# THE 2025
# AI & BUSINESS
# ROADMAP

## FOR THE C-SUITE, BOARDS, AND BUSINESS LEADERS

*A Transformative Playbook for Senior Leaders, Board Members, and Visionary Decision-Makers*

# Contents

# Executive Summary

In the age of unprecedented technological evolution, artificial intelligence (AI) has emerged as a transformative force capable of reshaping industries, redefining operations, and driving unparalleled growth. This white paper offers a comprehensive playbook for senior leaders, board members, and visionary decision-makers seeking to harness AI's potential effectively.

**Key Insights and Imperatives:**

1. **The AI Opportunity**:

   o The global AI market is expanding rapidly, with Australia's market projected to grow from **AUD 4.51 billion in 2024 to AUD 20.34 billion by 2030**.

   o Businesses that embrace AI now will be better positioned to innovate, reduce costs, and enhance decision-making.

2. **Industry Disruption**:

   o **AI is disrupting all sectors**, with industries like financial services facing immediate transformative impacts. Understanding your industry's disruption timeline is critical for aligning strategies. For example, the financial services industry faces immediate transformative impacts from AI, requiring swift adoption, while sectors like healthcare are on a slower disruption timeline, providing more time for phased implementation.

3. **Competitive Advantage**:

   o AI enhances efficiency, reduces operational costs, and drives personalized customer experiences, giving businesses an edge in increasingly competitive markets. It also drives innovation and the development of new products, services, and business models.

4. **Barriers to Adoption**:

   o Businesses face challenges such as high implementation costs, lack of expertise, data quality issues, and employee resistance. Addressing these systematically is vital to unlocking AI's potential. Practical solutions include starting with pilot programs to demonstrate quick wins, forming

partnerships with AI vendors to bridge expertise gaps, and investing in data management tools to improve quality and accessibility.

**The GPS AI Implementation Framework<sup>TM</sup>:**

Developed by Growth & Profit Solutions, this framework provides a structured approach to AI integration, focusing on three foundational pillars—**Leadership & Strategy, Data & Technology, and People & Processes**. Supporting elements such as **Risk Management** and **Continuous Improvement** ensure ethical, effective, and sustainable AI adoption. These underpin the nine building blocks including: **AI literacy, AI maturity assessment, AI governance council, ethical AI policies, AI impact assessments, change management, education and training, AI academies, and an AI roadmap**.

The framework outlines four actionable stages:

- **Understand**: Build AI literacy and evaluate readiness to ensure stakeholders grasp AI's implications and identify initial opportunities effectively.

- **Adopt**: Implement change management and pilot AI initiatives to test feasibility, build confidence, and achieve early wins.

- **Assess**: Establish ethical guidelines and monitor AI impacts to safeguard compliance, mitigate risks, and ensure alignment with business objectives.

- **Guide**: Align AI strategy with long-term business goals to secure sustainable growth and maintain competitive advantage.

**Practical Tools and Steps:**

- **AI Use Case Assessment**: Prioritize high-impact, feasible AI projects aligned with business objectives.

- **Maturity Assessments**: Evaluate readiness and identify gaps in strategy, infrastructure, and skills.

- **Change Management**: Foster trust, upskill teams, and align organizational culture with AI adoption.

**Why This Matters:**

The return on AI investment is substantial, with top-performing businesses realizing an **ROI of $10.31 for every $1 invested**. However, without strong leadership, clear governance,

and a strategic roadmap, businesses risk falling behind competitors, leading to potential loss of market share, reduced profitability, and diminished relevance in a rapidly evolving landscape.

This white paper equips leaders with actionable strategies to transform AI from a daunting challenge into a catalyst for innovation, efficiency, and growth. By aligning AI initiatives with strategic objectives and fostering a culture of adaptability, businesses can secure sustainable success in an AI-driven future.

**Next Steps**: Dive into this white paper to:

- Identify where your business stands on the AI maturity spectrum.

- Leverage diagnostic tools to prioritize actionable steps.

- Develop a roadmap for AI adoption tailored to your organization's unique goals.

Don't let the AI revolution leave you behind. This guide offers the clarity and confidence needed to lead your organization into the future.

# 1. Introduction

This whitepaper uses "artificial intelligence (AI)" to refer to both traditional AI and generative AI.

The key difference between the two lies in their capabilities. Traditional AI focuses on analysing data and making predictions, excelling in pattern recognition. In contrast, generative AI goes further, creating new data, such as text, images, videos, audio, or code, based on its training data—excelling in pattern creation.

While distinct, these forms of AI can work together to deliver more impactful solutions. For example, traditional AI could analyse user behaviour, while generative AI uses this insight to create tailored content, blending analysis with innovation.

A recent report[1] found that improving productivity is the major objective for business technology adoption. It found that 52% of Australian businesses are adopting AI with the key drivers being increasing operational efficiencies, reducing rising costs, and managing a constrained workforce.

Business leaders face significant challenges when integrating AI, often starting with a lack of understanding about its capabilities and limitations. In a report from the  Ai Group, a peak national employer organisation representing traditional, innovative and emerging industry sectors,  said, *"We are optimistic that AI presents us a huge opportunity for growth, if we can work out how best to integrate it"*.

This knowledge gap leads to unrealistic expectations or underutilized opportunities. Many struggle with the high costs of implementation, poor data quality, and outdated systems, making AI adoption seem complex and inaccessible. Talent shortages and cultural resistance, fuelled by fears of job displacement and scepticism, add to the difficulty. Without clear leadership commitment or a strong business case, AI initiatives risk stalling before delivering real value.

This whitepaper aims to address these challenges head-on, offering actionable insights into what businesses need to do to overcome these barriers. It will provide **a clear**

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[1] *AI Group, October 2024, Technology Adoption in Australian Industry*

**framework to guide leaders through the process of integrating AI successfully**—including identifying impactful use cases, building trust and alignment across teams, and creating a phased roadmap for long-term success. By addressing these issues and equipping leaders with practical strategies, this whitepaper will help businesses turn AI from a daunting challenge into a transformative opportunity for innovation and growth.

# 2. The AI Imperative: Setting the Stage

## 2.1. The Current State of AI in Business

Artificial Intelligence (AI) is revolutionizing industries at an unprecedented pace, fundamentally reshaping how businesses operate. As advancements in Generative AI (GenAI) accelerate, organizations across the globe are increasingly integrating AI to enhance efficiency, reduce costs, amplify profitability, and unlock new opportunities for innovation and growth. In Australia alone, the AI market is projected to grow from AUD 4.51 billion in 2024 to a staggering AUD 20.34 billion by 2030.

## 2.2. AI & Industry Disruption

Over 80% of global companies are integrating AI to enhance operations. Importantly, it's not just one industry or function that stands to benefit from AI. It's all of them.

**Figure 1: Gen AI Digital Disruption Map** *(Deloitte, 2023)*
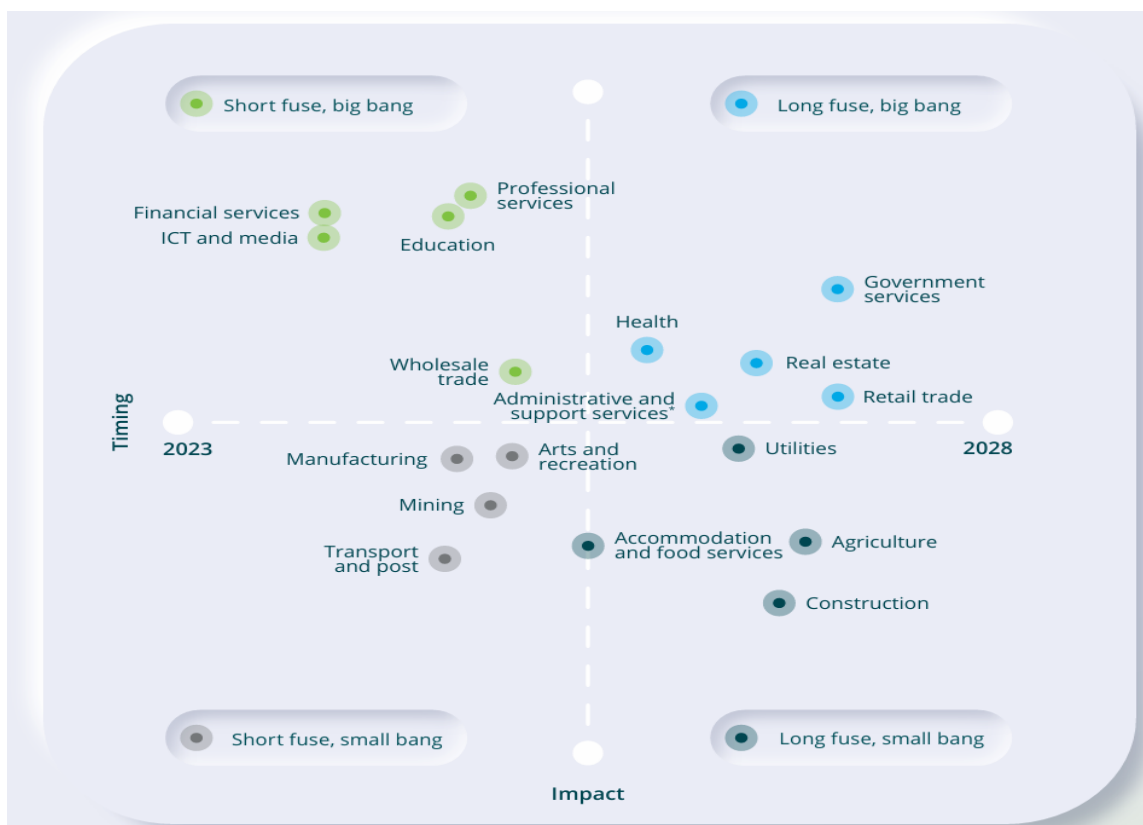
The above chart from Deloitte[2] highlights the impact of AI on industries, and across different functions. In Figure 1, 18 Australian industries are mapped out in terms of the extent of Gen AI's impact – the 'bang' – and how soon those industries will be affected – the length of the 'fuse', this spans from 2023 to 2028

1. In **Short Fuse, Big Bang**, industries like financial services and ICT face immediate, transformative AI disruption. Swift adoption is critical to remain competitive and drive innovation. Businesses must act decisively, leveraging AI-driven tools to automate, innovate, and enhance service delivery. Hesitation here risks falling behind.

2. In **Long Fuse, Big Bang**, sectors like government services and health face slower but significant disruption. While the "bang" is inevitable, regulatory challenges and slower adoption rates delay the transformation. Leaders must prepare now to capitalize on future AI advancements.

3. In **Short Fuse, Small Bang**, industries like manufacturing, mining and transport see minor yet impactful AI improvements. While the disruption is less extensive, it is no less critical. Businesses should focus on niche AI applications to streamline operations and secure incremental gains.

4. In **Long Fuse, Small Bang**, sectors like utilities, agriculture, and construction face the least immediate disruption. Leaders here should prioritize targeted investments in AI to improve productivity and prepare for future scalability, ensuring they don't miss opportunities for innovation.

**Consider where you see yourself on this chart.** This analysis underscores the urgent need for businesses to align their AI strategies with their industry's disruption profile and adopt a proactive approach to remain competitive. However, as GenAI continues to evolve rapidly, and its applications and benefits become more significant, it is likely that the 'fuse' will get shorter, and the 'bang' get larger for all industries.

**AI by Business Function and Industry**

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[2] *Deloitte – "Generation AI", 2023*

AI impacts the business across all functions The chart below provides a "heatmap" of where and how GenAI impacts different business functions. Administrative and operations roles face greater disruption from GenAI across all industries. Meanwhile sales, IT, HR, and talent roles are more likely to be impacted within select industries. This disruption means that those professionals will either be frequent users of GenAI to complete their everyday tasks, or a high proportion of their tasks will be automated by AI, freeing up their time to complete other responsibilities.

**Figure 2: Disruption from AI, by Business Function and Industry**

| | Sales | Admin | Finance | Ops | IT | HR and talent |
|---|---|---|---|---|---|---|
| Agriculture, forestry, fishing and hunting | 39% | 63% | 10% | 99% | 5% | 11% |
| Mining | 22% | 66% | 7% | 57% | 32% | 49% |
| Manufacturing | 68% | 76% | 6% | 75% | 31% | 27% |
| Electricity, gas and water supply | 50% | 85% | 28% | 70% | 55% | 47% |
| Construction | 38% | 77% | 6% | 64% | 18% | 21% |
| Wholesale trade | 94% | 89% | 17% | 90% | 52% | 30% |
| Retail trade | 98% | 65% | 3% | 72% | 33% | 16% |
| Accommodation, cafés and restaurants | 86% | 53% | 2% | 54% | 4% | 13% |
| Transport, postal and warehousing | 60% | 92% | 9% | 58% | 29% | 34% |
| Information, media and telecomms | 79% | 80% | 15% | 82% | 94% | 40% |
| Finance and insurance | 56% | 95% | 97% | 73% | 69% | 46% |
| Rental, hiring and real estate services | 96% | 91% | 44% | 81% | 28% | 25% |
| Professional, scientific and technical services | 48% | 88% | 26% | 78% | 84% | 42% |
| Administrative and support services | 45% | 83% | 14% | 67% | 37% | 87% |
| Public administration and safety | 17% | 93% | 23% | 61% | 50% | 59% |
| Education and training | 12% | 74% | 1% | 51% | 35% | 41% |
| Health care and social assistance | 24% | 83% | 8% | 62% | 19% | 39% |
| Arts and recreation services | 61% | 72% | 20% | 71% | 36% | 43% |

Key: 0-19%    20-39%    40-59%    60-79%    80-89%    90-99%

**The Impact**

This is significant. Research suggests that **AI will impact 86% of all occupations across Australia and impact 25% of all working time across the economy.** GenAI is going to have

the largest disruption to professional and managerial roles. Australia, as a country with a high proportion of its workforce in these roles (39% of total workforce), will be extremely susceptible to short-term disruption by gen AI.
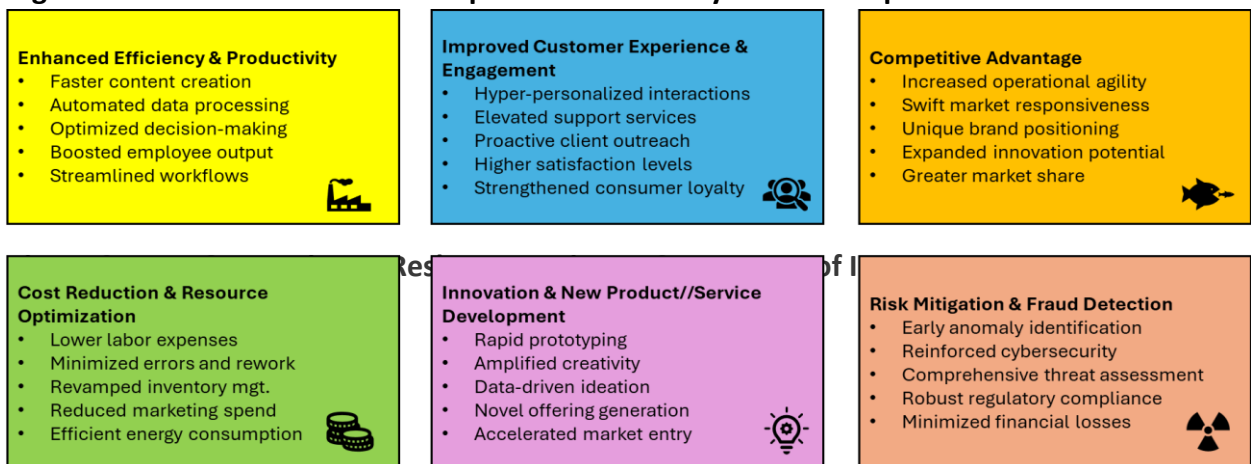
**Key Insight**

Across all industries and all functions, the roles and responsibilities of jobs for existing staff will change, and new jobs, roles, and responsibilities will develop both in the short term and in the longer term. This needs to be planned for and staff trained and upskilled to help them adapt to and adopt AI in their work. AI is no longer a future trend - it is today's game-changer.

## 2.3 Competitive Advantages of AI Implementation

AI revolutionizes businesses **by enhancing efficiency, reducing costs, and optimizing resources through automation, streamlined workflows, and improved decision-making**. It **drives innovation** with rapid prototyping and **data-driven insights** while delivering **personalized customer experiences** that boost satisfaction and loyalty. Additionally, AI provides a competitive edge by **increasing agility, expanding market potential, and mitigating risks** with advanced cybersecurity and compliance measures. These can be seen below.

**Figure 3: How Generative AI Reshapes Business: 6 Key Areas of Impact**

**Enhanced Efficiency & Productivity**
- Faster content creation
- Automated data processing
- Optimized decision-making
- Boosted employee output
- Streamlined workflows

**Improved Customer Experience & Engagement**
- Hyper-personalized interactions
- Elevated support services
- Proactive client outreach
- Higher satisfaction levels
- Strengthened consumer loyalty

**Competitive Advantage**
- Increased operational agility
- Swift market responsiveness
- Unique brand positioning
- Expanded innovation potential
- Greater market share

**Cost Reduction & Resource Optimization**
- Lower labor expenses
- Minimized errors and rework
- Revamped inventory mgt.
- Reduced marketing spend
- Efficient energy consumption

**Innovation & New Product//Service Development**
- Rapid prototyping
- Amplified creativity
- Data-driven ideation
- Novel offering generation
- Accelerated market entry

**Risk Mitigation & Fraud Detection**
- Early anomaly identification
- Reinforced cybersecurity
- Comprehensive threat assessment
- Robust regulatory compliance
- Minimized financial losses

## Anticipated Benefits of AI

Businesses of all sizes, from small to medium, perceive a broad range of benefits. These benefits and their relative importance for each business type are shown in the heatmap below.

**Figure 4: Anticipated Benefits of AI** *(Source: Bredin SMB Pulse)*

| Benefit | Very Small Businesses (1-19 EE) | Small Busineses (20-99 EE) | Medium Size Businesses (100-500 EE) |
|---|---|---|---|
| We will improve our marketing and sales | 42% | 45% | 35% |
| Our quality will improve | 36% | 41% | 40% |
| Our customer service will improve | 33% | 23% | 35% |
| Our employees will be freed up to be more creative | 33% | 28% | 35% |
| We will grow our business faster | 33% | 28% | 38% |
| Our customer experience/satisfaction will improve | 29% | 31% | 30% |
| We will lower our expenses/save money | 28% | 35% | 23% |
| We will have better customer/market insights | 27% | 26% | 20% |
| We will improve our offerings | 27% | 20% | 28% |
| We will introduce new products/services | 27% | 22% | 28% |
| We will improve our internal operations | 24% | 27% | 28% |
| Our employee productivity will increase/tasks automated | 22% | 31% | 30% |
| We will expand into new markets | 20% | 18% | 40% |
| We will make better business decisions | 20% | 23% | 25% |
| Our IT/data security will improve | 19% | 27% | 40% |
| Our need for outsourcing will decrease | 19% | 16% | 23% |
| We will decrease our headcount | 4% | 9% | 15% |

## Benefits Analysis Summary

AI is set to revolutionize businesses, with marketing and sales seeing the most dramatic improvements at 42%-45%. Quality, customer service, and business growth follow closely, highlighting AI's power to enhance core functions. Employees will be freed to focus on creativity, while customer satisfaction and operational efficiency will gain momentum. Task automation, better decision-making, and reduced outsourcing promise substantial cost savings. While headcount reductions and market expansion show smaller impacts now, the focus is clearly on enhancing human capabilities, not replacing them. Businesses that embrace AI today will unlock growth, efficiency, and innovation tomorrow.

## 2.4. Why Traditional Approaches Are No Longer Sufficient

Traditional approaches are no longer suitable or capable in the world of GenAI. The reasons for this include:

1. **Digital Transformation Acceleration**: Traditional IT systems struggle with GenAI's unique outputs, delaying integration. GenAI enables agile, cost-effective deployment through APIs, eliminating the need for lengthy infrastructure overhauls.

2. **Changing Customer Expectations**: Customers demand hyper-personalized experiences. GenAI analyses data to predict preferences, enabling tailored interactions that strengthen relationships and provide a competitive edge.

3. **Competitive Pressures**: Markets are evolving rapidly with AI. Businesses must rethink processes, adopt new models, and enhance decision-making to stay competitive. Early AI adoption is vital for leadership.

**What Should Leaders Do?**

There are key actions that can be taken, and which compound the benefits. These include:

- **Adopt Agile Transformation**: Replace rigid IT systems with API-driven, adaptable solutions for faster GenAI deployment.

- **Prioritize Personalization**: Leverage GenAI for hyper-personalized customer experiences and stronger engagement.

- **Redesign Business Models**: Rethink processes and strategies to fully integrate AI into decision-making and operations.

- **Upskill Teams**: Train employees on AI tools and build trust in AI systems through transparency and governance.

- **Foster Innovation**: Experiment with new AI applications and models to maintain market leadership.

# 3. Critical Challenges Facing Senior Leaders

## 3.1 Strategic Integration Challenges

In the 2024 KPMG CEO Outlook Report for Australia, **58% of Australian CEOs placed AI at the top of their investment priorities**. AI is not just a side project, it's central to their business strategy now. However, there are issues with its successful integration and implementation, these include:

- **Low AI Literacy**: Limited understanding of AI's benefits and limitations, compounded by minimal employee training efforts.

- **Lack of Expertise**: Shortage of qualified professionals to effectively implement AI in business contexts.

- **Overwhelm**: Leaders struggle to start AI adoption due to lack of time, processes, tools, and prioritization frameworks.

- **Competing Demands**: Operational pressures prevent leaders from focusing on strategic AI deployment.

- **No Clear AI Strategy**: Absence of an AI roadmap aligned with business goals leads to ad hoc, suboptimal implementation.

- **Fear and Resistance**: Concerns over job displacement and societal impact create opposition to AI adoption.

- **No Implementation Process**: Lack of clear frameworks results in delays, cost overruns, and substandard outcomes.

- **No Culture Change**: Failure to adopt a "human-first" approach and foster a supportive growth mindset hinders success.

- **No GenAI Policies**: Absence of ethical and operational guidelines increases risks of bias, inefficiency, and compliance breaches.

Leaders addressing these interconnected challenges is critical for confident and successful AI integration.

## 3.2 Aligning AI with Business Objectives

Aligning AI strategy with business goals ensures investments drive tangible results and competitive advantage. Proper integration transforms AI into a core enabler of innovation and efficiency.

**Key Actions**

1. **Define Objectives**: Identify key goals (e.g., cost reduction, market expansion) and link AI's potential to achieving them, reviewing alignment regularly.

2. **Engage Stakeholders**: Involve leaders, teams, and IT to align AI initiatives with strategic priorities through ongoing collaboration.

3. **Audit Capabilities**: Assess data, technology, and team readiness, continuously enhancing capabilities to stay competitive.

4. **Develop a Roadmap**: Create a phased plan prioritizing high-impact projects, refining it to reflect progress and priorities.

5. **Integrate AI Across Functions**: Embed AI into workflows across departments, iterating for better outcomes and maximum value.

To succeed, set KPIs tied to strategic goals, monitor progress, foster a data-driven culture, upskill teams, and secure leadership support for sustained alignment.

## 3.3 Building Your AI Use Cases

Where and how you use AI in your business needs to be aligned with and support your business strategy. In doing this you need to identify, prioritize, and select the AI Use Cases that do this most effectively.

**AI Use Cases are AI projects that you undertake to help drive business outcomes and results.** These help to allocate limited resources, funding, time, and attention in an efficient and effective way.

When considering AI Use Cases you need to use the **AI Use Case Assessment Framework**. This is designed to evaluate potential AI use cases in a structured and measurable way. It helps you to evaluate the value, feasibility, and risks of proposed AI projects systematically, and to align AI initiatives with strategic goals while mitigating potential challenges.

**Figure 5: AI Use Case Assessment Template**



This framework includes:

- **Description of Use Case**: Provides an overview of the AI project's purpose and expected outcomes.

- **Assessment of Exceptional Risks**: Identifies potential ethical, regulatory, cybersecurity, or human-in-the-loop risks.

- **Value - Created Business/User Value**: Evaluates strategic alignment, benefits, and estimated business value of the use case.

- **Feasibility - Ease of Implementation**: Assesses data availability, algorithm readiness, process changes, and required expertise for implementation.

- **Development Timeline to Proof of Value (PoV)**: Estimates the time needed to achieve measurable results from the AI use case.

- **Scoring**: Provides a quantified score to objectively compare and prioritize AI use cases.

When starting with AI use cases, focus on smaller, manageable projects to build team confidence, demonstrate value, gain practical experience, and test effectiveness before scaling. Remember that successful AI implementation requires continuous monitoring and adjustment to ensure it continues meeting business objectives and delivering value.

## 3.4 Risk Management Considerations

Risk management is a cornerstone of successful AI implementation. It's more than just ticking boxes, it ensures AI systems operate ethically, safely, and comply with regulations and legal requirements, while avoiding pitfalls like bias, legal trouble, or costly breakdowns.

By addressing risks proactively, leaders and businesses build trust, ensure smooth operations, and align AI with their goals - essential for innovation and lasting success in a fast-paced world.

**Key Risk Management Considerations**

Key steps include:

- **Comprehensive AI Risk Management**: Identify, assess, mitigate, and continuously monitor risks associated with AI systems.

- **Governance and Accountability**: Establish clear roles, responsibilities, and transparency for AI governance.

- **Stakeholder Engagement and Scope**: Engage stakeholders to define the AI system's objectives and boundaries.

- **Performance Monitoring**: Use KPIs, audits, and feedback loops to improve AI system performance.

- **Data Integrity and Privacy**: Ensure high-quality, unbiased data and robust privacy protections.

- **Adaptability and Change Management**: Build flexibility and provide training to adapt to evolving risks and technologies.

- **Use of Standards**: Integrate ISO/IEC 42001 and global standards for a framework of best practices, and consistent and responsible AI management.

## ISO-42001: Artificial Intelligence Management Systems

ISO-42001 is the global standard for creating and improving an Artificial Intelligence Management System (AIMS). It integrates AI into business processes while prioritizing ethical, transparent, and responsible practices to ensure compliance, manage risks, and build trust in AI systems.

**ISO-42001 provides a framework and best practices to help leaders guide their efforts** in the development, deployment, operations, and improvement of their AIMS, and to demonstrate to all stakeholders that they are doing so ethically and using responsible AI principles.

### Why ISO-42001 Matters

ISO-42001 helps organizations manage AI responsibly by addressing transparency, accountability, and risk management. It aligns AI with ethical standards, regulatory requirements, and strategic goals, fostering trust and innovation.

### Key Benefits

ISO-42001 enhances credibility by promoting ethical AI use and transparent practices. It strengthens risk management against issues like bias and security, streamlines AI integration for efficiency, and ensures global compliance. Certification builds stakeholder trust and secures a competitive edge in the market. This aligns with  and reinforces existing ISO certifications businesses may already hold and consolidates their position and reputation.

### What ISO-42001 Delivers for Leaders

For leaders, ISO-42001 provides a strategic framework for responsible AI integration, enhancing decision-making and reputation. It mitigates risks, ensures regulatory compliance, and boosts efficiency, innovation, and adaptability. Certification signals commitment to responsible AI, strengthening competitive advantage and stakeholder confidence.

## 3.5 Implementation Barriers – Data & Technology

Although generative AI is easy to use (look at ChatGPT, Gemini, or Claude for example), it is not as easy to implement. Below are six common obstacles that business leaders encounter when looking to implement AI, and how to overcome them.

**Figure 6: Six Common Obstacles to AI Implementation**



1. **Cost Concerns**: High upfront costs for infrastructure, software, and talent deter adoption, worsened by skill gaps and integration challenges. Start small with pilot projects, use cost-effective tools, and seek partnerships or funding to manage expenses.

2. **Limited Expertise**: Lack of knowledge leads to poor decisions and unfocused AI efforts. Invest in training, hire specialists, collaborate with consultants, and run small-scale experiments to build internal expertise.

3. **Data Challenges**: Poor-quality and fragmented data undermine AI's accuracy, compounded by legacy systems. Perform data audits, implement centralized systems, establish governance, and use AI tools for data preparation.

4. **Legacy Systems**: Outdated infrastructure creates barriers to AI adoption. Modernize gradually with scalable cloud solutions, use middleware to bridge gaps, and follow a phased upgrade roadmap.

5. **Unclear Use Cases**: Undefined AI applications waste resources and foster resistance. Align initiatives with business goals, identify pain points, benchmark competitors, and start with measurable pilot projects.

6. **Resistance to Change**: Employees fear disruption and job loss, worsened by unclear goals. Involve staff early, communicate transparently, offer reskilling, and celebrate small wins to build trust.

**The Interconnection**: These challenges are intertwined — costs, outdated systems, and unclear goals fuel resistance and inefficiencies. A phased, holistic strategy with leadership support, clear communication, and governance is essential for unlocking AI's potential.

There are several strategies that can be used in doing this:

1. **Adopt a phased approach**: Start with low-risk, high-reward projects to demonstrate success.

2. **Build leadership support**: Ensure leadership champions the initiative to drive cultural change.

3. **Leverage partnerships**: Collaborate with AI providers or consultants to fast-track success.

4. **Establish an AI governance framework**: Define clear processes, ownership, and accountability.

## 3.6 Bridging the AI Skills Gap: A Roadmap for Business Leaders

The rise of AI is transforming industries, unlocking opportunities to innovate, streamline operations, and gain competitive advantage. However, as companies dive deeper into AI adoption, **a persistent obstacle emerges: the skills gap**.

By 2030, AI could create up to 200,000 jobs in Australia, requiring a mix of entry-level training, upskilling, and mid-career retraining. This represents a ~500% increase in AI jobs between now and 2030 including tech jobs and non-tech jobs that are directly related to building and scaling AI systems[3]. Faster adoption of Generative AI could add up to $115 billion annually to the economy, with 70% of the benefit driven by productivity gains.

84% of Australian knowledge workers are using AI. This is often through AI being incorporated into tools they already use (e.g., Xero in accounting). People using AI at work report that it helps them save time (90%), focus on their most important work (85%), become more creative (84%) and enjoy their work more (83%).

**Figure 7: Knowledge Workers Using GenAI by Country**



Knowledge Workers Reporting Using GenAI at Work

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AI is transforming the workforce, creating demand across four key areas:

1. **AI Development Roles**: These roles focus on building and operating AI systems. With a shortage of skilled talent, mid-career retraining and targeted recruitment will be essential.

2. **Scaling AI Roles**: Sales, marketing, finance, and HR professionals are vital to scaling AI systems. Flexible training programs can address skill shortages in these areas.

3. **Governing AI Roles**: Legal, policy, and compliance professionals are critical for responsible AI management. Growth in these roles is hampered by limited training pathways, a small talent pool, and evolving job demands.

4. **AI Leadership Roles**: Senior managers must be upskilled to lead AI integration effectively, combining technical understanding with hands-on experience.

A report from the Boston Consulting Group[4] reveals a gap in AI training: 50% of leaders, 30% of managers, and 28% of frontline employees have been trained, showing progress but highlighting the need for more inclusive workforce development throughout the business.

In the same survey, **79% of people believe that AI and Gen AI will profoundly transform their jobs**. So, employees *must* be trained in the foundations of AI, and to understand how it benefits them and the business.

BCG reported that **58% of respondents using Gen AI believe that in doing so they are saving 5+ hours per week. This equates to an average of six weeks per person per year** on a forty-hour work week! For example, if a professional's hourly rate is $250 this could equate to a potential extra revenue of $58,750 per year. Even if only 20% is used in further billable work this still equates to nearly $12,000 per year. This doesn't take into account the improved speed and quality of work and other benefits.
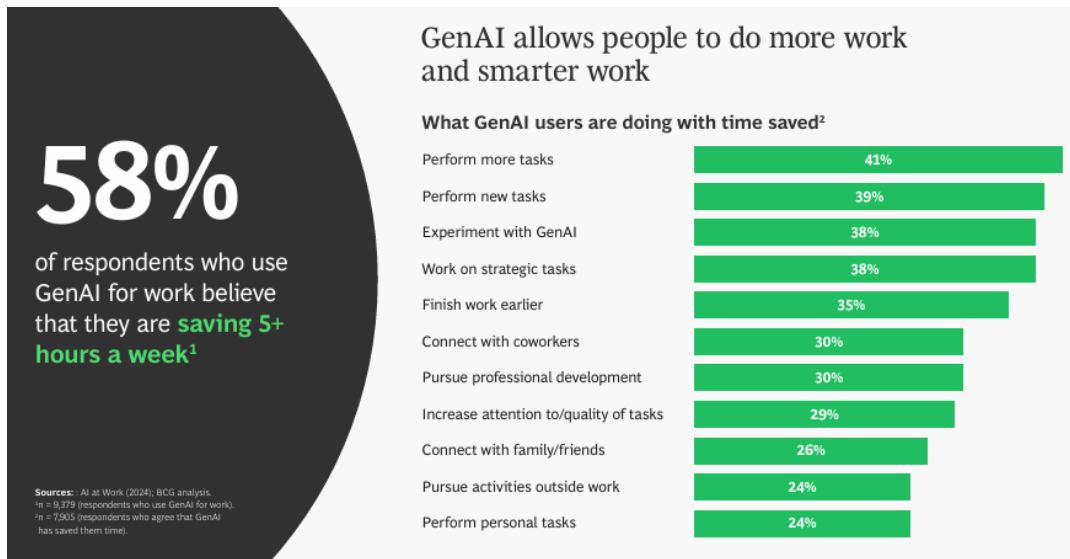
The time saved is being utilized in a variety of ways improving productivity, skills, professional development, work relationships, and work-life balance as shown in Figure 8.

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[4] *Boston Consulting Group, AI at Work: Friend and Foe, June 2024*

**Figure 8: GenAI Allows People to More and Smarter Work** (Source: BCG)



There are significant benefits from using GenAI, However, **frontline employees need and want more time and training to learn GenAI**. In doing this, there are 5 challenges which if deal with can smooth the way for a faster, better, and easier implementation and take-up of GenAI, and accelerate and increase the benefits realized.

**Managing the Challenges**

1. **Insufficient Time to Learn –** Employees often lack the time to learn GenAI, slowing adoption and productivity. Allocate dedicated learning time and offer structured AI programs (workshops, virtual or in-person) to build confidence and accelerate effective use.

2. **Lack of Effective Training** - Inadequate training leaves employees unprepared. Implement tailored, role-specific programs focused on practical applications to empower employees, reduce resistance, and unlock GenAI's value.

3. **Uncertainty About When to Use GenAI -** Employees struggle with when and how to use GenAI. Develop clear policies, responsible AI practices, and actionable templates or workflows to guide strategic and efficient use.

4. **Lack of Workflow Integration -** Misaligned tools disrupt operations. Review and adjust processes to ensure seamless integration with GenAI, minimizing disruptions and enhancing productivity.

5. **Lack of Trust in AI -** Distrust limits adoption. Build trust through transparent communication, addressing risks, and showcasing success stories to encourage consistent use and innovation.
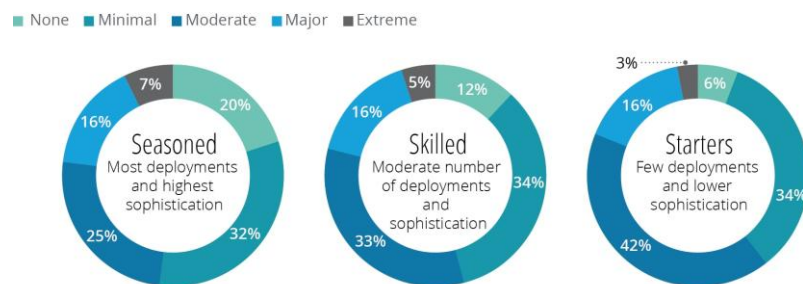
**Simply giving people access to Gen AI isn't enough**. We need a comprehensive shift in how we think, transforming organizations domain by domain. It's about reimagining processes, roles, and even how we train and upskill.  By addressing these challenges, leaders unlock GenAI's full potential, driving adoption, efficiency, and growth.

## Skills Gaps & AI Maturity Assessments

Whether you're leading an AI-savvy organization or just beginning your AI journey, understanding and addressing these skill gaps is critical for success. Deloitte's research breaks down the landscape into three categories—**Seasoned**, **Skilled**, and **Starters**—each with unique challenges and opportunities, and **all experiencing skill gaps.**

**Figure 9: Skill Gaps & Business AI Maturity**



How would you rate your company's current skill gap in meeting the needs of your AI projects?

■ None ■ Minimal ■ Moderate ■ Major ■ Extreme

**Seasoned** — Most deployments and highest sophistication: 20%, 7%, 16%, 25%, 32%

**Skilled** — Moderate number of deployments and sophistication: 12%, 5%, 16%, 33%, 34%

**Starters** — Few deployments and lower sophistication: 6%, 3%, 16%, 42%, 34%

Note: We grouped organizations into three segments, based on the number of AI production deployments undertaken and the level of AI expertise across multiple areas. n = 2,718

Source: *State of AI in the Enterprise, 3rd Edition.*

Deloitte Insights | deloitte.com/insights

Below are the key implications for leaders at each stage, and strategies to keep ahead.

- **Seasoned Organizations** - even advanced AI leaders face challenges, with **48% reporting skill gaps.** To stay ahead, they must continuously upskill, foster cross-functional collaboration, and build strategic partnerships with academia or AI experts to maintain innovation and competitiveness.

- **Skilled Organizations** - companies with moderate AI deployments struggle with scaling, as **54% report skill gaps.** To address this, they should implement structured training, hire specialized talent, and collaborate with consultants or technology providers. A clear AI roadmap is crucial for enterprise-wide success.

- **Starter Organizations** - these face foundational challenges, with **61% reporting skill deficits**. They should focus on basic AI training, small high-impact projects, and fostering a culture of experimentation to build momentum and lay the groundwork for broader adoption.

## Bridging the Trust Gap

With rapid skill changes being required, **nearly 60% of employees fear job loss to AI**, while fewer than a third of leaders share this concern[5]. Leaders must engage employees, communicate transparently, and provide skill development to bridge this gap and build trust.

## AI Maturity Assessments

An **AI Maturity Assessment** evaluates a **business's current capabilities, processes, and readiness to leverage AI effectively and to achieve high-performance** for customers, shareholders, and employees.

The AI Maturity Assessment measures progress across critical dimensions like strategy, data, technology, people, and governance, providing a clear roadmap for improvement. It acts as a strategic compass, helping to align AI initiatives with the business' overarching goals, such as improving overall efficiency or combatting industry disruption.

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[5] *KPMG, The Future of Work – 2023*

**The AI Maturity Matrix Framework**

The AI Maturity Matrix is a framework that categorizes organizations into four distinct groups, and shows the distribution of companies (%), based on their proficiency in two key areas:

- **Foundational Capabilities**: Technical infrastructure, data platforms, and governance essential for AI implementation.

- **Differentiation Capabilities**: Strategic alignment, leadership support, and an innovation-driven culture that leverage AI for competitive advantage.

**Figure 10: The AI Maturity Matrix (Accenture)**
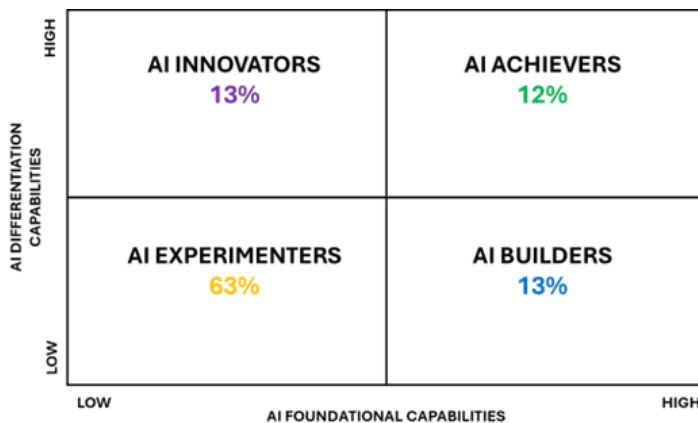


The matrix categorizes organizations into four quadrants:

1. **AI Achievers (12%)**: Strong in foundational and differentiation capabilities, integrating AI effectively for growth and transformation.
2. **AI Builders (13%)**: Strong foundational capabilities but weaker in strategy and innovation to maximize AI's potential.
3. **AI Innovators (13%)**: Strategic vision and leadership for AI but lacking infrastructure to scale initiatives.
4. **AI Experimenters (63%)**: This is where the majority of businesses are, limited AI use with minimal strategy or infrastructure, leading to low impact.

Research by Accenture has found that the vast majority of businesses are in the early stages of using AI (AI Experimenters), lacking both the foundational AI and AI differentiation capabilities. Understanding where you are on this matrix provides insight into what capabilities you and your business need to develop.

## Talent and skill gaps

**The Current Situation**

**AI adoption is now a top priority for 96% of executives**, surpassing economic concerns, with 84% of AI-using desk workers reporting improved productivity, engagement, and satisfaction. Despite these gains, two-thirds of employees have yet to use AI, and **nearly 40% of companies lack clear AI guidelines**. Businesses that embrace AI not only gain a competitive edge but also enhance employee passion, motivation, and retention—key advantages in a tight labor market. Those who fail to act risk falling behind.

**Figure 11: AI Drives Employee Experience & Engagement**



Source: Slack, 2024
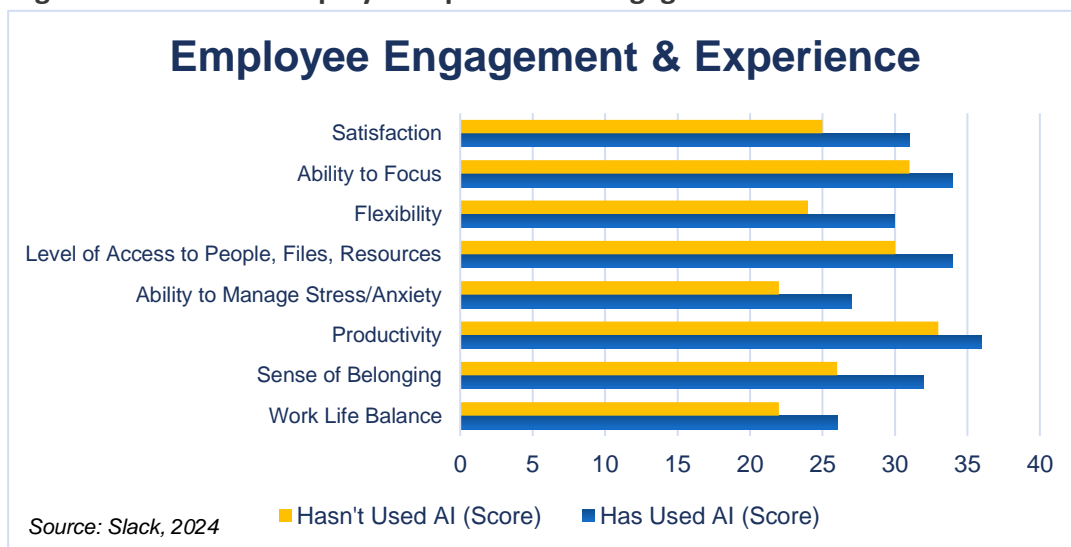
**The Need for Training & Skill Development**

In a recent report from the Ai Group[6] the lack of human skills, capabilities and understanding in using AI were identified as preventing many Australian businesses from embracing and utilizing AI technology. The top three answers were:

1. Insufficient understanding of the opportunities, skills gaps and leaders lacking the skills and capabilities **(63%)**

2. Skills gaps **(53%)**

3. Leaders lack skills and capabilities **(41%)**

Many leaders also noted that they lack capacity to divert attention away from their day-to-day operations to investigate or implement AI in their business. This delay puts these businesses at risk as those integrating and implementing AI into their operations gain a competitive edge. If it is left too long, the gap may be difficult to close.

**The 3 Levels of Training**

AI training is a continuous process, designed to evolve with changes in business context, market demands, technology advancements, and regulatory requirements. Addressing skill gaps and building AI capabilities requires a structured approach across three key levels.

- **Strategic Level**: Leaders develop the ability to align AI with organizational goals, navigating frameworks like ISO/IEC 42001 and embedding ethics into governance. This training ensures policies and risk management strategies address challenges while unlocking AI's transformative potential. Leaders drive a culture of responsible AI adoption, balancing risk mitigation with value creation.

- **Operational Level**: Managers and project leaders learn to translate strategy into action by integrating AI seamlessly into workflows and ensuring robust risk controls. This training emphasizes adaptability, transparency, and ethical compliance, equipping managers to use change management effectively and guide teams in achieving measurable AI-driven outcomes.

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[6] *Ai Group, Research Insight, "The digital and AI revolution, jobs and skills", May 2024*

- **Across the Business**: Foundational AI training builds basic literacy for all employees, demystifying AI concepts and highlighting ethics, fairness, and data privacy. This ensures staff understand AI's role in their work and empowers them to contribute to its responsible adoption across the organization.

AI needs the right skills, capabilities, and understanding within and across the business. This requires significant commitment and resources from the top to ensure that training and development is developed, implemented, reviewed, and continuously updated.

# 4. The GPS AI Implementation Framework

Growth & Profit Solutions has developed the **GPS AI Implementation Framework Model<sup>TM</sup>** shown below. This model **provides a roadmap for business leaders looking to implement AI** successfully. It provides a clear structure and process to ensure that business leaders, the AI implementation team, and employees are aligned – enabling AI to be integrated and implemented efficiently, effectively, and ethically.

The integration of AI within a business requires a focus on **three foundational factors, two supporting elements, and nine critical building blocks**. These elements are central to the program, guiding participants through each stage of AI implementation.

**Figure 12: The GPS AI Implementation Framework Model**
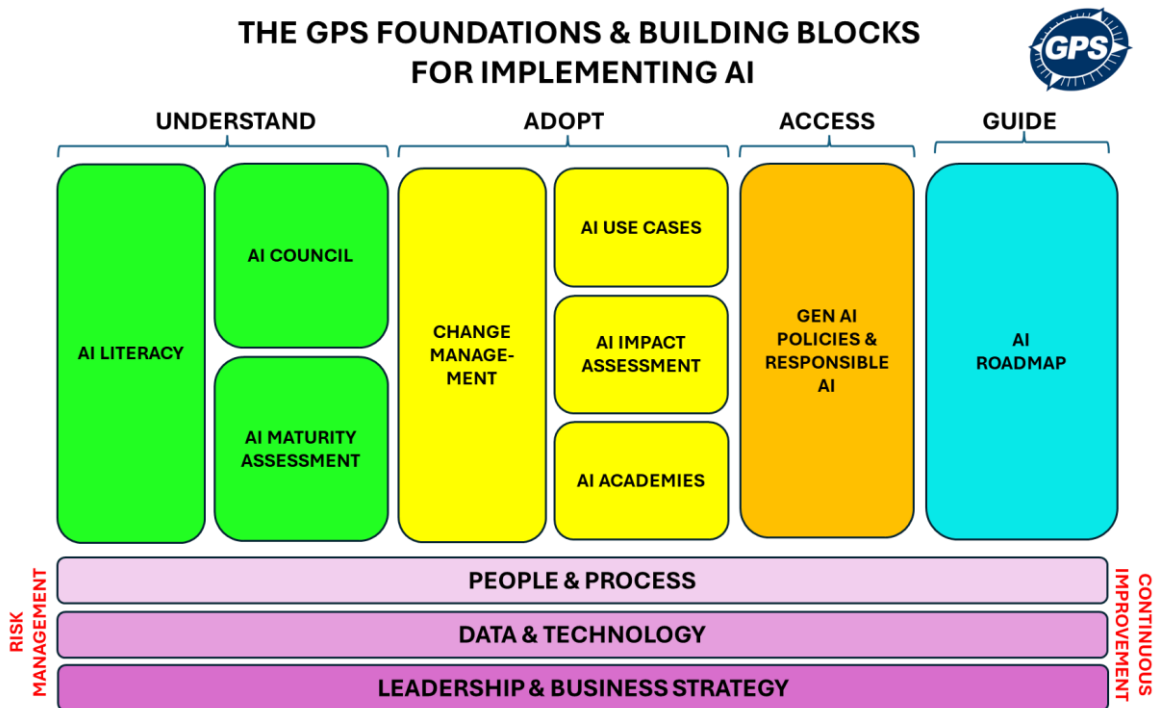
## 4.1 Foundational Factors:

1. **Leadership & Business Strategy:**

AI *must* be integrated into the business's broader strategy, enhancing the delivery of products/services and supporting long-term goals. Businesses that align AI with their strategic objectives have reported substantial improvements in efficiency (source: Deloitte, 2023). Leaders must actively support, enable, and lead the ongoing development, deployment, maintenance, and improvement of AI Management Systems (AIMS) within the business.

2. **Data and Technology Infrastructure:**

The effectiveness of AI in business hinges on the quality of the business's technology and data governance. Leaders must ensure their infrastructure, technology stack, and data is suitable, secure and AI-compatible. Businesses with robust AI and data governance policies have seen significant gains and efficiencies.

3. **People and Processes:**

AI adoption requires the right skills and workflows. This includes training people, building AI literacy across the whole business, adapting processes, and ensuring that AI tools augment rather than replace human expertise. This requires developing a continuous learning strategy that includes AI training tailored to the specific needs of the business.

Leaders in AI are guided by the **10–20–70 rule** in allocating time, effort, and resources:

- **10% on Algorithms** - While algorithms often receive disproportionate attention, they actually require the least resource allocation.
- **20% on Data and Technology** – this includes the underlying technological infrastructure, including data quality management and system implementation.
- **70% on People and Processes** - this includes change management, workflow optimization, product development, AI talent development, and governance structures.

This requires leadership and commitment from the C-suite and boards and aligning AI strategy so it supports and enables the business strategy in driving high-performance and results.

## 4.2 Supporting Elements

There are two elements, **Risk Management** and **Continuous Improvement**, which support and are embedded in the three foundational factors. These are as much as a mindset as an ongoing continuous process integrated into all stages of AI development and implementation to ensure responsible, ethical, and effective use. This affects all the building blocks.

- **Risk Management** – this includes actively identifying, monitoring, and managing risks associated with AI for stakeholders, the business, and society.
- **Continuous Improvement** – as technology, businesses, markets, and the environment continue to change there is a need to continually adapt, learn, adopt, and improve. This enables ongoing improvements in performance and innovation.

## 4.3 Building Blocks

The nine building blocks are the key elements that need to be considered and addressed when planning for, implementing, and improving AI. These include:

1. **AI Literacy:** Equip your team with a deep understanding of AI, its ethical implications, and its practical applications within business and industry. This is not just about what to do with AI, but *how* to do it.

2. **AI Maturity Assessment:** Evaluate your business's current capabilities and readiness for AI to identify strengths and areas for improvement.

3. **AI Governance Council:** Form a cross-functional team to oversee AI strategy, ensuring legal and ethical compliance, driving AI adoption, and centralizing expertise and experience.

4. **Ethical AI Policies:** Implement policies governing the responsible use of AI, with a focus on maintaining confidentiality, avoiding bias, and ensuring accuracy.

5. **AI Impact Assessments:** Regularly assess how AI affects processes, staff, client relationships, and business risk management, and management itself.

6. **Change Management:** Engage your team in the AI adoption process to minimize resistance and ensure a smooth transition.

7. **Education & Training:** Provide continuous learning opportunities tailored to your needs to ensure all staff are equipped to work with AI tools.

8. **AI Academies:** Establish in-house AI academies or knowledge hubs to support ongoing learning and adaptation.

9. **AI Roadmap:** Develop a strategic AI roadmap that guides the business' AI initiatives over the next 12-24 months, prioritizing actions that align with legal and business goals.

## 4.4 The Four Stages of the Model

There are four key stages in this model. These include:

1. **Understand (PLAN)**: Build AI literacy to grasp its risks, benefits, and implications for individuals, teams, and the business. Establish an AI Council to explore opportunities and conduct an AI Maturity Assessment to evaluate readiness. Use these insights to create an AI Roadmap.

2. **Adopt (DO)**: Implement change management to engage people and align them with AI initiatives. Identify and evaluate initial use cases while establishing AI Academies to develop technical and interpersonal skills for effective AI integration.

3. **Assess (CHECK)**: Manage AI's implementation by addressing key issues such as data privacy, security, copyright, and responsible AI principles. Establish policies and guardrails to ensure safe and ethical use.

4. **Guide (ACT)**: Plan AI adoption strategically over the next 12-24 months with a proactive AI Roadmap that aligns technology, business needs, and resources to achieve goals securely and efficiently.

## 4.5 Change Management & AI

**Artificial intelligence is not about technology, it's about people**. As Marc Benioff, CEO of Salesforce said, "*change management involved is harder than the technology itself*". People need to get on board using tools and technology. They need to understand how it will change their work, and *how* they need to work. Change can be unsettling and often resisted – passively or otherwise.

Virtually all companies are experimenting with AI. But **the real transformation hinges on people.**

**AI is not here to take people's jobs; it is to augment them in doing their work.** Some jobs will be lost. These jobs will not be lost to AI *per se*, but rather to people who know and understand how to use AI. Jobs are evolving: *"Every job is going to change, and we'll all need new job descriptions."* So, businesses need to conduct AI Impact Assessments to understand what AI means for employees, customers, other stakeholders, competitors, and industry.

It's not about becoming obsolete**; it's about staying relevant and more valuable.** Everyone in the business needs to level up their skills. To do that leaders need to understand and anticipate the skills required now and, in the future, how roles will change, and how to lead people through this change and to adapt successfully. And it starts with a **shift in mindset**. Leaders need to demonstrate the willingness to adapt, learn new skills, and ensure that AI implementations are human-centric.

## Human-Centric AI

Human-centric AI prioritizes people by ensuring fairness, transparency, usability, and inclusivity. It enhances human capabilities, addresses meaningful problems, and aligns with responsible AI principles to serve humanity's best interests. This helps to build alignment, trust, engagement, and produces better and more sustainable results.

**Key Change Management Steps for Successful AI Implementation**

These 10 steps are underpinned by having a clear communication plan, and an approach that meets the needs of all stakeholders consistently and clearly. This builds dialogue, understanding, and reduces resistance to the implementation of AI.

1. **Build Awareness:** Align AI with business goals, addressing concerns and clarifying benefits.

2. **Secure Leadership Buy-In:** Leaders must champion AI and allocate resources.

3. **Assess Readiness:** Identify skill gaps and infrastructure needs.

4. **Create a Roadmap:** Develop a phased AI plan with clear roles and milestones.

5. **Train and Upskill:** Offer accessible AI training tailored to roles.

6. **Foster Open Communication:** Maintain transparency and gather feedback regularly.

7. **Monitor and Adjust:** Track progress, measure outcomes, and refine processes.

8. **Encourage Collaboration:** Promote cross-functional teamwork and innovation.

9. **Address Resistance:** Handle concerns empathetically and provide support.

10. **Celebrate Success:** Recognize contributions and share wins to build momentum.

## 4.6 The ROI on AI

A common question asked is, "What is the ROI?" Recent surveys and reports indicate varying estimates for the return on investment (ROI) of AI implementations. The actual returns can vary significantly on factors such as investment level, industry, and specific use cases.

IDC's 2024 AI Opportunity Study found, **for companies investing in GenAI, an average ROI of $3.7 for every $1 invested with top-performing AI leaders are realizing an average ROI of $10.31.** The two top priorities for businesses using AI are productivity and top-line growth, and productivity use cases currently deliver the greatest ROIs. Looking ahead, the percentage of businesses expecting AI over the next 24 months to have a moderate to high impact in different core business functions included: customer engagement (83%), employee productivity (85%), top-line growth (83%), cost management (85%), and

product/service innovation (83%). These areas can provide opportunities for significant ROI.

The EY AI Pulse Survey (December 2024) reported that 97% of businesses investing in AI report realize a return on investment. This includes areas such as operational efficiencies, employee productivity, technology updates, cybersecurity, competitive advantages, and product innovation. This is reflected in the fact that 60% of investors expect companies to deliver productivity, revenue and profitability gains from generative AI within the next 12 months[7].

Measuring ROI for AI initiatives can be tricky, making businesses hesitant to invest. To succeed, leaders should start with pilot projects that deliver clear, measurable outcomes and refine their approach based on the results. Look for initiatives that offer outcomes measured in weeks and months, not years. Keep the focus on productivity and business value, including ROI, in your AI initiatives, and develop measurement strategies for both types of outcomes. And to achieve the ROI, develop training and upskilling programs across all departments and levels.

## 4.7 Barriers to AI Implementation

Implementing AI has its challenges. Many leaders struggle with resistance to change and a lack of clear alignment between AI initiatives and business goals. Enthusiasm can fade without ongoing support from executives, while technical issues like poor data quality, outdated systems, and insufficient infrastructure slow progress. These barriers make it hard to get AI projects off the ground and achieve meaningful results.

Resource constraints are another major hurdle, including a shortage of skilled professionals, high upfront costs, and difficulty proving the return on investment. Cultural resistance, such as mistrust in AI systems and fear of job loss, further complicates adoption. Scaling AI beyond initial trials is often hampered by weak processes, regulatory concerns, and ethical challenges like data security and bias. Overcoming these obstacles

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[7] *PWC, 2024 Global Investor Survey – December 4, 2024*

requires clear leadership, a strong technical foundation, and an organizational commitment to change.

Addressing AI implementation barriers requires a clear, structured approach across leadership, technical, resource, and cultural dimensions. Leaders need to set a strong example by aligning AI initiatives with business goals and maintaining consistent executive support. A strategic roadmap that outlines objectives, timelines, and measurable outcomes is essential for keeping momentum and ensuring accountability.

On the technical side, organizations must invest in high-quality data infrastructure, upgrade legacy systems, and establish robust governance to manage data effectively. Building internal AI capabilities through upskilling, hiring talent, or partnering with experts is crucial to overcoming resource gaps. Culturally, fostering trust in AI systems, addressing fears about job displacement, and emphasizing the long-term benefits to employees and the business can drive adoption. Finally, organizations must navigate compliance and ethical concerns by embedding transparency, fairness, and security into their AI solutions. This combination of strategic vision, technical readiness, and cultural alignment is key to unlocking AI's full potential.

## 4.8 GPS AI Implementation Framework Diagnostic Tools

To assess where you are now regarding the nine building blocks, and the three foundational factors, and to identify your three key strengths and your three key areas for improvement, use the GPS AI Implementation Framework Diagnostic here. It's free to use, only takes 5 minutes to complete, and **provides you with your own custom report**.

If you would like **to do this for your team,** then please email me at andrew.cooke@business-gps.com.au

## 4.9 Action Plan & Next Steps

Using your report for the GPS AI Implementation Framework Diagnostic identify your top three priorities for the next 3 months, which will have the greatest impact and create the best opportunity for you. For this, identify where you are now, where you want to be in three months, and how you will bridge the gap.

**Figure 13: Action Plan Summary Template**

| Issues | Now | Where | How |
|--------|-----|-------|-----|
|        |     |       |     |
|        |     |       |     |
|        |     |       |     |
|        |     |       |     |
|        |     |       |     |

# 5. Conclusion

Leadership has emerged as a cornerstone of successful AI adoption in 2024 and is essential for 2025 and beyond. AI is an opportunity to reinvent and transform the business, and it starts from the top.

Employees need to know that using AI is not only permissible but encouraged. Clear rules and guardrails, articulated with a focus on enabling rather than hindering progress, are essential with a growth mindset and curiosity being fostered. Change management plays a key role in the successful adoption and implementation of AI, and leaders themselves must actively use and champion AI, setting an example that inspires confidence and alleviates fears of job obsolescence.

The most successful organizations have been those with a dedicated body overseeing AI initiatives, often with direct ties to C-suite leadership, ensuring that AI strategies were prioritized and aligned with overarching business goals. Strong governance is in place, and AI literacy is addressed through training and reskilling programs.

Businesses that are slow to adopt AI proactively will find themselves frustrated and competitively disadvantaged on many fronts. While these impacts may not be immediately visible or felt, the longer these businesses delay from adopting AI, the harder they will find it to bridge the gap between themselves and their competition.

# 6. Next Steps

It starts with understanding where you are now, what your strengths are and how to leverage them, and your areas for improvement and how to address them.

Complete the GPS AI Implementation Framework Diagnostic here. It's free to use, only takes 5 minutes to complete, and provides you with your own custom report. From this you can draft a plan. And, if you'd like to get there faster and discuss this then book a time for a 30-minute call with Andrew Cooke.

# About Growth & Profit Solutions (GPS)

Growth & Profit Solutions (GPS) was founded by Andrew Cooke in 2009. With over 35 years of business experience, Andrew Cooke focuses on helping business executives and leaders develop the confidence, capabilities, and capacity needed to grow their businesses smoothly, sustainably, and profitably. Andrew is an expert in AI, business, and how to integrate and implement AI into business effectively and successfully.

**AI and Business Integration & Implementation**

Businesses are facing growing demands to adopt AI, but tight schedules, limited in-house expertise, and complex technology often stand in the way. At Growth & Profit Solutions, we specialize in bridging this gap—delivering tailored AI strategies that simplify adoption, boost operational efficiency, and unlock untapped growth opportunities for your business.

We help you to align AI with your unique business goals, empowering you to drive innovation, efficiency, and measurable growth. From crafting a strategic roadmap to addressing ethical challenges and implementing scalable solutions, we take the complexity out of AI so you can focus on delivering outstanding results for your

GPS offers a range of other services tailored your business needs including:

- **Strategy and Implementation**: Developing and executing plans to drive business growth.

- **Leadership and Management Development**: Enhancing the skills of leaders to manage teams effectively and achieve business goals.

- **Marketing and Sales**: Building strategies to attract and retain customers while boosting revenue.

- **Productivity**: Improving operational efficiency and team performance.

- **People and Culture**: developing your people and the culture you want to create, develop, and maintain an aligned, engaged and effective workforce.

Andrew applies his expertise to business across Australia and abroad, offering coaching, consulting, and facilitation to empower business leaders. His approach is rooted in practical solutions that deliver measurable results.

# About Andrew Cooke

Andrew Cooke, founder of Growth & Profit Solutions (GPS), has over 35 years of experience helping business leaders achieve sustainable, profitable growth. Since 2009, he's worked with clients to overcome challenges, improve leadership, boost productivity, and drive success.

A strong background in technology, business, and consulting provides him with the ability to translate and align business needs and the application of technology to deliver valuable and sustainable business outcomes.

An accredited expert in AI, including as a Lead Implementer in ISO-42001:Artificial Intelligence Management Systems (AIMS) and Scaling AI, he helps businesses develop, deploy, and manage their Artificial Intelligence Management Systems (AIMS) effectively, ensuring they stay effective and competitive in a fast-changing world. Andrew helps businesses develop, grow, and succeed by making the complex simple, accessible, and applicable.

With an MBA from London Business School and credentials as a Graduate of the Australian Institute of Company Directors (GAICD), Andrew is a trusted partner who combines cutting-edge innovation to help businesses set goals and deliver actionable strategies to achieve them.

# Contact Us

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# Appendix A – AI Services

Growth & Profit Solutions provides AI consulting services including:

**AI Strategy & AI Roadmaps**

- Vision & Objectives

- Use Case Prioritization

- Technology & Infrastructure

- Governance & Compliance

**AI Implementation**

- Building AI Literacy

- AI Impact & Maturity Assessment

- Leading AI & Change

- Responsible AI & GenAI Policies

**AI Leadership**

- Strategic AI Leadership

- C-Suite & Board Governance

- AI & Risk Management

- AI & Integration

**AI Training & Development**

- Customized Training Programs

- Workforce Skills & Roles Development

- Developing In-house Academies

- AI Updates & Futures

- AI Coaching for Leaders & Implementers

# Appendix B – Events & Workshops

## Events

Acclaimed AI and business keynote speaker, Andrew Cooke, delivers strategic, approachable, tactical presentations on AI and related technologies for businesses for conferences and in-house business sessions.

**Featured Keynotes**

- Beyond ChatGPT: How AI Will Transform Your Company and Career

- The AI-Forward Organization: 5 Essential Steps to Scaling AI

- The State of AI for Business

- What's Next? AI Agents, AGI, and Beyond

## Workshops

Growth & Profit Solutions run a series of workshops. These workshops are designed to empower participants with actionable knowledge and tools to leverage AI for business growth and innovation. These can be delivered virtually or on a face-to-face basis. These include:

1. **Foundations of AI**: Learn the basics of AI, its workings, and how to apply it in your business. Gain foundational knowledge to identify AI opportunities, add value to your role, and develop your AI Literacy.

2. **Prompting for AI**: Master how to design and use prompts effectively for better AI outcomes. Gain hands-on experience in refining your interaction with AI tools.

3. **Advanced Prompting for AI Users**: Refine prompt design and scaling for better efficiency and outcomes. Build a library of reusable prompts to automate tasks effectively.

4. **AI Health Check**: Assess your current AI capabilities, identify strengths, and develop improvement strategies. Leave with actionable insights for maximizing AI potential.

5. **AI in Business**: Explore practical AI applications tailored to your business. Understand how AI can streamline processes and improve decision-making.

6. **AI Risks and Governance**: Understand AI-related risks and ethics to address challenges confidently. Develop strategies for responsible AI use and compliance.

7. **AI Strategy for Leaders**: Align AI with your strategic goals and overcome implementation challenges. Learn to create actionable roadmaps for sustainable growth.

8. **Applied AI for Practitioners**: Equip yourself with frameworks and tools to initiate and scale AI projects. Gain insights from real-world AI success stories.

9. **AI Beyond Productivity**: Harness AI for innovation by developing new products, markets, and business models. Transform your approach to growth with cutting-edge AI strategies.

10. **AI for the Board and C-Suite**: Navigate AI opportunities and risks with tools for governance and strategy. Lead smarter and confidently in the AI age.

For further information, please email andrew.cooke@business-gps.com.au