



Why do 95% of GenAI pilots fail?

Lack of AI strategy is one of the reasons.

But not the only reason.



Last week, I shared 5 proven strategic frameworks

To find high-ROI AI opportunities.

 **Check out link in the post**

It sparked some interesting discussions.



Reader perspective

One reader noted:

"Many companies already use these frameworks, some are clients of strategy consultants, some are former consultants themselves."

Another asked:

"What's the most common reason teams still fail even when they use these approaches?"



Key insight

**Business transformation (and AI initiatives)
need both:**

- ✓ Great strategy
- ✓ Great execution

**Execution without strategy = driving
randomly.**

**Strategy without execution = reckless
driving.**



Causes of failure

Some companies fail due to:

- ✘ Lack of strategy
- ⚠ Poor execution and implementation
- 🤔 Choosing wrong vendor because executives don't know what a good solution looks like



Change management matters

Even with great strategy and execution,
adoption can still fail without effective change
management.



Conclusion

AI transformation must be approached
holistically, end-to-end.

That's why we created the **5I Framework** at
Business+AI.



1 Inspire

See what good use cases and solutions
actually look like

- 🎯 Understand the landscape
- 👁️ Learn from best practices
- 💡 Get inspired by real examples



2 Ideate

Use strategic frameworks to find high-ROI opportunities

 Theory of Constraints

 ICE Scoring

 Three Horizons

 Cost-Benefit Matrix



3 Implement

Apply human-centered design in developing your solutions

 User research

 Design thinking

 Prototyping

 User testing



4 Integrate

Apply change management to actively push adoption

 Communication

 Training

 Incentives

 Progress tracking



5 Iterate

Review and improve – business transformation is a journey, not a sprint

 Measure results

 Continuous improvement

 Adjust strategy

 Scale success



Get the complete 5I Framework playbook

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