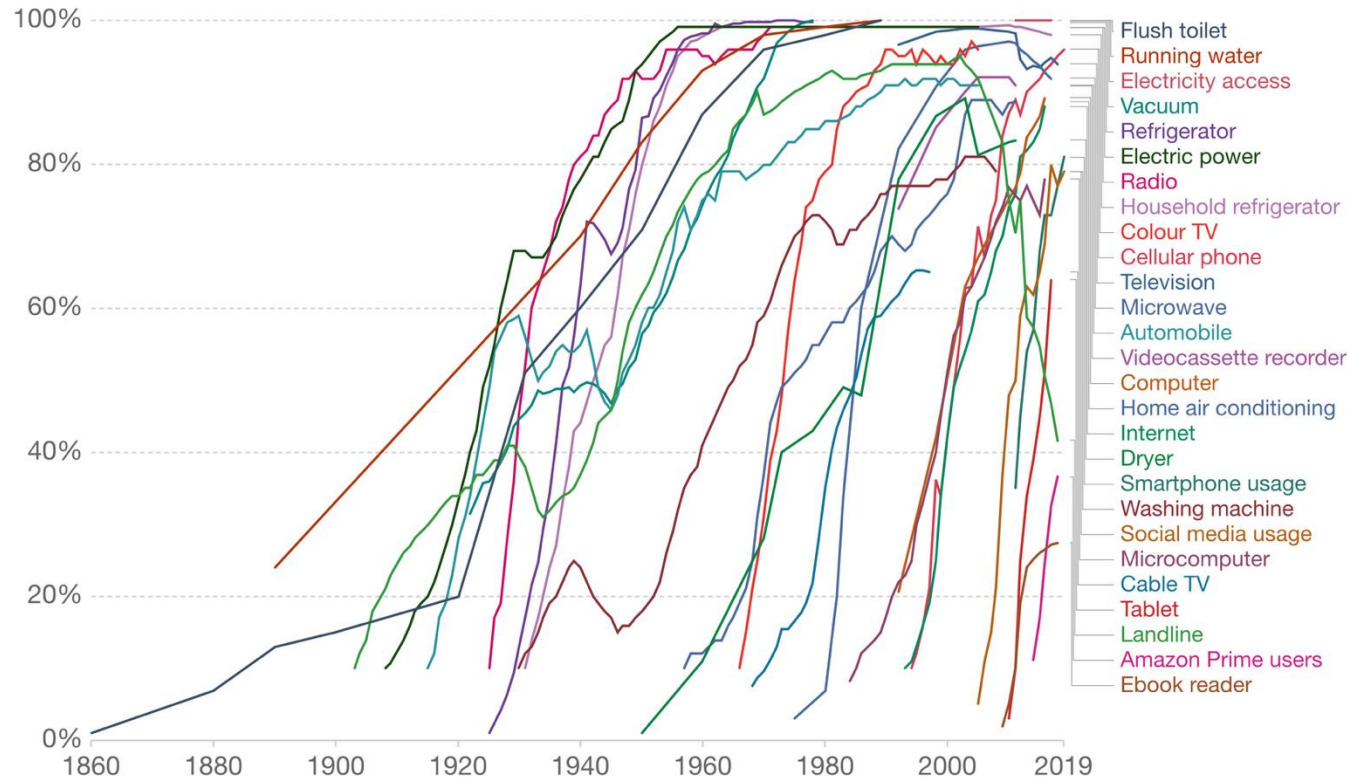# Becoming AI-augmented organisations

Giovanni Piccirilli
CTO – RTL NL

RTL

Technology adoption

Share of US households using specific technologies, 1860 to 2019

Our World in Data

Flush toilet
Running water
Electricity access
Vacuum
Refrigerator
Electric power
Radio
Household refrigerator
Colour TV
Cellular phone
Television
Microwave
Automobile
Videocassette recorder
Computer
Home air conditioning
Internet
Dryer
Smartphone usage
Washing machine
Social media usage
Microcomputer
Cable TV
Tablet
Landline
Amazon Prime users
Ebook reader

Source: Comin and Hobijn (2004) and others
Note: See the sources tab for definitions of adoption rates by technology.

OurWorldInData.org/technology-adoption/ • CC BY
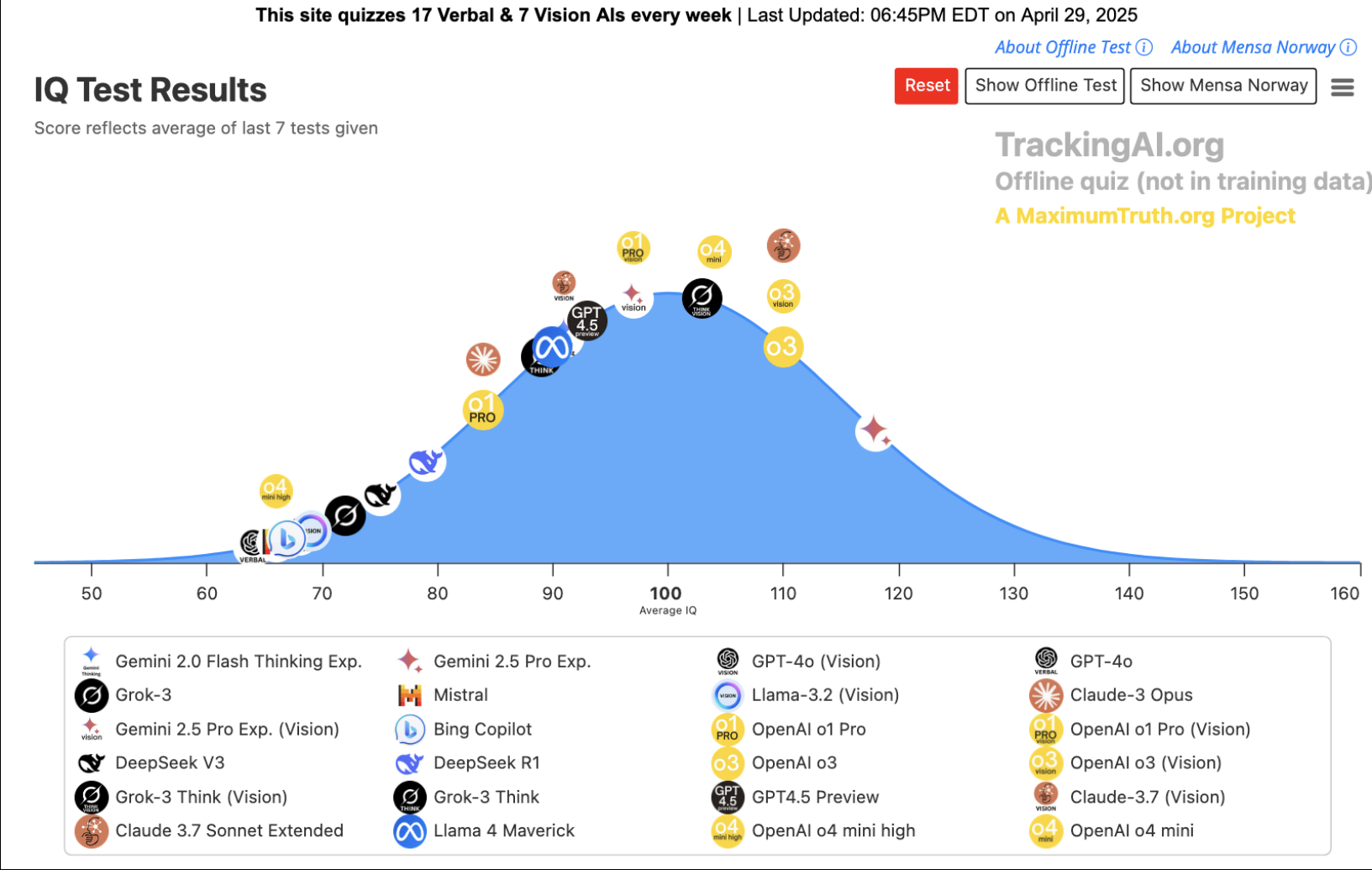
ChatGPT
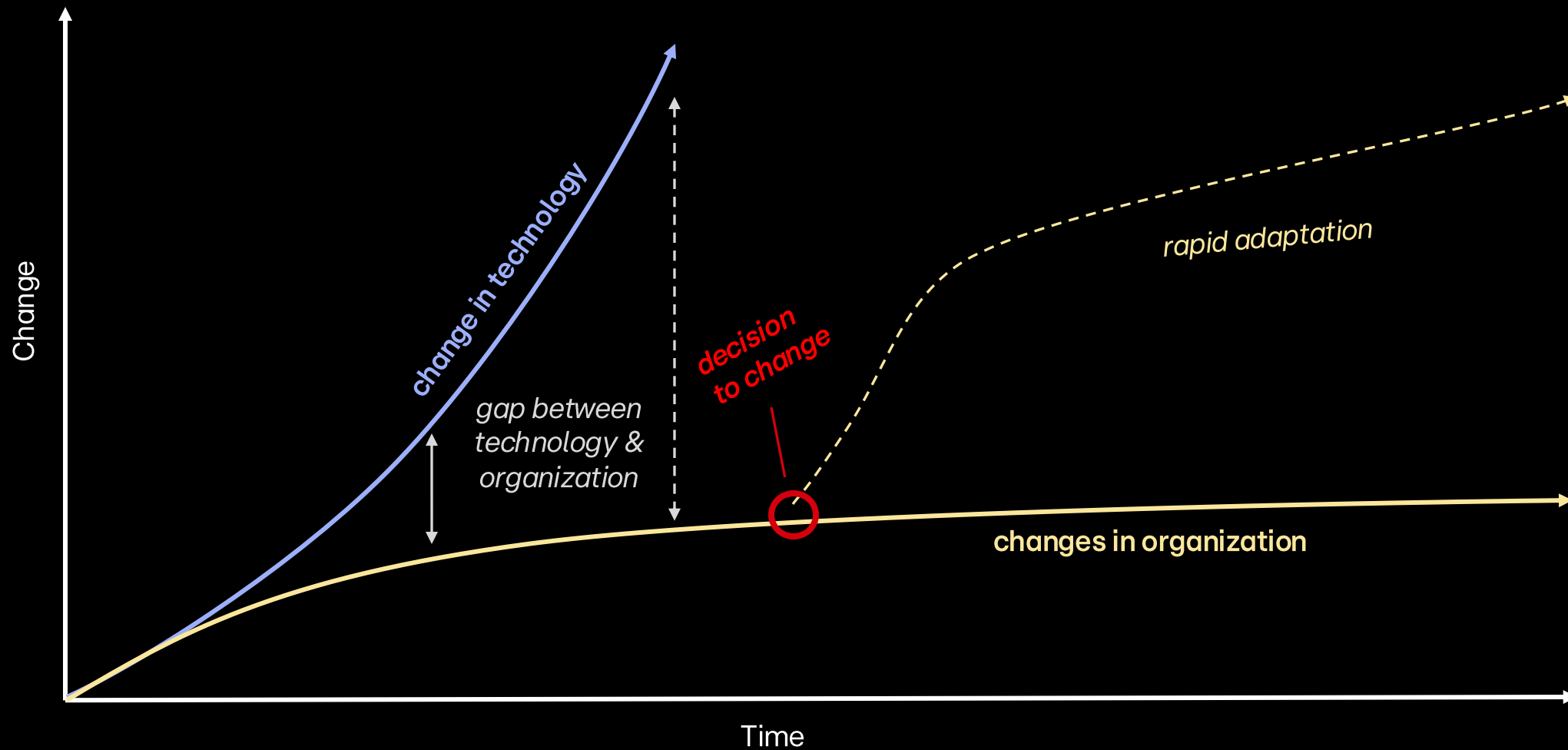## 1M users
within 5 days from its launch in 2022

2

Deep Research

This site quizzes 17 Verbal & 7 Vision AIs every week | Last Updated: 06:45PM EDT on April 29, 2025

About Offline Test ⓘ   About Mensa Norway ⓘ

IQ Test Results

Score reflects average of last 7 tests given

Reset | Show Offline Test | Show Mensa Norway | ☰

TrackingAI.org
Offline quiz (not in training data)
A MaximumTruth.org Project

Average IQ

Legend			
Gemini 2.0 Flash Thinking Exp.	Gemini 2.5 Pro Exp.	GPT-4o (Vision)	GPT-4o
Grok-3	Mistral	Llama-3.2 (Vision)	Claude-3 Opus
Gemini 2.5 Pro Exp. (Vision)	Bing Copilot	OpenAI o1 Pro	OpenAI o1 Pro (Vision)
DeepSeek V3	DeepSeek R1	OpenAI o3	OpenAI o3 (Vision)
Grok-3 Think (Vision)	Grok-3 Think	GPT4.5 Preview	Claude-3.7 (Vision)
Claude 3.7 Sonnet Extended	Llama 4 Maverick	OpenAI o4 mini high	OpenAI o4 mini

Trackingai.org

Image functionality

Voice functionality

but what GPT4 did, it accessed Task Rabbit

https://tinyurl.com/2w7npwyc

Martec's law

Change

change in technology

gap between technology & organization

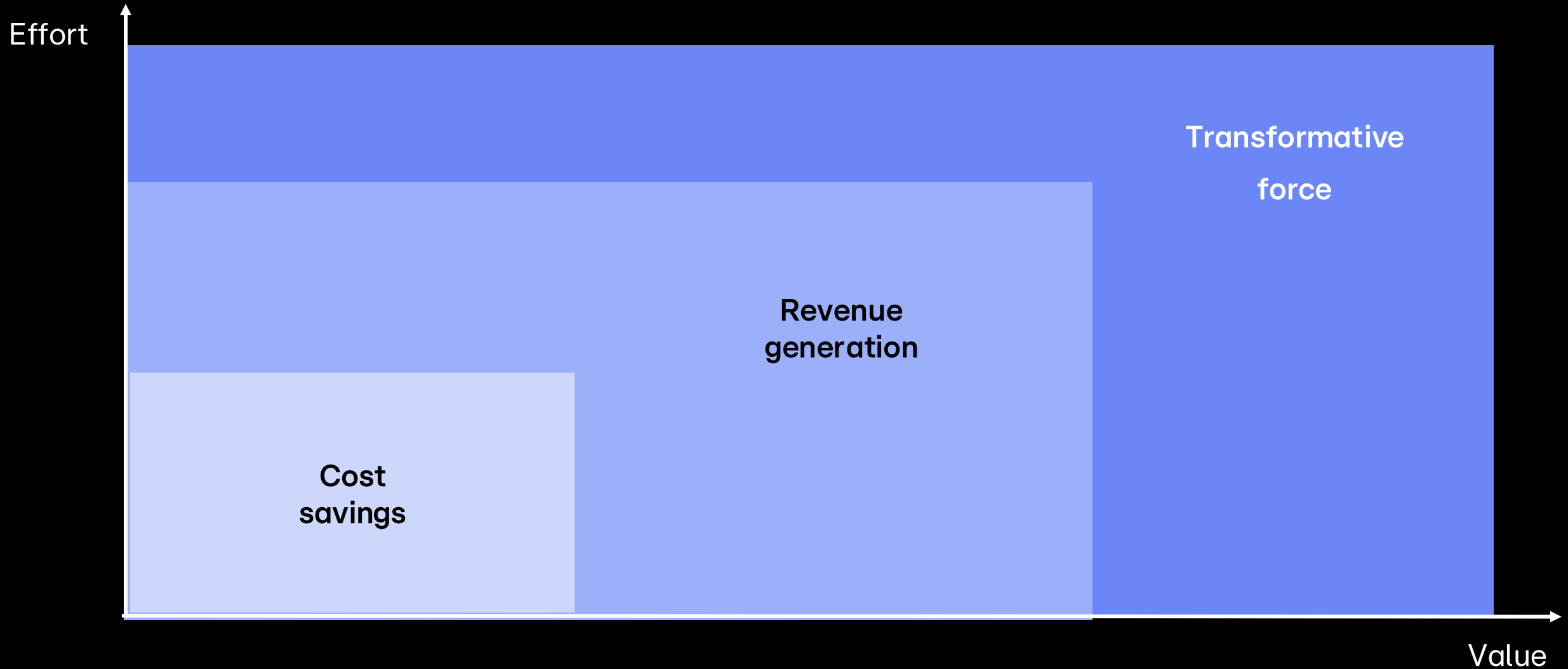decision to change

rapid adaptation

changes in organization

Time

Three horizons in AI transformation

IDEAS USED TO BE CHEAP
AND EXECUTION EXPENSIVE

but now

IDEAS ARE THE MOST VALUABLE
AND EXECUTION IS CHEAP

Leaders must take care of their people in this transformational moment
(upskilling, reskilling or other...)

There are emotional, ethical, and cultural consequences

Employees must stay curious, learn and grow their partnership with AI

Thank you!