

The 5 AI Questions Every Leadership Team Must Answer

AI is at the top of every leadership agenda, but success requires more than adding a chatbot or talking about agents.

Leadership teams need clear answers to five strategic questions:

- How can AI **disrupt** us?
- How will AI change our **customers**?
- How can AI increase our **revenue**?
- How can AI improve our **efficiency**?
- How will AI change our **organisation**?

These questions are particularly important for software, SaaS and technology-enabled businesses whose customers, products and competitive advantages are being reshaped by AI.

How can AI disrupt us?

- What becomes commoditised?
- What part of our moat disappears?
- What work can customers now do themselves?
- What new market entrants become possible?

It's potentially a **two-pronged attack** - your competitors are trying to **overtake** you, and your customers are trying to **replace** you.

How will AI change our customers?

- How will AI change what customers expect from us?
- How will AI change how customers solve the problems we help them solve?
- How will AI change how customers discover and evaluate solutions?
- How will AI change what customers are willing to pay for?

You need to meet customers where they are **today**, but also where they're going to be **tomorrow**.

How can AI increase our revenue?

- Which AI-powered capabilities would customers pay for?
- Can AI increase retention?
- Can AI increase conversion?
- Can AI enable premium tiers?

It's not as simple as just slapping a chat interface on the top of your product - what is **really** going to move the needle? And remember that **token costs** might impact costing models.

How can AI improve our efficiency?

- Which workflows can be automated?
- Which roles become more productive?
- Where are we paying humans to do machine work?
- Which service components can become software?

But also, how can this be done **responsibly** while maintaining **quality** and **security**?

How will AI change our organisation?

- How must leadership change?
- How must teams be structured?
- Which skills become more valuable?
- Which skills become less valuable?

It's more than just a **technology** change, but has impact on team **structure**, team **size** and **organisational culture**.

It's Not a Cookie Cutter Solution

Context is everything when it comes to AI - not just the context you feed an LLM but your **organisational context** that will make your AI efforts sink or swim.

The most important first step is to understand that context. Ask yourself: **Which of these five areas presents our biggest opportunity and our biggest threat?**

If you're feeling stuck, you can [book a free call](#) if you'd like to chat about AI usage within your organisation, and get some ideas about where to start.