anticipate needs before they become problems and to design experiences that evolve with the individual over time. When applied with care and creativity, it transforms every interaction into a moment of affirmation: You are seen, your time matters, and your experience has been built with you in mind.

### Invisible Intelligence

The most powerful advancements in AI often don't announce themselves. They don't arrive with a big unveiling or a change in branding. They emerge in the background, woven into the flow of daily work, making everything feel simpler, faster, and more personal.

This is the essence of invisible intelligence: designing systems that anticipate needs, reduce friction, and adapt to the person on the other end, quietly and intuitively. When AI is used well, the experience doesn't feel more technical; it feels more human.

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## CHAPTER 10

### Championing Change from the Top

More than 75% of failed transformation efforts stem not from technical limitations, but from a lack of leadership buy-in and a deep fear of failure inside the organization. The alternative begins with mindset. Growth-minded leaders lean into challenges, welcome uncomfortable feedback, and treat setbacks as essential steps in the learning process.

Growth-minded leadership makes "everybody wins" inevitable: employees innovate without fear, leaders build organizational resilience that compounds over time, and customers benefit from relentless improvement.

### The Key Signs of Transformation

Transformation shows up in the small but unmistakable changes in how people meet, speak, measure progress, take risks, and collaborate across boundaries. A company is truly transformed when these five signals become visible and consistent:

- The meeting room becomes a workshop
- The language reflects shared ownership

- The metrics prioritize momentum over maintenance
- Failure becomes a learning input
- Structure gives way to network

### Leading with Clarity and Consistency

We've never had more ways to communicate, yet we're facing a crisis of clarity. Leaders are speaking louder, sending more emails, hosting more all-hands, but somehow their message still isn't landing. And when a transformation effort lacks clarity, it doesn't matter how hard people work. It's like sending a team onto the field without a scoreboard. They're moving, they're sweating, but they have no idea if they're actually winning.

The fix isn't more communication but rather more *meaningful* communication. Alignment is a discipline. A leader's job is to be the bridge over the raging river, not just to hand out more driftwood. So how do you build that bridge?

1. **Start with the “working backward” memo:**  
Write a two- to three-page memo that describes the initiative as if it's already complete.
2. **Define and measure the MEx:**  
Transformation does not become real until it becomes personal. It must be experienced by ME across every level of the organization.
3. **Create a weekly cadence of clarity:**  
Change takes rhythm. Leaders should create a weekly cadence where they highlight small wins, surface insights, and remind teams of the why.

Ultimately, leading through transformation isn't about having all the answers. It's about becoming the chief storyteller—the one who defines the vision, outlines the path, and

celebrates the progress. You're the person who makes the invisible visible, who makes strategy feel real, and who reminds every ME why their work matters.

### Conclusion

Digital transformation is a continuous shift in how organizations define value, create momentum, and sustain relevance. At the center of this shift is a fundamental rethinking of success. What defines success today is clarity of purpose and the ability to move with direction and precision.

Every transformation starts with the decision to take just one meaningful step forward: one shift in mindset, one improvement to a process, one choice to act with greater clarity. When teams trust the foundation beneath them, they can move with conviction. When customers feel seen, they stay loyal. When employees are empowered, innovation compounds sustainably.

Whether your role is in the C-suite, on a transformation team, or leading a product function, the opportunity ahead is clear: Lead with intent. Ask sharper questions. Treat data as a design material. Build for speed and resilience. And most of all, anchor your strategy in the people you serve both inside and outside your organization.

The future favors the leaders who are ready to experiment, ready to listen, and ready to act. You don't need to have every answer before you begin. You just need to start. Make the first change. Open the first conversation. Launch the first test. And then learn fast, share what works, and keep going.



**Matt Domo** is a technology leader and future architect known for turning complexity into clear, actionable strategy. As cofounder of Amazon Web Services' Database Division, he helped pioneer cloud computing and shape a multibillion-dollar market. He has advised organizations including the United Nations, Verizon, HP, Stanford University, and the US Space Force on digital transformation and artificial intelligence. Recognized as a top visionary entrepreneur and AI leader, Domo focuses on helping organizations navigate disruption, reimagine business models, and accelerate decision-making with AI. He is dedicated to helping leaders build resilient, future-ready organizations.

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