

AI's Simplicity Illusion

Download and read *Insight for Global Leaders No. 2 (2026)* on Artificial Intelligence.



June 1, 2026

Inside this special annual edition, business leaders will find thought-provoking, research-based insights for managing change in a world shaped by AI, geopolitical uncertainty, sustainability pressures and shifting customer expectations.

Our main AI report covers:

- How to turn GenAI gains at the individual level into firm-level impact, which entails building a stack of organization-specific capabilities on top of foundation models.
- Predicting the ways AI might upend the offshoring of global knowledge work.
- Tips for a sensible rollout of AI in organizations, which, like any change management process, can get messy if not handled well.

You'll also find a range of other topics:

- A framework for navigating PLUTO times (Polarized, Liquid, Unilateral, Tense and Omnirelational).
- Real-life learnings from companies on the leading edge of business, such as TSMC, Patagonia and Haier, and featuring a revealing conversation with IKEA's first non-Swedish CEO, Juvencio Maeztu.
- How to cultivate a sense of proximity in distributed and decentralized teams for innovative results, inspired by the ever-changing Snarky Puppy jazz-funk collective.
- Ways to overcome resistance and win support for new ideas, through entrepreneurial framing.

- Discover the pillars of data-driven pricing success.
- As the EU Circular Economy Act comes into effect, this is what it means for supply chains and operational practices. Hint: It involves a lot more than just recycling.
- Read what athletes have to say about making decisions under pressure and managing the passions involved in sports, which is not just a game but serious business.

This magazine offers a strategic “airplane view” of today’s toughest management challenges, grounded in human-centered leadership.

It helps readers cut through complexity, make better decisions and lead with purpose, resilience and impact.

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