



If your AI strategy doesn't fit on one page, it's a list of activity, not a strategy. Fill this in with your leadership team in a single sitting. Anything you can't answer is the reason your pilots stall.

01 The AI ambition

One paragraph. Two or three business outcomes that matter this year, in language a board would accept.

02 The accountable owner

Name	
Role	

One executive who owns the outcome. Not a committee. Ownership without a name is how initiatives stall between departments.

03 The baseline

Metric	
Today	
Target & by when	

04 The first three problems, ranked

Score 1-5 each. Disagreement surfaced now is cheap; discovered mid-build it is not.

WORKFLOW OR DECISION	IMPACT	READINESS	EFFORT	RISK	START?
1					
2					
3					

05 Guardrails before you build

Governance designed in, not bolted on. Every box unticked is a place a rollout stops.

- | | |
|---|---|
| ☐ Acceptable use — what data and uses are allowed | ☐ A named risk owner — one person, not a function |
| ☐ Vendor criteria — decided before the sales call | ☐ Human review — where output meets a customer |
| ☐ Monitoring after launch — what triggers a pause | ☐ A way to measure — the baseline above, captured |

06 The first 90 days

WHAT SHIPS	WHO OWNS IT	PROOF IT WORKED

The test: hand this page to someone who wasn't in the room. If they can tell you what you're doing, who owns it, and how you'll know it worked, you have a strategy. If they can't, you have a list of pilots.