



CARLOS BATISTA
AI GROWTH ADVISOR

EXECUTIVE BRIEFING

YOUR AI GROWTH JOURNEY™

HOW WE DIAGNOSE, BUILD
AND GROW AI INTO A
COMPETITIVE ADVANTAGE

A strategic overview of our three-stage
journey to turn intelligence into measurable
business growth.

THE THREE-STAGE JOURNEY



DIAGNOSE™

Discover where AI is creating
value, exposing risk, and
revealing growth opportunities.



BUILD™

Strengthen the thinking systems,
decision architecture, and
organisational intelligence that
allow AI to create advantage.



GROW™

Translate stronger thinking into
measurable business outcomes,
competitive advantage, and
sustainable growth.



AI DOESN'T CREATE GROWTH.
INTELLIGENT LEADERSHIP DOES.

Executive Briefing

Your AI Growth Journey™

Prepared for clients of the AI Growth Strategy Session™

Welcome

Thank you for booking your AI Growth Strategy Session™.

This briefing explains what to expect before, during and after our session. The objective is not to discuss AI tools. It is to determine how your organisation can turn AI into measurable business growth.

Why This Session Exists

Most organisations have already adopted AI.

Far fewer have translated that adoption into measurable business value.

The purpose of our session is to identify where AI is creating value, where value is leaking, and what must change to create sustainable competitive advantage.

The Three-Stage Journey

- ✓ **DIAGNOSE™**
- ✓ Understand where your organisation is today.
- ✓ Identify where AI is creating value.
- ✓ Reveal where value, knowledge and decision quality are leaking.
- ✓ Surface growth opportunities.

BUILD™

- ✓ Strengthen leadership thinking systems.
- ✓ Improve decision architecture.
- ✓ Capture organisational intelligence.
- ✓ Align governance, people and AI.

GROW™

- ✓ Translate stronger thinking into measurable outcomes.
- ✓ Improve revenue, customer value and competitive advantage.
- ✓ Create an organisation that becomes more valuable as AI capabilities improve.

What We'll Explore Together

- ✓ Is AI improving business outcomes or simply increasing activity?
- ✓ Where is organisational intelligence trapped inside people?
- ✓ Which decisions create the greatest value?
- ✓ Where is competitive advantage quietly leaking?
- ✓ What should AI know about how your organisation thinks?
- ✓ What should be prioritised over the next 90 days?

How To Prepare

Before the session you will complete the AI Growth Readiness Assessment™. The responses allow me to prepare an AI Growth Review™ so we can spend our session discussing strategic priorities rather than gathering background information.

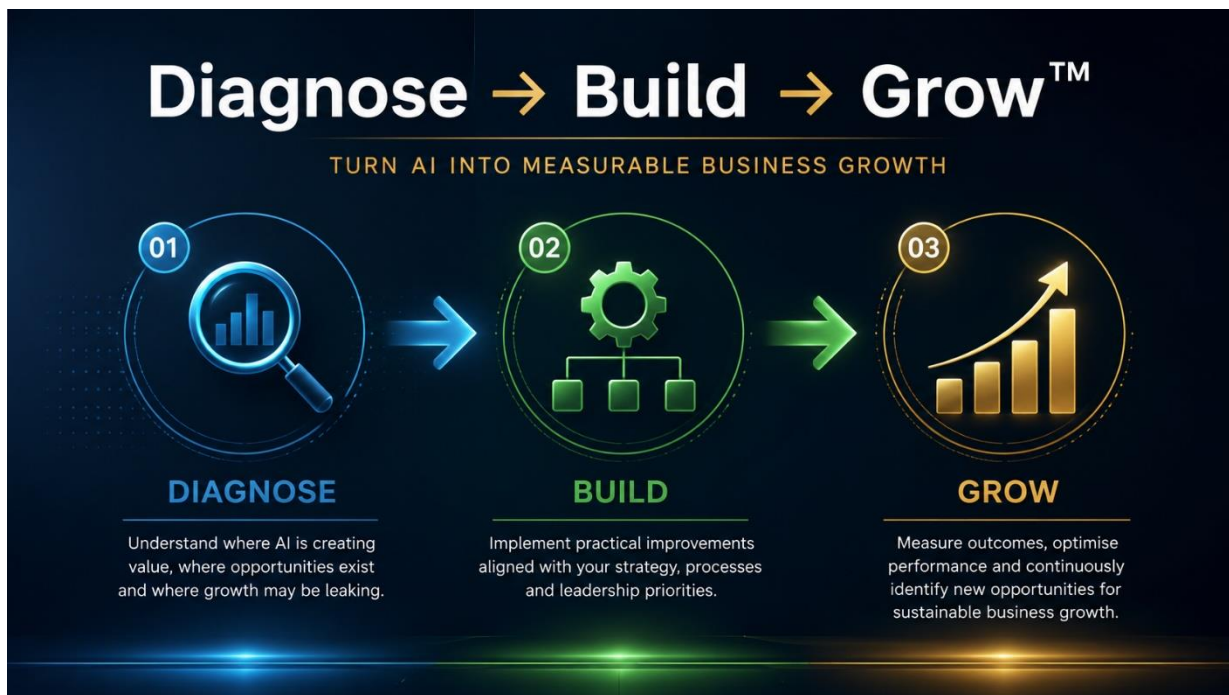
What You'll Leave With

- ✓ Executive observations
- ✓ Initial AI Growth Review™
- ✓ Priority opportunities and risks
- ✓ AI value leakage observations
- ✓ Practical recommendations
- ✓ A prioritised 90-day roadmap
- ✓ Clear options for the next stage of your AI growth journey

A Final Thought

AI does not determine how your business grows. It determines how quickly your existing way of thinking is amplified.

The organisations creating the greatest value are spending less time asking, 'What can AI do?' and more time asking, 'What kind of organisation do we want AI to help us become?'



I look forward to working with you.



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