

# Checklist: Creating a targeted GenAI strategy

The potential of artificial intelligence is exciting, but don't lose sight of long-term thinking in the rush to use new technology. Follow this checklist to identify use cases, run tests and develop an effective GenAI strategy.

## Identify possible use cases

- Review any blockers to achieving your business goals
- Explore processes that could be made more efficient
- Take a customer perspective and see how service could be improved
- Speak to peers about how they're using GenAI and what's working
- Dig into your business data to spot hidden trends or areas for improvement
- Look outside your industry for innovative use cases

## Involve and educate employees

- Explain how GenAI will help to make your startup more innovative
- Inspire your team with examples of how other startups use GenAI
- Ask staff where they think GenAI could be used in your business
- Be open about potential uses – don't automatically discount ideas
- Educate staff on safety guidelines, e.g. managing data protection risks
- Be vigilant about job security concerns and seek to alleviate fears

## Prioritise and test ideas

- Prioritise ideas to test, either by impact or ease of implementation
- Define what success will look like for each idea
- Set a clear roadmap for testing, factoring in time scale and resources
- Compare the impact of using GenAI to previous processes
- Evaluate the human effort that's needed to support GenAI use
- Refine and improve the process if successful, or move onto your next idea

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