

# THE AI CAPTAIN'S EXECUTIVE BRIEFING



**The Leadership Playbook for the 5% Who Succeed**

*A strategic overview of the AI transformation program for senior leaders.*





# # 95%

Of enterprise AI pilots fail to deliver any return on investment. *(Source: MIT & McKinsey)*

The critical question isn't about technology. It's about leadership.  
Why do proven transformation strategies fall short with AI?



# The Common Approach is a Technology-First Mindset.



**This is the capsize ratio.**

It treats AI transformation like a software deployment. It builds “ghost ships”—technically brilliant vessels with crews who don’t know how to sail them.



The leaders who succeed operate on a fundamentally different principle.

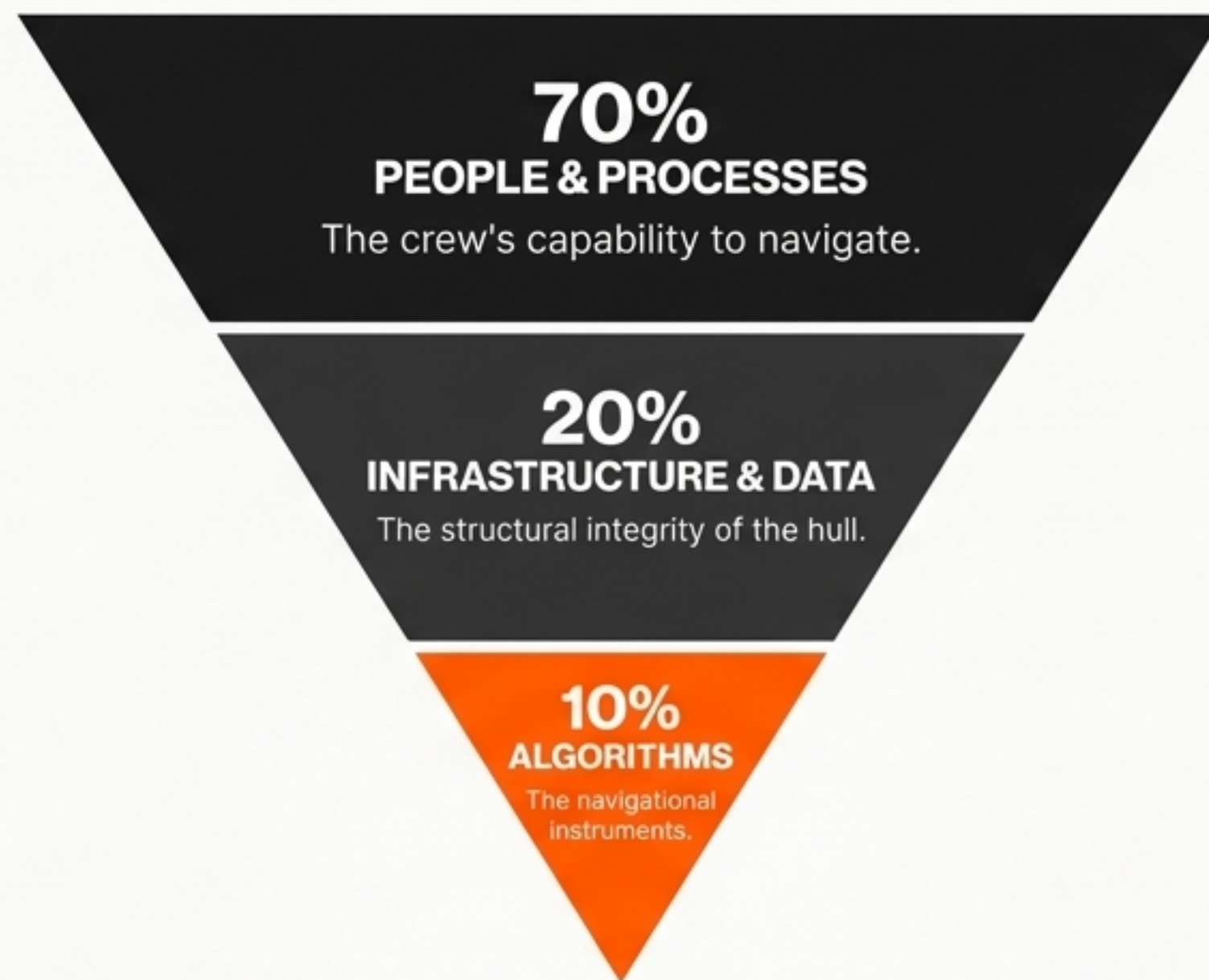
**AI is not a technology problem to be solved.**

**It is an organizational redesign to be led.**

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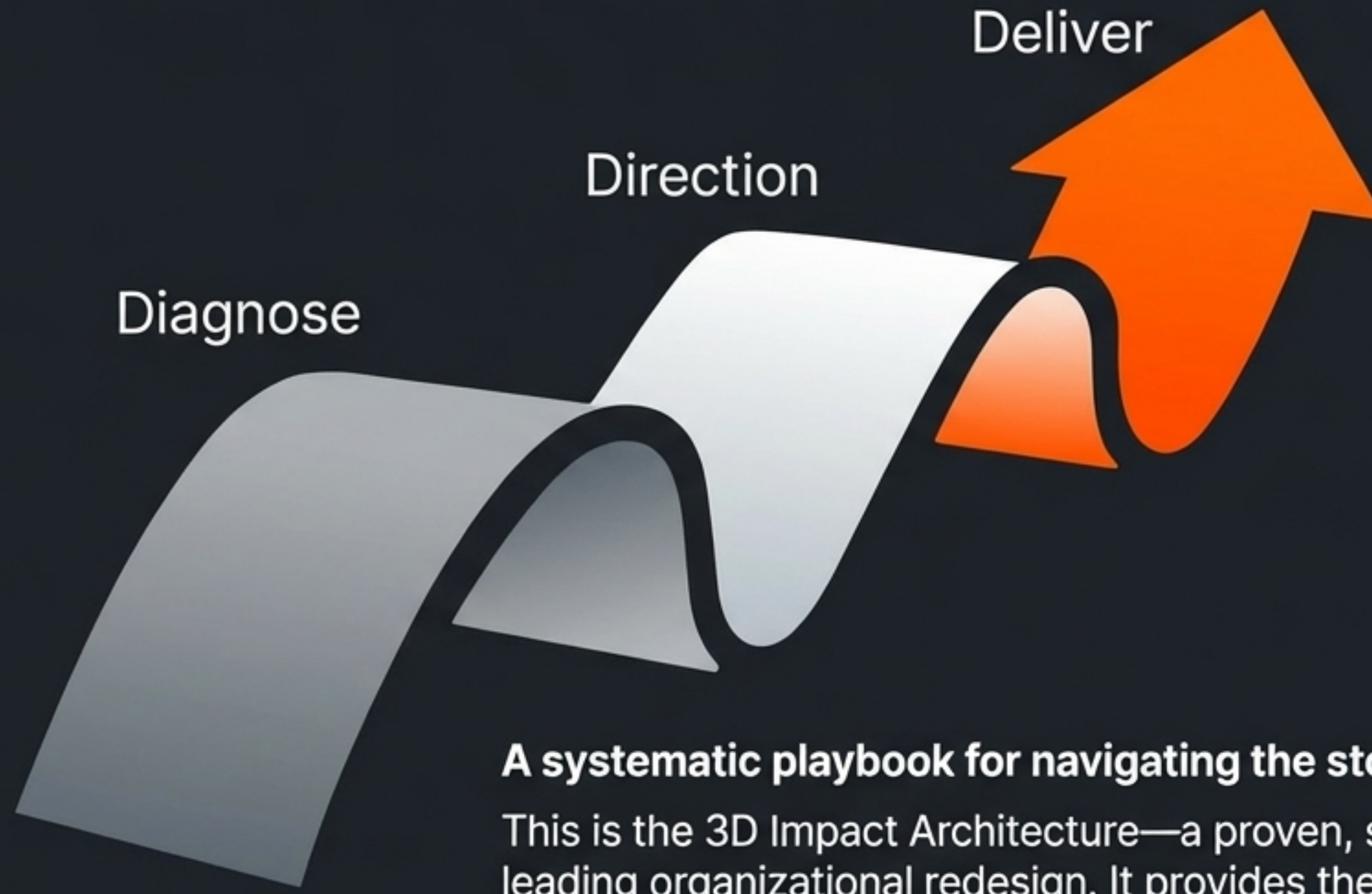
# The 10-20-70 Rule: The Ballast That Ensures Stability & Success



*This isn't an expense ratio. It is the investment allocation that separates scalable success from pilot-stage failure.*



# The AI Captain's Transformation Framework



**A systematic playbook for navigating the storm.**

This is the 3D Impact Architecture—a proven, sequential framework for leading organizational redesign. It provides the clarity and structure to move from chaotic pilots to scaled, strategic advantage.



# Your Program Overview: Three Strategic Briefings

This program is architected as three distinct, sequential leadership briefings. Each equips you with the frameworks to master a critical phase of the transformation.



## **I. DIAGNOSE**

*Establishing Your  
True Position*



## **II. DIRECTION**

*Charting the Course  
for Value*



## **III. DELIVER**

*Architecting Execution  
at Scale*



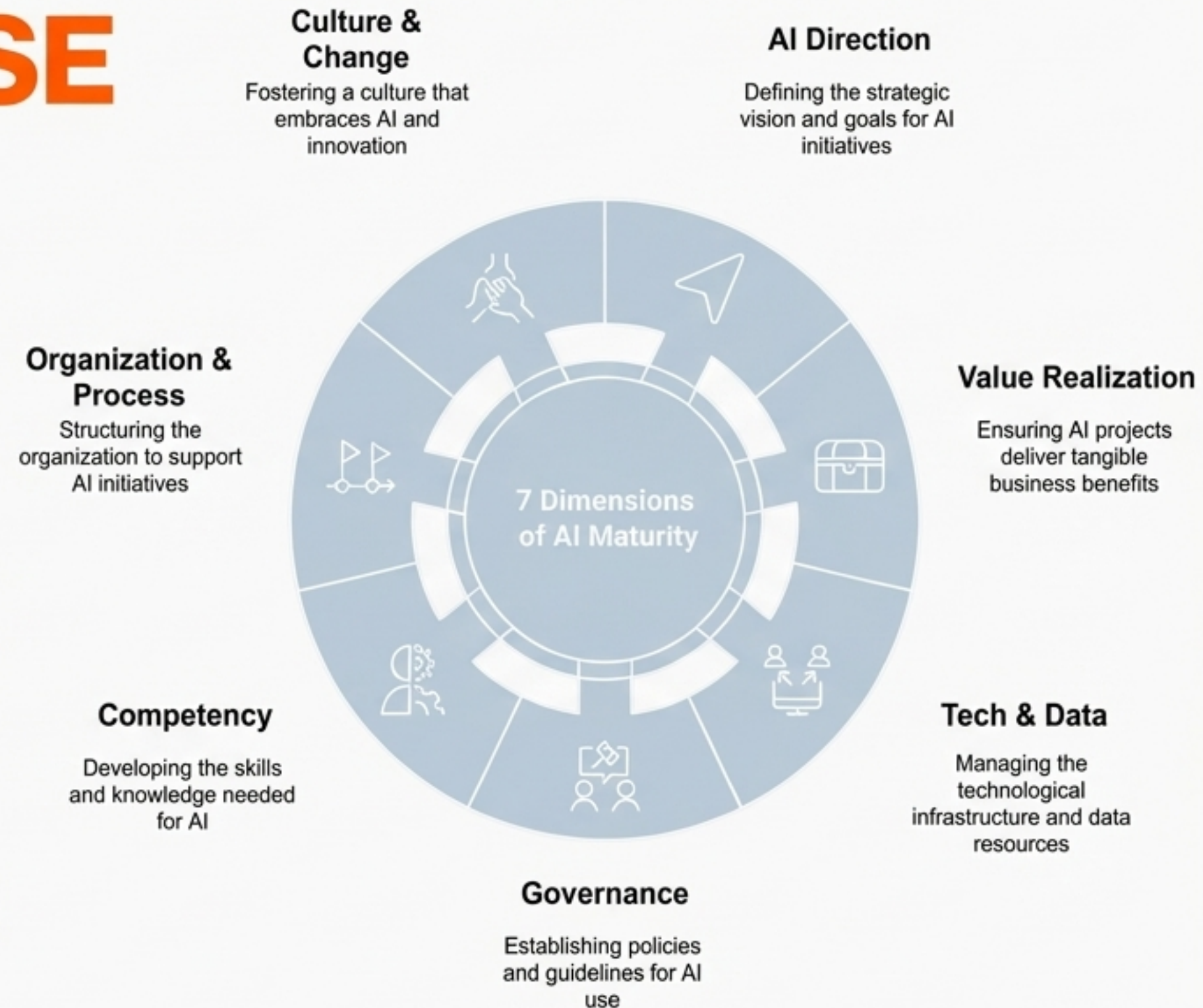
# Briefing I: **DIAGNOSE**

**You can't chart a course without knowing your true starting coordinates.**

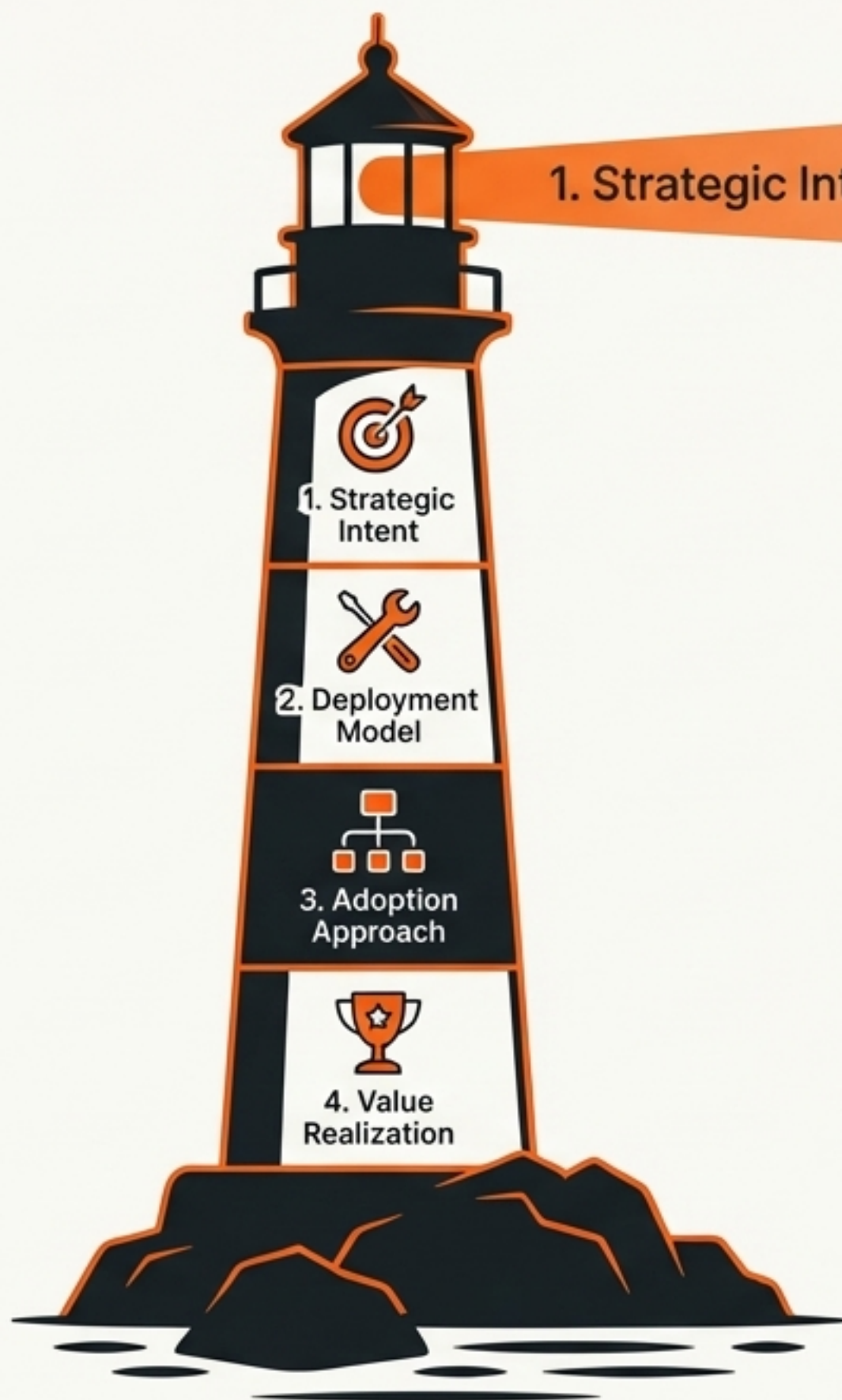
This briefing provides the diagnostic tools to build a brutally honest assessment of your organization's readiness.

## **KEY FRAMEWORKS YOU WILL MASTER:**

- **The 7 Dimensions of AI Maturity:** An executive 'MRI' for your organization.
- **Constraint Identification:** Pinpointing the single blocker holding back progress.
- **Quick Win Discovery:** Building momentum and proving value, fast.







1. Strategic Intent

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2. Deployment Model

3. Adoption Approach

4. Value Realization

## Briefing II: **DIRECTION**

Translate diagnosis into a compelling strategy that secures commitment, budget, and alignment.

This briefing delivers the architecture for creating your vision and the business case to fund it.

### KEY FRAMEWORKS YOU WILL MASTER:

- **The 4-Layer Strategy Framework:** Define your strategic intent in a single day.
- **The CFO-Proof Business Case:** Justify the 10-20-70 investment model.
- **The Stakeholder Orchestration Model:** Turn resistance into advocacy.



# Briefing III: DELIVER

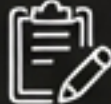



Where strategy becomes reality.  
Architect the human operating system  
required for AI to scale.

This briefing focuses on the structures,  
metrics, and governance to drive sustained  
adoption and value.

## KEY FRAMEWORKS YOU WILL MASTER:

- **The Federated Empowerment Model:**  
Structure for both control and innovation.
- **The Dual-Metric Framework:** Measure what  
truly predicts success (Value & Adoption).
- **Governance for Speed & Safety:** Establish  
'sea lanes' that enable safe autonomy.

## AI Operating Model Layers

	Platform Layer	Domains Layer	Center of Excellence
 Focus	Foundational capabilities	Actual outcomes	Best practices
 Activities	Infrastructure, security, shared services	Use case identification, workflow redesign	Knowledge transfer, metric tracking
 Resource Allocation	15-20%	60-70%	10-15%
 Role	Enabler	Owner	Connector



# Your Leadership Toolkit



This program delivers an integrated toolkit of battle-tested, executive-grade frameworks. Not theory. Not hype. A captain's guide for the storm you're in right now.



# The Outcome: From Uncertainty to Command

Mastering this playbook enables you to lead with confidence and deliver measurable results.

## Strategic Clarity

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A clear vision and a defensible business case.

## Organizational Alignment

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Stakeholders mobilized, not managed.

## Predictable ROI

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Value delivered through scaled adoption, not just pilots.

## Sustainable Competitive Advantage

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An organization that learns and adapts faster than the competition.



‘Captains aren’t born in calm waters. They’re forged in storms. The leaders who will define this era aren’t the ones who waited for certainty—they’re the ones who moved forward despite uncertainty, learned faster than competitors, and treated each setback as data rather than defeat.’





# THE FOCUSED AI CAPTAIN

Lead the Transformation.