

1.5 What questions should we be asking?

Using the **FFF 10-Step AI Enablement model** to frame key decisions around readiness, leadership, risk, capability and value

What's in this paper?

- | The 10-Step model at a Glance
- | Key questions at each step of the model



01 | GETTING STARTED

- 1.1 What is AI?
- 1.2 What are AI's capabilities today?
- 1.3 How is AI being used across sectors?
- 1.4 How can AI help my business?
- 1.5 What questions should we asking?

2 | CREATING AN AI BUSINESS CASE

3 | BUILDING AN AI STRATEGY

4 | GOVERNANCE & COMPLIANCE

5 | TECH & DATA READINESS

6 | PEOPLE READINESS

7 | TOOLING & PARTNERS

8 | EXPERIMENT & LEARN

9 | SCALE & OPTIMISE

10 | MEASURE THE VALUE

Asking the right questions

Getting confident about using AI isn't necessarily about having all the answers...but it does help to be asking to right questions

Too many AI initiatives begin with a tool, a vendor, or a buzzword.

Few start with a focused, strategic conversation.

Leaders are often told they need to “do something with AI”— but aren’t always guided on how to interrogate the opportunity properly. This leads to a proliferation of disconnected pilots, unclear ROI, or stalled programmes.

Clarity starts with better questions.

This paper takes you through the FFF 10-Step AI Enablement Model, and the key questions that each step is helping to answer.



A simple yet comprehensive approach to successfully implementing AI



people first tech second results together

The 5 Big Questions....

The core questions that we seek to be able to answer are:



DO YOU REALLY NEED IT?

- Is this solution fixing a measurable problem?
- Will it help us to achieve our strategy?
- Will it improve customer experience and be positive for our brand?



DO YOU KNOW HOW TO USE AI RESPONSIBLY?

- Do we know how to govern & control the use of AI?
- Are we confident we're using AI ethically?
- Do our customers trust the way their information is being used?
- Is our data 100% ready to be used, and can it be used securely?



ARE YOUR PEOPLE READY FOR AI?

- Have we considered how our teams feel about using AI?
- Do we have the skills to buy, build & manage AI products?
- Do our people want to adopt AI and do they know how to make best use of it?



DOES IT REALLY WORK?

- Do we trust the vendors and products we are using?
- Do we fully trust the outputs it gives us?
- Are our teams telling us its working as expected?



IS IT GOING TO DELIVER VALUE?

- Is it doing what we expected?
- Can we measure the value it provides?
- How will we communicate the value of AI to our people and our shareholders?

The 10-Step AI Enablement Model

The model supports great decision making at every step - ensuring AI is being implemented for the right reasons, in the right ways, and will deliver measurable value



The 10-Step AI Enablement Model - the Outcomes

Each step is designed around a simple set of outcomes



Lets look at how the model supports our 5 big questions

Steps 1, 2 & 3 help you to feel confident that AI is right for your business, and ensure that it supports and enhances your business strategy




DO YOU REALLY NEED IT?

- Is this solution fixing a measurable problem?
- Will it help us to achieve our strategy?
- Will it improve customer experience and be positive for our brand?

01
STEP

GETTING STARTED

EVERYTHING YOU NEED TO KNOW ABOUT AI AND ITS POTENTIAL FOR YOUR BUSINESS




- 1.1
- What is AI?
- 1.2
- What are AI's capabilities today?
- 1.3
- How is AI being used across sectors?
- 1.4
- How can AI help my business?
- 1.5
- What questions should we asking?

02
STEP

CREATING AN AI BUSINESS CASE

ASSESSING THE OPPORTUNITY FOR AI AND GAINING SUPPORT




- 2.1
- Map Problems to AI Capabilities
- 2.2
- What can we learn from others?
- 2.3
- Assess AI Maturity - where are we today?
- 2.4
- Identify Prerequisites to AI Success
- 2.5
- The Final Business Case** - telling a compelling story about Cost, Value, Impact & Risk

03
STEP

BUILDING AN AI STRATEGY

BUILDING A PLAN & APPROACH TO ADOPTING AI IN YOUR ORGANISATION



- 3.1
- Align AI to your Business & IT/Digital Strategy
- 3.2
- Establish AI Investment & Innovation Governance
- 3.3
- Build of Roadmap of Use Cases
- 3.4
- Design Cultural Change & Organisational Strategy
- 3.5
- Assess Risks, Opportunities & Threats

Lets look at how the model supports our 5 big questions

Steps 4 & 5 concentrate on readiness - creating processes to govern & control AI usage, and ensuring that our Data is ready to be used effectively




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RESPONSIBLY?**

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- Do our customers trust the way their information is being used?
- Is our data 100% ready to be used, and can it be used securely?

04
STEP

GOVERNANCE & COMPLIANCE

ENSURING AI IS
ETHICAL, FAIR,
SECURE, AND
COMPLIANT




- 4.1
- Create an AI Policy
- 4.2
- Establish an AI Governance Framework
- 4.3
- Establish a Culture of Responsible AI
- 4.4
- Monitor & Report on Compliance
- 4.5
- Ensure Ongoing Compliance

05
STEP

TECH & DATA
READINESS

PREPARING
INFRASTRUCTURE&
DATA
FOR AI
INTEGRATIONS



- 5.1
- Assess Data Quality
- 5.2
- Safeguard Data Privacy
- 5.3
- Assess T Systems Compatibility
- 5.4
- Assess Integration Feasibility
- 5.5
- Review processes & ways of working

Lets look at how the model supports our 5 big questions

Steps 6 is all about your people - from AI sentiment to skills and leadership



ARE YOUR PEOPLE READY FOR AI?

- Have we considered how our teams feel about using AI?
- Do we have the skills to buy, build & manage AI products?
- Do our people want to adopt AI and do they know how to make best use of it?

06
STEP

PEOPLE READINESS

ASSESSING
SKILLS &
PREPARING
TEAMS FOR
CHANGE



6.1

Assess AI Skills & Capabilities

6.2

Establish an AI Literacy Programme

6.3

Manage AI Change

6.4

Develop AI Leadership skills

6.5

Establish AI Oversight Committees & Employee groups

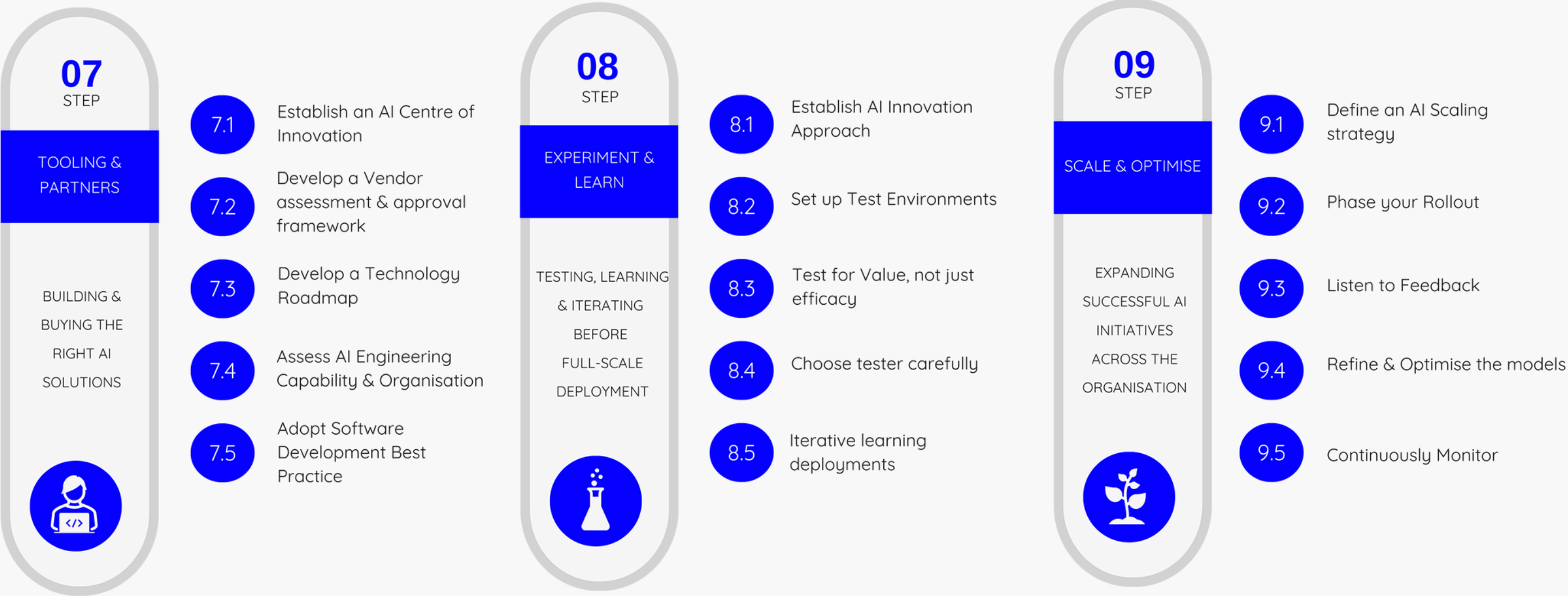
Lets look at how the model supports our 5 big questions

Steps 7,8 & 9 get us up and running - buying the right products, piloting and rolling out across the business



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- Are our teams telling us its working as expected?



Lets look at how the model supports our 5 big questions

Steps 10 is all about the Value - how we measure it and how we tell stories



**IS IT GOING
TO DELIVER
VALUE?**

- Is it doing what we expected?
- Can we measure the value it provides?
- How will we communicate the value of AI to our people and our shareholders?

10
STEP

MEASURE
THE VALUE

USING KPI'S AND
METRICS TO TELL
COMPELLING
SUCCESS STORIES



- 10.1
- Establish AI KPI's & Metrics
- 10.2
- Establish Analytics & Reporting
- 10.3
- Focus on Customer Experience
- 10.4
- Celebrate Success Stories
- 10.5
- Focus on Brand impact



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