

Launching a Successful AI Initiative

Learning Objectives

- Identify AI use cases by evaluating feasibility and business impact.
- Assess readiness across business clarity, data, technology, people, governance, and measurement.
- Recognize why AI projects fail and avoid common pitfalls.
- Frame AI project ideas to win leadership support.
- Use AI tools to rapidly prototype and refine project ideas.
- Apply an iterative framework to drive quick wins and scalability.
- Build a personalized kickoff checklist to launch your AI initiatives.

Why AI Projects Fail and What Successful Launches Do Differently

- Recognize the organizational and execution patterns that cause AI projects to fail.
- Distinguish problem-first thinking from tool-first thinking.
- Apply five early checks to pressure-test an AI project.
- Identify the two or three risks most likely to stall their use case.

Selecting the Right AI Case

- Identify and compare AI use cases against business value and feasibility.
- Determine whether AI or simpler automation is the better solution.
- Select one use case using impact, feasibility, and adoption criteria.
- Write a specific problem statement and measurable outcome.

Readiness, Data, and Feasibility

- Evaluate an AI use case across six readiness dimensions.
- Identify data, technology, process, people, and governance gaps.
- Select the lightest viable platform or solution approach.
- Estimate the time, cost, and effort required to move from pilot to production.
- Execute the Plan

Stakeholder Buy-In, Sponsorship, and Governance

- Identify the stakeholders who must approve, fund, use, support, or govern an AI project.
- Anticipate sources of resistance and develop practical responses that support adoption.
- Define decision rights, accountability, and governance controls for an AI initiative.
- Map stakeholders and prepare a concise sponsor pitch that communicates the problem, value, plan, and specific ask.

From Concept to Prototype with AI Tools

- Distinguish a demo, prototype, pilot, and scaled solution.
- Use AI tools to clarify and structure an AI use case.
- Create a prototype workflow with explicit human review points.
- Identify assumptions and risks that require testing before a pilot.

Evaluation, Pilot Planning and Scaling

- Define pilot objectives, metrics, and thresholds before testing.
- Evaluate business value, quality, risk, and user adoption.
- Decide when to proceed, pause, pivot, or stop.
- Create a practical plan for adoption, monitoring, and scaling.

Final Kickoff Checklist and 30 Day Action Plan

- Convert the day's work into a launch-ready checklist.
- Sequence the first 30 days of project activity.
- Identify the first stakeholder conversation and sponsor request.
- Commit to one next action, one stakeholder, and one risk mitigation step.