

FOR JOURNALISTS — BACKGROUND

How the Research Behind PREVAIL Was Built

PREVAIL is a leadership book first: its argument is about management decisions, and its tools are questions, checklists, and action lists. The empirical work sits underneath as foundation. For journalists who want that foundation, here is what was done, in plain language.

The corpus

18,130 publicly available company filings from 978 NYSE-listed companies, covering 2021 through early 2026. The pipeline reads the three narrative sections of these filings — the places where firms describe, in their own carefully chosen words, what is happening to their technology programs.

The pipeline

The filings were screened for paragraphs that discuss AI — 3,518 of them. These went through filtering and two-stage LLM classification, followed by the part no one automates: every flagged paragraph was read by a human, line by line, over a three-week stretch. At the confirmed and probable tiers, that review found 100 percent binary precision and zero false positives — every filing the pipeline flagged as a high-confidence AI breakdown was, in fact, an AI breakdown when read independently. 48 filings from 29 companies remained: validated breakdown signals, written by the firms themselves under securities-law disclosure obligations.

What the language shows

Filing language is flat, but precise in ways that reward close reading. Companies rarely announce AI breakdowns in those terms; the signal sits in what the language does. Three recurring patterns: **operational silence** (the program works; the language integrates into segment results), **slow fade** (enthusiasm decaying quarter by quarter, no announcement, no continued investment), and **conspicuous absence** (language that appeared for quarters, then vanished without explanation).

What this note deliberately leaves out

The book reports its statistical findings with their full uncertainty — including which results survive conservative corrections and which remain suggestive. Those nuances do not compress honestly into a press summary, so this note does not attempt it. Journalists writing about the empirical results are asked to work from the book's appendices, which state every limitation explicitly, and are welcome to contact the author for methodology interviews.

Press contact: press@prevailthebook.com · Review copies & interview requests welcome