

WHAT AI ROUTE YOU'RE ON - COSTS YOU

The same investment returns **0.4x** or **+5.52x** - shaped by 2 leadership choices.

Most AI budgets don't fail on the idea.

First Choice: choose to just buy an AI tool vs invest in a **real portfolio** which includes buying & learning with AI tools.

Second Choice is how Leadership responds when AI projects become more complex, larger & more expensive to maintain.

Relative Impact Index		Cost	Time	Potential
Enterprise-Led AI	(A + B)	1x	1x	100%
Delayed Enterprise	(B→A late)	3x	2x	85%
Portfolio Recovery	(B→C→A)	6x	4x	65%
Portfolio	(B→C)	+10x	3x	70%
Uncontrolled AI	(B→D)	+50x	5x	50%

AI ROUTES

Learning creates momentum. **Portfolio discipline** directs it. **Enterprise Design** makes it scalable.

First Choice: Which AI Route?

ONLY B

or

A & B

Optimal (in Parallel)

Workstream B | "No Harm"

Q1: How? A1: Buy 1 AI tool

Progression

- Local wins
- Foundational Knowledge improves
- Other department local wins.

Tipping Point

- More local wins
- Confidence grows
- "Bigger" wins considered

Trigger: initiated

Where Are You?

Leadership Decision Point

Continue accumulating projects or **deliberately build** the enterprise capability required to scale them.

Rebuild existing environment = \$\$\$
Delayed Enterprise

Workstream D | "Dark Side"

More Short-term "wins"

- Cross department solutions are funded / approved.
- Departments competing for same resources
- Complexity grows, OE increases rapidly

Results

- Actual ROI disappoints | **0.4x**
- Maintenance outpaces value being delivered
- Value Potential drops **50%**
- Some Stop using AI

Workstream C | Portfolio

More Mid-term "gains"

- Proper Intake, Approval & Sequencing
- Leverage existing PMO framework
- Complexity can increase, OE slowly rises

Results

- Actual ROI improves | **~3.39x**
- Close-out rate improves | **~60%**
- Delayed Portfolio-to-Enterprise conversion costs **more**

Workstream A | Enterprise Design

Optimal

- Develop AI Mission & Vision
- Define Trigger for initiating Enterprise Design

Enterprise Design: starts when trigger occurs

- AI Assessment
- Inventory Active & Future AI
- Build Capability Roadmap
- Build Portfolio Roadmap
- Pilot & Learn
- Scale to Enterprise

Long-term value:

- Significant ROI: **+5.52x**
- Close-out Rate: **+90%**
- Value compounds**

Portfolio Recovery

Which route are YOU actually on?

Most leaders assume B → C.
Most are living B → D.

Book a BTC AI Assessment to **find out!**