

Overwhelmed?



Resources Allocation

Governance

Directors

Leadership

Product
Development

Operations
Delivery

Sales

Marketing

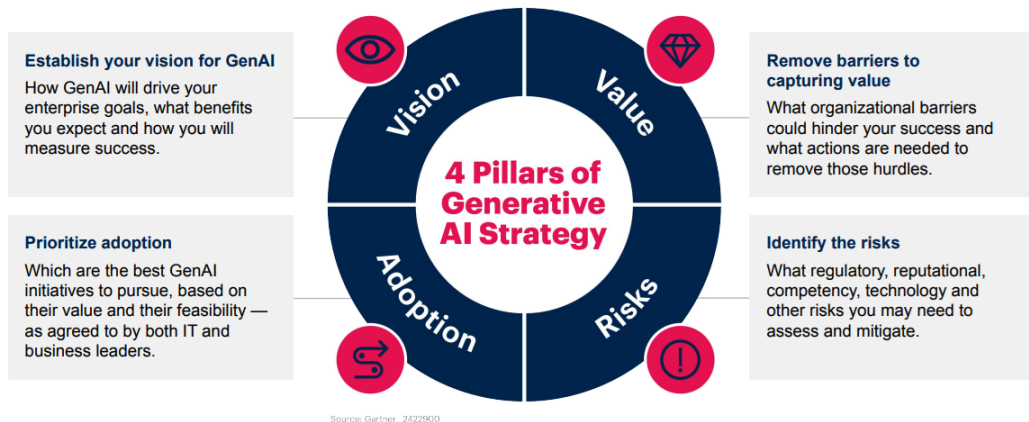
Finance

Admin | IT

HR

Strategic Framework

Actions related to the 4 pillars of GenAI strategy



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

Scan or Click



How to prioritise

Impact | Confidence | Effort

	A	B	C	D	E
1	ICE Helps quickly rank multiple AI 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	AI Use Case	Impact (1-10)	Confidence (1-10)	Effort (1-10, lower is better)	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	B	C	D	E	F	G	H	I	J	K
AI 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)
AI Chatbot	8	9	7	6	30	4	5	4	3	16
Voice AI IVR	7	8	6	5	26	8	7	9	6	30
AI 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

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