



## Elements of an AI strategy





### CREATE CLARITY. UTILISE OPPORTUNITIES. SECURING THE FUTURE

*AI has long been a reality - even in the everyday life of SMEs. But without direction, its potential is wasted. A basic AI strategy shows where and how to get started*

#### 5 key elements for your start

- 1. position assessment:** Where do you stand today? Visualise processes, data, tools and skills.
- 2. identify use cases:** Where does AI bring real added value - e.g. in sales, support, planning or HR?
- 3. involve employees:** Culture is crucial! How do you promote openness, willingness to learn and trust?
- 4. define guard rails:** Technology is one thing. Data protection, ethics & transparency are the other.
- 5 Pilot & scale:** Start small, test, learn - and then expand in a targeted manner.

 **Book your initial consultation now**

 [hallo@mindtrain.ch](mailto:hallo@mindtrain.ch) |  +41 79 832 93 03



**Mindtrain  
AICompass**  
KI-Basisstrategie  
für KMU



**Mindtrain  
AIValueMap**  
KI UseCase Map &  
UseCase Roadmap



**Mindtrain  
Keynotes**  
KI-Grundlagen für  
KMU



## AI services for SMEs



### **Mindtrain Keynotes** AI basics for SMEs

#### **Knowledge that adds value**

- Why AI belongs on the agenda now
- What is AI - and what is not
- What AI can actually do for SMEs
- The 5 most common mistakes when introducing AI
- 6 steps to the successful introduction of AI in your SME
- Prerequisites in the company - organisation & culture
- Specific steps for the introduction of AI



### **Mindtrain AICompass** AI basic strategy and AI setup

#### **Mindtrain 7-point strategy**

- Goal clarification & business benefits
- Maturity level & initial situation (as-is analysis)
- Data strategy & data quality
- AI use case definition & evaluation
- Organisation, competencies & roles
- Partner selection & technology architecture
- Roadmap & pilot strategy



### **Mindtrain AIValueMap** AI UseCase Map & UseCase Roadmap

#### **7 simple steps to a future-proof AI implementation**

- Analysis & process review
- Derive & structure use case ideas
- Use case evaluation & prioritisation
- Development of the AI roadmap
- Accompanying the pilot implementation
- Debriefing & learnings
- Documentation & handover of the AIValueMap

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