

ADAPTING TO AN AI ERA

5 STEPS TO FUTURE-PROOF DIGITAL INVESTMENTS

1

PRIORITIZE CLARITY OF OUTCOME

THINK BIG, start small. Deliver value and iterate. Prioritize clarity of outcome over certainty of output.

3

STRENGTHEN TEAM AGILITY

Access your cross-functional team's structure, capability, and size.

Leaders need to EMPOWER TEAMS to be agile.

5

GET STARTED ASAP

Get senior stakeholder buy-in. Run a small pilot – use them to advocate for this new way of working.

Then RINSE, REPEAT, and SCALE.

2

DEVELOP A SUCCESS PLAN

Connect your north star to THREE SHORT-TERM ACTIONS. Think in 6, 12 and 24-month phases.

Data gathered in 6-12 will inform your 24 months.

4

PILOT WITH INTENT

TEST, LEARN, and ITERATE. Pilot new tech with intent, gathering data to inform future decisions.

This will help you REMOVE UNCERTAINTY.

START

