Category

Enterprise 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

- Mithun A. Sridharan

- 14 August 2021
- 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.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Isn't efficiency and cost reduction still a legitimate goal for AI", "acceptedAnswer": { "@type": "Answer", "text": "investment?\nYes, and it's often the right starting point for building organizational\nAI capability and confidence — but organizations that stop there\nsystematically underuse AI's potential relative to competitors pursuing\ngenuine capability and business model change with the same technology." } }, { "@type": "Question", "name": "How do we know if we're limiting AI to efficiency versus pursuing", "acceptedAnswer": { "@type": "Answer", "text": "genuine transformation?\nA useful test: does the AI initiative change what customers can get from\nyou, or just how cheaply you deliver what you already offered? The\nframework below has a more structured version of this test." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Enterprise Transformation

Measuring Digital ROI & Value Realization Playbook

A structured approach to defining, tracking, and proving digital transformation ROI, closing the gap between projected business case value and what actually sho

- Practitioner
- Intermediate
- Template Included
- Workshop Ready

Read playbook

Enterprise Transformation

ESG-Driven Digital Transformation Playbook

A practical guide to aligning digital transformation roadmaps with ESG reporting obligations and sustainability targets, turning compliance pressure into measur

- Executive
- Intermediate
- Template Included

Read playbook

Enterprise Transformation

IT-Business Alignment & Digital Governance Playbook

A structured governance framework using COBIT principles to align technology investment with business strategy, clarify decision rights, and stop reactive, poli

- Executive
- Intermediate
- Template Included

Read playbook

Talk to us about AI-driven transformation strategy

Tags

- AI Strategy
- Digital Transformation
- Business Model Innovation

Author

Mithun A. Sridharan Thought Leader

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.