



The 6 Most Important Considerations for Developing Your AI Strategy

As AI transforms business landscapes, organizations must balance innovation with practical implementation. Successful AI adoption requires strategic planning beyond the hype. These six key considerations will help business leaders navigate the AI landscape effectively, so investments align with objectives and deliver meaningful results.

01 Be Realistic About AI's Impact and Timeline

Recognize that the benefits of AI may not be immediate and require a long-term perspective. Avoid the trap of overhyped expectations and focus on sustainable, incremental improvements.



02 Fully Understand the Risks and Have a Strategy to Mitigate Them

AI introduces various risks, including cybersecurity and business continuity. Develop a comprehensive risk management strategy to address these concerns and enable the security and resilience of your AI systems.



03 Recognize the People and Operating Model Implications

AI adoption often requires significant changes in how teams operate. Assess the short- and medium-term implications on your workforce and organizational structure, and plan for the necessary training and support.



04 Create a Plan to Recuperate Savings and Measure ROI

To justify AI investments, have a clear plan to measure the return on investment (ROI). This includes realigning processes to capture efficiency gains and demonstrating tangible benefits to stakeholders.



05 Stay Informed About the Direction of Travel in AI

The AI landscape is rapidly evolving, with new technologies and use cases emerging regularly. Stay informed about the latest developments and be agile in your strategy to adapt to these changes.



06 Be Pragmatic About the Use Cases You Prioritize

Focus on quick wins and incremental improvements rather than long-term plans that may become obsolete. Prioritize use cases that can deliver immediate value and build a foundation for more advanced AI applications.



By addressing these six key considerations, business executives can develop a robust and effective AI strategy that drives sustainable growth and innovation.



For guidance on how to navigate AI implementation challenges and develop a practical strategy aligned with your business goals, read [A Pragmatic and Resilient Approach to AI](#).

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