

# **AI & Business Transformation Playbook**

Practical guidance for strategy, transformation, data, governance, AI adoption and measurable delivery.

## **Executive summary**

Transformation succeeds when strategy, process, data, governance, technology and people are designed as one system. This guide provides a practical structure to move from ambition to measurable value.

## **Core principles**

Start with business outcomes, not tools. Prioritise pain points with measurable value. Build trusted data foundations. Create proportionate governance. Deliver in short phases and track benefits.

## **Operating model**

Define decision rights, ownership, delivery forums, product or process owners, governance cadence, risk management and adoption responsibilities.

## **Roadmap**

Sequence work into discovery, design, pilot, scale and optimise phases. Link every phase to outcomes, cost, risk and adoption measures.

## **Checklist**

Clear sponsor, defined value case, owner for data, agreed process baseline, delivery capacity, governance forum, adoption plan, benefit tracking.

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