

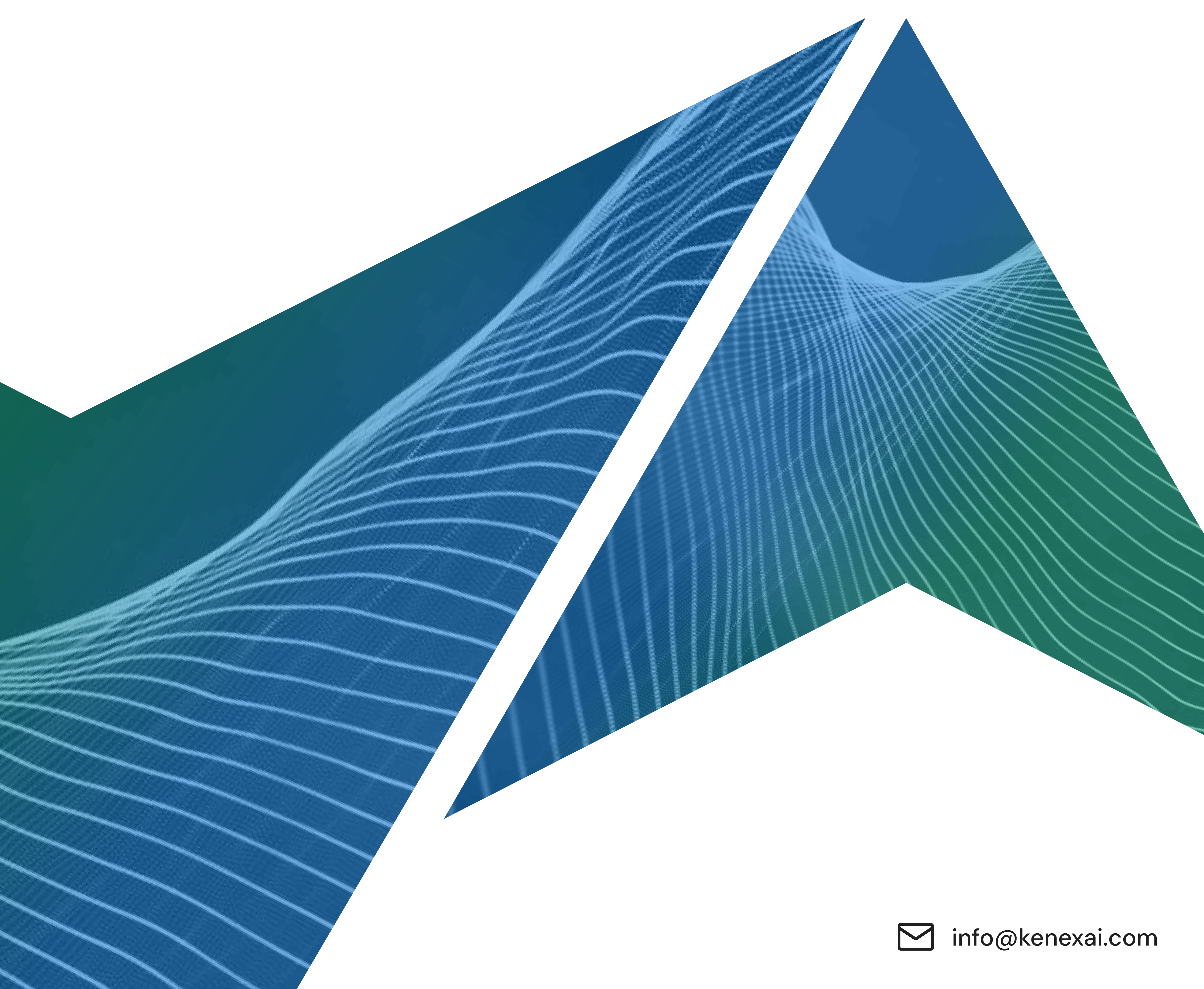


Finding **AI Gold:** Your Questions Answered

Your Roadmap to AI Success

AI is everywhere in business conversations today, but most projects never make it past the pilot stage. This guide covers all the questions from our "Finding AI Gold" webinar and the most common questions about AI adoption. We're helping you gauge your AI readiness and getting it right at every step of the journey.

At Kenexai, our AIQ Framework helps organizations move beyond AI buzzwords to measurable results by focusing on: identifying the right use cases, ensuring organizational readiness, and managing AI adoption.



Getting Started

Question Answers

01 What's the first question to ask leaders about AI in business?

"What's one business problem you're facing right now that you wish you could solve faster or better?" This shifts focus from technology to outcomes. Follow up with: "If you could cut the time to solve that problem in half, what would that mean for your business?"

02 If AI gave us 10% more efficiency in one process, where would it make the biggest financial difference?

This question reveals your best AI opportunities. Most high-impact opportunities aren't the most sophisticated; they're processes that touch customers, consume significant resources, or create bottlenecks.

03 What are the biggest AI risks we should worry about?

Beyond technical failures, focus on bias in decision-making, over-reliance without human oversight, data security, privacy violations, and regulatory compliance. Create AI governance frameworks early.



Why **AI Projects** Fail

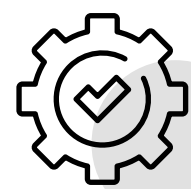
01 Why do AI pilots fail before they scale?

Four main reasons:



Data reality

Pilots use clean data; production data is messy and incomplete



No change management

Focus on technical proof while ignoring user adoption



Wrong metrics

Measure technical success instead of business impact



Surface mapping

Miss approval workflows, data complexities, and business constraints

02 What role does AI play in talent acquisition or workforce planning?

AI is most effective in screening resumes, scheduling interviews, and identifying skill gaps. Success depends on having clean candidate data and clear hiring criteria.

03 Are you able to measure ROI of AI in recruitment?

Yes, but focus on business metrics: time-to-hire reduction, cost-per-hire, and quality-of-hire improvements rather than just technical performance.

Finding the Right Use Cases

01 How do you move leaders past buzzwords into practical ideas?

Start with business problems, not technology capabilities. Ask about strategic priorities and bottlenecks. Run workshops where stakeholders prioritize use cases by business impact and feasibility

02 Example of a use case that looked good but was wrong?

A client wanted fully autonomous marketing campaigns from strategy to execution without human input. Too ambitious. Breaking into smaller, specific use cases with human oversight would have worked better.

Data Readiness

01 How often are organizations not ready for AI?

About 70% of the time. Leaders see clean dashboards and assume data is AI-ready, but raw data is usually messy and inconsistent. Great use cases often need data from multiple systems with no common linking fields.

02 Do you have the right data foundation and governance in place?

With the fast-changing AI landscape and governments rolling out AI-specific regulations, companies must ensure:

- ✓ Data sources are reliable and accurate – AI models are only as good as the data they're trained on.
- ✓ Data is compliant with regulations. Frameworks like GDPR, HIPAA, and CCPA dictate how personal and sensitive data can be collected, stored, and used.
- ✓ Data is accessible for AI within approved parameters; silos and unclear ownership create delays and risks.

Equally important is clear governance:

- ✓ Who owns each dataset?
- ✓ Who has the authority to approve its use in AI projects?
- ✓ Without a strong foundation of trustworthy, compliant, and well-governed data, AI initiatives risk stalling or creating exposure for the business.

Change Management

01 How do you ensure teams embrace AI solutions?

Start with skeptics and make them part of design. Frame AI as helper, not replacement. Create early wins and broadcast them. Measure user experience, not just ROI.

02 What works to bring frontline employees along?

Show immediate personal benefits. Address job security directly. Use peer learning instead of formal training. Design for real work conditions, not ideal ones.

Current Opportunities

01 Which function sees the most AI traction?

Customer service operations. Clear ROI, high-volume data, user tolerance for imperfection, multiple entry points, and immediate feedback loops make it ideal for AI.



Final Advice

01 Best advice before investing in AI?

Start with the problem, not the solution. Most failures happen because leaders fall in love with technology first, then search for uses. Ask "What business problem are we solving?" not "How can we use AI?"

02 Should we build AI capabilities in-house or partner with vendors?

Start with vendor partnerships for speed and expertise, then selectively build internal capabilities in areas core to your competitive advantage. Hybrid approaches work best for most organizations.



Insights from Kenexai's AIQ Framework and real-world implementations. Learn more at