

EXECUTIVE SCOPE CREEP

SURPRISE! Your sponsor wants to expand the project dramatically.

THE NEWS: Your executive sponsor just returned from a conference where they saw impressive AI demos. They're now super excited and want more.

The VP said: *"While we're building AI for customer service, let's also add:*

- *Personalized product recommendations*
- *Automated marketing email campaigns*
- *Chatbot for sales support*
- *It's all the same AI technology, right? Shouldn't take much longer."*

They're presenting this "expanded vision" to the CEO tomorrow and expect your support.

YOUR TASK:

1. What's your immediate response?
2. What's realistic vs. what's not?
3. How do you say "no" without damaging the relationship?
4. What's your counter-proposal? (Phase approach? Pilot first, expand later?)
5. What data/evidence do you need to support your position?