Executive Briefing: AI Strategy

What It is

AI Strategy defines how your organization uses AI to drive competitive advantage, operational efficiency, and long-term transformation and sustainability.

Why It Matters

AI Strategy is now a strategic capability. Without a clear strategy, organizations fall into fragmented experimentation, duplicated efforts, and unmanaged risk.

What Executives Must Know

- AI Strategy must align with business strategy
- Not every use case is worth pursuing
- Operating models determine speed and scalability
- Talent, data, and governance are strategic enablers

What a Good AI Strategy Looks Like

- A prioritized portfolio of high-value use cases
- A clear operating model (eg., Centralized, Federated, Hybrid)
- A roadmap for capabilities, talent, and technology
- Objective metrics tied to business outcomes

Immediate Actions

- Identify and prioritize AI use cases
- Select the right operating model
- Assess readiness across data, talent, and governance
- Build a 12-24 month roadmap

How We Help

Bradley J. Martineau with **The AI-Enabled Executive L**LC creates executive-level AI strategies that align with business goals and provide a clear, actionable path to enterprise-wide adoption.