

3 Strategic Priorities for Tech Leaders

AI captured 45% of tech investment last year, but nearly half of enterprise generative AI (GenAI) projects may fail by 2026. This gap between development and use shapes tech leaders' go-to-market (GTM) plans, strategy and growth for 2026.



Priority 1 Establish GenAI's customer lifetime value.

Tech leaders need to manage costs, refine pricing as competition grows, and work with partners to boost adoption and customer discovery through marketplaces.



Action Sharpen GenAI GTM readiness.

Don't wait. GenAI is quickly moving through the Trough of Disillusionment, so staying ahead is essential. Here's how:

- ✓ **Strengthen** demo-to-sale and target customers ready for GenAI adoption.
- ✓ **Focus** on core use cases and partner with tech to speed customer success.
- ✓ **Design** pricing and packaging strategies that lower initial adoption risks.
- ✓ **Choose** strategic partners to address your weak areas.

Priority 2 Embrace a transformative strategy.



Traditional strategy focuses on maintaining the status quo, while **transformative strategy** empowers leaders to pivot quickly and adopt new innovations, keeping them ahead of the competition.



Action Set the true north for transformative strategy.

A clear, mission-driven purpose is essential for transformative strategy. It helps tech leaders allocate resources, communicate effectively and drive adoption. To maximize impact:

- ✓ **Align** GTM strategy with your core mission.
- ✓ **Invest** resources to support growth and innovation.
- ✓ **Foster** employee engagement and improve business performance.
- ✓ **Share** strategy across all levels to build alignment and commitment.



Priority 3 Apply precise cost management.

Effective cost management involves controlling burn rates, extending cash runways and leveraging productivity gains. Top performers invest in sales for growth, while others focus on engineering, reflecting the impact of AI-driven efficiency.



Action Increase operational effectiveness through human augmentation.

Use low- and no-cost technologies to move quickly and set higher benchmarks for employee productivity as benefits grow. Here's how:

- ✓ **Identify** the most labor-intensive tasks for deep productivity gains.
- ✓ **Rank** tasks and roles by descending complexity.
- ✓ **Categorize** workers by experience level for each task or role.
- ✓ **Overlay** complexity and experience data onto your productivity matrix.

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