



Your partner  
in progress

# Trust in AI

Actions and attitudes  
around AI adoption

**Executive summary**





# Foreword



**Susan Taylor Martin**  
Chief Executive, BSI

There are many questions associated with the Artificial Intelligence (AI) transformation society is experiencing. One thing that is not in doubt is that AI will shape the future of society and the way in which organizations operate. At BSI, our belief remains that AI has the potential to change lives for the better, make a positive impact on society, and accelerate progress towards a sustainable world. We also recognize that this will not happen automatically and that all of us have a role to play in establishing the guardrails to ensure AI is indeed a force for good.

Organizations are at the heart of that. As our research shows, many are investing in different AI tools and excited about the prospect of how this technology will shape the future of work. It is instructive that three quarters of business leaders globally (76%) state that organizations will be at a competitive disadvantage if they do not invest in AI. Equally, the fact that 84% agree that employee buy-in is important for the success of rolling out AI in business shows an awareness that the AI transformation must be a collaboration so that it delivers for all.

By the same token, it is welcome to see 93% of business leaders globally recognize the importance of safety and an ethical approach to AI. There is no doubt that there is an enormous opportunity for organizations – especially those at the vanguard of AI adoption – to support and shape an AI ecosystem in which trust is a cornerstone.

What became clear from our research is that some organizations, and some markets and sectors, appear well positioned to take up that role. Yet while our International AI Maturity Model shows diverging paths thus far on AI, its mass adoption and integration into all parts of work and life is a marathon, not a sprint. Success is not about being first, but building trust for the long term.

Our findings set out practical steps that can be taken, including the value of long-term thinking, and a recognition that AI will support overall business strategy and will become integral to it. Equally, we note that for those organizations that are already realizing the benefits of AI, there

is a powerful opportunity for them to inspire wider society by sharing what they are already achieving.

Lastly, we highlight that cross-border collaboration can offer vital protections for our AI future while also enabling innovation. From the launch of the AI Management system standard ([BS ISO/IEC 42001](#)), BSI's role in the AI Standards Hub, and our progression to becoming an AI Notified Body, BSI is committed to playing a role in facilitating that collaboration, in order to build trust, in the safe and ethical use of AI.

# Executive summary

## Topline results

BSI's International AI Maturity Model represents organizational confidence and readiness for AI adoption. It considers actions organizations are already taking, as well as attitudes, plans and expectations.

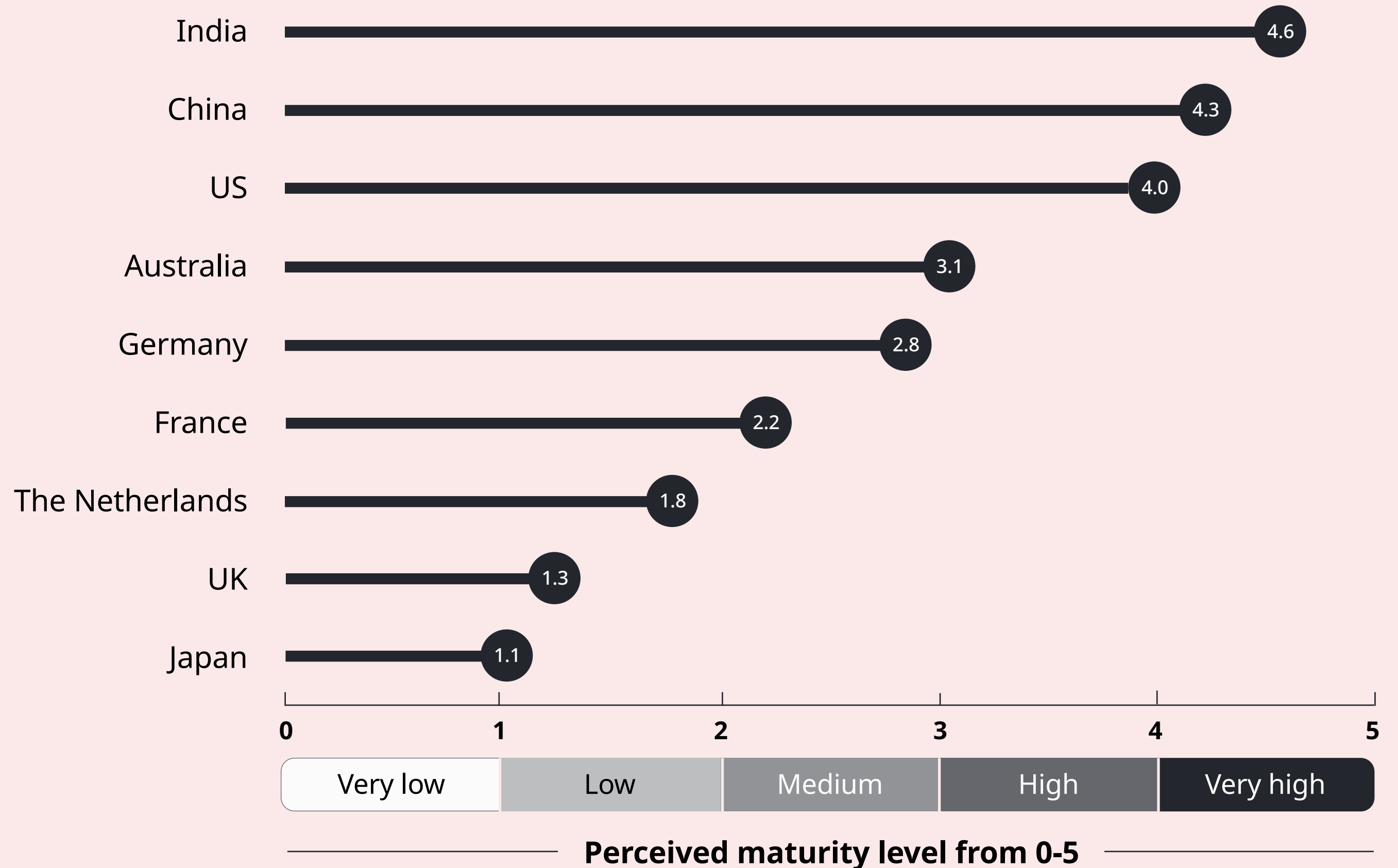
Based on our research, consulting 932 business leaders spread across nine global markets and seven sectors, we averaged out the responses to a variety of topics from AI investment to AI training to provide a score between one and five. The scores give an indication of perceived maturity, presented in the following results:



## BSI's International AI Maturity Model

Aggregate scores across 15 different categories, including investment, training, trust and communications.

Market      Sector      Organization size



Click the buttons at the top to see results by market, sector and organization size.

Continue to Analysis

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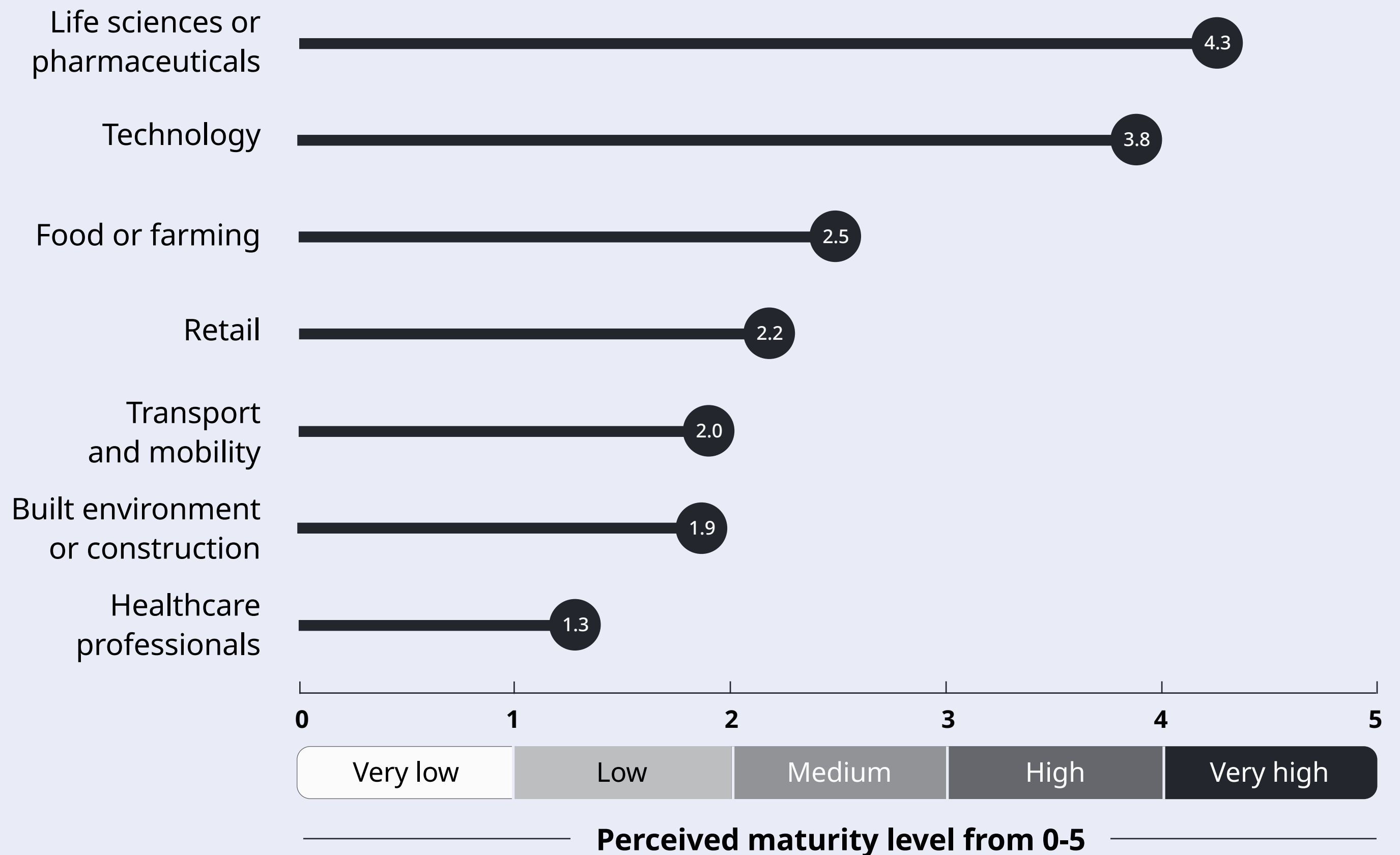
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Market

Sector

Organization size

### Organization sizes:

Large = 1000+ employees

Medium = 250 - 999 employees

Small = 0 - 249 employees

Large

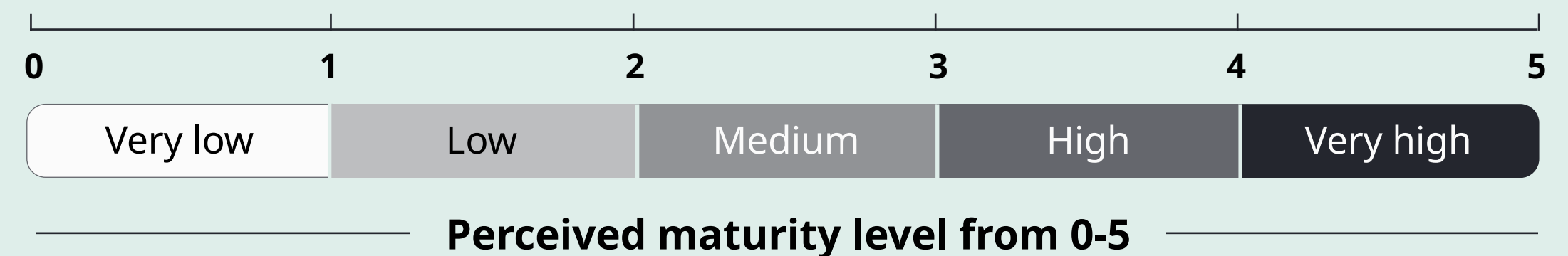
2.3

Medium

2.7

Small

1.1



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# Analysis

- AI engagement and adoption is happening at pace, but not necessarily consistently around the world or across sectors – however being more mature and trusting of AI now is not necessarily a guarantor of success.
- Findings may be shaped by interpretation of survey questions or wider personal or societal attitudes towards AI – for example whether AI has been made a strategic growth priority by government, as in China, or whether it is connected with a jobs boom, as in India.
- In countries with a more risk-focused media, such as the UK, there may be a natural inclination to caution. Other places have a stronger heritage of embracing innovation, like the US.
- The data indicates a divide between industries concerned about the impact of AI on jobs (for example healthcare) and those that feel AI can enhance operations, such as life sciences.
- Larger organizations are more AI mature than smaller ones, likely given the greater resources they have to support investment, management and training.

## 81%

of business leaders state their organization is already investing in AI

## 78%

of business leaders say they have greater trust in AI than a year ago

## 89%

of business leaders believe offering training to ensure safe, ethical and effective use is important

- There may be upsides to being less mature at this stage of society's AI shift - relentless optimism could detract from mitigating potential risks.
- Wherever an organization is on its AI journey, trust will be at the core of enabling people to use the technology effectively.





# Key takeaways

The data identifies steps organizations can take in order to shape trust in AI across their ecosystems and wider society, so it can be realized as a force for good.

## Think long-term:

Look at AI as part of your wider business strategy.

## Businesses and policymakers should collaborate across borders:

Innovate with AI, but do so safely.

## Lead and inspire:

Set the standard for an AI future in which the technology is a force for good.

## Move from intention to action:

Instil trust in AI by clarifying priorities and accelerating progress towards them.





# Shaping AI together

**BSI is supporting governments, organizations, NGOs and other stakeholders to ensure the safe, secure and responsible use of AI,** for example:

- Publication of the international standard (BS ISO/IEC 42001) - a first-in-kind AI management system designed to assist organizations in responsibly using AI
- Working towards designation as a Notified Body for AI-enabled products
- Working alongside government organizations and international stakeholders to support AI safety and trusted innovation
- A package of measures including training and certification to ISO/IEC 42001
- AI strategy and data governance services

**[Explore the detail behind these findings in our full report](#)**







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