

| THE STRATEGIC IMPERATIVE - WHY?  |   | FOUNDATIONAL CAPABILITIES -HOW?  |   |
|--|---|--|---|
| <div>1. AI Vision &amp; Outcomes</div> <div>Define the “North Star” to explain: Why are we doing this?</div>                   | <div>3. Use Cases &amp; Prioritisation</div> <div>Which high-value AI initiatives and use cases will we prioritise?</div>       | <div>4. Data Strategy &amp; Assets</div> <div>What is our strategy for acquiring, managing, and utilising data assets?</div> | <div>6. People, Skills &amp; Culture</div> <div>How will we build the right culture, skills, talent &amp; mindset?</div>                      |
| <div>2. AI Value Proposition</div> <div>How will AI create new value for our customers and the business?</div>                 |   | <div>5. AI Platform &amp; Technology</div> <div>Which technology shall we use to build, deploy, and run AI solutions?</div>  |   |
| <div>7. Governance &amp; Responsible AI</div> <div>How will we minimise ethical and compliance related risks and issues?</div> | <div>8. Costs &amp; Financial Management</div> <div>How will we plan, measure, and optimise the costs associated with AI?</div> |  | <div>9. Success Metrics &amp; ROI</div> <div>How will we measure success to ensure AI initiatives deliver value and justify investment?</div> |