

# From Experimentation to Measurable and Scalable Results

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**The AI Execution Framework**



**Many organisations are “trying AI”, testing tools, running pilots, or attending trainings, but few move from experimentation to real business impact. They miss structure, prioritisation and measurable ownership so that AI becomes successful.**

**Maybe you  
feel this?**

- AI feels chaotic.
- People are not aligned.
- AI isn't delivering the results that you expected.
- Many AI pilots, less scaling.
- AI impact is not measurable.
- Leadership lacks control.
- Governance comes too late.

**This structured, practical framework with diagnosis can help you to change this.**



# AI Opportunity Mapping

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AI should never start with tools — it starts with business priorities and where AI creates the most value.

Identify where your focus for your AI activities lies.

## Example questions:

- What are the bottlenecks in our organisation/processes?
- Where are decisions delayed?
- Where do we feel frustration?
- Where do we have a lot of repetitive work
- What are our strategic priorities?
- What could we do better and innovate?

**Opportunity Score =**  
**Strategic relevance + Operational pain + AI leverage potential**



**Involve your people from the start. They know their tasks and processes. AI adoption will be faster.**

## AI Readiness Check

STEP



Before you plan any initiatives/use case development and implementation, do a quick check, if the process is AI ready. Otherwise you risk to “burn” budget.

### Example questions:

- What is the potential value and return on invest?
- Is the needed data available?
- What internal capabilities / skills (people, tech) do we already have?
- What is the risk / governance classification?

**TIP**

**Score from 1–5 in these areas and all questions.**

**⚠ Check your data: data is often assumed available, but not structured, accessible or governed.**

**TIP**

**1. Prioritise by impact and feasibility.**

- **The use cases with a high feasibility and impact are quick wins.**
- **The use cases with a lower feasibility and high impact means strategic investment and longterm value.**
- **Start with quick wins that build confidence — then scale to strategic initiatives.**
- **Start small, design for scale.**

**2. Plan AI governance from the start:**

**Where do you need the human-in-the-loop and manual output checks?**

## Use Case Design, Prototyping & Validation



Translate the top opportunity into a clearly defined business use case with measurable objectives, scope and success criteria.

### Define the right AI approach

Not every problem requires the same type of AI solution. Determine whether the use case is best realised through:

- AI-assisted workflows
- AI automation
- AI agents

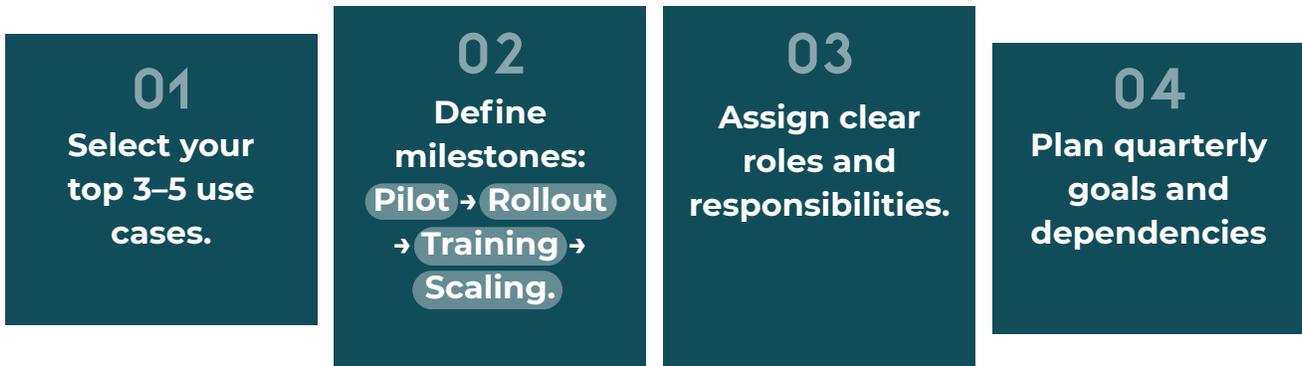
### Workflow Design, Prototyping & Validation

- Which AI approach fits best?
- Where must human oversight and decision ownership remain?
- How should data, tools and systems interact?
- What governance or human control points are required from the start?
- Does the solution technically work with available data and systems?
- Does it actually improve the workflow in practice?
- Can teams realistically use it in their daily work?
- Is measurable performance improvement visible?

# Roadmap & Timeline Planning



Turn your ideas into an actionable plan.



## EXAMPLE

Phase	Focus Area	Key Actions	Owner
1	Data readiness	Clean data and build connections	Data & IT Team
2	Pilots	Develop / run prototypes	Innovation Team
2	Adoption	Train users, collect feedback	HR + Operations
4	Scaling	Roll out to more teams	Leadership

## TIP

Focus on a small number of high-impact initiatives at a time. Scaling too many use cases in parallel reduces clarity, ownership and measurable results. The number of active AI initiatives should match your organisational capacity.

Early-stage organisations: focus on 1-3 core use cases.  
More mature organisations: expand gradually

# AI Governance, Risks & Compliance

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Trust and responsibility are critical for long-term success.

## Define how AI is managed, approved, and monitored

- Who is accountable for AI decisions?
- Where do we need the human-in-the-loop?
- Are data protection and privacy fully covered (GDPR, EU AI Act)?
- How do we manage risk and quality over time?

TIP



Create a lightweight AI Governance Framework including:

- Roles and approval workflows
- Risk and compliance checklist
- Data security and bias monitoring rules
- Model review and update process

**Governance builds trust, safety, and confidence across the organisation. It shouldn't feel like heavy bureaucracy, and should be easy to implement in daily practice.**

# AI Governance, Risks & Compliance

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Risk Level	Example	Required Control
Low	Internal drafting	Spot checks
Medium	Customer support	Human-in-the-loop touchpoints
High	Decision automation	formal approval process

# Tracking & Continuous Improvement

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AI success depends on learning, measuring, and adapting.

## Track progress regularly through key metrics such as:

- Efficiency gains (hours saved)
- Financial (cost/revenue impact)
- Accuracy improvements
- Quality (error rate / accuracy)
- Employee adoption rates
- Rework reduction



**Use a simple scorecard for each use case:**

- **Impact achieved vs. expected**
- **Adoption level**
- **Operational reliability**
- **Next scaling decision**

**Conduct quarterly AI review meetings to evaluate what's working, what needs improvement, and what new opportunities have emerged..**

**Collect feedback from the teams using AI in daily work. Their insights often reveal improvement opportunities that metrics alone cannot show.**

## Enablement, Change & Communication

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Technology changes nothing unless people change how they work.

### Build engagement and skills early:

- Train teams on AI tools, data literacy, and responsible use
- Communicate success stories and quick wins
- Involve employees as co-creators, not passive users
- Build internal “AI Champions” who drive adoption in each department

**TIP**

**Good communication builds trust and reduces fear.  
Show people how AI helps them, not replacing them  
But also show how roles might change and tasks are  
redesigned.**

# 7-Step Overview

 **Enablement & Change**  
How do we empower people?

 **Tracking**  
How do we measure success?

 **Governance & Compliance**  
How do we ensure trust and control?

 **Roadmap Planning**  
What are the next milestones?

 **Use Case Prototype**  
What is the best AI approach?

 **AI Readiness & Use Case Prioritisation**  
Is the business process AI ready?

 **Strategic Objectives and AI Opportunities**  
Where can AI create the most value?

# Your AI Strategy Readiness Checklist

## Practical Section

Use this quick self-assessment to see where your organisation stands — and which next step to prioritise.

Score each statement from 1 (not started) to 5 (fully in place). Then total your points and see your level at the end.

### 1. Strategic Objectives & AI Opportunities

We have defined clear business goals for AI.	1-5
Each goal is linked to measurable KPIs (efficiency, cost, quality).	
We identify use cases based on real business problems, not tools.	

### 2. Use Case Prioritisation & Development

We prioritise use cases by impact and time-to-value.	1-5
Each use case has defined KPIs, stakeholders, and required data.	
We evaluate feasibility (data, skills, tech) before starting.	
Each use case has defined KPIs, stakeholders, and required data.	
We know which AI approach is the best (workflow, automation,...).	
We plan AI Governance and human-in-the-loop from the start.	

## 4. Roadmap & Timeline Planning

We have a roadmap showing milestones, responsibilities, and timelines.	1-5
There is a clear owner for each AI project.	
We regularly review and adjust the roadmap.	

## 5. Governance, Risks & Compliance

We have an AI governance framework (roles, responsibilities and policies) that people understand and can easily adopt in daily practice.	1-5
Risks (ethical, legal, operational) are documented and reviewed.	
Data protection and compliance processes are in place (e.g. GDPR, EU AI Act).	

## Tracking & Continuous Improvement

We measure results and ROI of AI initiatives.	1-5
Lessons learned are documented and shared across teams.	
We continuously refine our use cases and models.	

## Enablement, Change & Communication

Teams receive training on AI tools and use cases.	1-5
Success stories and best practices are communicated internally.	
There are active AI Champions or ambassadors in key departments.	
We foster a culture of experimentation and learning.	

## Your Next Step



# Turn This Template into **Action**

This roadmap gives you structure — but every organisation's data, people, and strategy are unique.

**In the AI Strategy Sprint, we turn this framework into your concrete plan:**

- ✓ Identify AI opportunities and use cases
- ✓ Assess the AI readiness of your business process
- ✓ Define governance, risks, and clear data landscape
- ✓ Build your roadmap with clear responsibilities
- ✓ Upskill people for safe and confident AI use



## Kontakt



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