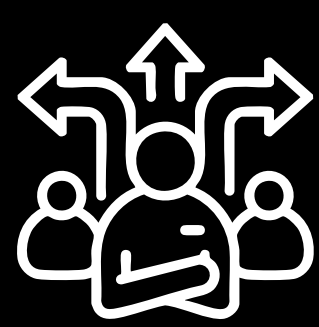


Winning with intelligent choice architectures



In collaboration with *MIT Sloan Management Review*, we conducted extensive research to understand how predictive and generative AI are transforming leadership decision making. Here's what we discovered.



Better decisions alone aren't enough.

Rapid change and complexity flood leaders with more decisions than ever. But without quality choices, they can't act with clarity or confidence.

Empower leaders with better choices

Intelligent choice architectures (ICAs) are transforming decision making. Dynamic systems that combine human intelligence with agentic, predictive and generative AI, ICAs reveal hidden possibilities and curate choices that elevate human judgment.

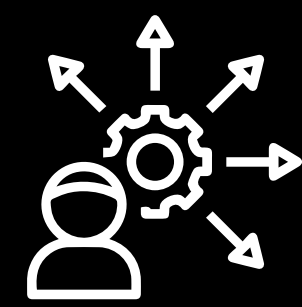


Lead the architecture, not just the outcome

The future of leadership does not belong to those who make decisions faster. It belongs to those who design smarter decision environments.

Measure what matters

Better choices are just the starting line. The key metric is how often they lead to measurably better outcomes.



Design smarter environments for better decisions.

Discover more insights

About the research

This research was developed by *MIT Sloan Management Review* in collaboration with and sponsored by TCS and examines how leading organizations are integrating predictive and generative AI to develop improved choices and present them to human decision makers. Drawing on interviews conducted in 2024 and 2025 with senior leaders in six major industry groups, our research reveals the emergence of intelligent choice architectures — a new paradigm where AI systems proactively participate in structuring and shaping strategic decisions. The implications for organizational performance, decision rights, and strategic agility are significant, particularly as businesses navigate increasing complexity and compressed decision cycles.

MIT Sloan
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