



EXECUTIVE GUIDE

AI Opportunity Assessment

A concise framework for identifying, comparing and prioritising enterprise AI opportunities.

BEST FOR

Executives, business owners, transformation leaders, enterprise architects and technology teams.

01

Start with outcomes

Anchor the discussion in a measurable business problem, not a model or tool.

02

Assess readiness

Check data, knowledge, integration, ownership, security and process maturity.

03

Compare opportunities

Balance expected value with feasibility, risk, adoption effort and strategic fit.

04

Choose the right pilot

Select a focused use case that can prove value and operating readiness before scale.

FRAMEWORK

Five lenses for a useful AI opportunity

Use the same decision lenses across candidate use cases so leadership can compare them consistently.

1

Business value

Define the outcome, baseline, expected improvement, users affected and the person accountable for realised value.

2

Process fit

Identify where AI assists, automates or augments work and where human judgement or approval remains essential.

3

Data & knowledge

Confirm that required information is available, approved, sufficiently current and accessible under the right permissions.

4

Technology & integration

Check systems, APIs, identity, workflow dependencies, hosting constraints and operational support requirements.

5

Risk & governance

Classify impact, privacy, security, regulatory exposure, autonomy and evidence required before production.

ACTION CHECKLIST

Executive assessment checklist



The business problem and desired outcome are clear.



A baseline and measurable success indicators exist.



Users, process owners and decision rights are identified.



Required data and knowledge sources are known and approved.



Integration and architecture dependencies are understood.



Security, privacy and responsible-AI risks are classified.



A realistic pilot scope can be delivered and evaluated.



There is an owner for adoption, operations and realised value.

NEXT STEPS

Turn the assessment into a prioritised roadmap

- Rank use cases by value, feasibility, risk and strategic fit.
- Select one focused pilot with measurable success criteria.
- Use pilot evidence to decide whether to scale, redesign or stop.

Important

This guide is a decision-support summary, not a substitute for a customer-specific legal, regulatory, security or architecture assessment.