

AI Business Strategy

for GTM Leaders - 1 day

FA-0486 · 1 day

Agentic & Generative AI · AI for Leaders & Business · Automation, RPA & Power Platform

Introduction

Turning AI Opportunities into Scalable Market Outcomes

Artificial intelligence has rapidly shifted from experimental innovation to a board-level business priority. Yet many organisations remain stuck between curiosity and execution. While technical conversations often focus on models, prompts, and infrastructure, commercial teams are facing a different challenge: identifying meaningful AI use cases, positioning AI solutions credibly, navigating governance concerns, and articulating measurable business value.

This intensive one-day program is designed specifically for Product and Go-To-Market teams that support AI product organisations and enterprise customers in the early stages of their AI journey. The course focuses on practical business adoption frameworks, strategic evaluation methods, governance considerations, customer advisory techniques, and repeatable GTM approaches that help organisations move from AI interest to operational value.

The program is delivered from an industry-first perspective rather than an academic lens. The instructor brings over 30 years of real-world industry experience in enterprise technology, digital transformation, product strategy, and AI commercialization, incorporating practical market realities, customer adoption patterns, and current enterprise AI trends shaping the market today. Recent industry research continues to show that enterprises are prioritizing AI governance, ROI measurement, operational readiness, and scalable adoption frameworks over experimentation alone.

Learning outcomes

By the end of this program, participants will be able to:

- Identify and prioritize high-value AI business use cases across industries and functions
- Understand the AI adoption lifecycle for organisations early in their AI maturity journey
- Develop commercially viable AI GTM positioning strategies

- Align AI initiatives to measurable business outcomes and ROI expectations
- Understand the foundations of responsible AI governance and enterprise risk considerations
- Build repeatable AI advisory and customer engagement frameworks
- Differentiate between AI hype, experimentation, and scalable enterprise value
- Create customer-facing narratives that simplify AI adoption conversations
- Map AI opportunities to target market segments and buyer personas
- Structure AI transformation discussions for executive and business stakeholders
- Evaluate common barriers to AI adoption and strategies to overcome them
- Develop practical AI readiness and maturity assessment approaches

Prerequisites

Participants should ideally have:

- Basic understanding of enterprise technology and digital transformation
 - Exposure to product management, GTM strategy, consulting, sales, or customer advisory roles
 - Familiarity with general AI concepts and terminology
 - Experience engaging with enterprise customers or business stakeholders
 - No prior AI engineering, data science, or prompt engineering experience required
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Training outline

1. The Enterprise AI Landscape

- Evolution of AI from experimentation to business transformation
- Current enterprise AI adoption trends
- The shift from technical fascination to measurable business outcomes
- Understanding enterprise AI maturity stages
- AI market dynamics and competitive positioning
- Emerging enterprise AI business models
- Agentic AI and the evolution of AI-enabled operations
- Industry-specific AI adoption patterns
- Common enterprise misconceptions around AI adoption
- Why most AI initiatives fail to scale
- Understanding “pilot purgatory” in AI programs
- AI as a strategic business capability rather than a technology project

2. Understanding AI from a Business Perspective

- Business-centric view of AI capabilities
- Differentiating AI, Generative AI, Agentic AI, and Automation
- Identifying where AI creates operational value
- Understanding augmentation versus replacement narratives
- AI value chains within organisations
- Mapping AI to business processes
- Enterprise expectations versus actual AI readiness
- Business functions most impacted by AI
- Strategic versus tactical AI deployments
- AI adoption patterns in early-stage organisations
- The role of data readiness in AI success

3. AI Use Case Identification and Prioritization

- Frameworks for discovering AI opportunities
- Identifying business pain points suitable for AI
- Evaluating operational, customer, and productivity use cases
- Revenue growth versus efficiency-driven AI initiatives
- Cross-functional AI opportunity mapping
- High-impact versus low-complexity use cases
- Building AI use case portfolios
- Evaluating feasibility, value, and adoption risk
- Prioritization matrices for AI initiatives
- AI opportunity qualification techniques
- Customer-centric AI discovery conversations
- Industry-specific use case examples
- Use case validation methodologies
- Avoiding technology-first AI adoption mistakes

4. AI Strategy and Enterprise Readiness

- Building an enterprise AI strategy framework
- Aligning AI initiatives with business objectives
- Executive stakeholder alignment
- AI operating model considerations

- Organisational readiness assessment
- AI capability maturity frameworks
- AI transformation roadmaps
- Change management for AI adoption
- Internal enablement and workforce readiness
- AI program governance structures
- Scaling AI beyond isolated pilots
- Building long-term AI adoption plans
- AI investment prioritization
- Strategic risk assessment
- Vendor ecosystem considerations
- Build, buy, partner, or platform decision frameworks

5. AI Governance, Risk, and Responsible AI

- Foundations of AI governance
- Why governance is becoming a board-level concern
- Emerging global AI regulatory trends
- Governance frameworks and enterprise accountability
- Responsible AI principles
- AI transparency and explainability
- Bias, fairness, and ethical considerations
- Human oversight models
- AI security and data governance concerns
- AI compliance and auditability concepts
- Governance operating models
- Risk classification approaches
- AI lifecycle governance
- Governance implications of GenAI and Agentic AI
- Customer trust and AI adoption
- Embedding governance into GTM conversations
- Governance as a competitive differentiator

6. Measuring AI ROI and Business Value

- Defining AI success metrics

- Financial versus strategic AI outcomes
- AI ROI measurement models
- Quantitative and qualitative value indicators
- Productivity, efficiency, and revenue metrics
- Cost avoidance and operational optimization
- Time-to-value frameworks
- AI business case development
- Executive reporting approaches
- Measuring adoption and organizational impact
- AI KPI frameworks
- Customer outcome mapping
- Establishing realistic ROI expectations
- Long-term versus short-term AI value
- Common ROI calculation mistakes
- Linking AI initiatives to business KPIs
- Value realization frameworks

7. AI Go-To-Market Strategy

- AI GTM fundamentals
- Positioning AI solutions in crowded markets
- AI messaging and narrative development
- Outcome-based positioning strategies
- Translating technical capabilities into business value
- Building trust-centric AI messaging
- Market segmentation for AI offerings
- Industry targeting approaches
- Buyer persona identification
- Understanding executive AI buying behaviors
- AI adoption objections and resistance patterns
- Competitive differentiation strategies
- AI sales enablement considerations
- Customer education-led GTM motions
- Advisory-led versus product-led AI GTM models
- Building scalable AI customer engagement frameworks
- Packaging AI offerings for early-stage adopters

- AI commercialization strategies
- Strategic partnerships and ecosystem GTM approaches

8. Customer Advisory and Executive Conversations

- Conducting AI discovery conversations
- Leading AI readiness discussions with customers
- Executive communication frameworks
- Simplifying AI complexity for non-technical stakeholders
- Managing unrealistic AI expectations
- Structuring AI workshops and advisory sessions
- AI storytelling techniques for business audiences
- Business outcome framing methodologies
- Facilitating strategic AI conversations
- Objection handling approaches
- Building customer trust and credibility
- AI adoption roadmaps for clients
- Guiding organisations through early AI maturity stages
- Consultative AI engagement models
- Developing repeatable customer-facing assets

9. Building Repeatable AI GTM Frameworks

- Developing reusable AI advisory models
- AI opportunity assessment templates
- GTM playbooks for AI offerings
- AI customer journey mapping
- Frameworks for AI readiness evaluations
- Repeatable discovery methodologies
- AI business case templates
- Standardized positioning structures
- AI workshop frameworks
- Customer maturity segmentation models
- Internal knowledge enablement strategies
- AI sales and advisory content development
- Executive briefing frameworks

- Building scalable AI consulting approaches
- AI adoption acceleration methodologies

10. The Future of Enterprise AI

- Emerging trends shaping enterprise AI adoption
 - Evolution of AI governance expectations
 - The rise of AI agents and autonomous workflows
 - Sovereign AI and regulatory fragmentation
 - AI trust and enterprise accountability
 - Human-in-the-loop versus human-on-the-loop operating models
 - The future role of GTM teams in AI transformation
 - AI market evolution over the next 3–5 years
 - Strategic implications for product organizations
 - Preparing for continuous AI change and market evolution
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Disclaimer

This course outline is intended to serve as a high-level guideline for training delivery and knowledge coverage. The final structure, sequencing, emphasis areas, case studies, workshop activities, and topical depth may be adjusted, expanded, condensed, or otherwise modified by the instructor based on participant profiles, industry focus, organizational priorities, emerging market developments, and evolving AI practices without prior notice.