

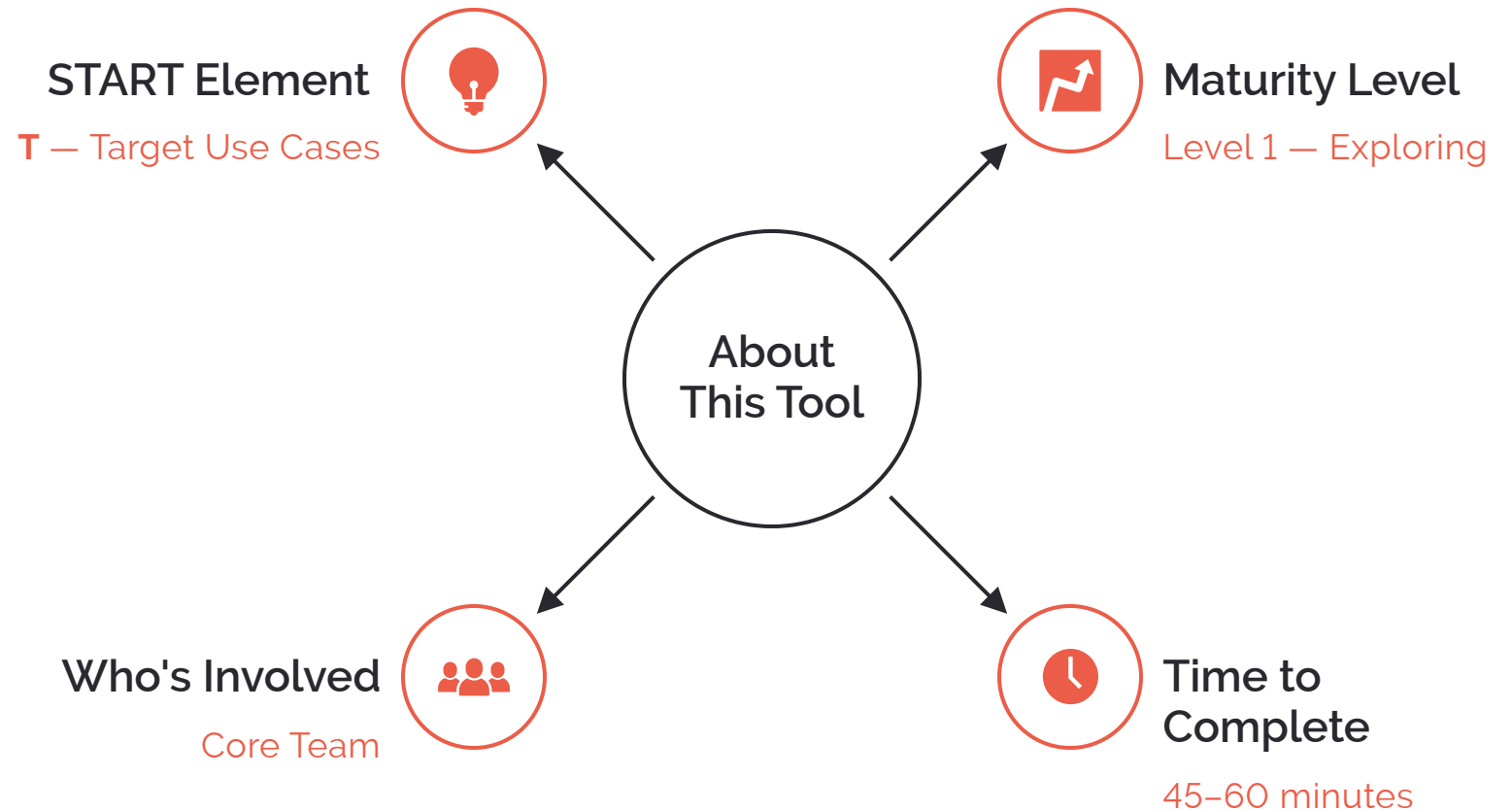
Use Case Capture

A structured way to surface AI opportunities across your business — before you prioritize anything.



Use Case Capture

From a shared AI direction to a concrete list of opportunities worth exploring



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

Use Case Idea Capture

A structured way to surface AI opportunities across your business — before you prioritise anything.



What it is?

A structured brainstorm tool to identify specific AI opportunities across all business functions.



Why Use it?

Prevents jumping to solutions before problems are mapped, ensuring you identify the best AI opportunities.

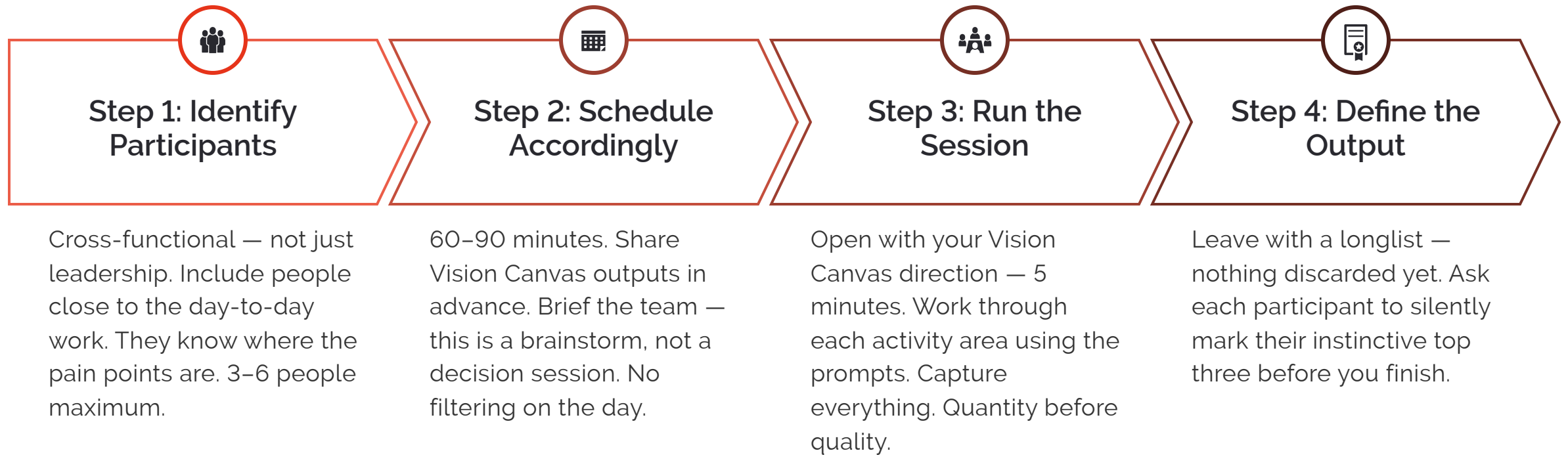


Benefits

A comprehensive, structured list of AI use cases tailored to your business, forming essential input for your Prioritisation Matrix.

How to Run Your Session

A Practical Guide for identifying future use cases



Three Simple Steps

Integrating with Your Journey



1. Bring your Vision Canvas answers.

Refer to your Vision Canvas and ensure every idea captured aligns with your defined direction. Ideas not fitting the vision should be deferred.



2. Work through each activity area.

Utilize the prompts provided to capture all ideas without filtering. Focus on quantity first, quality later.



3. Mark your instinctive top three.

Before proceeding to the Priority Matrix, identify and mark the three most promising ideas based on instinct. This instinct is valuable data.

Remember, this stage is for brainstorming, not business case development. Save critical analysis for later steps.

AI Opportunities Across Your Business

Explore AI potential in every department

Look Across Your Whole Business



Operations & Admin

Scheduling, data entry,
document processing,
reporting, internal comms



Marketing & Sales

Content creation, lead
research, email drafting,
social media, proposal
writing, customer insights



Finance & Reporting

Invoice processing,
expense categorization,
cash flow summaries,
financial reporting,
anomaly detection



People & Client Delivery

Job descriptions,
onboarding materials,
meeting notes, training
content, client reports

THESE ARE STARTING POINTS — NOT LIMITS. ADD ANY FUNCTION THAT'S RELEVANT TO YOUR BUSINESS.

For Every Activity Area — Ask the Same Three Questions



- **Repetitive Tasks**
Where do we repeat the same task over and over?
- **Manual Data Transfer**
Where does information get manually moved or re-entered?
- **Similar Outputs**
Where do we produce similar outputs repeatedly?

Ask these three questions for every area. Capture every answer — no filtering yet.

Look Across Every Part of Your Business



- ✓ **Tasks & Admin**
Streamline scheduling, meeting notes, formatting, and data entry.
- ✓ **Marketing & Sales**
Generate proposals, emails, social content, and conduct lead research.
- ✓ **Money & Numbers**
Manage invoices, expenses, cash flow, and spot anomalies.
- ✓ **People & Delivery**
Create job ads, manage onboarding, training, and client reports.

Use only what applies to your business — not every area will be relevant.

Make It Count



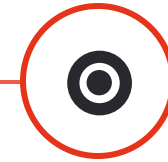
Tips for Idea Generation

Capture everything and involve the people who do the work. Use your Vision Canvas to filter relevant ideas and remember that small ideas can build confidence.



Consolidate and Prioritize

Aim to generate more ideas than you can act on. The Priority Matrix will help filter them later.



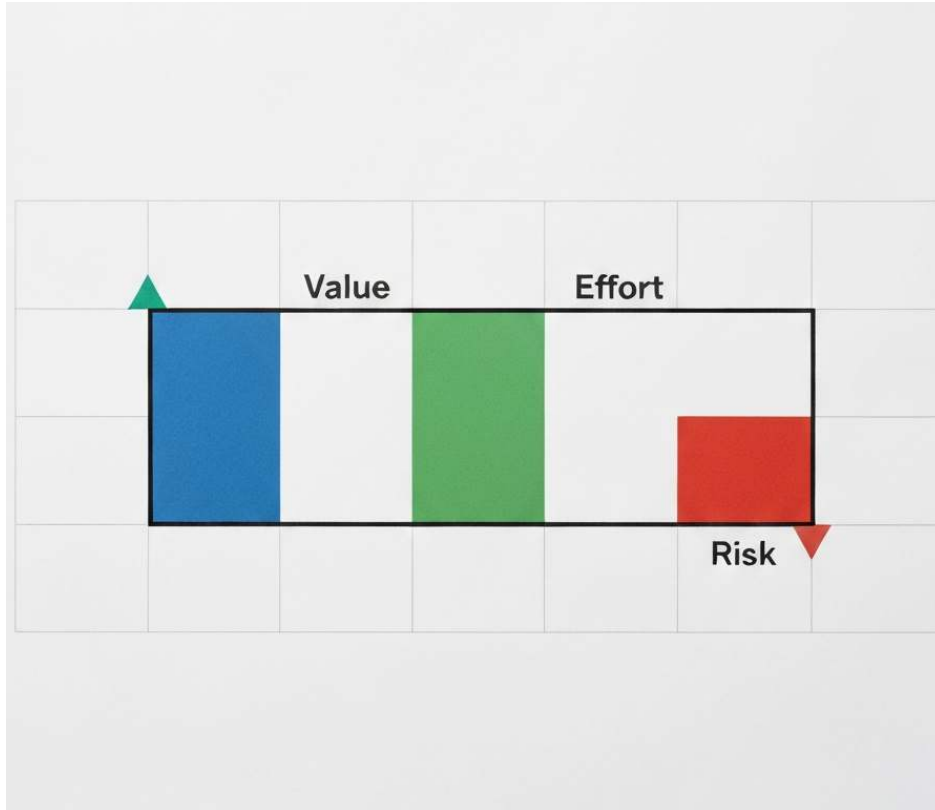
Expected Outcomes

Leave with a comprehensive list of ideas linked to your Vision Canvas, each summarized concisely. Your team's top three instinctive choices should also be identified.

More ideas than you can act on — that's the goal. The Priority Matrix does the filtering.

What to Do Next

You have your ideas. Now prioritise them.



- 1 Review Your Capture Sheet**
Identify frequently appearing ideas, urgent matters, and those aligning with your AI vision.
- 2 Use the Prioritization Matrix**
Score each idea based on Value, Effort, and Risk.
- 3 Keep All Ideas Accessible**
Ideas not chosen now are future opportunities. Maintain a complete list.

Start Smart. Stay Strategic.

The Strategic Mind

— START SMART. STAY STRATEGIC —