

The Strategic Mind

— START SMART. STAY STRATEGIC —

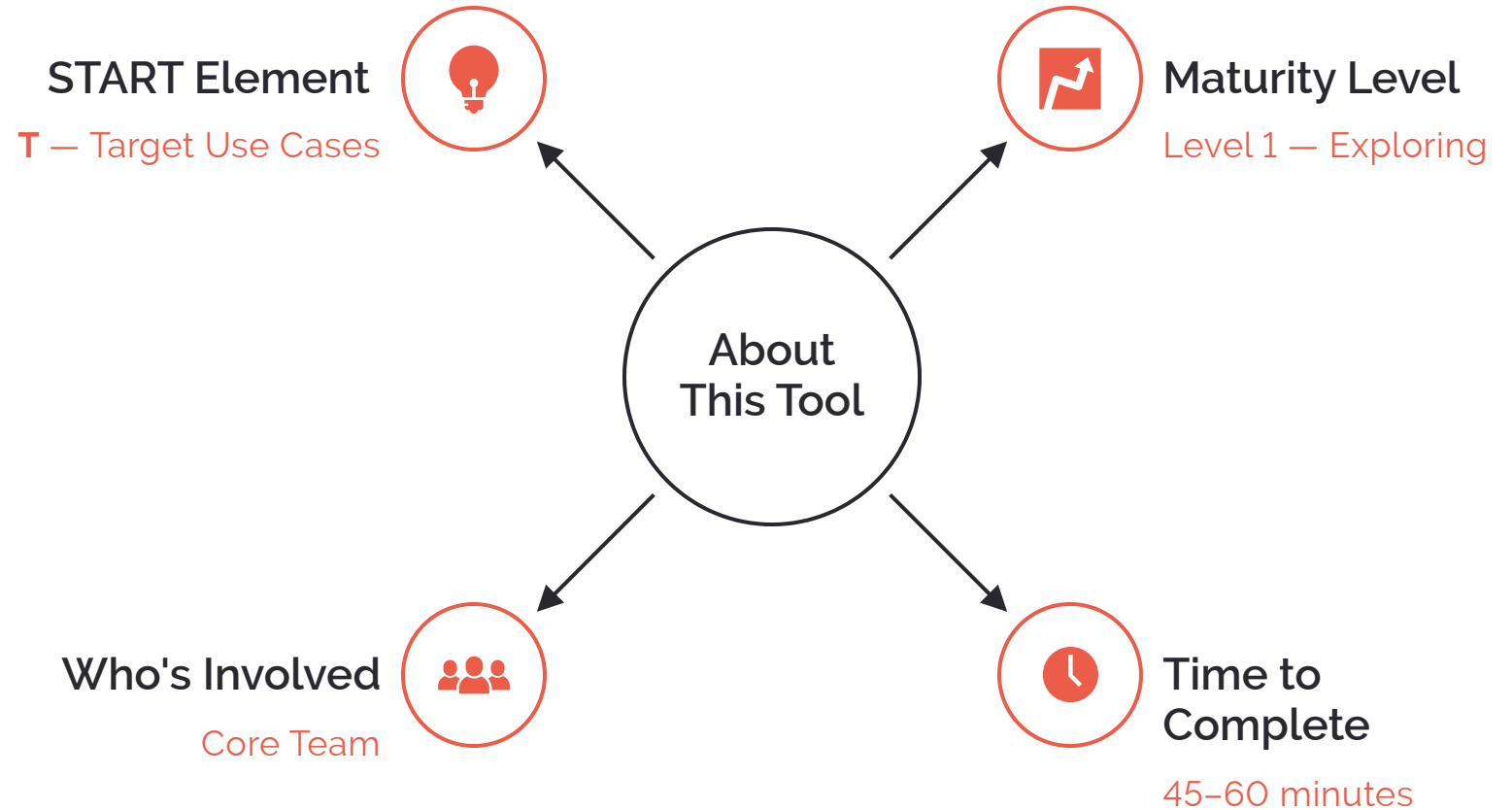
Prioritization Matrix

Score, rank, and choose the right AI use cases to pursue first.



Prioritization Matrix

Turn your longlist of ideas into a focused shortlist — with confidence



What you'll leave with: A structured list of AI opportunities across your business — ready to prioritise.

Use Case Prioritization Matrix

A Structured Approach to Prioritizing AI Initiatives.



What it is?

A structured scoring tool that evaluates AI opportunities across four industry-standard dimensions: Impact, Ease, Risk, and Data Readiness.



Why Use it?

Remove guesswork and justify decisions. This tool prevents teams from defaulting to the loudest or most exciting idea, ensuring the best AI opportunities are chosen.

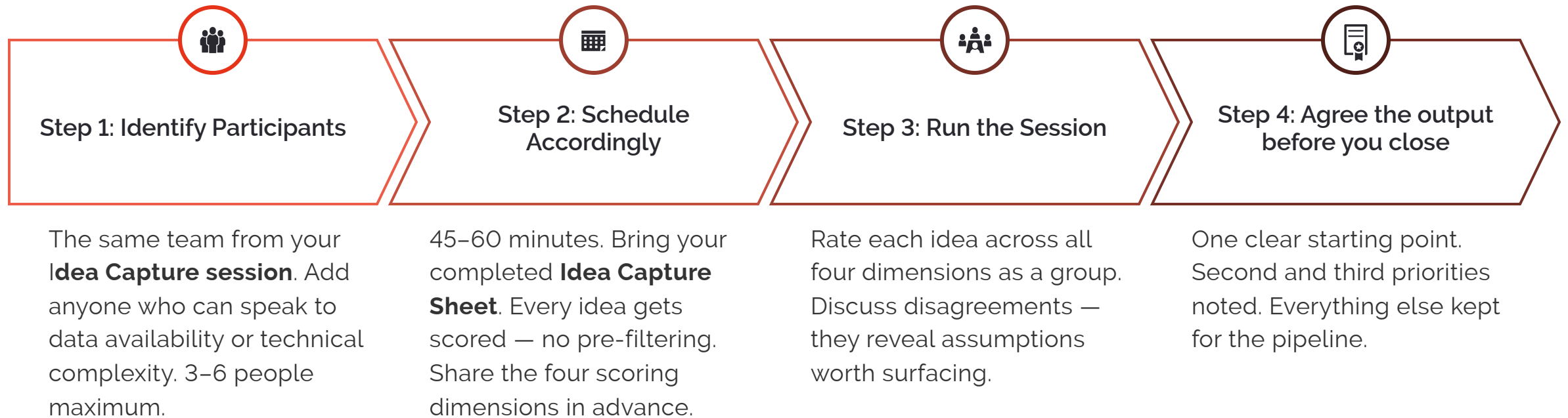


Benefits

A ranked shortlist of AI use cases with a clear, evidence-based starting point. Begin with the most promising AI initiative.

How to Run Your Session

A Practical Guide for identifying future use cases



Disagreement on scores is useful data — not a problem to smooth over.

A Few Things That Make the Difference

- **Score Independently First**

Ask everyone to score each idea on their own before discussing as a group to surface genuine disagreement and prevent the first voice from anchoring the discussion.

- **Debate the Outliers**

When scores differ significantly, explore the reasons. Significant score differences often indicate differing assumptions that need to be surfaced and aligned upon before re-scoring.

- **Data Readiness is Often the Surprise**

Most teams overestimate data readiness. Before scoring, assess if the data exists, is clean, and accessible. Honesty here can identify weak use cases.

- **Time-box Each Idea**

Allocate a maximum of 3-5 minutes per use case. If an idea consumes the session, it signals either poor definition or a deeper disagreement requiring further discussion.

The best scoring sessions feel like a structured debate — not a form-filling exercise.

Four dimensions. Simple 1–3 scores



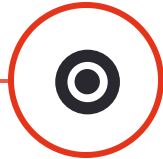
Impact - How significant is the benefit if this works?

1 = Low · 2 = Medium · 3 = High *e.g. Automating meeting notes = high if meetings are frequent



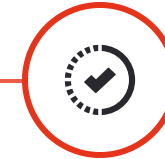
Risk - What could go wrong?

1 = Low · 2 = Moderate · 3 = High *e.g. Internal drafts = low. Client-facing decisions = high*



Ease - How easy is this to implement?

3 = Easy · 2 = Moderate · 1 = Hard *e.g. Drafting emails = easy. Building a chatbot = hard*



Data Readiness - Is the data available, clean, and accessible?

1 = Not ready · 2 = Partial · 3 = Ready *e.g. Summarising own notes = ready. Predicting churn = partial*

If you're guessing on any score — note it.

Data Readiness: The Most Underestimated Factor

A Structured Approach to Prioritizing AI Initiatives.



What it is?

Emails. Documents. Spreadsheets. Customer records. Meeting notes. Sales figures. If your business runs on it — it's data.



Why it matters

AI learns from what you give it. No data means no output. Poor data means poor output.



The question to ask

Do we have what this use case needs — and is it in good enough shape to use right now?

What do we mean by risk?



What it is?

The likelihood that something goes wrong — and the impact if it does. Not just technical failure. Think about data exposure, client trust, regulatory implications, and reputational damage.



Why it matters

A high-impact, easy use case with high risk isn't automatically a quick win. Risk can veto an otherwise strong candidate — and it should.



The question to ask

If this use case went wrong — who would be affected, how badly, and how hard would it be to fix?

Understand Your Scores

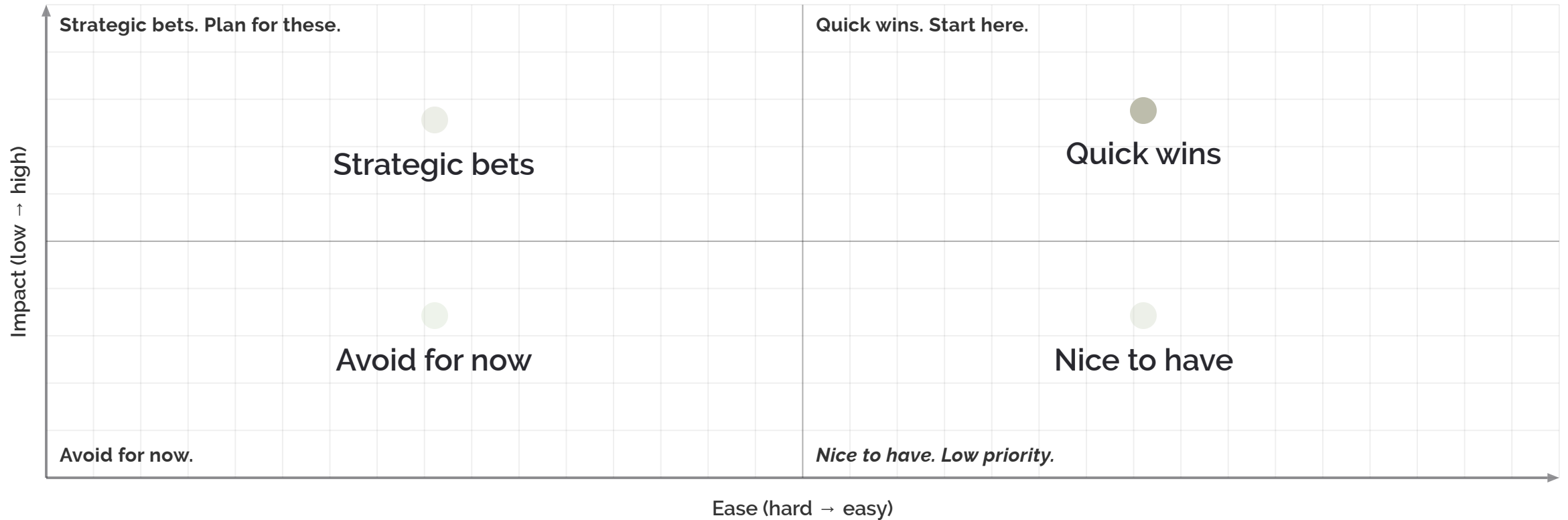
Before you plot — understand what each score is telling you.

	1 (Low/Hard/Not Ready)	2 (Medium/Moderate)	3 (High/Easy/Ready)
Impact	Marginal improvement. Nice to have but not a priority.	Meaningful improvement. Noticeable time or cost saving.	Significant business impact. Changes how you work.
Ease	Complex. Requires technical build, significant data work, or major change management.	Moderate. Some complexity but achievable with reasonable effort.	Simple. Can be implemented quickly with existing tools and minimal disruption.
Risk	Low. Internal use, no sensitive data, easily reversible.	Moderate. Some client or data exposure. Needs review and guardrails.	High. Client-facing, sensitive data, or regulatory implications. Proceed with caution.
Data Readiness	Not ready. Data doesn't exist, is inaccessible, or needs significant cleaning.	Partial. Some data available but gaps exist. Usable with caveats.	Ready. Data exists, is clean, accessible, and fit for purpose.

Quick win = Impact 3 · Ease 3 · Risk 1 · Data Readiness 3

Plot Your Use Cases

See Where They Land



Start with a Quick Win that has low risk and is data ready.

A magnifying glass with a black handle and frame is positioned over a document. The lens is focused on a large number '5' which is part of a score. The document has a grid-like structure with various numbers and text. Visible text includes 'rg Score', '50mm', '20mm', 'Plom', '2.68', '223', '50', '4 50', '250', and '30'. The background is a solid light blue color.

The Confidence Check

How confident are we in this score — and why?

Confident

You have evidence, data, or direct experience to support the score. Proceed.

Uncertain

You're making an educated guess. Flag it. A confident low score beats an uncertain high one every time.

Guessing

Go find out before you commit. Talk to the team who owns the process. Check what data exists. Run a quick experiment.

Scores based on assumptions can be worse than no scores at all. Honest uncertainty is a strength — not a weakness.

Interpreting Your Results



- **Identify Your Lead Candidate**

Look for a high-impact, easy, low-risk, data-ready use case in the top-right quadrant. If none is clear, review your scoring.

- **Understand Your Scores**

The distribution of initiatives should reflect business reality. If clustered, especially in 'quick wins', scoring may be optimistic. Challenge high scores first.

- **See Your Pipeline**

Your second and third priorities should be visible, your strategic bets identified. The matrix represents a sequence and roadmap, not a single answer.

If you're not confident in the result, revisit the scoring. A weak matrix is a scoring problem, not a plotting problem.

What to Do Next?

Prepare for Your AI Pilot



Option 1 - You're ready — start your pilot

Take your lead use case to the Pilot Brief (Lite). Define the problem, the success metrics, the owner, and the timeline. Start small. Learn fast.



Option 2 - I need approval first

Use your matrix as your business case. The scores tell the story — impact, ease, risk, and data readiness in one clear visual. Share it with your decision maker before your next conversation.



Option 3 - More groundwork needed

That's normal. Validate your data position, clarify the use case, or build internal confidence first. Use the AI Readiness Assessment to identify what needs addressing before you commit

Whichever option you're in — you now know where you're going. That's the hardest part done.

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