



# Reader Resources - How to Use Your Free Guides



**Congratulations!** As a reader of *The Focused AI Captain*, you have exclusive access to these practical tools designed to help you lead your AI transformation with clarity and confidence.



## The AI Captain's 1-Page Transformation Plan

**What it is:** A single-page visual canvas that captures the entire AI transformation framework from the book — the 3D methodology (Diagnose → Direction → Deliver), the critical 10-20-70 investment ratio, success metrics, and red flags.

### How to use it:

- **Print it** and keep it visible at your desk or in your meeting room
- **Use it as a reference** during strategy discussions and steering meetings
- **Share it** with your leadership team to create a common language
- **Return to it regularly** to check if your transformation is on track

This is your North Star — a quick reminder of what matters most when navigating the complexity of AI transformation.



## The OneGoal Guide

**What it is:** A 4-page workbook that walks you through the process of defining your single, inspiring AI transformation destination — the OneGoal that mobilizes your entire organization.

### How to use it:

1. **Start with your diagnosis** — reflect on your AI maturity assessment results
2. **Engage your officers** — identify 3-5 leaders to co-create the vision
3. **Craft your vision** — use the drafting workshop to write multiple versions
4. **Test and refine** — validate with diverse stakeholders using the provided questions
5. **Finalize and communicate** — complete your communication plan

Block time with your core team and work through this guide together. A well-crafted OneGoal is worth the investment.

## The ROI of AI Guide

**What it is:** A comprehensive 9-page workbook for building a CFO-ready business case. It includes cost calculators, the 10-20-70 investment framework, 3-year projection templates, and executive conversation preparation.

### **How to use it:**

1. **Quantify your current state** — map costs using the provided tables
2. **Plan your investment** — allocate budget using the 10-20-70 ratio
3. **Project returns** — complete the 3-year financial model
4. **Set up your dual metrics** — define both ROI and adoption targets
5. **Prepare for executive questions** — use the CFO conversation prep section

This guide turns abstract AI potential into concrete numbers your finance team can evaluate. Complete it before your next budget discussion.

## The Stakeholder Map Guide

**What it is:** An 8-page workbook for identifying your 25 key stakeholders, mapping their interest and influence, defining orchestration tactics, and establishing a regular review rhythm.

### **How to use it:**

1. **Brainstorm broadly** — use the discovery questions to generate your initial list
2. **Select your Key 25** — narrow down to the stakeholders who matter most
3. **Map interest and influence** — place each stakeholder on the grid
4. **Define tactics** — assign engagement strategies by quadrant
5. **Review monthly** — stakeholder positions evolve; your orchestration must too

Stakeholder orchestration is an ongoing leadership capability, not a one-time exercise. Schedule a monthly review in your calendar.

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## Warm Regards & Support

Thank you for trusting *The Focused AI Captain* as your guide. These tools are designed to be practical — use them, adapt them, make them your own.

### Questions? Need guidance?

Reach out anytime:

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Wishing you courage, clarity, and success on your transformation journey.

Stay Focused,

**René Esteban**

Author, *The Focused AI Captain*

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