AI Tools for Your Business

HOW TO CHOOSE WHAT'S ACTUALLY WORTH THE MONEY

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I don’t really know how I make decisions.

I rely on my gut when making decisions.

I have a few key advisors I consult when making big decisions.

You...

- Have **real challenges** that you want to address in a way that gets the best possible outcome
- Are focused on **agility** to set your business up for success both now and in the future
- Need to make financially and strategically **smart investments**

You **want**...

- To make choices that align with and support your **business' goals**
- To make decisions that **set you up for success** when things unexpectedly shift
- To see a **return on any investments** you make

I want to identify which AI tools are <u>worth the $</u> investment.

I want to make sure the AI tools I use <u>help</u> my business.

That's why Noetic exists

- We work with business owners and senior leaders who are investing in new **strategic initiatives and AI**.

- We help them build the decision infrastructure needed to get the **business outcomes that matter most**.

Overview

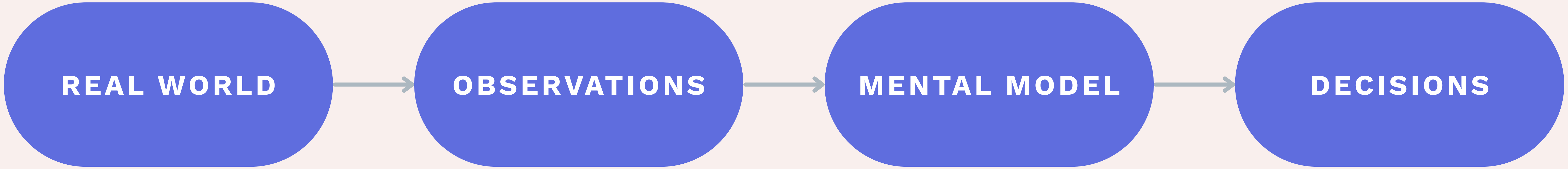
1 Human vs. Artificial Intelligence

2 Four Steps to Choosing AI Worth the Investment

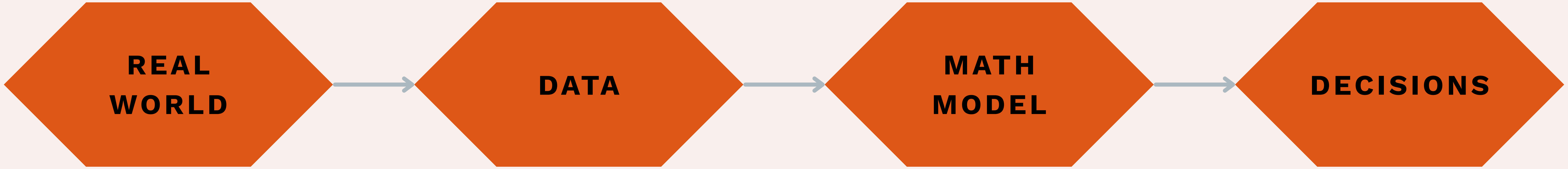
3 Live Workshopping

What is Artificial Intelligence?

Intelligence



Artificial Intelligence



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How to Decide What's ***Actually*** Worth the Money

Step 1: Define the Problem

What challenges do you *actually* have?

- Decide, independent of any tool, what challenges your business is facing now and/or anticipates in the future
- What are your biggest pain points? Rank them.
- How will you know when the problem is fixed? Or at least less of a problem?

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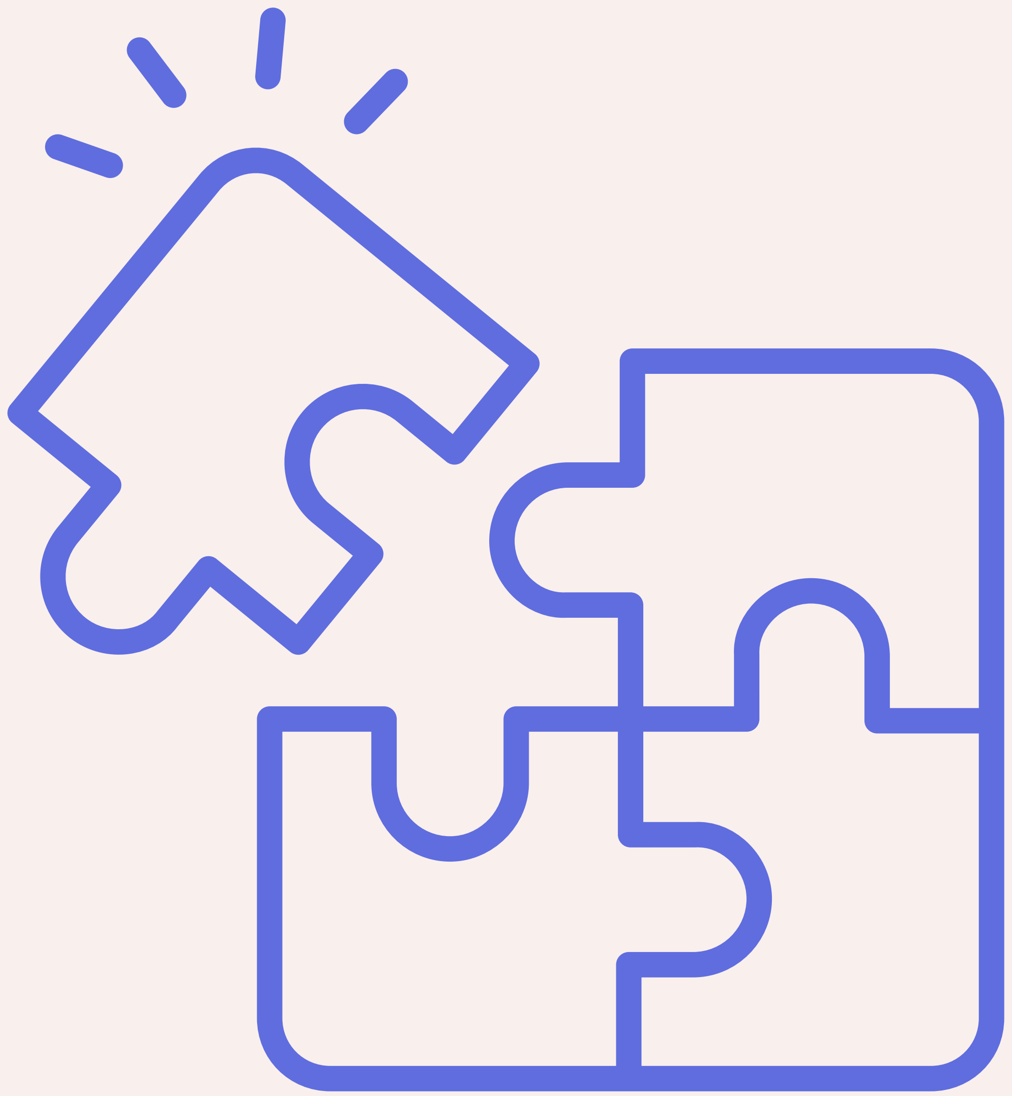
Step 2: Identify Solutions

What's the best way to solve each problem?

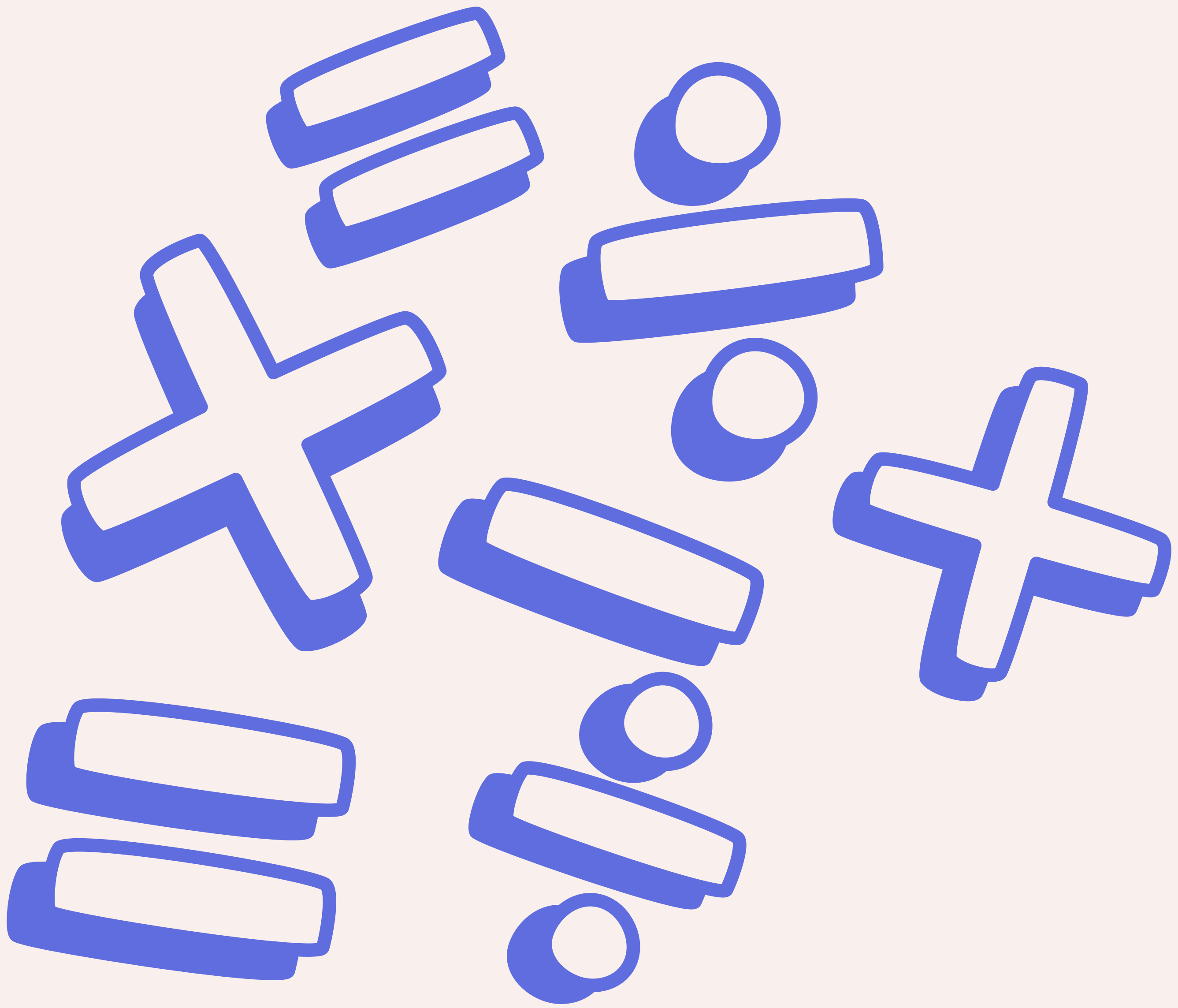


- What are all the available tools? What levers can you pull here?
- Does this actually <u>require</u> AI? How do you know?
- What is your appetite for experimentation?

Step 3: Evaluate your options

What metrics are most important? Build a rubric.

- Cost (financial and time)
- What happens if the solution *doesn't* work? Or stops working?
- What is the expected ROI?
- What will its impact be on our customers? Team?
- For how long will this solution work?
- How will I know whether it's working or not?



Step 3: Evaluate your options

Example Rubric

Solution	Solution A	Solution B
Financial Cost	+++	+
Time Cost	+	++
Expected ROI	++	++
Customer Impact	+++	+++
Employee Impact	Unknown	Unknown
How long solution will work	+	+
How easy to know if working or not	++	+++

Assign a score to each category, and weight each score according to importance before summing.

Step 4: Decide

Choose the best option and plan

- Choose a solution based on your rubric
- Establish key metrics to review performance
- Identify a clear review timeline and points for revision/pivoting
- What will you do if/when this doesn't work?
- What will you do if/when this does work?

Four Steps to Choosing AI Worth the $

Finding Solutions to Your Business' Biggest Challenges

STEP 1	Define the problem	*What are your biggest challenges? Pain points? Opportunities?*
STEP 2	Identify solutions	*What are all available options? How do you know?*
STEP 3	Evaluate your options	*What matters most?*
STEP 4	Decide	*What's the plan for making sure it works?*

Other Questions?

I have a good idea of how to approach AI solutions and make decisions.

I need more guidance here...

I have so many questions!

AI for *YOUR* Business Sprint

Putting these steps into practice for your uniqiue business

What you get

- A stronger understanding of what AI is most relevant to <u>your</u> business' priorities, so that you can ask the right questions and make better decisions
- A custom plan and framework to make smart investments in tools that support your business' needs and goals now...and in the future

Learn more and register

https://www.noeticgroup.ai/programs

AI for *YOUR* Business Sprint

Putting these steps into practice for your uniqiue business

How you get it

- Small group (max 5) of business owners to enable peer-to-peer learning over three weeks (7/21-8/5)
- Virtual meetings on Tuesday or Wednesday
- Expert insights and facilitation to support each participant in building custom decision infrastructure
- Email support in-between weekly meetings

Learn more and register

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Want to talk more about AI and your business' priorities?

Let's connect!

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AI for YOUR Business Sprint

Starts July 21

[Learn more and register]

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