

# Which AI Growth Offering Is Right for You?

*A Quick Self-Assessment Guide for SME Leaders*

## How to Use This Guide

*For each question below, tick the option (A or B) that best fits your situation. At the end, you'll find a simple recommendation tailored to your needs.*

## 1. Strategic Ambition & Urgency

### 1. How important is AI for your overall business strategy in the next 3–5 years?

- ☐ **A. Very high.** AI will be a major driver of growth, efficiency or competitiveness.
- ☐ **B. Moderate.** We see potential, but it's one of several topics.

### 2. What kind of impact are you aiming for?

- ☐ **A. Multiple impact areas.** We want AI across several functions (e.g. sales, ops, finance) and possibly new business models.
- ☐ **B. Focused impact.** We mainly want to improve 1–2 processes or try 1–2 concrete ideas.

## 2. Scope & Complexity of Your AI Journey

### 3. How many AI initiatives do you expect in the next 1–2 years?

- ☐ **A. Several.** At least 4–6 initiatives or pilots across the company.
- ☐ **B. Few.** Probably 1–3 carefully chosen use cases.

### 4. How complex is your organization?

- ☐ **A. High.** Several locations, business units or product lines; more than ~150 employees.
- ☐ **B. Moderate/low.** Mostly one main business, one site or a small number of sites; up to ~150 employees.

### 5. How regulated and risk-sensitive is your environment (e.g. banking, healthcare, public sector)?

- ☐ **A. High.** Strong regulation, reputational risk, or critical operations.
- ☐ **B. Manageable.** Normal business risks, some rules but no extreme constraints.

### 3. Internal Readiness & Resources

#### 6. How clear is your current strategy for AI?

- ☐ **A. Not very clear.** We need to connect AI to our overall strategy, business model and long-term goals.
- ☐ **B. Roughly clear.** We have a general idea and some use cases in mind; we mainly need help structuring and executing.

#### 7. How mature are your data and IT foundations?

- ☐ **A. Mixed/inconsistent.** Different systems, unclear data ownership, many questions around data quality and access.
- ☐ **B. Basic but workable.** Imperfect, but we can reasonably access the data we need for a few specific use cases.

#### 8. How much time can your leadership team invest?

- ☐ **A. We can invest more.** We're ready for several workshops and deeper involvement to build a robust AI roadmap and portfolio.
- ☐ **B. Limited.** We can join a few key workshops, but we need a compact, focused journey.

### 4. Culture, Change & Capability

#### 9. What kind of change are you aiming for in leadership and culture?

- ☐ **A. Broad change.** We want AI to influence leadership style, culture and ways of working across the company.
- ☐ **B. Targeted change.** We want some key people trained and a few new habits, but not a full cultural program.

#### 10. Do you want to build a lasting "AI operating system" (governance, portfolio reviews, regular OKRs)?

- ☐ **A. Yes.** We want a recurring AI strategy and portfolio process (e.g. quarterly reviews).
- ☐ **B. Light-touch.** A simple check-in and a few practical routines are enough for now.

### 5. Budget & Risk Appetite

#### 11. How do you think about investment and risk in AI?

- ☐ **A. We're ready for a structured, multi-phase investment** if the value and governance are clear.
- ☐ **B. We prefer to start small,** prove value quickly on a few use cases, and then decide how far to go.

## Interpreting Your Results

### Mostly A's (7 or more A answers)

#### **Recommendation: Comprehensive AI Growth Journey (11 services)**

You see AI as a strategic lever across the business. You have or expect multiple initiatives, complexity, regulation or higher risk. You want AI to be part of your operating model, culture and leadership, not just a few isolated projects.

#### **The comprehensive offering gives you:**

- A full end-to-end AI strategy and portfolio
- Structured pilots, scaling and governance
- Strong focus on change leadership and capability building
- A recurring quarterly AI review & refresh

### Mostly B's (7 or more B answers)

#### **Recommendation: Simplified 5-Module SME Offering**

You want to start pragmatically with a few high-impact use cases. Your organization is smaller and less complex, or you want to move step by step. You prefer compact modules that deliver visible results quickly.

#### **The simplified offering focuses on:**

1. Clarifying where AI makes sense for you
2. Selecting and designing 2–4 concrete use cases
3. Creating a lean concept & roadmap
4. Running one focused pilot to prove value
5. Scaling what works with light governance and basic AI ways of working

### Mixed A's and B's (balanced)

If your answers are mixed:

- If you have high regulation, many units, or plan several AI ventures → lean toward the comprehensive journey
- If you mainly want to test AI on 1–2 use cases first before committing to a bigger program → start with the simplified offering (you can always grow into the full model later)

## Ready to Take the Next Step?

*Let's discuss which path is right for your business. We're here to help you navigate your AI transformation journey with confidence.*

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