



FULL FATHOM FIVE

AI STRATEGY LEADERSHIP PLAYBOOK

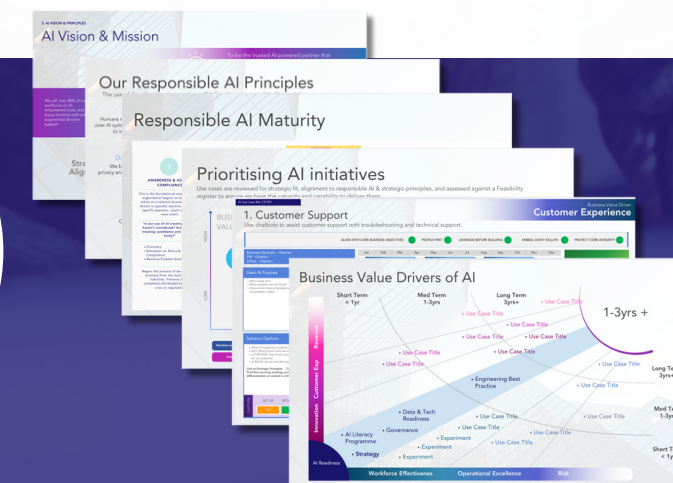
THE ULTIMATE AI MASTERCLASS & LEADERSHIP TOOLKIT
FOR BUILDING AN IMPACTFUL, ETHICAL AI STRATEGY



9 ONLINE
AI STRATEGY
MASTERCLASSES



20
PRACTICAL
TEMPLATES



FULL FATHOM FIVE

AI STRATEGY LEADERSHIP PLAYBOOK

THE ULTIMATE AI MASTERCLASS & LEADERSHIP TOOLKIT
FOR BUILDING AN IMPACTFUL, ETHICAL AI STRATEGY



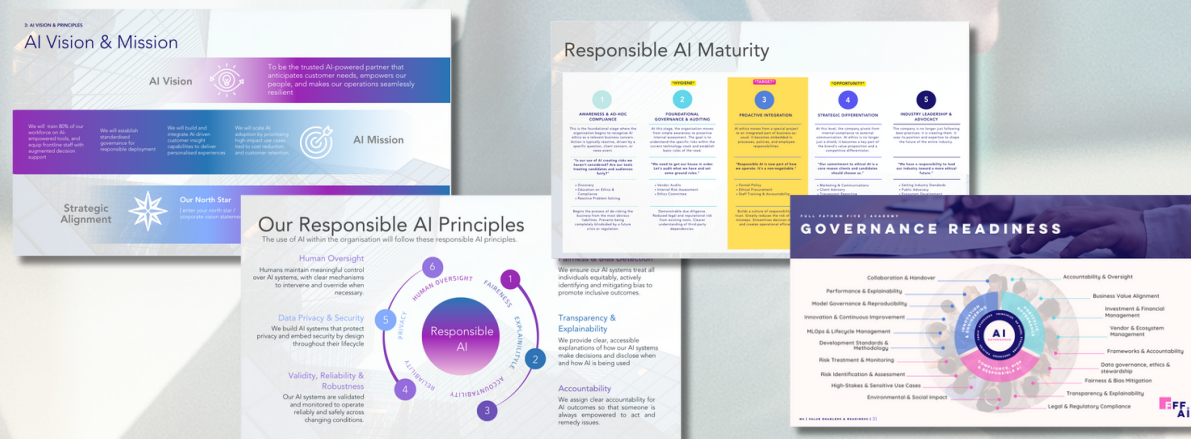
**BUILT &
TESTED BY
INDUSTRY
EXPERTS**

A comprehensive playbook of
20+ templates and
frameworks
built by AI strategy and
delivery experts and road-
tested in global organisations

**LEAD WITH
INFLUENCE,
IMPACT AND
ACTION**

Secure board approval, de-risk AI
investments, and lead an enterprise-
wide transformation. Our step-by-step
guidance empowers you to shape cross
functional AI strategies that deliver
measurable value

STRATEGY & READINESS



PORTFOLIO MANAGEMENT & PLANNING



FULL FATHOM FIVE

AI STRATEGY LEADERSHIP PLAYBOOK

THE ULTIMATE AI MASTERCLASS & LEADERSHIP TOOLKIT
FOR BUILDING AN IMPACTFUL, ETHICAL AI STRATEGY



ONLINE AI STRATEGY MASTERCLASSES

Flexible, self-guided masterclasses that can be taken individually or combined into a complete end-to-end training programme. Each session walks you through the core concepts, proven frameworks, and step-by-step instructions to customise and complete the template documents, **ready to apply directly in your business.**

- 1 Market & Competitor Research
- 2 Understanding the Potential of AI: from Workforce Productivity to Business Transformation
- 3 Vision, Mission, Strategic Principles & Responsible AI
- 4 Designing your AI Business Value Drivers
- 5 Turning Business Problems into Prioritised AI Opportunities
- 6 AI Readiness Assessment - Preparing your People; your Tech; & Establishing Governance
- 7 The AI Value Roadmap
- 8 The 'Bulletproof' AI Business Case
- 9 Launching the AI Strategy



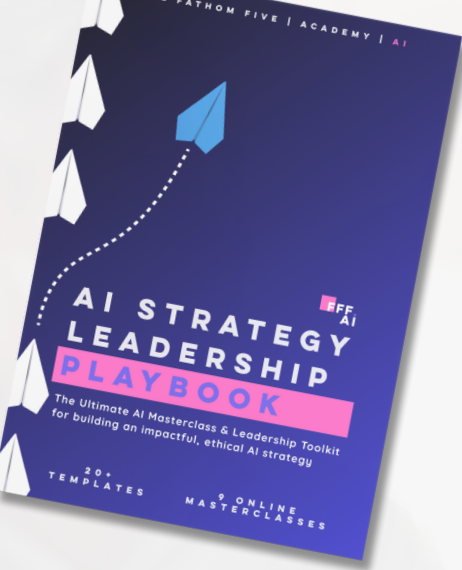
FULL FATHOM FIVE

AI MASTERCLASSES

9 MASTERCLASSES GUIDING YOU THROUGH 20 TEMPLATES



MASTERCLASS 1



INDUSTRY
RESEARCH

COMPETITOR
ANALYSIS



OUR ECOSYSTEM

CONTEXT - THE AI LANDSCAPE



Uncover hidden market trends and start to build competitive edge using AI-driven research.



Consider how AI is impacting your Customers, your People and your Partners, enabling you to build a resilient and informed foundation for your entire AI strategy.

TOOLKIT



CUSTOM GPT: STRATEGIC MARKET & COMPETITOR ANALYSIS TOOL



TEMPLATE: THE IMPACT OF AI ON OUR CUSTOMERS, PEOPLE & PARTNERS



TEMPLATE: COMPETITIVE POSITIONING

MASTERCLASS 2

WORKFORCE
PRODUCTIVITY



WORKFLOW
TRANSFORMATION

BUSINESS MODEL
TRANSFORMATION



UNDERSTANDING THE BUSINESS POTENTIAL OF AI



Learn the three core pathways AI uses to create exponential value: revolutionising workforce productivity, automating and transforming critical workflows, and ultimately, reimagining your entire business model for the digital age.

MASTERCLASS 3



VISION &
MISSION



STRATEGIC
ALIGNMENT

RESPONSIBLE AI
PRINCIPLES



VISION, PRINCIPLES & RESPONSIBLE AI



Create compelling & aspirational Vision & Mission statements for AI, demonstrating how AI will enable the organisation to reach its goals



Establish a set of strategic principles to guide AI decision making.



Turn Responsible AI principles into practical, measurable steps toward maturity

TOOLKIT



TEMPLATE: AI VISION & MISSION



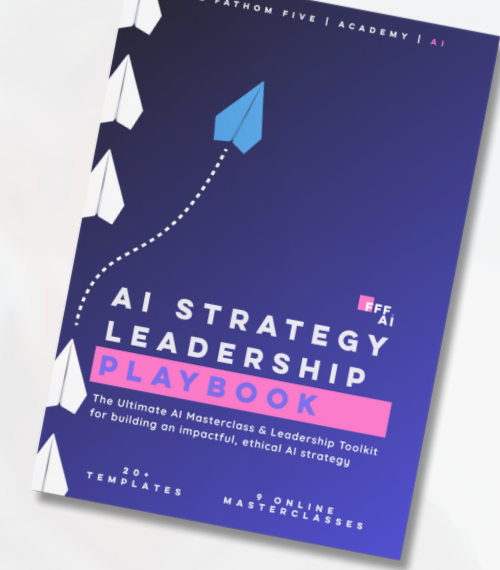
TEMPLATE: AI STRATEGIC PRINCIPLES



TEMPLATE: RESPONSIBLE AI PRINCIPLES



TEMPLATE: 5-STEP RESPONSIBLE AI MATURITY MATRIX



FULL FATHOM FIVE

AI MASTERCLASSES

9 MASTERCLASSES GUIDING YOU THROUGH 20 TEMPLATES



MASTERCLASS 4

DESIGNING YOUR AI BUSINESS VALUE DRIVERS



-  Establish a set of AI Business Value Drivers to describe how AI will deliver value to your organisation
-  Develop a systematic approach to identifying and impact assessing problems and opportunities.

TOOLKIT

-  **TEMPLATE:** BUSINESS VALUE DRIVERS
-  **TEMPLATE:** PROBLEM CAPTURE & ANALYSIS

MASTERCLASS 5

TURNING BUSINESS PROBLEMS INTO PRIORITISED AI OPPORTUNITIES



-  Master the art of transforming business problems into qualified and quantified AI use cases.
-  Learn to critically evaluate the Buy, Partner, or Build pathways to select the most effective and efficient solution for your organisation.
-  Evaluate & compare AI Use Cases to ensure the highest value work is prioritised

TOOLKIT

-  **CUSTOM GPT:** TURNING PROBLEMS INTO AI SOLUTIONS
-  **TEMPLATE:** AI USE CASE 1-PAGER
-  **TEMPLATE:** USE CASE FEASIBILITY ASSESSMENT
-  **TEMPLATE:** USE CASE PRIORITISATION MAP

MASTERCLASS 6

AI READINESS ASSESSMENT - PREPARING YOUR PEOPLE; YOUR TECH; & ESTABLISHING GOVERNANCE



-  Take an unflinching, evidence-based view of your organisation's true capability to deliver on its AI ambitions.
-  Learn to conduct a comprehensive readiness assessment to build your launchpad for success and de-risk your investments.
-  Establish a Governance Framework to control decision making

TOOLKIT

-  **TEMPLATE:** AI READINESS ASSESSMENT
-  **TEMPLATE:** AI GOVERNANCE FRAMEWORK
-  **TEMPLATE:** AI GOVERNANCE COMMITTEE - TERMS OF REFERENCE

FULL FATHOM FIVE

AI MASTERCLASSES

9 MASTERCLASSES GUIDING YOU THROUGH 20 TEMPLATES



MASTERCLASS 7

THE AI VALUE ROADMAP



Transform your strategy into an actionable plan.

Learn to synthesise your readiness assessment and solution pathways into a clear, visual roadmap that plots the course from initial investment to full value realisation.



MASTERCLASS 8

THE BULLETPROOF AI BUSINESS CASE



Learn to accurately forecast costs, quantify benefits, and present a realistic and defensible plan for realising value.



Design Key Performance Indicators (KPIs) to measure value on AI investments



Create visuals to demonstrate ROI and your programmes Break Even point



MASTERCLASS 9

LAUNCHING THE AI STRATEGY



Learn to synthesise your entire strategy into a powerful and compelling narrative.



Develop the presentation skills to gain enthusiastic board-level approval and secure the championship your AI vision needs to succeed.



Design a Communications Plan to support your strategy



TOOLKIT



CUSTOM GPT: READINESS ASSESSMENT ACTION PLANNING



TEMPLATE: AI STRATEGIC ROADMAP (SUNSHINE MAP)

TOOLKIT



TEMPLATE: BUSINESS CASE - COST TRACKER



TEMPLATE: BUSINESS CASE - BENEFITS REGISTER



TEMPLATE: ROI CALCULATION & BREAK EVEN VISUALISATION

TOOLKIT



TEMPLATE: THE COMPLETE AI STRATEGY TEMPLATE



TEMPLATE: COMMUNICATION PLAN

