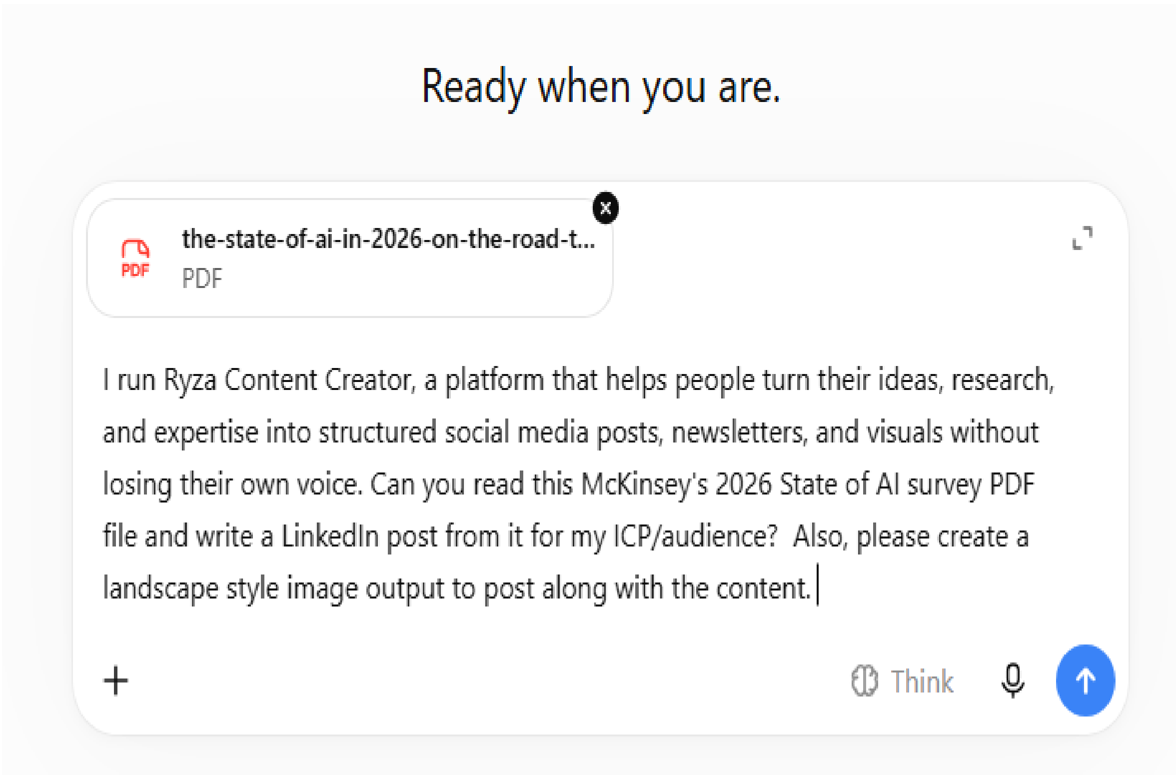
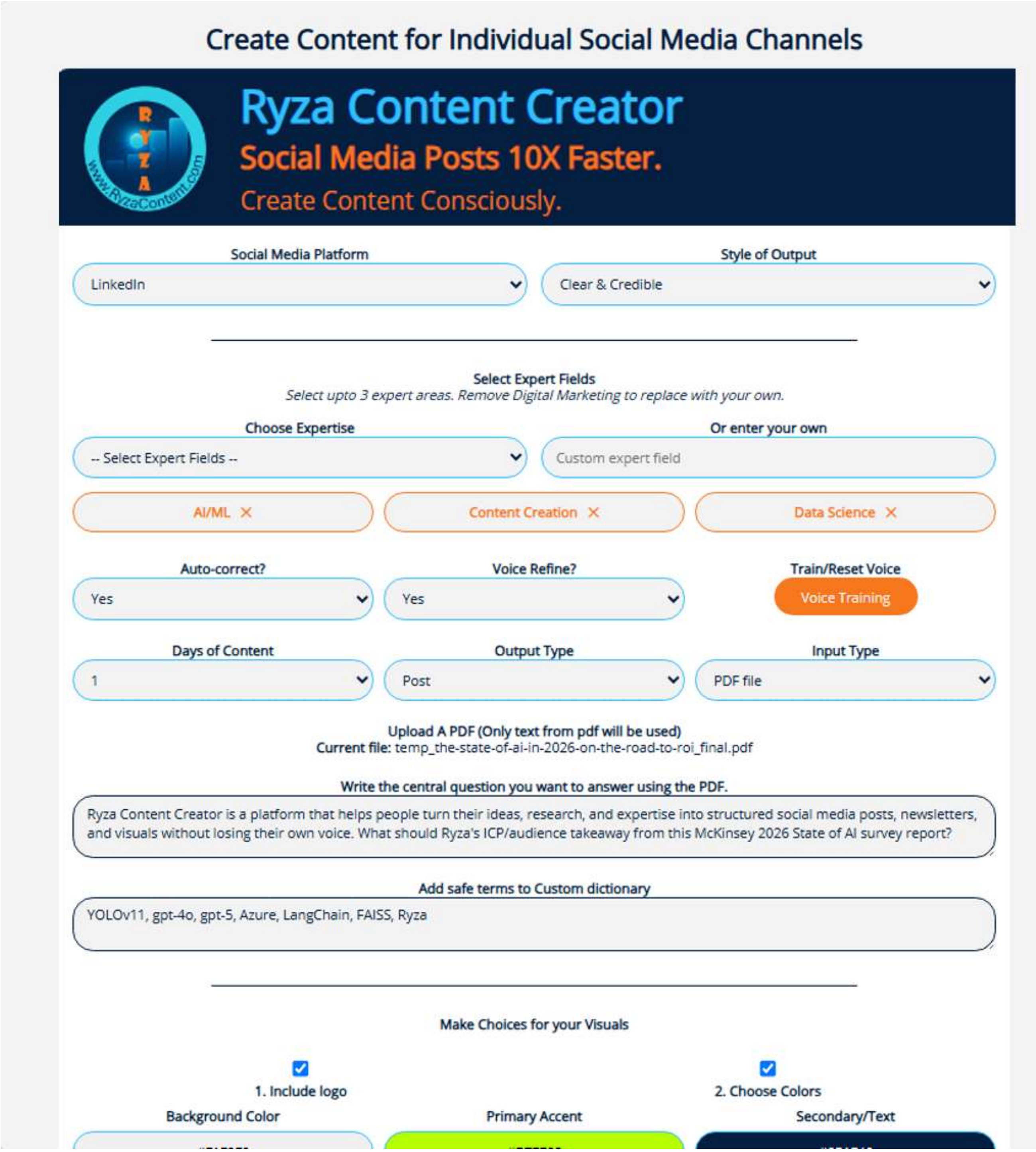
Comparing Ryza Content Creator vs. ChatGPT

Given the popularity of ChatGPT among content creators, my team and I decided to run a test between ChatGPT and Ryza Content Creator to see how each one would handle creating a post based on the "***McKinsey Global Survey, The State of AI in 2026: On the Road to ROI, August 2026***" Report.

The Inputs

ChatGPT input is shown on the top and Ryza input on the bottom. Note that the PDF report from McKinsey was attached to both.





The Post Outputs

ChatGPT Output is shown first, followed by Ryza Content Creator Output. Note: Ryza output was slightly edited for spacing, which is a part of the Ryza workflow requirements to ensure a human actually reads the post before proceeding to image generation.

ChatGPT Output

McKinsey's 2026 State of AI report contains a finding that I think SMB leaders should pay close attention to:

AI is producing gains for individuals much faster than it is producing financial gains for organizations.

The numbers are striking:

• 80% say AI has improved their individual productivity.
• 50% say it helps them make better decisions.
• Yet only 37% report any positive contribution to EBIT.
• And only about 6% qualify as AI "high performers," attributing at least 5% of EBIT to AI and describing the value as significant.

So what separates those organizations?

It does not appear to be simply "more AI."

McKinsey found that the high performers are much more likely to **redesign workflows around AI**, rather than simply insert AI into the workflow that already exists.

Nearly three-quarters of high performers report fundamentally redesigning workflows because of AI, compared with just one-quarter of other respondents. They are also more likely to pursue growth and innovation alongside efficiency.

That distinction matters for smaller businesses.

If your employees are individually saving 30 minutes here, generating a report faster there, and using AI to answer questions, you may have a productivity story.

You do not necessarily have a business ROI story.

The harder question is:

What should the business do differently because AI exists?

That could mean redesigning a customer-service process, changing how leads are qualified, automating part of an internal workflow, reconsidering a software purchase, or changing how information moves between people and systems.

And there is another issue worth watching: **cost.**

20% of respondents say AI-related operating costs are already constraining their use, even though 60% expect their organizations to increase AI investment over the next year.
My takeaway for SMB leaders:

Do not measure AI adoption by how many people are using it.

Measure whether the underlying business process has changed—and whether that change shows up in revenue, cost, capacity, or decision quality.

The technology is moving quickly.

The business case still requires work.

Source: McKinsey Global Survey, *The State of AI in 2026: On the Road to ROI*, August 2026.

#AI #SmallBusiness #BusinessStrategy #Automation #ROI

Ryza Output

Why isn't AI ROI rising for enterprises?
A lot of teams can see AI working every day, performing more tasks.

And that is what makes this McKinsey finding more useful than surprising: individual productivity is up, but enterprise financial impact is largely flat.

80% of respondents say AI improves their productivity, yet only 37% report any positive EBIT impact, unchanged from last year.

For Ryza's audience, that gap matters because content teams are living inside it.
- People can draft faster, research faster, and produce more assets.
- But output volume alone does not create business value, because the workflow around planning, review, distribution, reuse, and measurement often stays unchanged.

The practical lesson: AI value compounds when the workflow changes, not just the toolset.

Why the gap persists: high performers in the survey do a few things differently.
- They redesign workflows instead of dropping AI into old ones.
- They pursue growth and innovation alongside efficiency.
- They measure impact, manage costs, and create stronger operating discipline around deployment.

That is directly relevant to Ryza Content Creator.
The real job is not helping someone generate one more post.
It is helping them turn raw ideas, research, and expertise into a repeatable content system that preserves voice while reducing production drag.

If AI helps an expert publish faster but creates review bottlenecks, voice inconsistency, or content sprawl, the gain stays personal.

If it creates a structured publishing process, the gain becomes organizational.

Practical Next Steps:
• Workflow before output. Map the full content path from idea to published asset, because isolated drafting gains rarely become business gains on their own.
• Voice as operating logic. Treat brand voice as a reusable system constraint so more AI-generated content stays usable without heavy rewriting.
• Build versus buy discipline. McKinsey shows firms are rethinking software purchases; content teams should also ask which repetitive content steps need a platform versus a patchwork of tools.
• Cost-aware usage. AI operating costs are now a constraint for one in five organizations, so repeatable, high-value workflows matter more than unlimited experimentation.

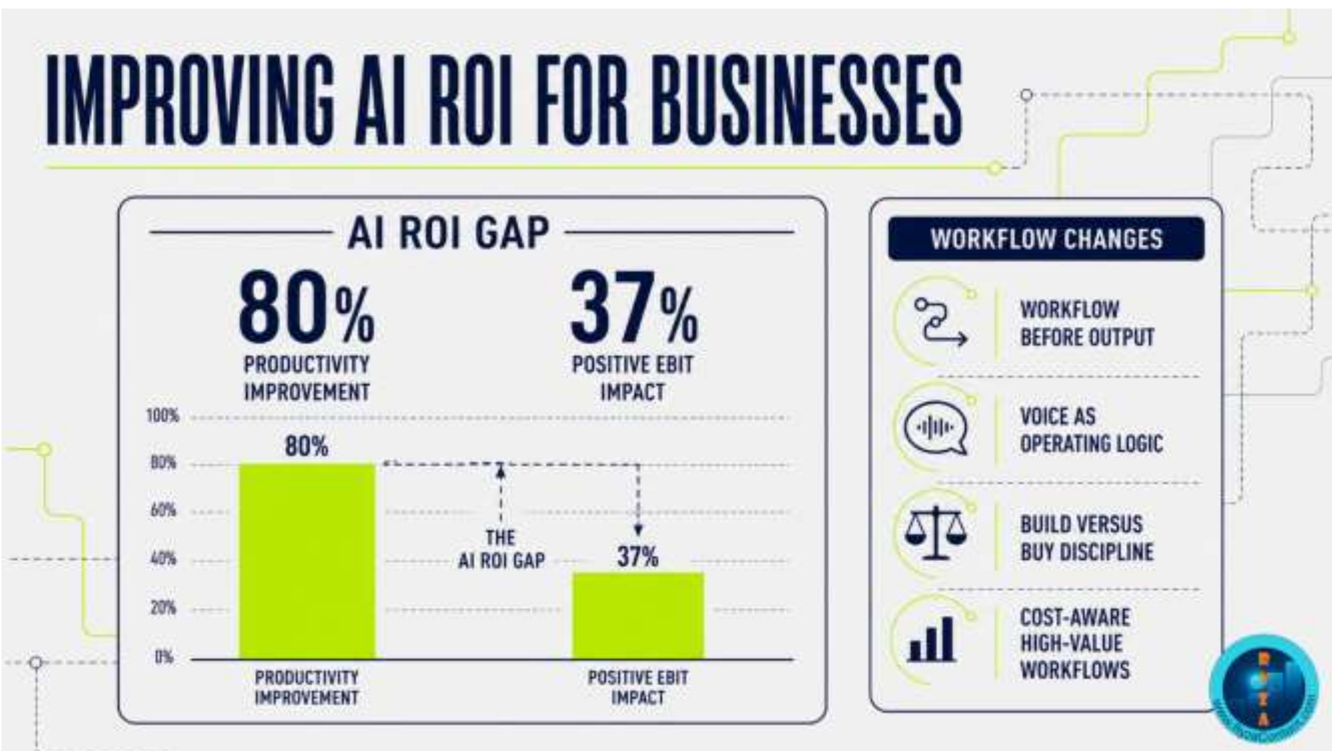
The main takeaway is simple: AI creates more value when organizations redesign how work gets done around it.

REFERENCE: the-state-of-ai-in-2026-on-the-road-to-rob_final.pdf

#ContentStrategy, #AIOperations, #GenerativeAI, #WorkflowDesign, #B2BMarketing

The Visual Outputs

ChatGPT created image shown on top, and Ryza Content Creator created image shown on the bottom.



Start your free 30-day trial at www.ryzacontent.com and run this type of test for yourself!