



The AI Roadmap *Sprint.*

Every function's AI use cases: surfaced, scored, sequenced, and signed off by the executive team in up to eight weeks.

One document. One sequencing. One decision.

// OVERVIEW

Mid-sized organizations share a common position: multiple teams asking for AI tooling, no shared view of what to fund first, and a board or investment committee asking for a plan. The Sprint produces the single document that answers them: every use case across every function, scored, sequenced, and signed off by the executive team.

// FOR

Executive-level sponsors over digital strategy, operations, transformation, and business-value roadmap planning.

// INVESTMENT

\$40k · *fixed-fee · up to 8-weeks*

// PRINCIPAL-LED

One senior principal from AI workshop kickoff to executive roadmap readout.

All workshops, scoring, use case prioritization, notes, and roadmap included.

// WHAT LEADERSHIP TEAM WALKS AWAY WITH

- 01 A unified view of prioritized AI use cases.**
Every request, every team: surfaced, attributed, and scored on one document.
- 02 A defensible use case sequencing decision.**
Value over loudest voice. Every case scored on business value and technical complexity.
- 03 Executive alignment on what's next with enterprise AI direction.**
Sequence and sponsor confirmed on business-value projects, aligned and in what order.
- 04 Identified and prioritized cross-team and function wins.**
Use cases that surface across three or more teams. Always anchor the top of Do Now.
- 05 Blueprint to guide AI, technology and business strategy across the organization.**
Board of Directors defensible. Can be used to inform downstream vendor selections, scoping, and AI governance.

// SPRINT METHODOLOGY

- 1 Discovery and Pain Points Identification** Weeks 1-4
 One-hour workshop per functional team. Captures people, process, and solution pain points with current-state (as-is) descriptions attributed to originators. Recorded by client permission only.
- 2 Prioritization and Use Case Validation** Weeks 5-6
 Every use case scored on Business Value and Technical Complexity. Scoring calibrated with Business and IT leadership.
- 3 Roadmap and Alignment around Sequencing** Weeks 7-8
 Executive working session to align and re-rank. Roadmap sequenced across teams, signed off by the ELT.

// HOW WE SCORE

Two dimensions, up to 10 sub-criteria. Calibrated with Business and IT leadership.
 Balance of qualitative and quantitative measures.

// BUSINESS VALUE H M L

Measuring Business Value Impact

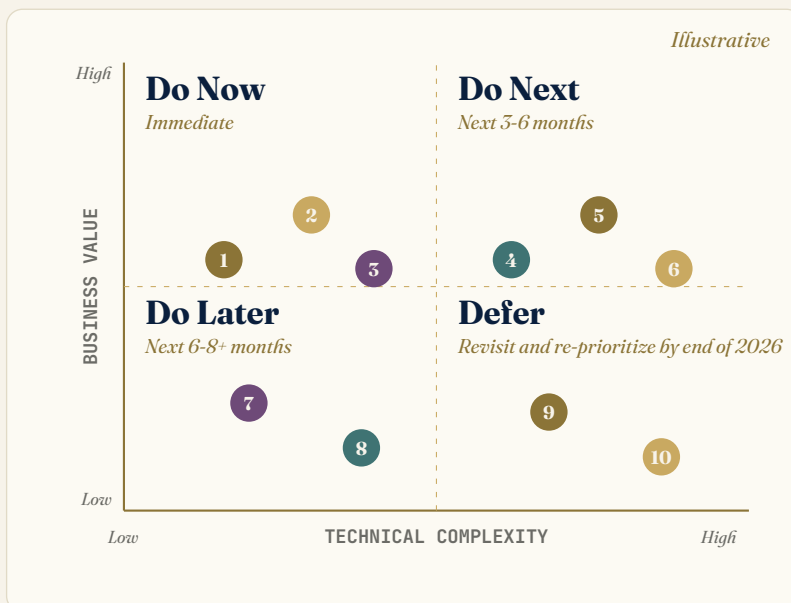
- Cross-enterprise relevance
- Throughput vs. cost impact
- Decision-timing impact (BOD, IC, budget cycle)
- Client-specific measure

// TECHNICAL COMPLEXITY H M L

Measuring Degree of Technical Difficulty

- Boundary integrations
- Fit with current tech stack
- Configuration vs. code
- Overall implementation complexity
- IT-specific measure

// USE CASE PRIORITIZATION 2x2



// SAMPLE USE CASES

Each dot = one distinct AI use case, plotted on the quadrant to inform roadmap sequencing.

- 1 CRM case & opportunity summaries
- 2 IT vendor scoring & procurement automation
- 3 Financial forecasting & scenario models
- 4 Marketing content & campaign attribution
- 5 Investor & analyst-facing content
- 6 Product usage analytics & signals
- 7 Community engagement analysis
- 8 Engineering knowledge assistant
- 9 Enterprise data-model redesign
- 10 Full-org LLM enablement rollout

// BEYOND THE ROADMAP

Overall enterprise-level considerations that inform the roadmap. Not delivered in the 8-week AI Strategy Sprint, but outlined and understood as potential next steps post-Sprint.

Enterprise Processes

Real value shows up when AI reshapes cross-functional processes (quote-to-cash, procure-to-pay, hire-to-retire) and when enablement lifts adoption above the pilot ceiling.

Start Immediately • Ongoing

Governance Framework

The spine that keeps the roadmap intact: platform approvals, development standards, security and data-handling, and how AI decisions get made as the portfolio evolves.

Potential Next Step • Ongoing

Value Realization

Prioritization is step one; measurement makes AI investment defensible. Metrics per use case, ownership model post-launch, reporting cadence for board updates.

Start Immediately • Ongoing

Cost Economics

Beyond the platform licenses: token cost projections at production scale, integration effort and role refinements. Investment thesis to be validated by Finance and IT for successful deployment and adoption measurement.

Start Immediately • One-time

// SAMPLE ROADMAP

One page. Every team, every use case prioritized and sequenced over the next 12+ months.

FUNCTION	DO NOW <i>Immediate</i>	DO NEXT <i>Next 3-6 months</i>	DO LATER <i>Next 6-8+ months</i>	DEFER <i>Revisit by end of 2026</i>
Community Affairs	1	2	3	4
Communications	5	6	7	8
Operations	9	10	11	
Product Management	12	13	14	
Finance	15	16		17
Engineering	18	19	20	
Marketing		21	22	
Sales and GTM	23	24	25	
Customer Success/Support	26	27	28	
M&A			29	30

Illustrative. Each dot = one AI use case. Sequential unique numbering across all functions (1 to 30).

// AN ILLUSTRATIVE SPRINT

What one AI Roadmap Sprint typically entails.

40+

Illustrative Stakeholders Engaged

8+

Illustrative Workshops Conducted

25+

Illustrative Use Cases Identified

8

Set Weeks Duration

// WHAT COMES NEXT

Three natural next steps after the 8-week AI Roadmap Sprint engagement.

1 Vendor Selections

2-4 WK SPRINT · SCORECARD-DRIVEN

Where required, drive vendor short-list and scorecard exercise to select the right AI platform and LLM (Anthropic, OpenAI, Perplexity, and others).

Ashton-led

2 Scoping & Project Planning

2-4 WK ENGAGEMENT PER USE CASE · BUSINESS-OWNER LED

Detailed planning and activity detail per use case: discovery, design, build, test, and deploy on the appropriate, flexible technology decisions.

Ashton-led

3 Governance & AI Leadership

FRACTIONAL ADVISORY · QUARTERLY CADENCE

Ownership and management of the overall AI roadmap. Revisit quarterly to ensure prioritization and sequencing is progressing as intended. Cross-functional connect-the-dots leadership.

Ashton-led



LED PERSONALLY BY

Brandon Ashton Stein

Principal · Ashton Advisors · Houston, TX

Former SaaS, Industry and Consulting Executive

brandon@ashtonstrategies.com · 832.771.0088

// EXPLORE

About Me >



// SCAN
for services

Senior judgment, applied directly.

Principal-led kickoff to readout. No junior team, no diluted strategy.

Method from the large firms.

Decade+ of system integrator work, including at Deloitte.

Single-principal by design.

Independent, outcome-bound. Ships artifacts, not frameworks.

Book a 30-minute consult >