

*Leverage*

**ARTIFICIAL**

**INTELLIGENCE** *TO GAIN*  
**COMPETITIVE ADVANTAGE**

**ARTIFICIAL INTELLIGENCE IS DISRUPTING EVERYTHING. ARE YOU READY?**

*New technologies are transforming business models at an increasingly rapid pace. Sensors, high performance computers, data storage, the Internet, smartphones, and social media form the foundation of the digital world. New fields like cloud computing, big data, block-chain, Internet of Things, augmented reality, robotics, and artificial intelligence (AI) are transforming and positively impacting industries, businesses, and society.*

*Expanded integration of AI is an increasingly important requirement for business competitiveness and differentiation. But understanding, developing, and implementing a robust value proposition and enduring business model based on a wholly new technology takes time and a strong commitment from senior management.*

*As companies begin to explore AI opportunities, there is typically a disconnect between business and technology leaders. Business leaders see examples of innovative companies deploying AI to gain competitive advantages, but are unsure how to leverage AI for their own business. Technology leaders are fully aware of the power of AI, but are unable to translate that power into a winning business strategy.*

*AI&U Workshops bring business and technology leaders together to create innovative solutions in real time.*

Based on original content from the book **AI&U: Translating Artificial Intelligence into Business**, this novel five-day workshop brings business and technology leaders together to **understand, identify, and assess** opportunities to **apply** AI in their businesses. The workshop not only provides participants with a solid understanding of how and where AI can positively impact their business, but also converts the best idea generated during the session into a prototype to validate the concept and gain initial feedback through real time interviews with customers.



**UNDERSTAND** A review of AI's origins, evolution, key concepts, and current implementations help bring workshop participants to a common understanding and sets the stage for the remainder of the week.



**IDENTIFY** Facilitated discussions and a series of ideation exercises are used to generate a robust list of opportunities to apply AI to existing products, services, operations, corporate processes, marketing activities, etc.



**ASSESS** The list of opportunities is assessed via both qualitative and quantitative methods, incorporating real time market research, interviews with experts, and sweet spot analysis. The list is paired down and top ideas are consolidated into a short list of prioritized strategic initiatives.



**APPLY** The leading AI initiative is validated through development of a realistic prototype that is "good enough" to demonstrate the solution to a small number of customers. These customers are interviewed to gain immediate feedback on the solution, helping to quickly kill the costly implementation of a bad idea or support the refinement and full development of a great idea.

## KEY ELEMENTS OF THE 5-DAY AI&U WORKSHOP INCLUDE:

AI&U Workshops are facilitated by two senior-level experts with deep experience spanning business, technology, and international markets who are passionate about translating artificial intelligence into business. The workshops are held off-site or in corporate conference rooms free from distractions and run five days, starting Monday morning at 10:00 AM and finishing on Friday afternoon by 5:00 PM.

Client teams typically include at least five and no more than ten individuals from a mix of roles, such as marketing, finance, technology, product development, operations, customer experience, and management. In addition to workshop materials, all participants are provided with a copy of the book **AI&U: Translating Artificial Intelligence into Business**.

Upon completion of the AI&U Workshop, participants will have addressed critical business issues through rapid prototyping and customer testing. Team members will have reached clearly defined goals and deliverables and gained key learnings within just a few days.

The AI&U Workshop has proven to spark innovation; encourage creative, user-centric thinking; align team members with a shared vision; and help businesses launch new or updated products and services in considerably less time than conventional methods.

**Competitors are not waiting!** Numerous workshops have been conducted to help leading companies like Allianz Partners, BMW, and OSRAM discover and test new, innovative approaches that lead to sustainable competitive advantages. With the ever increasing amounts of customer and operational data, business leaders that apply AI are benefitting from far better insights in less time and at lower cost than competitors that continue hiring more and more data analysts.

The time is now to think beyond old conventions and embrace the rapidly expanding world of possibilities enabled by artificial intelligence. **Don't wait. Call today!**

