

# What the Strategic AI Roadmap Is — and Is Not

## What the Strategic AI Roadmap Is

- A structured way to surface the **real constraints** in how the business operates
- A diagnostic of **human systems**: handoffs, ownership, follow-up, visibility
- A prioritization tool that identifies **what matters most right now**
- A decision aid that reduces risk before committing capital or engineering resources

*It creates clarity before complexity.*

## What the Strategic AI Roadmap Is Not

- Not a software pitch
- Not a generic “AI strategy” deck
- Not a custom development project
- Not an attempt to automate everything
- Not a replacement for leadership judgment

*It does not pretend to solve everything.*

## Why This Matters

Most failed AI initiatives do not fail because of bad technology.

They fail because:

- The wrong problem was selected
- Human workflows were unclear
- Systems were automated before discipline existed

The Strategic AI Roadmap exists to prevent those failures.

## The Role of the Roadmap

- If human execution is the constraint → fix the workflow
- If data and systems are the constraint → justify enterprise AI

*The roadmap determines whether enterprise AI is earned — or unnecessary.*