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APPLIED AI STRATEGY

From Hype to Business Value

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The AI Strategy Gap

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The AI Strategy Gap

Most organizations face a common challenge with AI:

- Plenty of ideas, unclear priorities
- Pressure to act, fear of falling behind
- Pilots that don't scale, initiatives that stall
- Organizational resistance to change
- Technology-first thinking, business problems second

The result: Scattered efforts, wasted investment, growing skepticism

The AI Strategy Gap

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This framework helps you:

- Start with problems worth solving
- Assess feasibility honestly – including economics and capacity
- Prioritize across a portfolio, not just individual initiatives
- Manage risk, drive adoption, and build lasting capability

Mindset shift:

AI success is about building a system for learning fast, failing cheap, and scaling what works.

About GRADION

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GRADION

Germany Egypt Saudi Arabia Singapore

Indonesia Thailand Vietnam

1000+
Business critical solutions worldwide.

3
Continents.

$10+B USD
GMV through our systems yearly.

23+ Years
of experience in business strategy & product development.

300+
Professionals ready to scale your business.

97%
of clients are satisfied with our service.

20M+
Tasks automated monthly.

ISO 27001
Certified security processes.

Problem-First Orientation

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Start with the problem, not the technology

- What outcome are we improving – cost, speed, quality, revenue?
- How do we solve this today, and what are the limitations?
- What does measurable success look like?
- Competitive context: Are we behind? Is this differentiation or table stakes?
- Portfolio fit: Does this align with our strategic balance?

Feasibility Assessment

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Can we actually do this – and should we?

- Data: Sufficient quality? Accessible? Governed?
- Technical: Tractable with current AI? Confidence level acceptable?
- Economic: Do model costs (inference, fine-tuning, infrastructure) pencil out?
- Organizational: Do we have the talent and processes?
- Capacity: Given what's already in flight, can we resource this?

Value vs. Complexity

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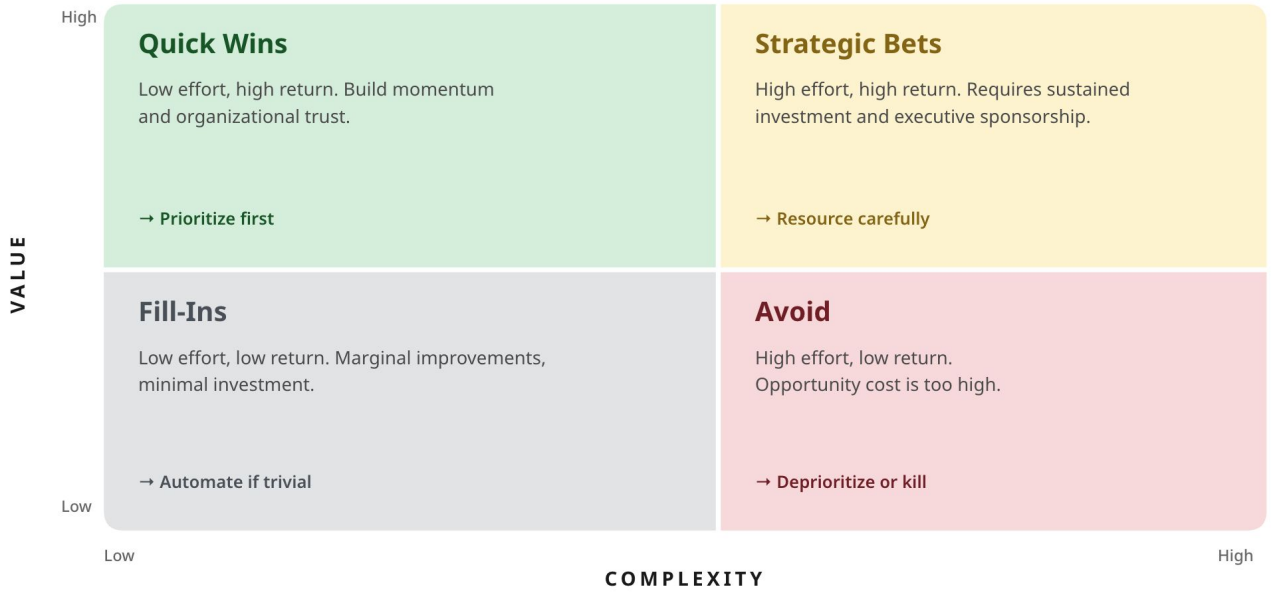

Sequence: Quick wins build credibility for strategic bets
Balance: Too many bets starves wins; too many wins ignores the future

Build, Buy, or Partner

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Choose the right execution model

- **Build:** Core to differentiation + you have the talent
- **Buy:** Problem is commoditized, tools exist
- **Partner:** Need speed or expertise you can't develop

Portfolio level:

- What shared assets exist from other initiatives?
- Will this create reusable capabilities?

Risk and Governance

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Manage AI-specific risks proactively

- **Accuracy:** What's the cost of errors?
- **Bias:** Could outcomes be discriminatory?
- **Data protection:** Legal basis, data flows, third-party practices & agreements
- **Explainability:** Do stakeholders need to understand decisions?
- **Dependency:** What's the fallback if systems or vendors fail?

Portfolio level:

- Who approves, prioritizes, and kills initiatives?

Change Management and Adoption

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Technology succeeds only if people use it

- Plan for workflow changes, training, and resistance
- AI-specific challenges:
  - Trust calibration (over-reliance vs. skepticism)
  - Role redefinition (jobs change, not just tasks)
  - Human-AI handoffs

Portfolio level:

- Sequence initiatives to avoid change fatigue
- Respect your organization's absorption rate

Iteration and Learning

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Treat AI initiatives as experiments

Stage	Exit Criteria
Explore	Problem clear, data available, path identified
Pilot	Impact measured, adoption signals, risks manageable
Scale	ROI confirmed, operations ready
Optimize	Monitoring and feedback loops active

- Define kill criteria upfront—and honor them
- Capture cross-initiative patterns and reusable assets

Portfolio Health

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Key metrics:

- Throughput: Initiatives moving through stages
- Cycle time: Idea → pilot → scale
- Success rate: % of pilots that scale and hit targets
- Capability growth: Reusable assets, organizational fluency

Quarterly review:

- Balanced across time horizons?
- Quick wins funding strategic bets?
- Learning fast enough to adjust?

Summary

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The Framework at a Glance

1. Problem-First → Define the problem before the solution
2. Feasibility → Gate on data, tech, economics, capacity
3. Value/Complexity → Prioritize and sequence
4. Build/Buy/Partner → Choose execution model wisely
5. Risk & Governance → Manage proactively, define decision rights
6. Change Management → Plan for people, not just technology
7. Iteration → Experiment, stage-gate, learn
8. Portfolio Health → Track and balance the whole

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Let’s talk AI strategy!

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