Share a book letter: *The Business Case for AI*

Subject: How to implement AI in your business?

Dear ……… ,

*A leader’s Guide to AI strategy, best practice and real-world applications*

Implementing an AI strategy starts with understanding AI at executive level, to lead the strategic conversation.

AI is too expensive to be used on problems that are too small. Don’t start with people who have never done AI. Think what AI can do for your business. As a leader, you must start preparing your organization for AI. The AI journey is a discovery trip, finding the right AI opportunities to invest in, avoiding wasting time and money?

AI is a practical tool for businesses to bring about improvement in the organization, the lives of employees, customers and society at large. AI eliminates inefficiencies and improves decision making.

Developing a Business Case, as proposed by the author, is a strategic model outlining the AI journey you want to undertake, to pave the way for the future health of your business. How do you get ready for the AI journey?

There are five pillars to prepare for AI solutions:

Pillar 1. Data readiness. Detecting potential gaps in a data infrastructure. Most data in business and organizations is unstructured or semi-structured.

Pillar 2: Cultural Readiness. Establishing a receptive AI cultural and mindset, shaping employee attitudes toward AI. Employees should have a base understanding of AI and be able to answer: “What is this thing? How does it work? What is the company’s AI plan?”

Pillar 3: Skills Readiness. Train, educate and upskill your key employees, including Executives in the context of your business. If not, the ability to plan and execute your AI strategy will be limited.

Pillar 4: Infrastructure Readiness. Business AI applications without supporting infrastructure are just research projects or side projects. AI infrastructure is critical.

Pillar 5: Budget Readiness. Preparing for AI takes work and associated costs. Costs easily add up quickly.

The strong advice from the author is: “Start Now, Start Small”.

The Global Reading Club exists since 2015 and is now a library of over 100 books - books recommended, read and summarized by employees around the world from Ogilvy and WPP. This gives you quick access to relevant knowledge from books without having to read it from cover to cover.

Here is the [link](https://globalreadingclub.com/books/the-business-case-for-ai) that takes you straight to the book Generative AI for Leaders*.*

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *The Business Case for AI.*