
Assess Where Your Business Stands

Evaluate Readiness Before You Start

Check your data quality, tech infrastructure, and team skills to identify strengths and gaps.

Knowing where you stand ensures realistic goals and smoother implementation.



Create an Action Plan

Outline Key Projects, Assign Team Leads and Set Timelines.

Start with small, high-impact initiatives for quick wins.

Chatbot for customer service example

1. Select the platform
2. Train the chatbot on relevant data
3. Integrate it into your system
4. ...

Break down tasks into smaller ones, set milestones to track progress, review outcomes, and adjust as needed.

Define Your AI Vision Statement

Set Clear, Future-Focused Goals

Your AI vision is a clear statement of how AI will drive business success. Be specific and tie your goals to real outcomes.

For example:

“Use **AI-powered analytics** to predict customer demand and **reduce delivery times by 20%.**”



Gartner's 4 Pillars of Gen AI Strategy

Establish your vision for GenAI

How GenAI will drive your enterprise goals, what benefits you expect and how you will measure success.

Prioritize adoption

Which are the best GenAI initiatives to pursue, based on their value and their feasibility — as agreed to by both IT and business leaders.



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Remove barriers to capturing value

What organizational barriers could hinder your success and what actions are needed to remove those hurdles.

Identify the risks

What regulatory, reputational, competency, technology and other risks you may need to assess and mitigate.

Gartner's 4 Pillars of AI Success

1. Vision:

- Set specific, business-driven AI goals that are clear and measurable.
- Example: "Reduce customer service wait times by automating responses to common questions."

2. Value:

- Ensure every AI project delivers measurable business value by boosting revenue, cutting costs, or improving customer experience.
- Example: Automating inventory management can reduce storage costs and speed up deliveries.

Gartner's 4 Pillars of AI Success

3. Adoption:

- Success depends on implementation.

Create an action plan with defined roles, deadlines, and team training to keep projects on track.

4. Risk Management:

- Manage risks like data security, compliance, and bias with strong safeguards and privacy protocols.

Review Lesson on AI Readiness

If you haven't watched the lesson, "Assessing AI Readiness" we recommend you watch it before continuing this lesson.

Examples of questions:

1. What are our business goals for AI adoption?
2. Do we have high-quality, organized, and accessible data?
3. Is our current technology infrastructure scalable and compatible with AI tools?
4. Does our team have the skills needed to work with AI, or do we need training?
5. How will AI improve customer and user experiences within our business?
6. Have we considered data privacy, security, and compliance risks?

Team Alignment

Stay Connected and Committed



Share the AI vision
with the entire team



Regular AI check-ins and
brainstorming sessions



Celebrate wins and
encourage new ideas

Why You Need an AI Strategy

Align Goals and Maximize Impact

An AI strategy aligns your company's goals with AI initiatives, ensuring focused efforts and measurable results. Without a clear strategy, AI projects can become disconnected and waste valuable resources.

An AI strategy acts as your business's roadmap, guiding your team toward success with purpose and focus.

