

DEVELOPING YOUR AI STRATEGY

Checklist #1: What To Look for In Your Artificial Intelligence Partner

A strong AI partner will...

- Understand **cross-departmental needs** and not be isolated point application experts. A deep understanding of business processes, marketing, sales and decision making is important.
- Have a **strong technology background** to complement business savvy.
- Have access to expanded **development talent**, including on-demand talent when augmenting talent is needed.
- Understand **data for decisions needs** of the C-Suite but also how to amplify the intelligence of the entire staff.
- Understand how to **build specific algorithms** for correlations and predictions.

[Plazabridge Group](#) team has been building decision support materials for companies for more than 16 years. We build our cloud-based Gameday Decisions® platform to improve our own processes and even disrupt our own business model (new product development and decisions on what innovations to commercialize, commercialization, market sizing, opportunity and customer analysis, sales growth and marketing strategies and execution).



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Checklist #2:

How To Identify Your Artificial Intelligence Needs & Goals

Business Intelligence and Research are no longer an outbound process. There are specific applications that make this process a passive and ongoing information flow!

- Consider expert partners who can guide you through the process
- Segment user groups
- Understand budget jurisdiction
- Conduct inventory
 - Survey user groups to understand their needs around process improvement
 - Document your data-driven processes, including:
 - Process Improvement
 - Hiring & Talent Management
 - Marketing & Sales
 - Operations
 - Financials
 - What processes can be automated?
 - Consider frequency & business value from labor savings
 - What data sources could help drive and trigger the automation?
 - Document use cases
- Formulate strategy and vision
 - Consider available technologies and how they could fit your strategy
- Conduct a gap analysis between current and future states
- Recognize surrounding business transformation needs

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Checklist #3: Selecting Your Artificial Intelligence Technologies

- Conduct Skills Gap Inventory
 - Define skills needed
 - Leverage outside expertise to identify Gaps
 - Build developmental programs to upskill existing talent
 - Begin early to recruit strategic talent needed to fill gaps

- Ensure AI Project Leads Are Aligned
- Multiple Projects May Require Different Leads
 - Define goals and objects of overall AI strategies
 - Assign project goals and objects that align with overall strategies
 - Assign leaders to each project

Leverage Outside Expertise! We are happy to assist you with your strategy or even find the best partner for you to work with.

Contact us today to learn more: Sabrina@plazabridgegroup.com

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