Turning AI Innovation into Business Impact

Why most AI initiatives stall and how to move them to enterprise value

TURNING IDEAS INTO IMPACT

The AI Innovation Trap

How organizations perceive
AI innovation today

- **Unnecessary**
- **Costly**
- **Fluff**
- **Heavy in methodology**
- **Time consuming**

TURNING
IDEAS
INTO IMPACT

So what does "**good**" AI innovation actually look like?

X!

TURNING IDEAS INTO IMPACT

Innovation as a strategic and tactical impact driver

Strategic business planning

Technology innovation planning

Business organization planning

Technology system planning

Impact

Organization

Opportunity

Alignment

TURNING IDEAS INTO IMPACT
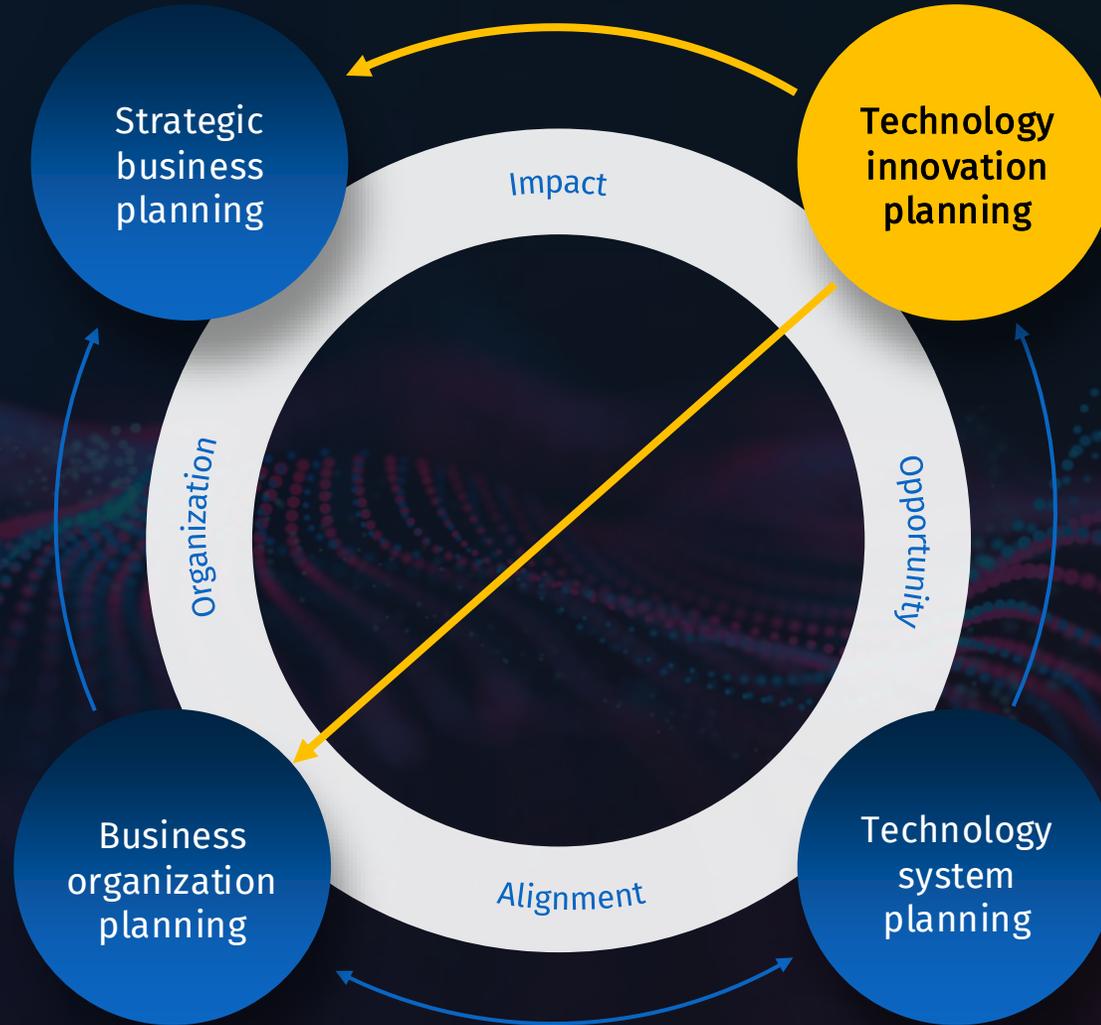
5 Layers of AI Architecture

The application layer

› User-facing AI experiences

› Converts AI output into actions

› Determines usability and adoption

The model layer

› Learns patterns from data

› Makes predictions or decisions

› Continuously improves

The chip layer

› Executes AI computations

› Enables fast training and inference

› Critical for performance

The infra layer

› Ensures scalability and reliability

› Connects models, data, and applications

› Supports global AI operations

The energy layer

› Powers data centers and chips

› Major cost and sustainability factor

› Impacts AI scalability

AI Architecture

TURNING IDEAS INTO IMPACT

AI Ideas are everywhere

Customers

Employees

Partners

Activate Crowds

Engage Communities

Drive Results
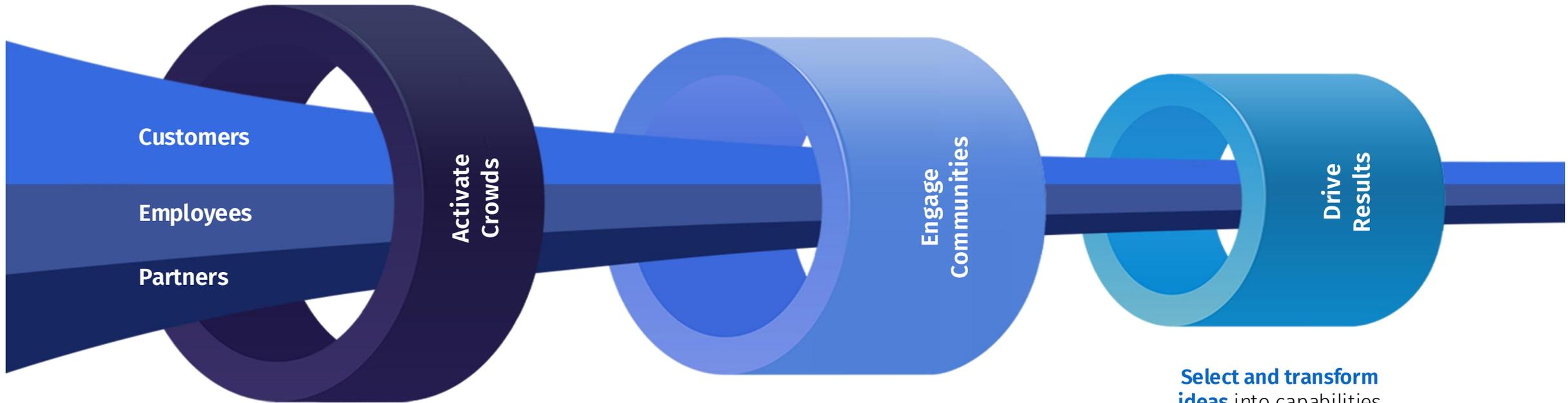
Mobilize the wisdom of the crowds to generate innovative ideas for our organization.

Engage communities to proactively collaborate and improve and refine ideas through incentives and competition.

Select and transform ideas into capabilities and services by balancing creativity with process discipline.

TURNING IDEAS INTO IMPACT

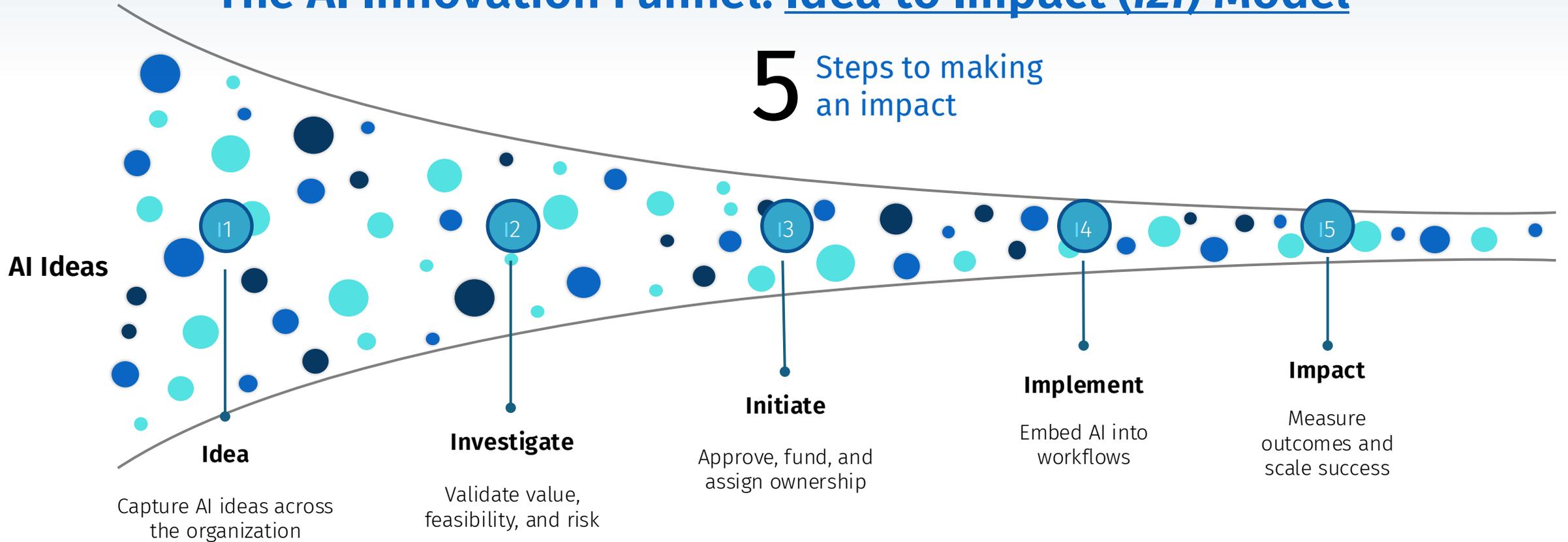# The AI Innovation Funnel: Idea to Impact (*I2I*) Model

5 Steps to making an impact

AI Ideas

I1
Idea
Capture AI ideas across the organization

I2
Investigate
Validate value, feasibility, and risk

I3
Initiate
Approve, fund, and assign ownership

I4
Implement
Embed AI into workflows

I5
Impact
Measure outcomes and scale success

Product Management

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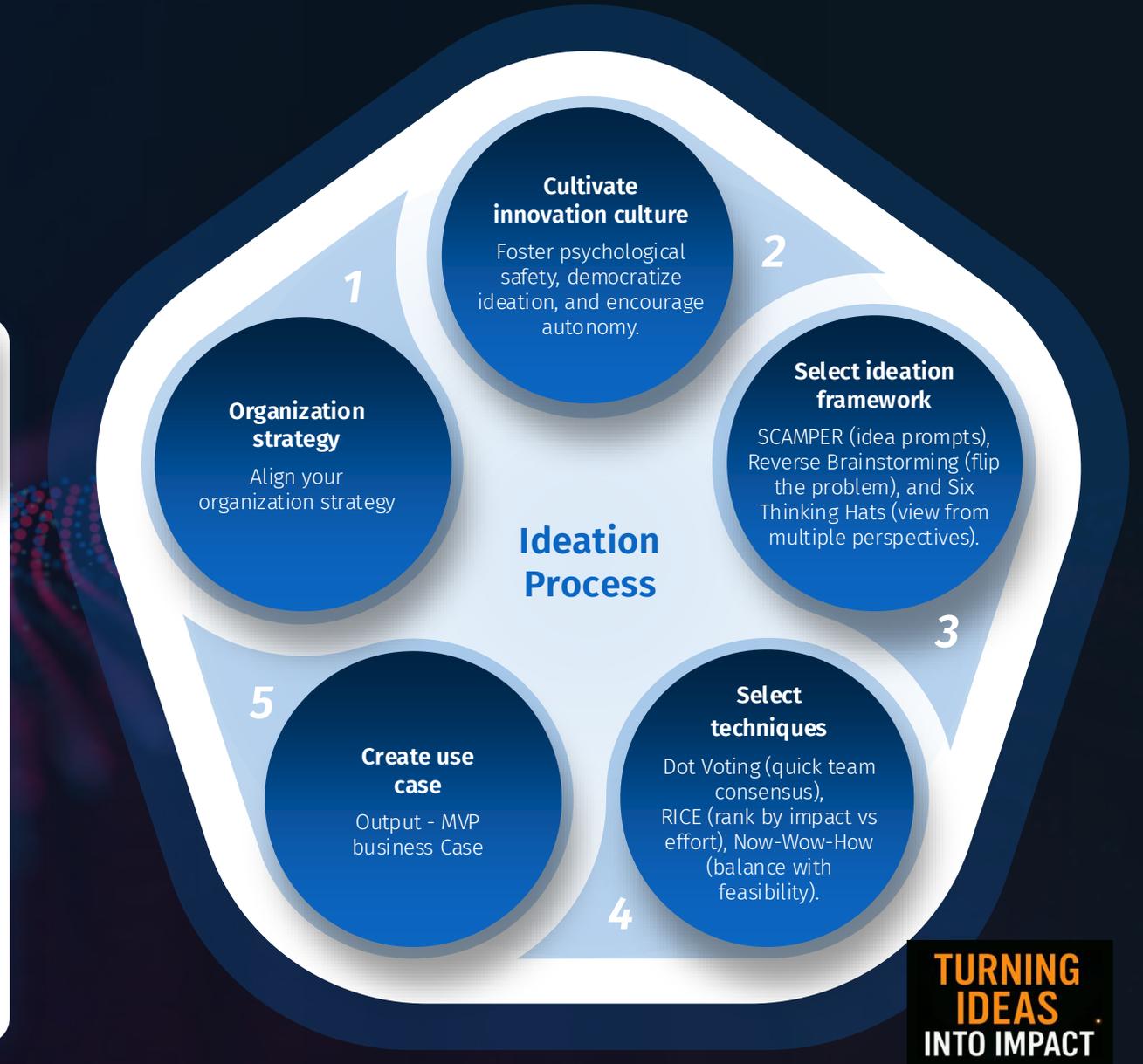
I5

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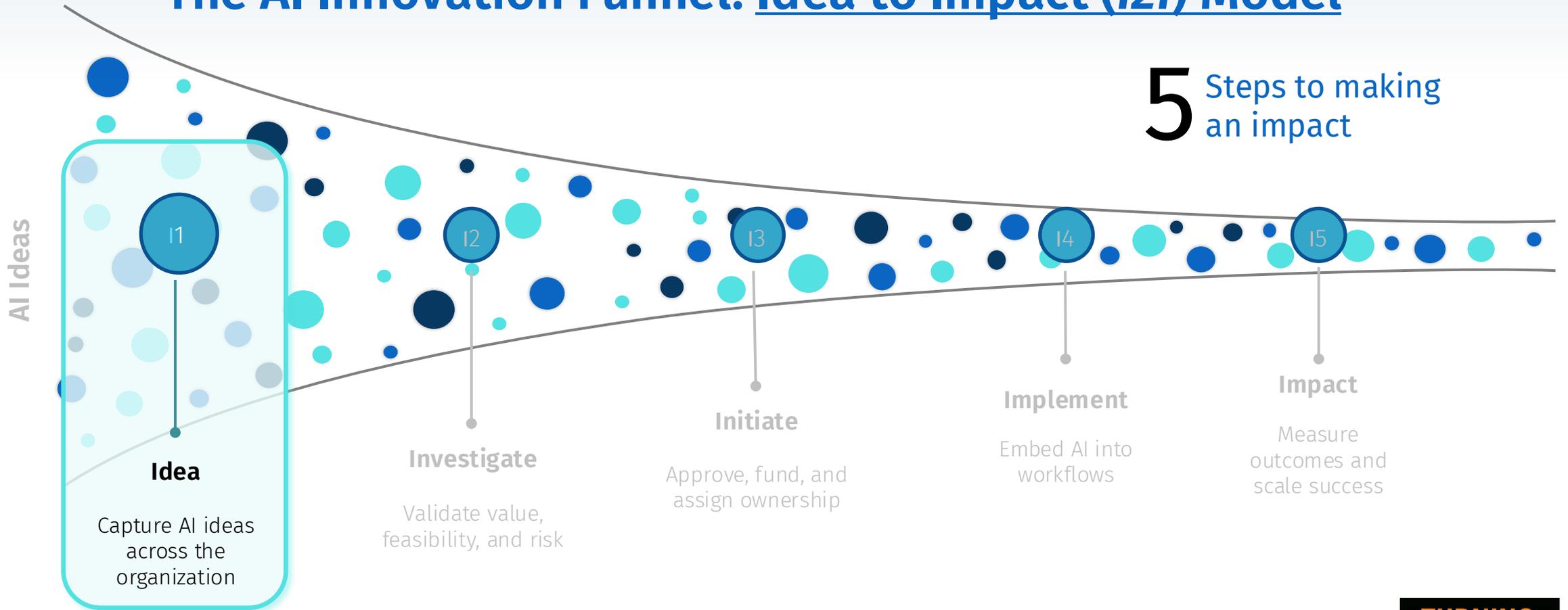
Product Management

Idea to Impact – Idea Intake
Build structure to ideation

I1 **Idea**

Intake Align your organization strategy	Collaborate Platforms to facilitate collaboration
Centralize AI idea intake mechanism	Brainstorming – .Miro . FigJam
Classify and document to determine next step	Idea management – Q-ideate . IdeaScale
Explain opportunity and complexity	Research – Ahrefs
Build pipeline for success	Techniques – Brainwriting (6-3-5) . Crazy 8s . Mind mapping

Ideation Process

1. **Organization strategy** — Align your organization strategy
2. **Cultivate innovation culture** — Foster psychological safety, democratize ideation, and encourage autonomy.
3. **Select ideation framework** — SCAMPER (idea prompts), Reverse Brainstorming (flip the problem), and Six Thinking Hats (view from multiple perspectives).
4. **Select techniques** — Dot Voting (quick team consensus), RICE (rank by impact vs effort), Now-Wow-How (balance with feasibility).
5. **Create use case** — Output - MVP business Case

TURNING IDEAS INTO IMPACT

Idea to Impact – Investigate
Validate before committing scale
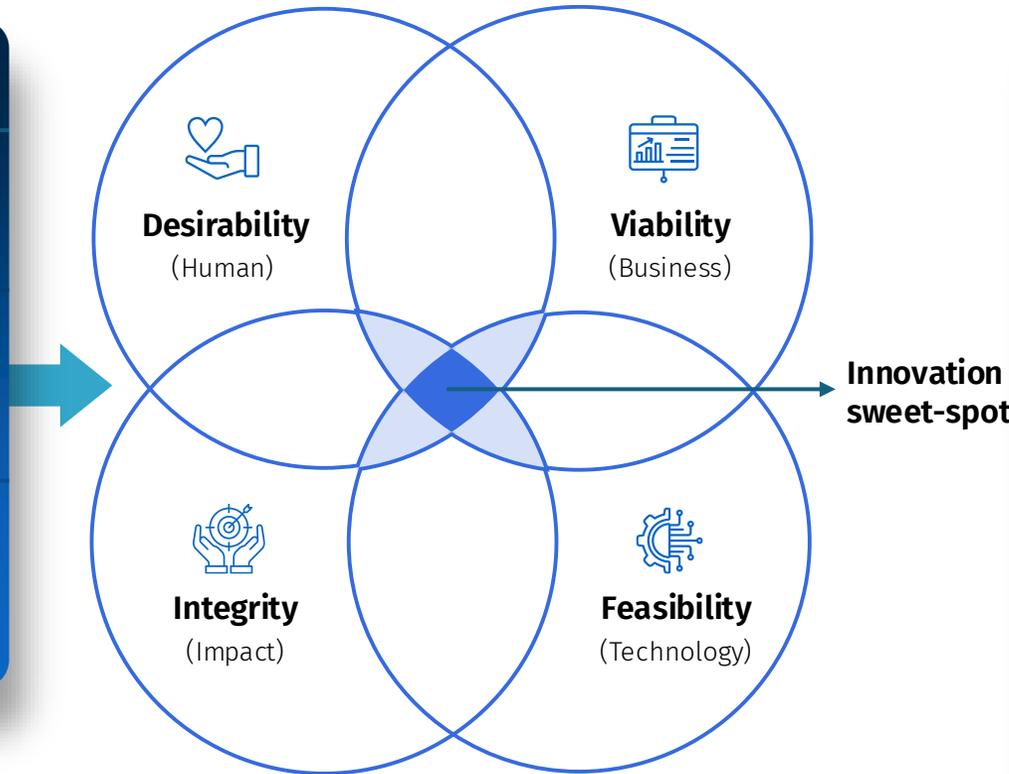
I2 **Investigate**

4 Principles of idea investigation

Decision blocks

Own & Scope
Assign lead, define in-scope vs out-of-scope.

Validate
Assumptions, process impact, risks, requirements, cost & ROI.

Decide
Options, recommendation, include or drop from blueprint.

Desirability
(Human)

Viability
(Business)

Integrity
(Impact)

Feasibility
(Technology)

Innovation sweet-spot

Validation techniques

Predictive AI market analysis
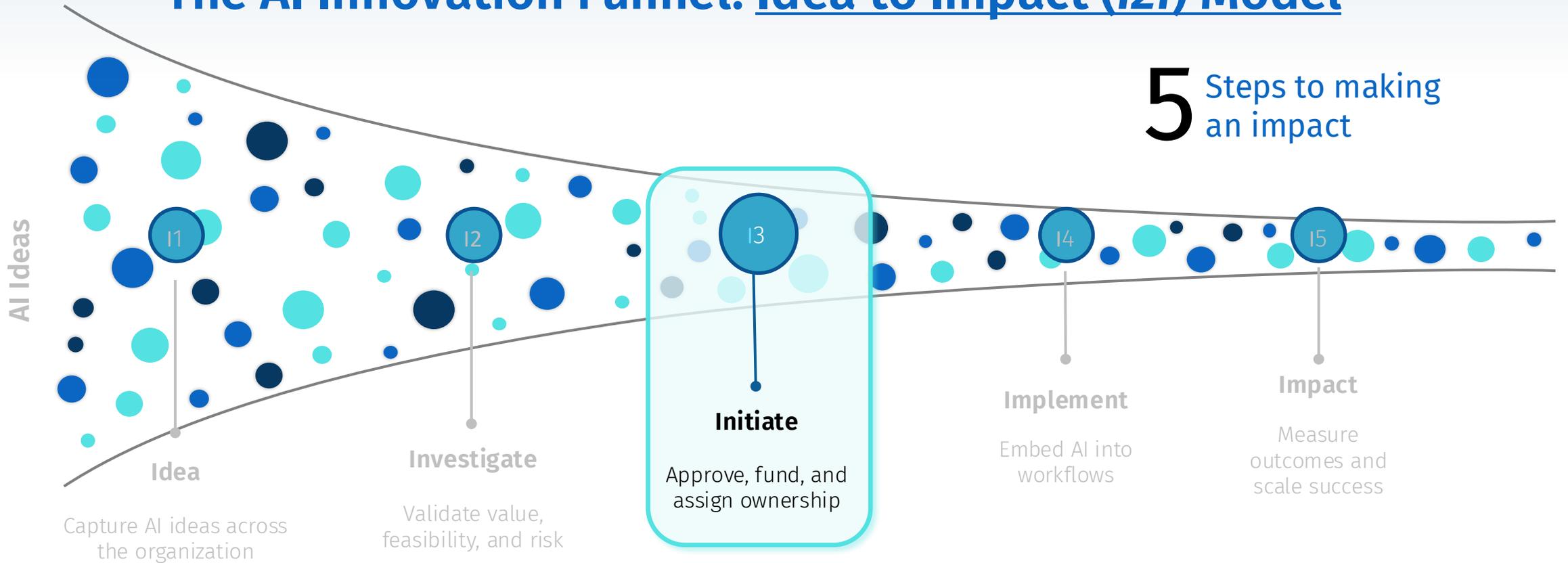Forecast demand for new product features.

Agentic workflows
Automate competitor research and trend analysis.

Synthetic user simulations
"stress-test" ideas against simulated market reactions before conducting expensive human fieldwork.

Key to Success – Human oversight
critical thinking and contextual analysis

Question: Why integrating AI FinOps into investigate phase is crucial?

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Idea to Impact – I to I™

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TURNING IDEAS INTO IMPACT

Idea to Impact – Initiate
Initiate execution strategies

I3 Initiate

Turns a validated idea into an execution ready initiative

- Lock scope, funding, and ownership
- Align product, engineering, finance, and governance
- Choose the implementation path

AI Initiation Journey

Product Intake
Added to roadmap

Engineering Connect
Tech & infra alignment

AI FinOps Review
Cost, risk, feasibility
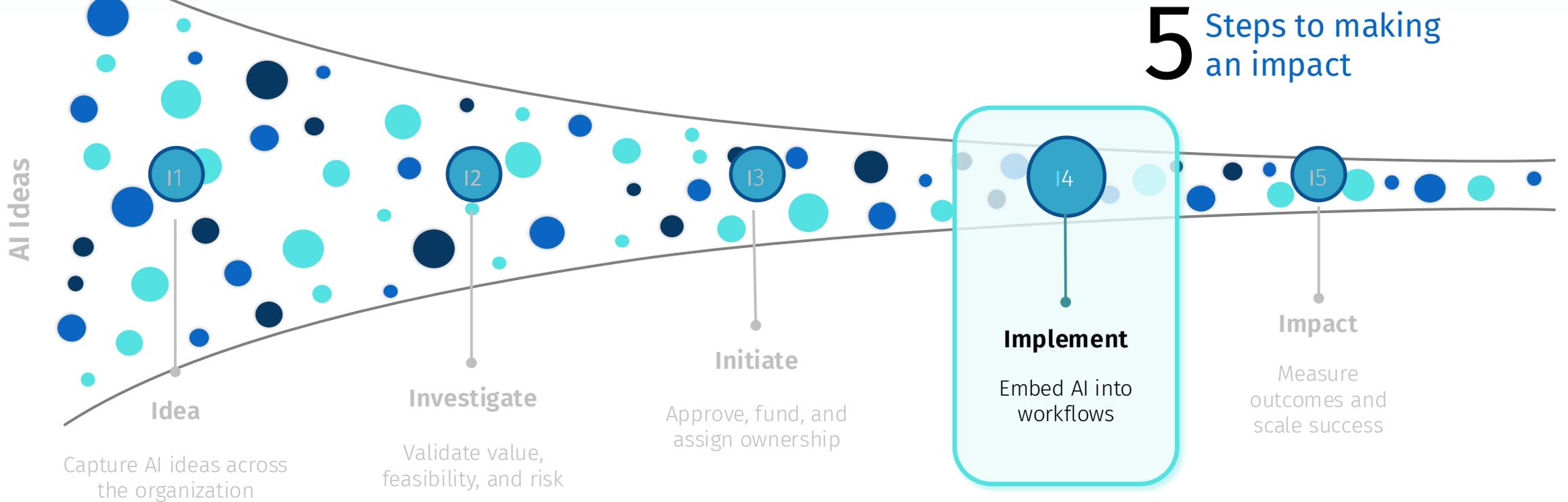
Solution Blueprint
Architecture locked

ARB Approval
Governance sign-off

Provisioning
Ready to build

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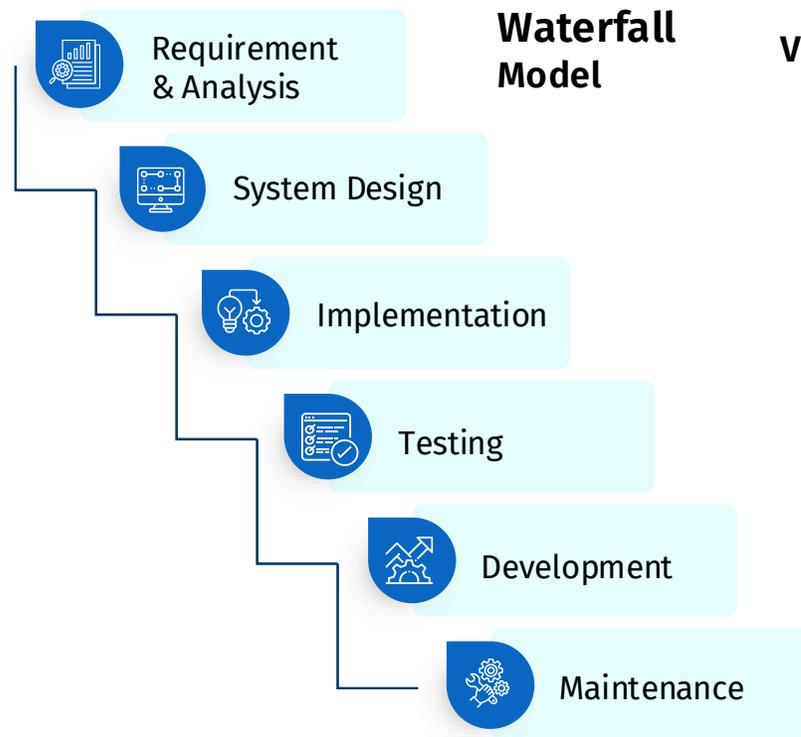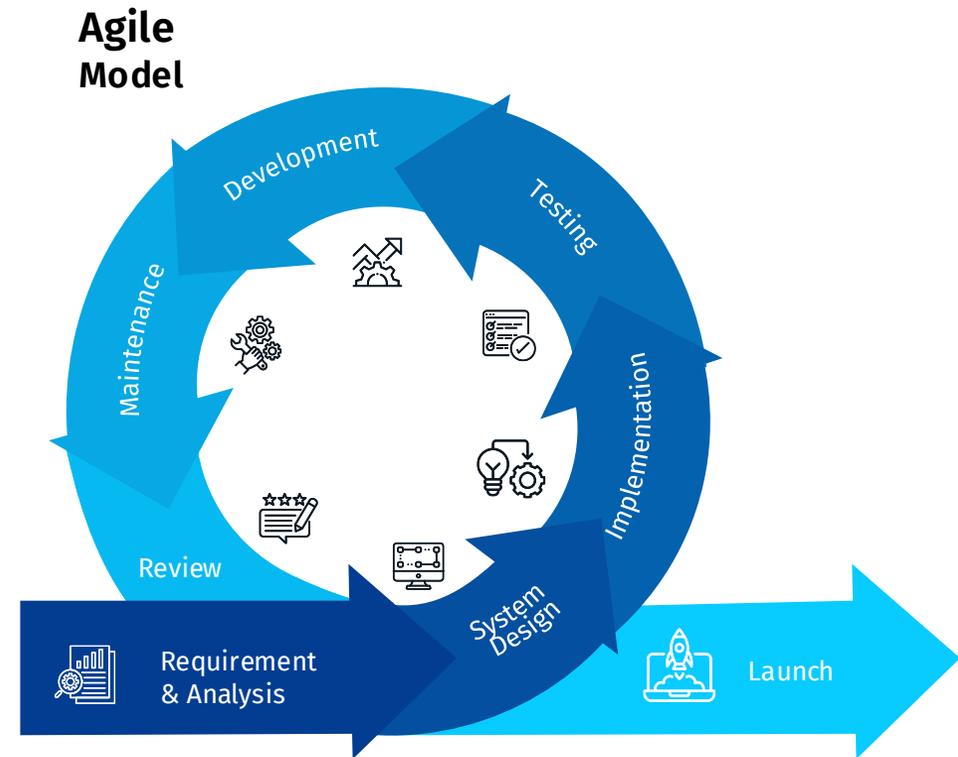
Idea to Impact – Implement
Shift from initiation to implementing
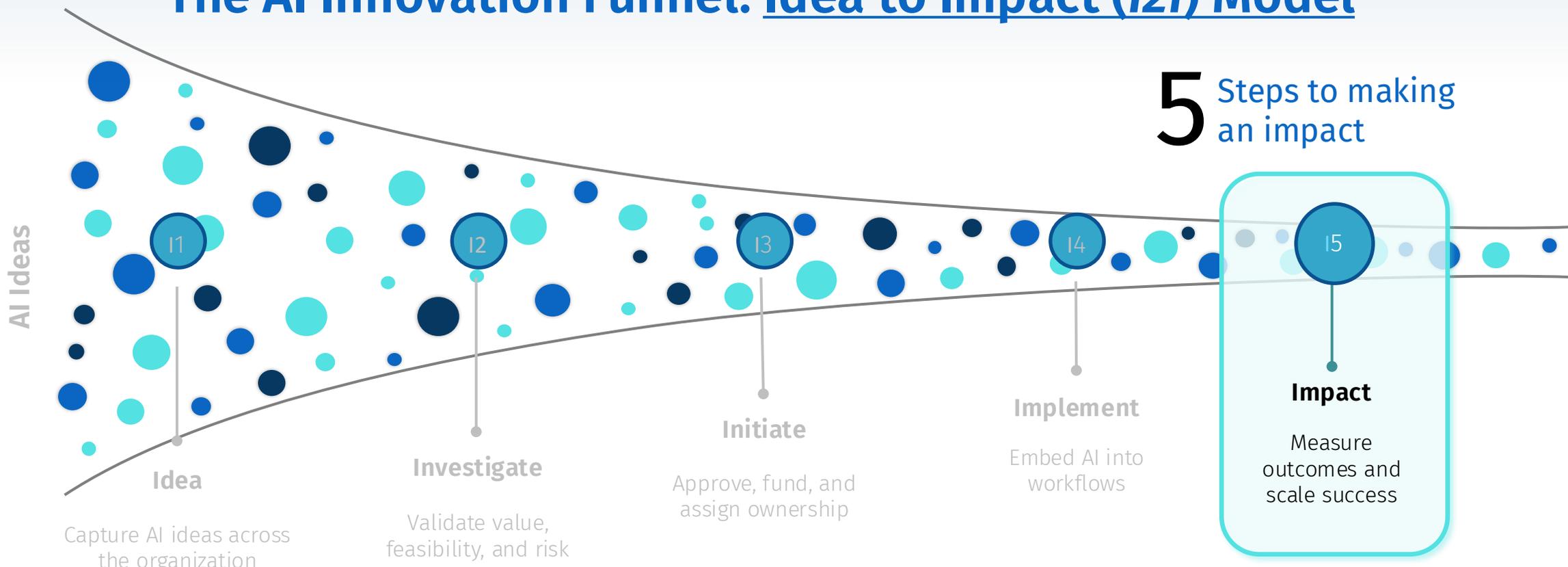
I4 **Implement**

- **Plan:** Finalize priority, delivery model, team, budget, and milestones.

- **Build:** Design, develop, test, and deploy the solution.

- **Adopt:** Manage change, training, and transition.

- **Close:** Review outcomes and capture lessons learned.

Waterfall Model **VS** **Agile Model**

Requirement & Analysis

System Design

Implementation

Testing

Development

Maintenance

Development

Testing

Maintenance

Implementation

Review

System Design

Requirement & Analysis

Launch

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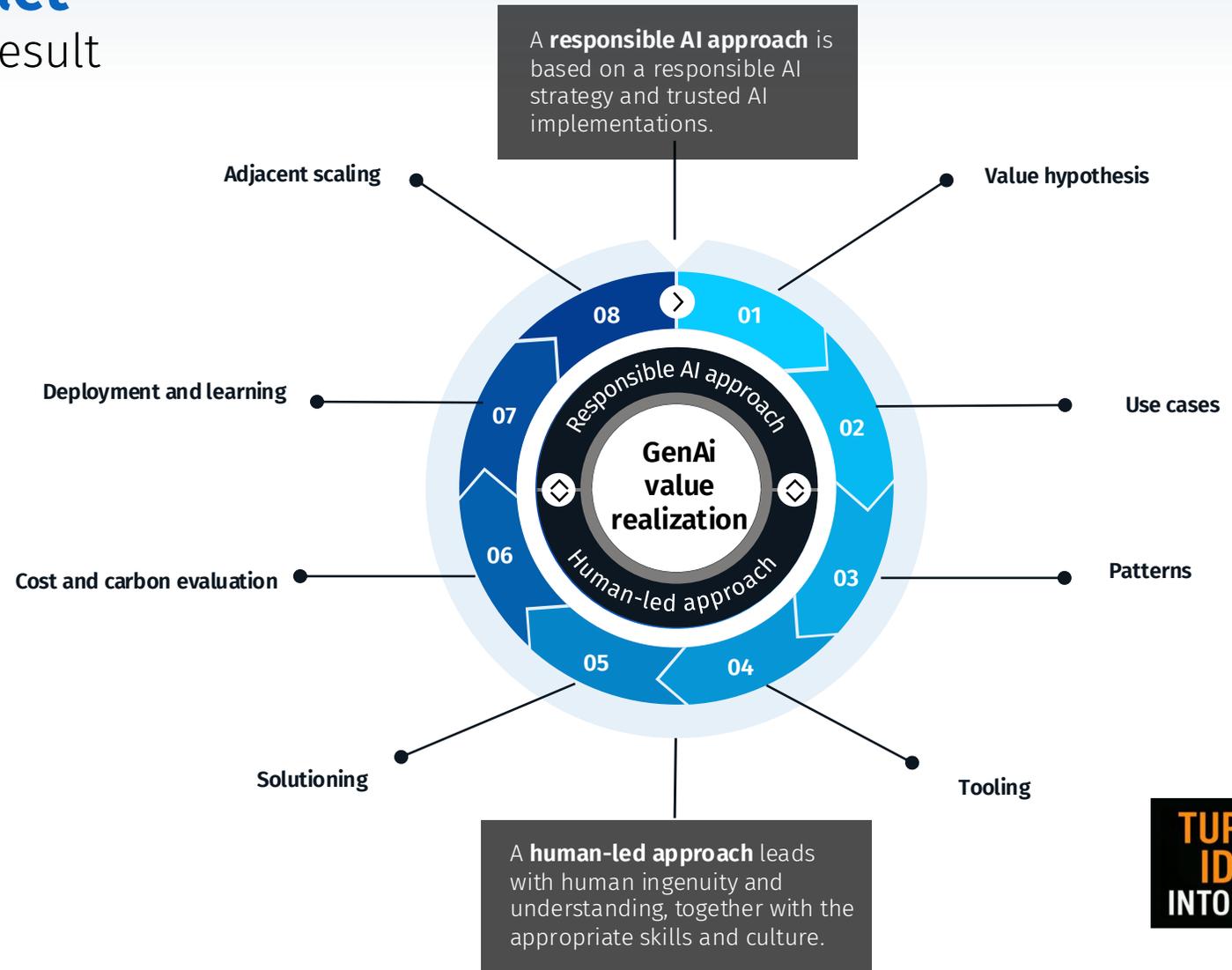
TURNING IDEAS INTO IMPACT

Idea to Impact – Impact
Turn execution into impactful result

I5 **Impact**

The AI Realization Matrix provides a lens through which leaders can evaluate readiness, assess impact, and strategically guide investments toward transformation.

A **responsible AI approach** is based on a responsible AI strategy and trusted AI implementations.

Adjacent scaling

Value hypothesis

Deployment and learning

Use cases

Cost and carbon evaluation

Patterns

Solutioning

Tooling

A **human-led approach** leads with human ingenuity and understanding, together with the appropriate skills and culture.

GenAi value realization

Responsible AI approach

Human-led approach

08 · 01 · 02 · 03 · 04 · 05 · 06 · 07

TURNING IDEAS INTO IMPACT

Innovation – Metrics

How we know innovation is working

- Flow health (idea volume, acceptance, velocity)
- Portfolio quality (incremental vs game-changer)
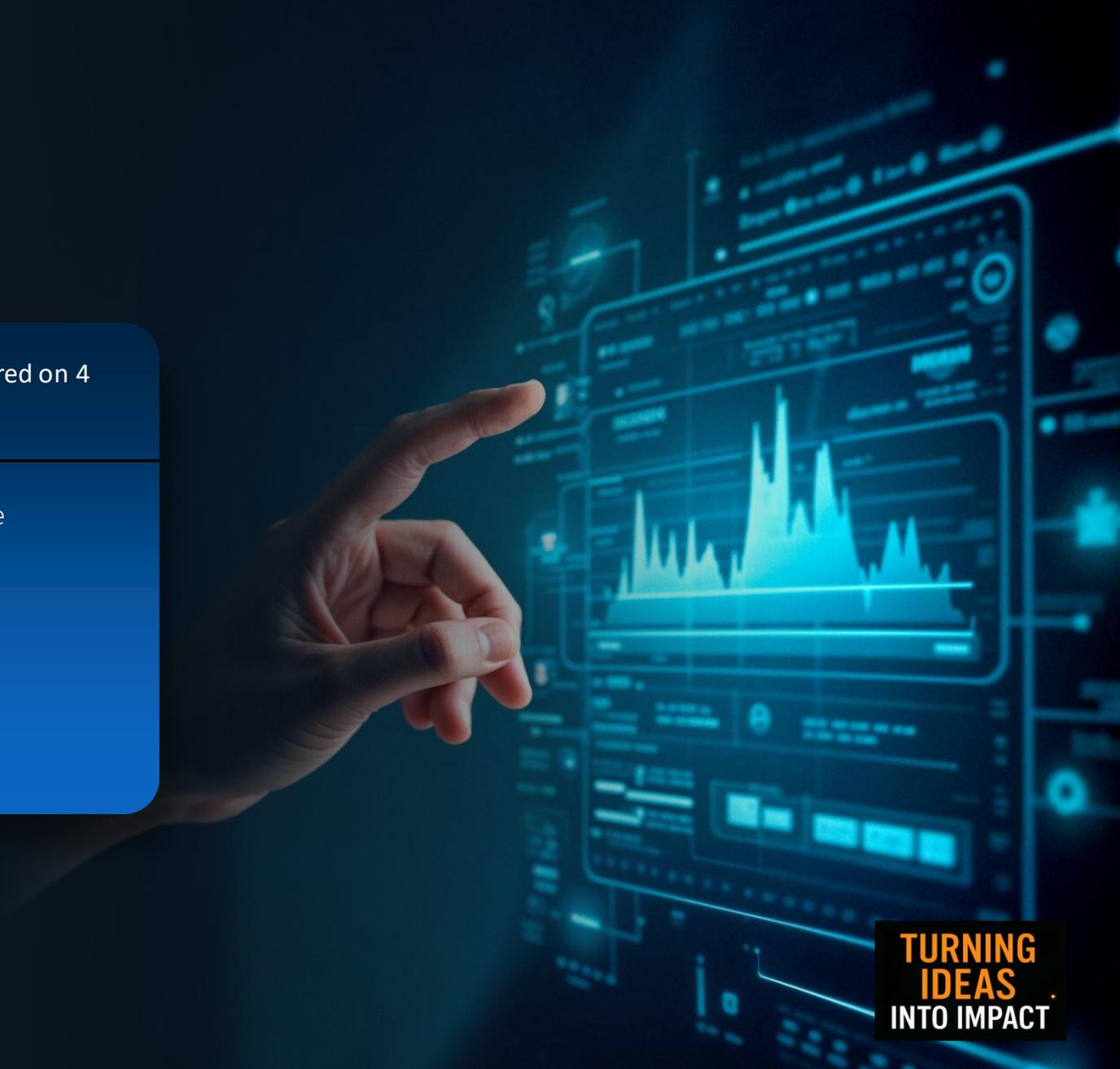- ROI trend (cost vs realized value)

AI success is measured on 4 dimensions

- Model performance
- Business impact
- Adoption & trust
- Operational health

TURNING IDEAS INTO IMPACT

Separate AI experiments from AI impact

1

What real business problem are we solving and how will success be measured?

2

Do we have the right data quality, ownership, and governance in place?

3

Is AI truly the right solution or would automation or analytics suffice?

4

Do we understand the full risk and cost of ownership over time?

5

How will this AI integrate into existing workflows and drive adoption?

6

Who is accountable for performance, failure, and long-term evolution?
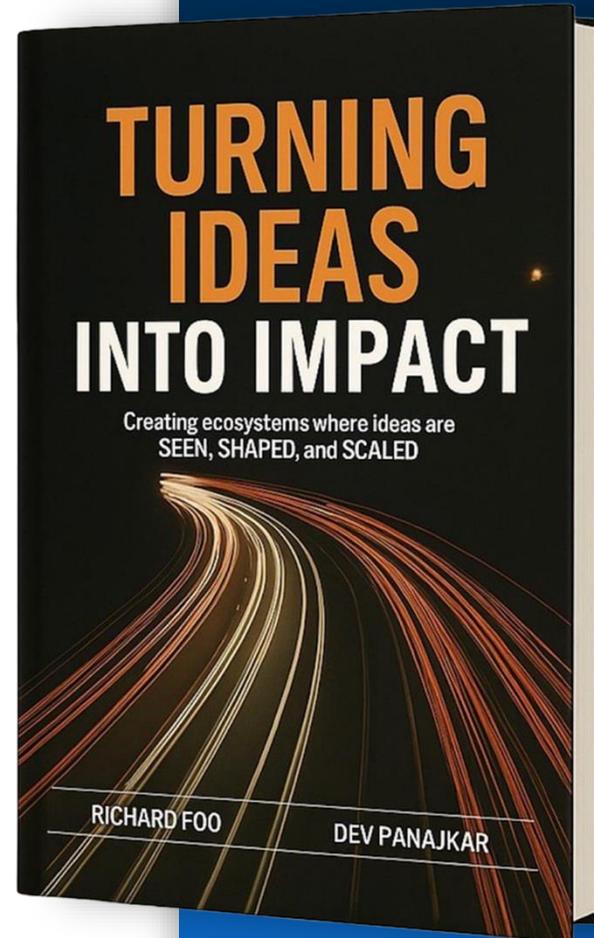
If you can't answer these,
you're not ready

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X!®

AI Innovation is not about
more ideas.

It's About
Turning the right ones into impact.

TURNING
IDEAS
INTO IMPACT

Creating ecosystems where ideas are
SEEN, SHAPED, and SCALED

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