



ARTIFICIAL INTELLIGENCE

INSIGHTS FROM NEBRASKA BUSINESS LEADERS

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EXECUTIVE SUMMARY

Lutz gathered insights from business leaders in Nebraska across various industries to assess their organization’s readiness for artificial intelligence (AI). The findings reveal cautious optimism, with many companies kicking the tires on AI and exploring use cases but facing challenges in strategy, expertise, and infrastructure. What we discovered reflects the thoughtful, measured approach that defines Nebraska business: embrace change, but do it right.

ADOPTION + STRATEGIC ALIGNMENT

Half of respondents indicated that they have a **somewhat defined strategic plan** and know how technology fits into it, while **only 30% expressed clear alignment with technology**. According to a national study done by Gallup, **only 22%** of U.S. workers agree that their **organization has communicated a clear strategy for integrating AI into their business processes (3)**. These findings highlight a large gap in strategic clarity, not only in the state of Nebraska, but also in the U.S. It underscores the need for organizations to better align their business strategies with technology, AI integration, and core processes to remain competitive and future ready.

The majority of respondents to our survey are testing a few AI use cases while **17% aren’t using AI at all**. Gallup’s study also shares that 7 out of 10 employees nationwide never use AI at all (2). In addition, the largest study of consumer use of AI done by OpenAI shares that only 30% of ChatGPT’s current usage is work-related (1). All of this data shows us that most organizations are in the early stages, indicating growing interest but limited implementation.

Leadership Role

Just 27% of leadership teams have a strong understanding of the role AI plays in their company. Meaning, 73% of leadership teams have minimal to basic awareness and aren’t deeply informed. This suggests a need for education and strategic alignment. Gallup’s study notes that employees are three times more likely to feel prepared to work with AI when there’s a clear plan in place (3). Leadership needs to take the reins to drive value and adoption.



22%
of U.S workers agree their
organization has a clear
strategy for integrating AI



17%
of respondents
aren’t using AI
at all



27%
of leadership strongly
understand the role AI
plays in the company

AREAS OF USE

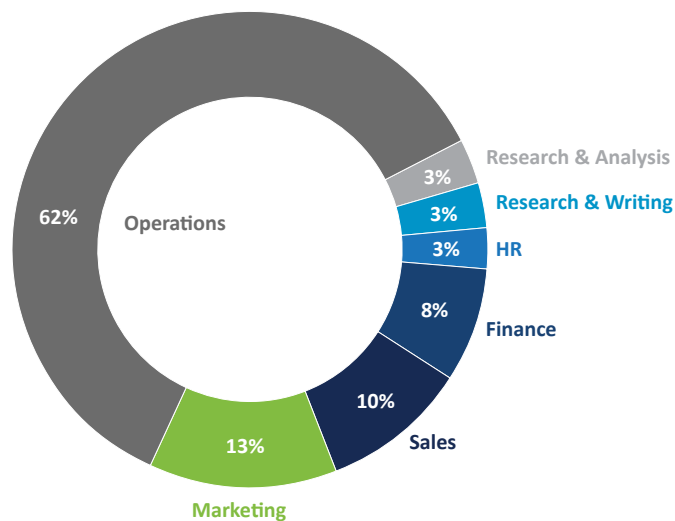
OpenAI's research shows that writing is the most common work-related task performed in ChatGPT, indicating a strong alignment for marketing and operations (1). This reflects a trend where businesses are prioritizing efficiency and brand experience as their initial focus areas for AI testing.

When asked where AI could drive the **most immediate impact**, respondents overwhelmingly pointed to operations again, followed by marketing and sales as shown in the chart.

The data suggests a strong alignment between current experimentation and perceived value. **Operations is both the most explored and the most promising area for AI impact.**

Marketing follows closely, indicating that customer-facing strategies are ripe for AI-driven innovation. Interestingly, while finance, HR, and research functions show lower current adoption, they are still recognized as areas with untapped potential.

This gap between exploration and opportunity presents a strategic moment for businesses to **expand their AI initiatives beyond the obvious use cases** and begin building cross-functional AI strategies that touch every part of the organization.



INVESTMENT + INFRASTRUCTURE + DATA QUALITY



Investment

Just 29% of companies are actively investing in AI. While nearly half are currently experimenting with AI, this indicates businesses are practicing a wait-and-see approach as they assess ROI and feasibility. OpenAI backs this by noting that, while there are 700 million active users of ChatGPT globally, adoption is still evolving as users find new ways to use the tool (1). Investment will increase as value is proven.



Infrastructure

Infrastructure is a critical bottleneck. While **23% of companies are prepared and ready to move forward with AI**, many are still evaluating whether their systems can support integration. This uncertainty underscores the need for internal assessments and strategic planning.



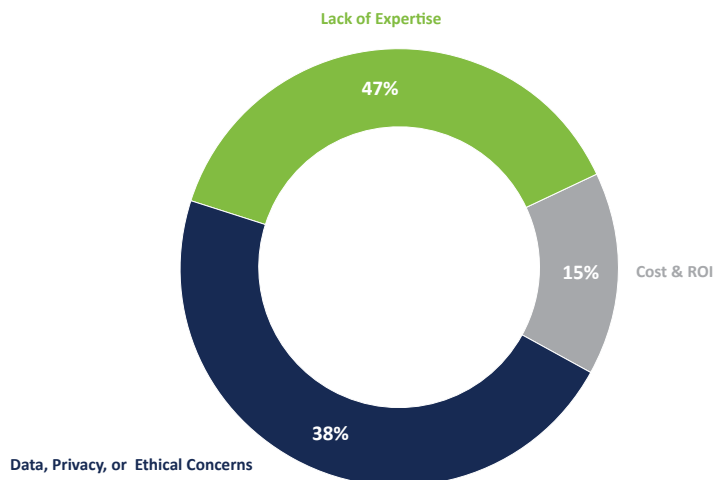
Data Quality

Data is a relative strength for majority of organizations, but gaps remain. Since AI relies heavily on clean, structured, and accessible data, improving its quality should be a priority for companies looking to scale their AI efforts.

Organizations are cautiously investing in AI, but many lack the infrastructure and data maturity needed for full-scale deployment. This presents a clear opportunity for support, especially in assessing readiness, upgrading systems, and adopting good data hygiene practices.

BARRIERS TO ADOPTION

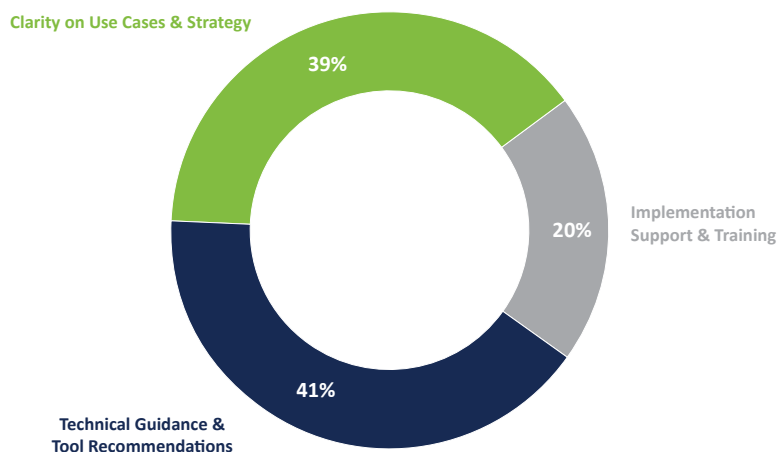
Despite growing interest in AI, many organizations face significant hurdles that are slowing down adoption. The survey highlights three primary concerns:



The most pressing challenge is a shortage of internal expertise. Many companies lack the technical knowledge or strategic guidance to confidently explore AI solutions. This is compounded by concerns around data governance, privacy, and ethical implications, areas where doing things right from the start matters more than moving fast.

Financial justification, while less frequently cited, is still a barrier, especially for smaller organizations unsure of the return on investment. Leaders want to make sure this will actually help their business.

The survey also revealed that organizations are requesting practical help to move forward confidently. Specifically, they are seeking:



In line with our report, Gallup also found that a common challenge for business AI adoption is the lack of clarity on use cases and value (3). In short, companies aren't just looking for AI tools. They're looking for trusted partners who can help them understand what's possible, where to start, and how to scale. With the right guidance and training, businesses are ready to take the next step.

SUPPORT & NEXT STEPS

The Artificial Intelligence Survey reveals a clear trend that organizations in Nebraska are interested in AI and recognize its potential, but many are still in the early stages of adoption. The national momentum around AI adoption underscores the opportunity for Nebraska businesses to act now.

Strategic clarity, leadership understanding, and technical infrastructure are common gaps. Most notably, a lack of internal expertise and uncertainty about where to begin are holding businesses back from what could be a transformative change. That's where **Lutz Tech** can help.

We believe technology should be a catalyst for success, not a roadblock. [Our Digital Transformation](#) service is designed to make the complex simple, whether you're implementing AI solutions, modernizing legacy systems, or training your workforce on new technologies.

Our approach combines strategic planning with hands-on guidance:

- + **Discovery & Assessment:** We evaluate your current systems, data readiness, and business priorities
- + **Strategic Workshops:** Interactive sessions that help your team develop actionable technology roadmaps
- + **Modern Workforce Training:** Comprehensive training on Microsoft suite, Copilot, and other productivity tools
- + **Implementation Support:** End-to-end project management from software selection to full deployment
- + **Ongoing Optimization:** Continuous support to ensure your technology investments deliver results

Through collaborative strategy sessions and customized implementation plans, we create solutions that drive productivity, security, and innovation across your entire organization.

Ready to take the next step?

Turn your AI curiosity into a competitive advantage.

CONTACT US TODAY TO GET STARTED



SOURCES

1. <https://openai.com/index/how-people-are-using-chatgpt/>
2. <https://www.gallup.com/workplace/650153/ai-adoption.aspx>
3. <https://www.gallup.com/workplace/691643/work-nearly-doubled-two-years.aspx>