GUIDE 01 A BRIEFING FOR LEADERSHIP TEAMS

To AI or not to AI?

That is no longer the question.

Now the challenge is making it work for your business.

Every leadership team I talk to asks the same things. Is this hype? Will it leak our data? How do we control it? Will it actually make us money? Where do we start? In this session we work through these questions together and map out a clear route to real results.

THREE NUMBERS TO START THE CONVERSATION

3 in 4
office workers already used AI at work in 2024

95%
of company AI pilots showed no measurable profit impact

280×
fall in the cost of running AI in two years

So why do so few businesses get real value from it?

It isn't the technology. The difference between businesses that profit and those that stall comes down to a handful of decisions most leadership teams haven't made yet.

Sources: Microsoft & LinkedIn Work Trend Index 2024; US university study "The GenAI Divide", 2025; Stanford AI Index 2025

Over the page: the nine questions →

GUIDE 01 · INSIDE THE SESSION

Will AI pay for itself? Nine questions to find out

01
Should we use it?

02
Is this just hype?

03
Is it actually thinking?

04
Will it understand us, or leak our secrets?

05
Will it be correct?

06
How do we control it?

07
Will it make us money?

08
Where should we use it?

09
Which AI should we choose?

WAYS TO WORK TOGETHER

The briefing
A talk for your board or leadership team. Clear answers and a shared starting point.

The workshop
A half day working through your own business. Leave with a chosen first use case and a plan.

The Pilot Programme
Turn priorities into proven results, one pilot at a time, measured from day one.

Ready to make AI work for your business?

This guide is the short version of a full briefing. I can take your team through the full deck.

Elina Scorey hello@elina.co.uk linkedin.com/in/elinascorey