

Craft a Winning GenAI Strategy:

The **START** Approach

Despite the surge in AI adoption, nearly 30% of Generative AI (GenAI) projects are expected to be abandoned after the proof of concept phase by the end of 2025.^[1]

The 5 Key Building Blocks of A Robust GenAI Strategy

Strategic Alignment to Compliment Business Goals

39% of businesses cite undefined use cases or poor business alignment as barriers to GenAI adoption.^[2]

What You Must Prioritize:

- Identifying key business outcomes for GenAI
- Finding strategic AI investment areas within the organization
- Integrating GenAI with the overall business strategy

Track and Assess Your Organization's Maturity Levels

Only 9% of the 644 organizations surveyed are currently AI-mature.^[2]

What You Must Prioritize:

- Assessing your AI maturity level
- Roadmap with relevant goals and crucial milestones
- Defining success metrics to track progress

Agile Tech Stack Tailored for an Evolving Landscape

28% face issues integrating GenAI with the existing tech infrastructure.^[3]

What You Must Prioritize:

- Scalable tech infrastructure
- Nimble selection of tech stack
- Regular evaluation and optimization

Robust Risk Management and Data Governance Frameworks

58% of organizations hesitate to adopt AI due to cybersecurity concerns.^[4]

What You Must Prioritize:

- Compliance framework for data security
- Bias and transparency checks
- Flexible policies for evolving technology

Talent Equipped with the Right Skills and Knowledge

30% list a lack of technical skills as a key adoption barrier to GenAI.^[3]

What You Must Prioritize:

- Upskilling and training investments
- Defined roles and responsibilities for new talent
- Forging a culture of experimentation and innovation

Take the first step toward making your GenAI strategy future-proof