

4 steps to implementing generative AI in your enterprise

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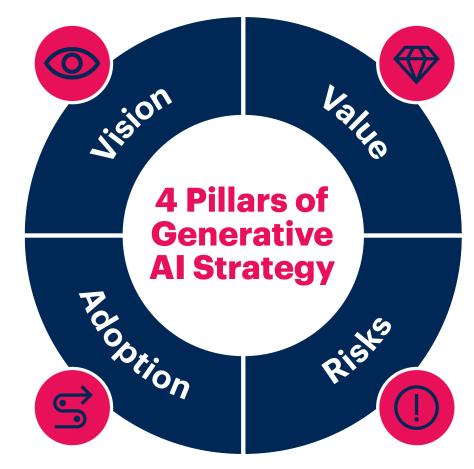
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# Focus GenAl conversations on real business problems and achievable use cases

Generative AI (GenAI) is suddenly on everyone's radar, but some organizations already have extensive experience and success in deploying AI techniques across multiple business units and processes.

Gartner research shows these mature Al organizations represent just 10% of those currently experimenting with Al, but would-be GenAl adopters can learn a lot from them.

Use this planning workbook to focus conversations among business and IT leaders around best practices that help you focus on GenAl initiatives that are both valuable and feasible. To get there, take a strategic approach.



Source: Gartner 2422900



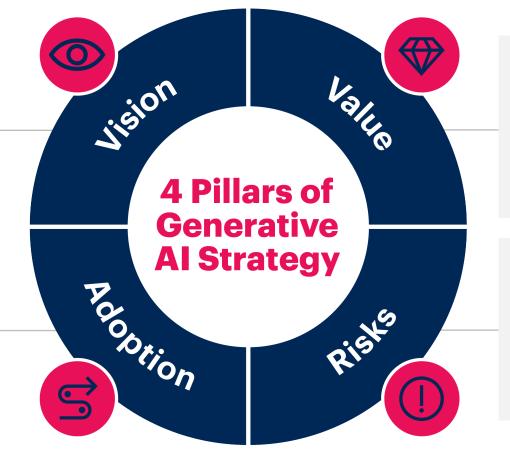
# Actions related to the 4 pillars of GenAl strategy

#### **Establish your vision for GenAl**

How GenAl will drive your enterprise goals, what benefits you expect and how you will measure success.

#### **Prioritize adoption**

Which are the best GenAl initiatives to pursue, based on their value and their feasibility — as agreed to by both IT and business leaders.



# Remove barriers to capturing value

What organizational barriers could hinder your success and what actions are needed to remove those hurdles.

#### **Identify the risks**

What regulatory, reputational, competency, technology and other risks you may need to assess and mitigate.

Source: Gartner 2422900



# Key components of your Al strategy framework



### Vision

- Goals
- Benefits
- Success metrics



### Value

- Business impact
- Change management
- People and skills



### Risks

- Regulatory
- Reputational
- Competency



## **Adoption**

- Use cases and value maps
- Al decision framework
- Decision governance

