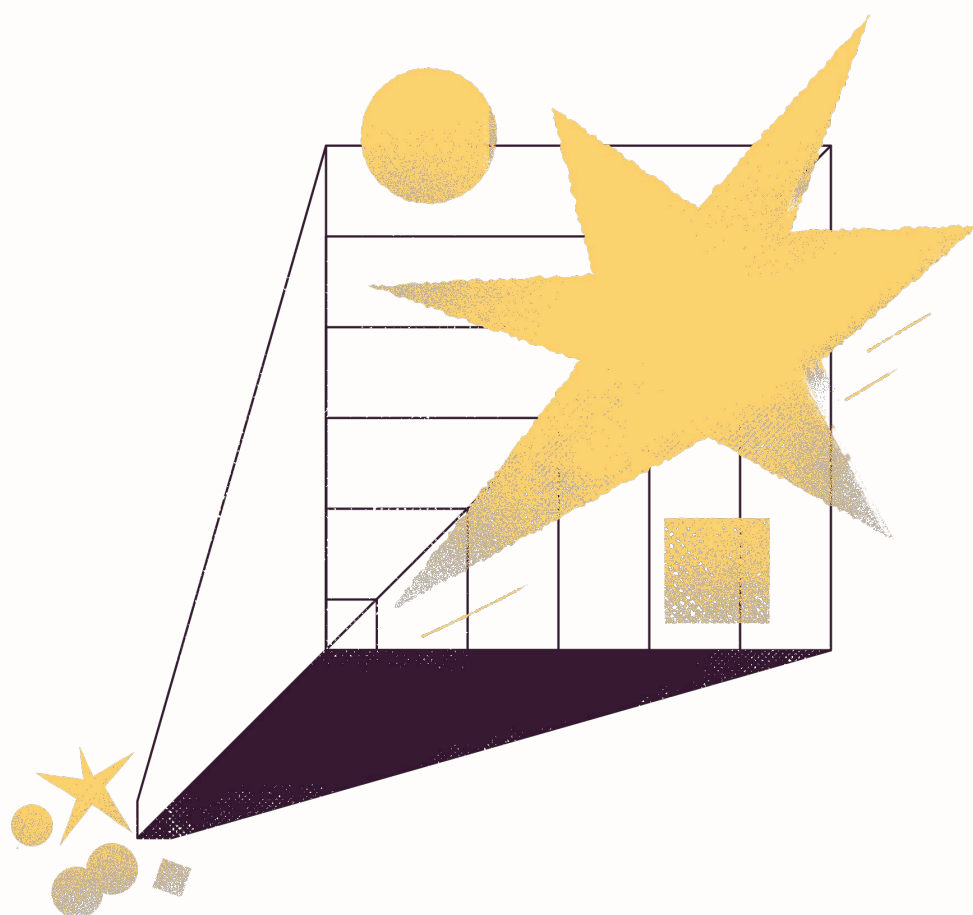


# If building is everywhere, governance has to be everywhere too

What enterprise leaders from Indeed, Netflix, and ServiceTitan are doing to scale AI—fast and without losing control.



# If building is everywhere, governance has to be everywhere too

Most enterprise teams have AI running somewhere. The token spend and usage is trending upward, but the measurable impact of AI is still missing. When it comes to organizational control, it's either too rigid or too loose.

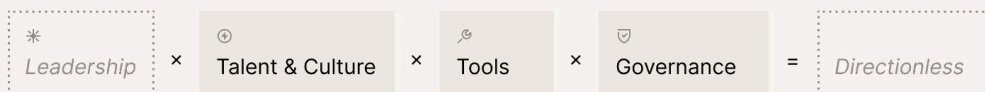
In April 2026, Zapier opened its private AI Leaders Lab to the public for the first time—bringing together 5,500+ leaders with executives from Indeed, Netflix, and ServiceTitan to share what's actually working at scale. The consistent finding: AI results don't come from tools alone. They come from four pillars built upon one another—leadership, talent and culture, tools, and governance.

## The AI Transformation Equation

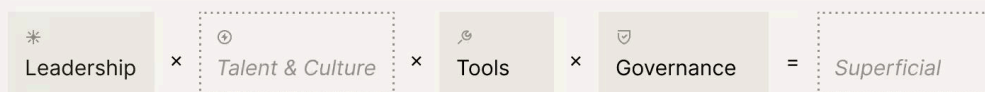
Most enterprises have rolled out AI tools, run promising pilots, and generated enthusiasm. But progress stalls when scaling that momentum across the organization. AI transformation at scale isn't magic—it's math. These four pillars build upon one another to create real results.



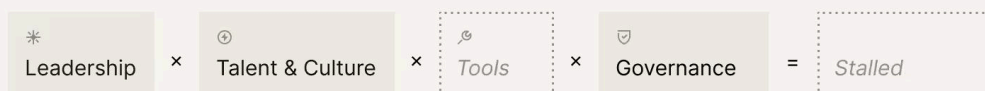
WITHOUT LEADERSHIP: DIRECTIONLESS



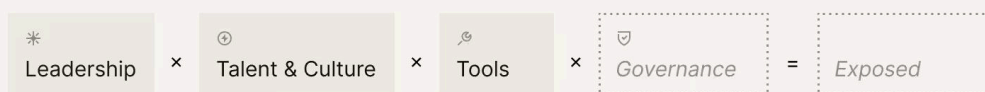
WITHOUT TALENT & CULTURE: SUPERFICIAL



WITHOUT TOOLS: STALLED



WITHOUT GOVERNANCE: EXPOSED



# 01. Leadership has to go first

What looks like resistance to AI is usually something more fixable—no time to experiment, no examples from leadership, no clear expectations. When managers model the behavior, adoption follows. Without that, fluency varies wildly across teams.



“The managers were the critical levers in accelerating adoption. When people start seeing their manager truly embrace AI, that's where it starts to stick.”

— Ankur Bhatt, VP Agents & AI, ServiceTitan

# 02. Tie AI strategy to the KPIs you already have

The organizations getting the most ROI aren't running separate AI initiatives—they're folding AI directly into existing function-level goals. That creates accountability and gets teams moving faster.



“We don't want a separate set of shiny AI initiatives. We want the sales team focused on growing book size, the engineering team raising productivity, and AI as the accelerant for goals they already care about.”

— Hannah Calhoun, VP AI Innovation, Indeed

# 03. Build governance into the infrastructure, not the policy doc

Building got easy. Governance didn't. The teams that are scaling AI without chaos have one thing in common: rules that travel automatically with every workflow, agent, and tool—not policies people may or may not read.



“The governance challenge isn't the infrastructure stack, it's the explosion of agents and workflows and automation processes. We've settled on this notion of different tiers: there's the stuff you build for yourself, the stuff you share with a team, and each tier comes with certain access permissions”

— Adam Mulder, Technical Program Management Lead, Netflix

## THE CHALLENGE

### AI orchestration without guardrails

85% of people building on Zapier today are not developers. Without governance in place, that means unapproved tools accumulating outside IT's purview, customer PII flowing through personal accounts your security team can't audit, and compliance risk that grows with every new workflow your teams deploy. The longer governance waits, the more expensive it gets to enforce.

Without governance	With Zapier
<ul style="list-style-type: none"><li>• Shadow AI running on personal credentials your security team can't see or revoke</li></ul>	<ul style="list-style-type: none"><li>• Managed connections tied to the organization, not the individual</li></ul>
<ul style="list-style-type: none"><li>• Compliance obligations that assume a level of oversight you don't have</li></ul>	<ul style="list-style-type: none"><li>• Rules enforced at the connection, action, and model level automatically</li></ul>
<ul style="list-style-type: none"><li>• Autonomous agents with unrestricted access to your CRM, your data, your financials</li></ul>	<ul style="list-style-type: none"><li>• Workspace-level permissions scoped to each team's role and risk profile</li></ul>
<ul style="list-style-type: none"><li>• When something breaks, you find out from a manager escalation, not a dashboard</li></ul>	<ul style="list-style-type: none"><li>• Complete visibility into what ran, when, and what it touched.</li></ul>

# How Zapier helps

Zapier is the automation and AI orchestration platform for enterprise teams—connecting 9,000+ apps with the governance controls your organization needs to scale confidently.

- 1. Stop shadow AI before it becomes a liability:** Workspaces give every team a governed environment—scoped to their role, their tools, and their risk profile—so building happens inside guardrails, not around them.
- 2. Eliminate personal accounts from critical workflows:** Managed connections ensure company data always flows through IT-approved credentials, not personal accounts your security team can't audit or revoke.
- 3. Control what runs, down to the specific action:** App and action controls let IT decide exactly what each team can do across Zapier, Agents, and MCP-connected AI assistants, not just which apps they can access, but which actions within those apps.
- 4. One governed connection for every AI assistant your teams use:** The Zapier SDK gives any agent access to your full integration layer with compliance controls already built in—no new sub-processors, no expanded attack surface.

Teams build faster. Leaders stay in control. Both happen at the same time.

## Next steps

### Get governance advice

Bring your hardest governance or orchestration challenge. We'll help you figure out what's actually getting in the way.

[Talk to Zapier strategist →](#)

### Join enterprise leaders community

A private community of enterprise leaders working through real AI adoption challenges, alongside people from companies like yours.

[Join the AI leaders community →](#)