HOW VISION AND STRATEGY ARE THE FOUNDATIONS OF AI/ML

DEMAND AI

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Every organization has a vision and a strategy that are crucial for its customers, employees, management, and investors. However, implementing a strategy can be challenging, as it involves multiple departments and complex processes, rules, and procedures. A successful strategy also outlines what the future should look like, encompassing improvements to processes, products, or services.

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This is where AI and machine learning (ML) come into play. Unlike traditional strategic planning—which often involves setting a timeline, deliverables, and milestones—AI/ML requires a backward approach. To begin, you need to define the desired outcome or vision, then work backwards to gather the necessary information to achieve that result. While this may sound straightforward, it becomes manageable only if you have a clearly defined strategy and well-implemented processes. If your vision and strategy are misaligned, it's still possible to reach a result, but the journey will be significantly longer.

For example, consider a scenario where an organization has thousands of documents, videos, and training materials in HR. The vision is to enable employees to ask questions and receive instant answers without the hassle of searching for information or consulting others. This straightforward application of AI/ML can be implemented within a few weeks.

Organizations that fail to align their vision and strategy with AI/ML risk being outpaced by new companies that leverage pure AI/ML models, rather than existing competitors .

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