Overwhelmed?



Resources Allocation

Governance Directors Leadership Product Development Operations Delivery

Sales Marketing Finance Admin | IT HR

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Strategic Framework

Actions related to the 4 pillars of GenAl strategy

Establish your vision for GenAl

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

Prioritize adoption

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



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.

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- Envision Aluse
- Prioritise greatest value
- Identify and remove barriers
- Determine risks and mitigate

Scan or Click



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How to prioritise

Impact | Confidence | Effort

	A	В	С	D	E	
1	ICE Helps quickly rank multiple Al initiatives and ensures high-impact, low-effort ideas rise to the top	How significant is the expected benefit? (1-10)	How certain are we about the impact? (1-10)	How much effort is required? (1-10, lower is better)	ICE Score= (Impact × Confidence) / Effort	
2	Al Use Case	Impact (1-10)	Confidence (1-10)	fort (1-10, lower is bette	ICE Score	
3	Web Chatbot	5	7	5	7.00	
4	Proposal Generator	10	8	7	11.43	
5						
6						

How to prioritise

Value vs Complexity

- Value: Business impact, revenue potential, cost savings, customer experience improvements
- Complexity: Data availability, model difficulty, integration effort, regulatory constraints

A	В	С	D	E	F	G	Н	I	J	K
Al Use Case	Revenue Impact (1-10)	Customer Experience (1-10)	Operational Efficiency (1-10)	Competitive Advantage (1-10)	Value Score (=SUM of previous 4)	Technical Difficulty (1-10)	Data Availability (1-10)	Integration Effort (1-10)	Compliance Challenges (1-10)	Complexity Score (=SUM of previous 4)
Al Chatbot	8	9	7	6	30	4	5	4	3	16
Voice AI IVR	7	8	6	5	26	8	7	9	6	30
Al Proposal Creator	9	7	9	8	33	6	6	7	5	24

Thank You

J Norness

Fractional CMO
Fractional AI Officer
Director
AI Champion
Mountain Bike Late Learner

j@endevo.co.nz







