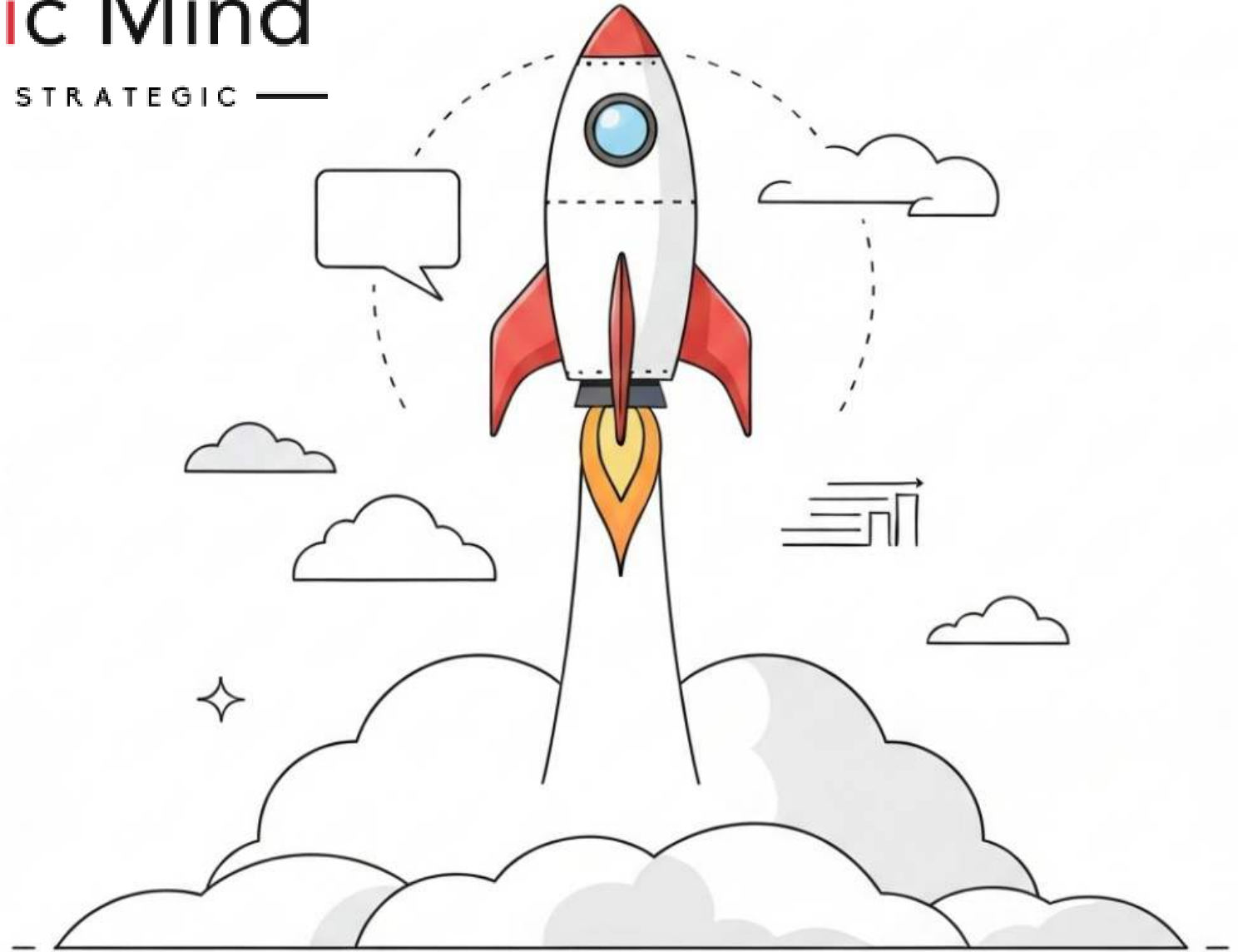


The Strategic Mind

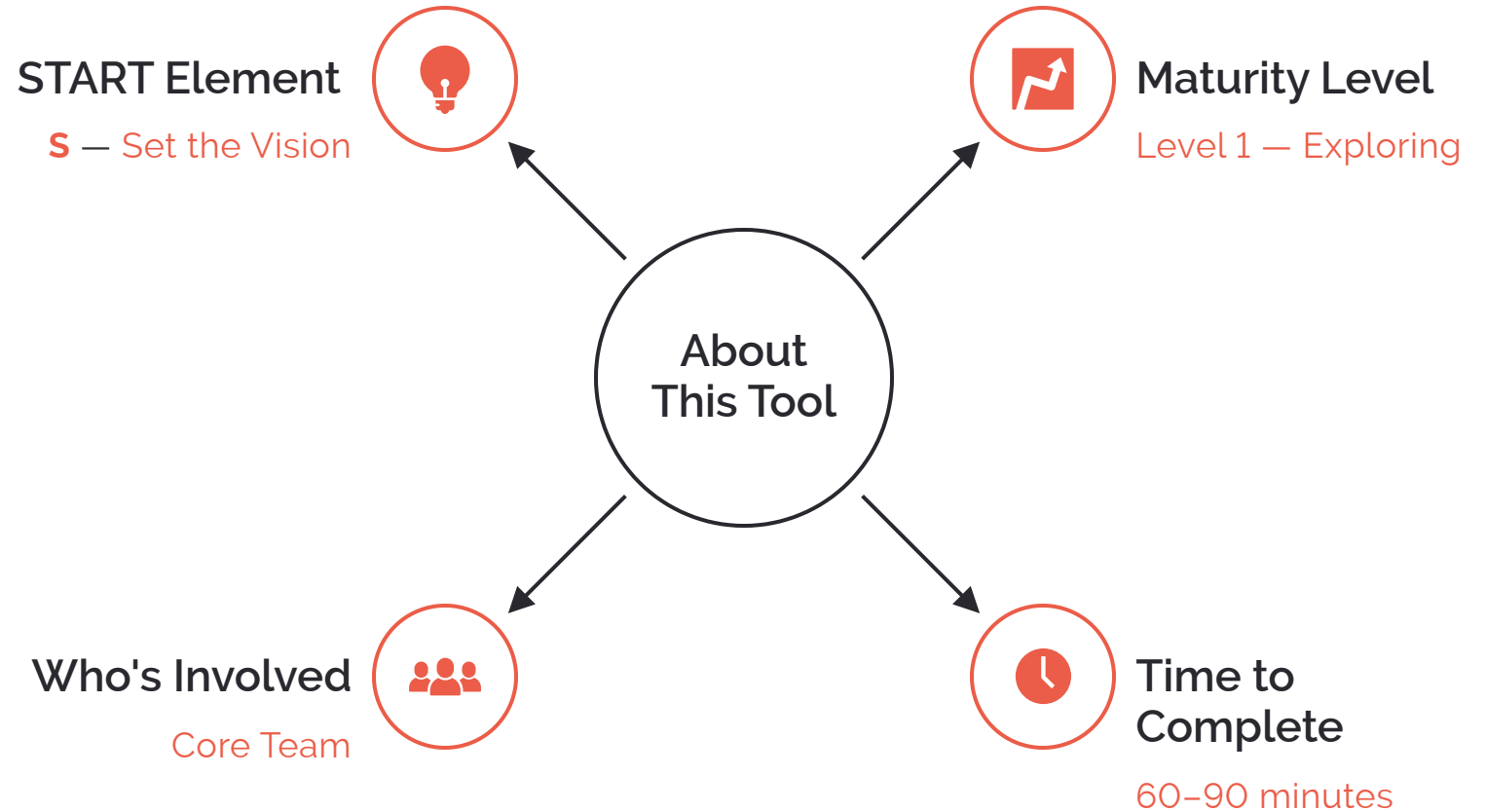
— START SMART. STAY STRATEGIC —

The AI Vision Canvas



The AI Vision Canvas

A structured tool to align your team on AI before you spend time or money on it.



A draft AI vision your team has genuinely agreed on — a working reference point for every AI decision that follows.

The AI Vision Canvas

A structured tool to align **you and your core team** on AI before you spend time or money on it.



What is the AI Canvas?

A one-page tool that helps you agree on why AI matters to your business, what you want from it, and where to start.



Why Use it?

Most businesses jump straight to tools. Without a shared direction first, you end up with wasted effort, competing priorities, and no clear way to measure success.



Benefits

A draft AI vision your team has genuinely agreed on — a working reference point for every AI decision that follows.

How to Run Your Session

A Practical Guide for AI Vision Alignment



The AI Vision Canvas: Key Questions

Why does AI matter to us?

What pressure or opportunity makes this relevant right now? Consider competitors, costs, capacity, and customer expectations.

What outcomes are we targeting?

Name something specific – cost, speed, quality, or customer experience. What would success look like in 12 months?

What risk are we willing to accept?

What's acceptable, and what would make us stop? Consider sensitive data, customer-facing use, and compliance.

Where should AI not go yet?

Which areas, teams, or data are not ready? Consider processes needing human judgment or low-trust areas.

What good Looks like

Meridian Advisory — a 15-person management consultancy (EXAMPLE)

Why does AI matter to us?

✗ Avoid: "To stay competitive and be more efficient."

✓ Aim for: "We believe we're losing time on document production — but we need to track it properly to know if that's actually where the problem is."

What outcomes are we targeting?

✗ Avoid: "Better productivity and improved customer experience."

✓ Aim for: "Our priority is consultant time — we think it's being lost to admin, but we need the data to confirm where the real gains are before we commit to anything."

What risk are we willing to accept?

✗ Avoid: "We'll be careful with data."

✓ Aim for: "No client data in public AI tools. Internal drafts are fine. All client-facing outputs need human review — and we need clear guidelines before anyone uses AI independently."

Where should AI not go yet?

✗ Avoid: "Sensitive areas."

✓ Aim for: "Final deliverables and client relationships stay human for now. Before we expand, we need evidence from our own pilots — not assumptions."

Wherever you've made an assumption — ask yourself: what data would confirm or challenge it? That single question will carry you through every stage of the START Framework.

What a completed canvas looks like.

Meridian Advisory — a 15-person management consultancy (EXAMPLE)

Why does AI matter to us?

We believe we're losing competitive ground to larger firms who produce faster, more polished outputs. Our instinct is that too much of our team's time goes on document production rather than client work — but we need to validate that with data before we commit to a direction.

What outcomes are we targeting?

Our priority is freeing up consultant time for billable work. We think document production and research summarisation are the biggest opportunities — but we'll need to track actual time spent across the team to confirm where the real gains are before we invest further.

What risk are we willing to accept?

We're comfortable using AI for internal drafting and research at this stage. Nothing client-facing goes out without senior review. We won't input client data into any public AI tool — and we'll need to establish clear guidelines before anyone on the team uses AI tools independently.

Where should AI not go yet?

Client relationship management and final deliverable sign-off stay human. Our reputation is built on judgement and trust. Before we expand beyond internal use, we'll need evidence — from our own pilots — that AI supports rather than undermines that.

Notice that each answer describes a direction and acknowledges what still needs to be validated. That's the goal — honest clarity, not a finished plan.

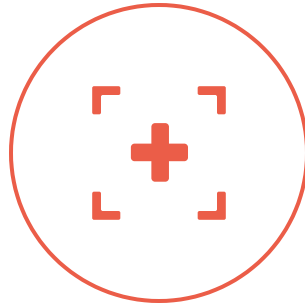
What to Look For in Your Answers

There are no wrong answers here — only honest ones.



Consistency

Do your team's answers roughly align?
Big differences aren't a problem — they show you exactly where to focus first.



Specificity

Vague answers like "efficiency" or "innovation" are a starting point, not a destination. Keep asking — what does that actually mean for your business?



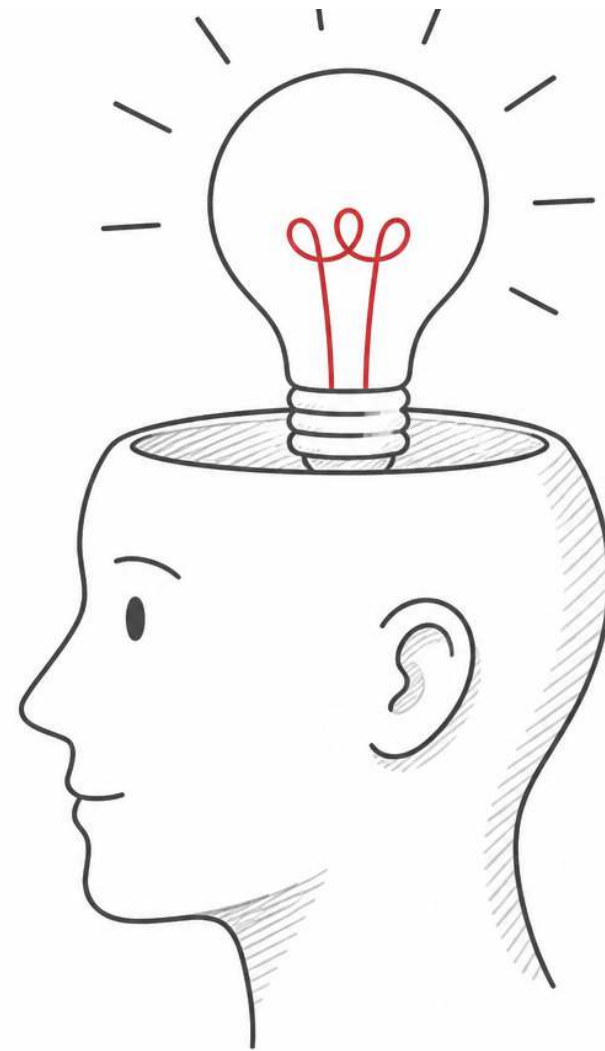
Gaps

Blank boxes are useful too. If no one can answer Q4, that tells you something important about where you are right now.

No idea is a bad idea. No answer is too simple. The goal is an honest picture of where you are today — not where you think you should be.

Your AI Starting Point

This canvas won't give you all the answers. It's not supposed to. What it gives you is a starting point — a shared direction your team can build from. That's more than most businesses ever achieve before diving into AI.



The businesses that get AI right don't start with the best tools. They start with the clearest thinking.

The Strategic Mind

— START SMART. STAY STRATEGIC —