GUIDE 02 FOR LEADERSHIP TEAMS

# Data at the speed of AI

*Your AI advantage starts with your data.*

Two leadership teams ask AI the same question:

*"Which events should we repeat next season?"*

**TEAM ONE**

Gets a generic list of ideas, the same one anyone could get.

**TEAM TWO**

Gets its own answer: what drove last year's best days, a forecast of which dates will perform next season, and what to plan around.

## Same AI. Different data.

AI has made working with data fast and affordable. What makes the answer valuable is the data behind it.

BEFORE **2 days** → NOW **40 seconds**

A leadership question that once took two days of scoping and analyst time, now answered in seconds, in the leader's own words.

Over the page: turning your data into an advantage →

GUIDE 02 · THE HOW

# Turning your data into an advantage

**1** **Start with your priorities**

Not a data project. The questions your leadership team most needs answered.

**2** **Experiment fast, built to succeed**

Agree the question and what you'll do with the answer. Check your data can answer it, then run a short pilot. Results in weeks.

**3** **Data and AI governance in place**

Both in place from the start, so you can move quickly, legally and safely.

## Questions your data could answer

Which members are drifting away, and what brought similar members back?

Where is capacity unused, and where are we turning people away?

Which events and dates should we plan the season around?

Which campaigns bring in people who stay, not just sign up?

*Pick the question that matters most, answer it in a pilot, and AI becomes a tool the leadership team uses every week.*

## *Is your data ready to give you the edge?*

This guide is the short version of a full leadership briefing. I can take your team through the full deck, tailored to your business, and help put data and AI governance in place.

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