



Routinize growth in your
company

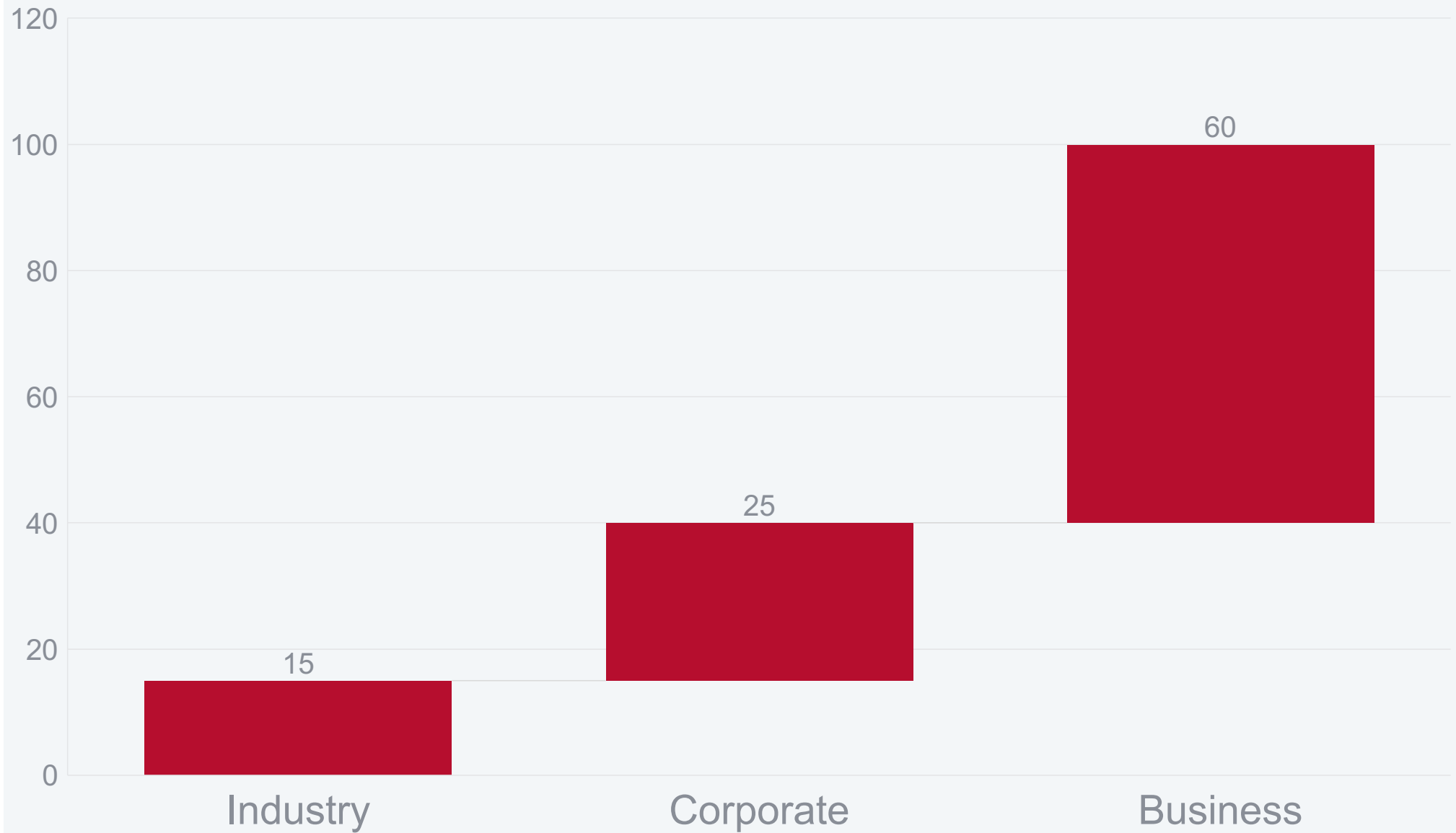
Professor Markus Perkmann

What do we know about growth?

Firm performance is explained by

- (a) Industry 15%
- (b) Corporate 25%
- (c) Business 60%

Contributions to firm performance



Management practices: monitoring, targets, and incentives

20% of variation in productivity



Innovation: building a corporate acceleration machine

- Sourcing opportunities
- Selecting opportunities
- Early development
- Supporting development




AI integration into your service & production process

TABLE 3. Industries with the highest and lowest AIIE measures

Rank	Highest scoring	Lowest scoring
1	Securities, commodity contracts, and other financial investments and related activities	Support activities for crop production
2	Accounting, tax preparation, bookkeeping, and payroll services	Services to buildings and dwellings
3	Insurance and employee benefit funds	Foundation, structure, and building exterior contractors

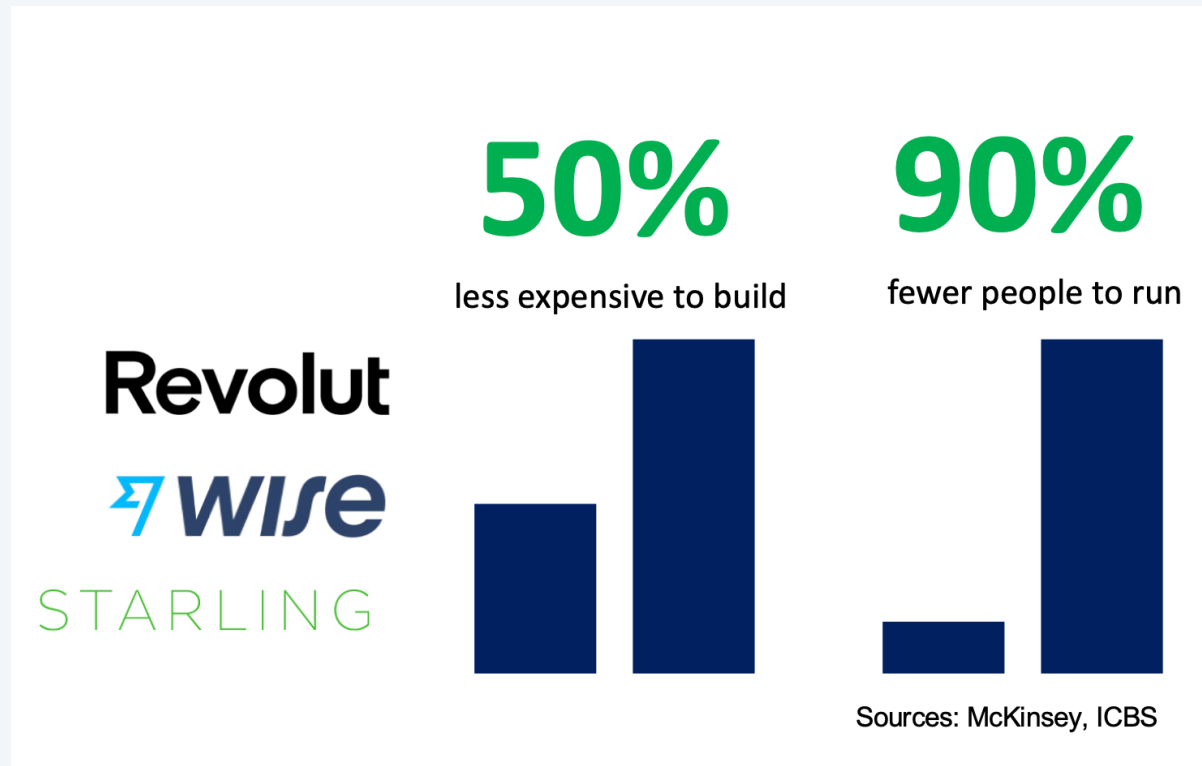
Felter et al 2021



Retail Salespersons	
Job Ability	Ability, % Total Job Requirments
Oral Expression	5.9%
Oral Comprehension	5.4%
Speech Recognition	5.0%
Speech Clarity	4.3%
Problem Sensitivity	3.9%
Written Comprehensi	3.4%
Written Expression	3.4%
Near Vision	3.4%
Information Ordering	3.3%
Deductive Reasoning	3.3%

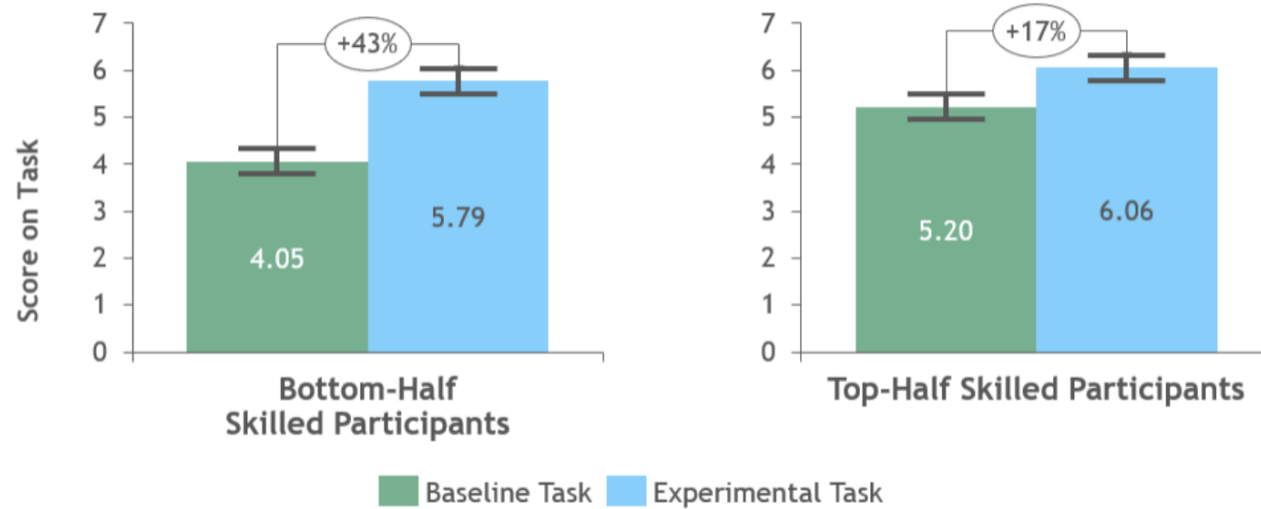
Evercore ISI

Using AI for driving productivity



Acknowledgement: David Shrier

Task improvement when using AI



Dell'Acqua et al 2023: "Experimental task" is with AI use

Conclusions

1. Growth depends on the quality of the organization (80%)
2. Key is to create high-quality routines that are bigger than single initiatives
3. Examples
 - a) High-quality practices for rewarding employees and creating/following targets
 - b) Innovation and acceleration
 - c) AI-driven productivity gains

