

Category

Digital Transformation

AI-Driven Digital Transformation Strategy (Beyond Efficiency) Playbook

Using AI to change what the business can do, not just to do the same things a bit cheaper

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for AI-driven digital transformation strategy that pursues genuine capability and business model change — new products, new customer experiences, new ways of competing — rather than limiting AI's role to incremental efficiency and cost reduction within the existing business model.

Isn't efficiency and cost reduction still a legitimate goal for AI

investment? Yes, and it's often the right starting point for building organizational AI capability and confidence — but organizations that stop there systematically underuse AI's potential relative to competitors pursuing genuine capability and business model change with the same technology.

How do we know if we're limiting AI to efficiency versus pursuing

genuine transformation? A useful test: does the AI initiative change what customers can get from you, or just how cheaply you deliver what you already offered? The framework below has a more structured version of this test.

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