



r.Potential



The problem

**Over \$3 trillion in CAPEX is committed to mass-produce intelligence by 2030
BUT the bottleneck for enterprises isn't supply; it's the allocation of it into real work**



Core elements



Proprietary **Global
Labor Intelligence**
graph



Introducing **Units of
Potential & Return**
on Potential metrics



**The Chief Potential
Officer**
1st digital c-suite executive



Providing strategic clarity to the c-suite

Return on Potential



Return on Potential case study


Analyzed **1,900 companies**,
employing **~100 mn people**,
>\$51 trillion revenues

KEY FINDINGS

- A combined Full Potential of \$12.5 trillion
- **1%** of their collective potential creating **\$125 bn** EV

The scale of
opportunity is substantial

Global delivery engine

 r·Potential
identifies the **need**



THE ADECCO GROUP

serves as the initial
distribution engine

Customer benefit

More accurate,
personalized insights

Potential efficiencies

AI supplier benefit

Fuel demand and
channel the way
AI agents are implemented
to drive adoption

**Unlocking the
massive opportunity
from workforce
reconfiguration with
the Adecco Group**

Value proposition

Benefits to Enterprises



Begin with
“what do we
need?” vs. “what
have we bought?”



Precise,
company-specific
opportunities for
incremental value



Deploy AI which
gains clients’ trust
to have autonomy
over business
functions



Drive a
demand-driven
AI supply chain vs.
one based on hype