

From Vision to Value: A Leader's Guide to Enterprise GenAI Adoption

White Paper

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MINDPROPEL



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Executive Summary

This white paper calls for businesses to embrace a strategic, disciplined approach to Enterprise Generative Artificial Intelligence (GenAI) adoption, by leveraging MindPropel's **innovAlt** Framework.

Generative AI is rapidly evolving into a fundamental pillar for modern enterprises, providing previously inaccessible insights and value to businesses. Business leaders are increasingly recognizing the imperative to integrate this transformative technology into their strategic planning and operations, leveraging its potential to foster competitive advantage and fuel sustainable growth. However, without a disciplined holistic approach to incorporating GenAI in Value Streams, businesses are missing opportunities and wasting time, effort and money.

“Ignoring the insights that can only come from Generative AI is like flying blind in a storm; you’re setting your business up for catastrophic failure”

Arun Saraswat

Specifically, there are significant barriers to the adoption of Enterprise GenAI:

1. Lack of Alignment and Strategic Roadmap
2. Talent & Skills Gap
3. Potential Exposure
4. Ethical Concerns

The **innovAlt** Framework designed by MindPropel, addresses and overcomes these hurdles through a multidisciplinary and versatile approach. Using this lightweight innovation framework, leaders will be able to:

1. Clearly identify opportunities where GenAI can improve value delivery to their customers
2. Define GenAI Minimum Viable Products (MVPs) to realize these opportunities
3. Objectively prioritize GenAI MVPs based on cost and impact, and
4. Create roadmaps to launch the GenAI MVPs in a 3-month timeframe

Anchored in core principles, with a strategic roadmap and a progressive maturity model, the **innovAlt** Framework equips business leaders with the necessary tools to enhance value creation using Enterprise GenAI. It facilitates swift, secure, and cost-effective solutions that build momentum over time.



Introduction

“Artificial intelligence could have more profound implications for humanity than electricity or fire.”

Sundar Pichai
Alphabet CEO

The Digital Age has ushered in an era of relentless change, driven by technological advancements and evolving consumer expectations. To remain competitive and sustainable, businesses must not only adapt but also innovate continuously. Those who are unable to adapt face the very real risk of being left behind¹.

In the Digital Age, there have been many technological advances that have driven innovation such as the invention of the Microchip, Personal Computers, the World Wide Web, Mobile Phones, Social Media, and most recently, *Generative Artificial Intelligence (GenAI)*.

Artificial Intelligence itself is not a new discipline: it has been part of the technological landscape since the 1950's, yet its application in business has seen a significant uptick in recent years. AI's journey from theoretical constructs to practical business solutions has been marked by gradual and impactful advancements.

AI's Role in Driving business Innovation

AI has been successfully deployed across various sectors, driving innovation and efficiency. In finance, AI algorithms have revolutionized trading, risk management, and fraud detection. Healthcare has seen AI's impact in diagnostics, drug development, and personalized treatment plans. These examples underscore AI's role not merely as a tool for incremental improvements but as a driver of fundamental industry transformation and innovation.

GenAI – The Convergence of Technology, Data, and Research

The explosion of AI in recent years (Figure 1) can be attributed to three critical developments: the increase in computing power, the availability of large datasets, and advancements in AI research.²

Generative AI:
A category of AI systems that can generate new content or data that is similar to the content or data on which they were trained, such as images, videos, music, voice, and text.

The growth in compute power has famously followed Moore's Law which states that the number of transistors on microchips will double every two years. It is this exponential growth

¹ Perez, Carlota. *Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages*. Edward Elgar Publishing, 2003.

² Kelly, Kevin (2016). *The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future*. Viking.



in computing power that has finally enabled the incredibly complex and powerful algorithms that are required for Artificial Intelligence, Machine Learning, Deep Learning, and now, GenAI.

“Generative AI will increase global GDP by \$7 Trillion.”

Goldman Sachs

GenAI algorithms work because they are predicated on analyzing vast amounts of data, data that until recently was very difficult or almost impossible to acquire. The popularity of social media on mobile devices has resulted in a flood of data, and GenAI as a result has benefitted.

From 2020 to 2022, GenAI-related companies in the United States alone, raised \$8 billion. GenAI presents an opportunity unlike any other innovation in the Digital Age: Goldman Sachs states that GenAI will increase global GDP by \$7 trillion.³

The Emergence of GenAI

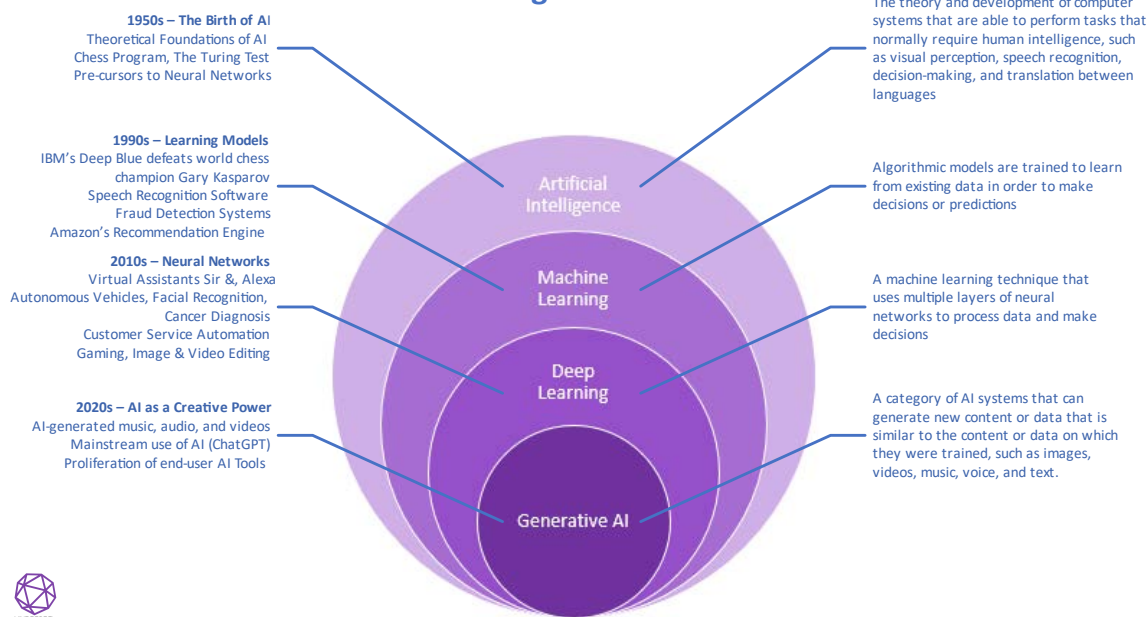


Figure 1 - Artificial Intelligence, Machine Learning, Deep Learning, and Generative AI

³ “Generative AI could raise global GDP by 7%,” Goldman Sachs, April 5, 2023, <https://www.goldmansachs.com/intelligence/pages/generative-ai-could-raise-global-gdp-by-7-percent.html>.



The Advent of the *Era of AI*

A defining moment in the AI journey was the public launch of ChatGPT in November of 2022. This event marked the beginning of what can be termed the *Era of AI* - an era distinct from the preceding Digital Age.

ChatGPT, with its advanced content generation capabilities, exemplifies the potential of GenAI. It certainly garnered headlines and captured the imagination of the public at large. From a business perspective however, how can it be used, and how will it impact the competitive landscape? Although we are still in the early adoption phase of GenAI, the projected impacts are nothing short of staggering:

McKinsey predicts that GenAI will add between \$2.6 and \$4.4 trillion in annual value to the global economy, increasing the economic impact of AI as a whole by 15 to 40%.⁴ Goldman Sachs expects that two-thirds of U.S. occupations will be affected by AI-powered automation.⁵

It is therefore necessary for businesses to consider how GenAI can be adopted while addressing Enterprise concerns: Data Privacy & Security, Ethical Implications, Integration with Existing Systems, Compliance, Talent Gaps, and Cost Management.

Enterprise GenAI: An Imperative for Every Business

In view of the significant economic potential highlighted by McKinsey and the widespread impact on occupations projected by Goldman Sachs, it is crucial for businesses to formulate a strategic approach to Enterprise GenAI adoption. This necessitates more than just deploying new technologies; it involves a comprehensive reevaluation of business models, processes, and competitive dynamics in the context of GenAI. Enterprises must consider how GenAI can enhance efficiency, drive innovation, and open new markets.

A robust Enterprise GenAI strategy should include technological infrastructure development, talent acquisition and training, ethical AI deployment, and adherence to evolving regulatory standards. As the influence of GenAI expands across industries, a well-orchestrated, adaptable strategy will be vital for businesses to harness its full potential and maintain a competitive edge in this burgeoning AI-driven landscape.

⁴ "The economic potential of generative AI," McKinsey & Company, June 14, 2023, <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#/>.

⁵ <https://www.goldmansachs.com/intelligence/pages/generative-ai-could-raise-global-gdp-by-7-percent.html>.



The Opportunity Presented by Enterprise GenAI

Generative AI has emerged as a groundbreaking force, captivating global attention with its immense potential to revolutionize knowledge work across almost all industries and business functions:⁶

1. **Sales:** Enhancing customer relationship management (CRM) systems with personalized communication, automating sales reports, and providing sales teams with insights derived from customer data analysis.
2. **Marketing and Advertising:** In creating personalized content, generating creative ad copy, and designing marketing campaigns. Generative AI can also assist in market analysis and consumer behavior prediction.
3. **Supply Chain Management:** Optimizing logistics through predictive analysis, improving demand forecasting, and automating certain aspects of inventory management.
4. **Finance and Accounting:** Streamlining processes like audit reports, financial analysis, budgeting, and forecasting. AI can also assist in fraud detection and risk management.
5. **Research and Development (R&D):** Accelerating research processes through data analysis, hypothesis generation, and simulation in sectors such as pharmaceuticals, biotechnology, and material science (2.2 million stable materials were recently discovered by AI⁷).
6. **Customer Service:** Powering chatbots and virtual assistants for customer support, automating responses to customer inquiries, and personalizing customer interactions.
7. **Product Development:** Assisting in design processes, ideation, and prototyping, particularly in industries like fashion, automotive, and consumer goods.
8. **IT and Cybersecurity:** In IT, automating code generation and software testing, while in cybersecurity, enhancing threat detection and response mechanisms (DevSecOps).
9. **Healthcare:** From generating patient education materials to assisting in medical research and data analysis, GenAI's applications in healthcare are vast and varied.
10. **Legal Services:** Automating document review, contract analysis, and legal research, thereby enhancing efficiency in legal departments and firms.
11. **Content Creation:** Automating the creation of written content, such as articles, reports, and even creative writing. It can also generate visual content like images, videos, and graphical designs.
12. **Human Resources (HR):** Automating aspects of the recruitment process, from resume screening to initial candidate communications, and enhancing employee engagement through personalized training and development programs.

⁶ IDC Infobrief: Create More Business Value from your Organizational Data.

<https://content.dataiku.com/idc-infobrief-2023>

⁷ <https://www.science.org/content/article/materials-predicting-ai-deepmind-could-revolutionize-electronics-batteries-and-solar>



13. **Education and Training:** Creating customized learning materials and interactive learning experiences, as well as automating administrative tasks.
14. **Media and Entertainment:** In media production, from scriptwriting to video editing, and in creating personalized entertainment experiences.
15. **Real Estate and Urban Planning:** Assisting in property market analysis, architectural design, and urban planning simulations.

In conclusion, the expansive capabilities of Enterprise GenAI present a horizon of opportunity, poised to revolutionize an array of business functions and industries.

4 Barriers to Successful Adoption of Enterprise GenAI

To realize the remarkable potential of Enterprise GenAI, leaders must grapple with various impediments, both internal and external.

In a recent survey of over 2000 global executives (Figure 2), Boston Consulting Group (BCG) found that only 3% are currently getting direct business value from GenAI, 45% are experimenting, and the remaining 52% are discouraging use of GenAI.⁸

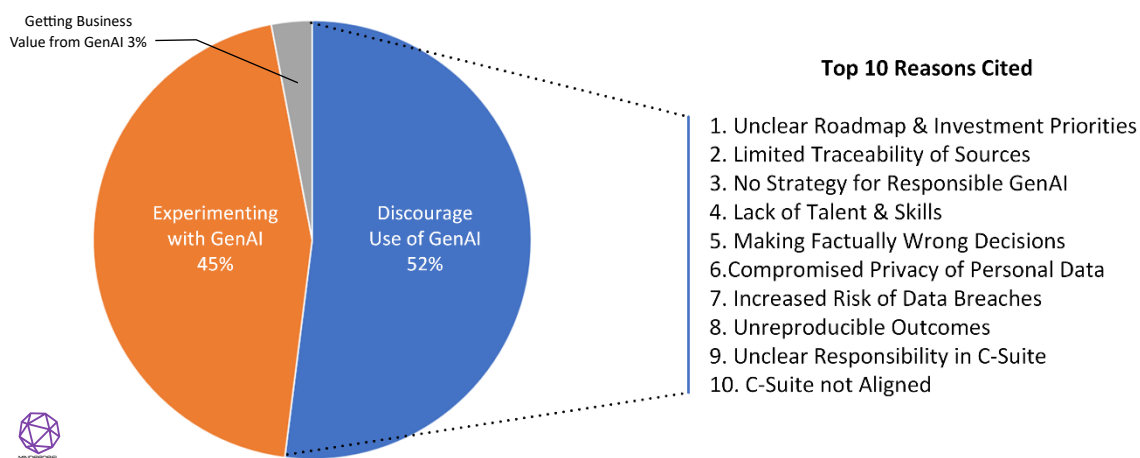


Figure 2 - Challenges and Concerns Cited by 2000 Global Executives

Examining this data and feedback from thousands of business leaders, MindPropel has identified the following four primary barriers to adoption:

1. Lack of Alignment and Strategic Roadmap

The C-suite often finds itself unsure of where and how to use GenAI for competitive advantage. This implies the inability to create meaningful roadmaps, and prioritization of investment opportunities.

To overcome these hurdles, they need to align GenAI objectives with overarching business goals and establish a strong governance framework with clear roles and responsibilities. This will not only ensure ethical compliance and risk mitigation but also foster a culture of accountability.

More than 80% of respondents cited the lack of a strategic roadmap (including investment priorities) and governance as major challenges.

⁸ Boston Consulting group: What’s Dividing the C-Suite on Generative AI? September 2023. <https://www.bcg.com/publications/2023/c-suite-genai-concerns-challenges>



2. A Talent and Skills Gap

Business leaders are reluctant to deploy GenAI, knowing that there is a skills gap amongst their employees: “We lack access to the right set of skills—not only technical, but also skills associated with implementing the use cases; for example, legal, data privacy, and compliance,” said a director of commercial and IT at a pharmaceutical company.

3. Potential Exposure

One of the biggest concerns is the technology itself: it is non-deterministic. There are deep apprehensions about the limited traceability and irreproducibility of GenAI outcomes, raising the possibility of bad or even illegal decision making. Testing and validation are therefore a major concern.

“[GenAI] is like a
box of chocolates ...
you never know what
you’re gonna get.”

Asim Javed

4. Ethical Concerns

AI intrinsically does not provide transparency, privacy, bias mitigation, regulatory compliance, or inclusivity. Enterprise GenAI solutions must be used responsibly: aligning with societal norms and values, while considering the impact on privacy, employment, and the environment.



The Need for an Enterprise GenAI Framework

GenAI is unlike almost any other technology revolution that preceded it. Andrew Ng one of the pioneers of AI, likens it to the invention of electricity (a general-purpose technology).⁹ At the advent of electricity businesses were not only confounded by this almost ‘magical’ new technology, they didn’t even know what types of problems it was capable of solving.

The comparison of GenAI to electricity as a general-purpose technology underscores the vast potential of GenAI, and the fact that it is indeed a paradigm shift. It therefore necessitates the need for adoption of a framework to understand and harness its capabilities.

The framework, in addition to overcoming the 4 Barriers, must have the following 2 qualities:

1. Cross-Discipline Excellence

A framework that stimulates innovation must leverage best practices from multiple disciplines. A siloed approach will reduce collaboration and stifle innovation.

2. Versatility

A successful Enterprise GenAI Innovation Framework must be industry-agnostic, and certainly not be biased towards any particular industry or sector of the marketplace.

Adopting a framework that overcomes the 4 barriers and incorporates these 2 qualities, will lead to successful Enterprise GenAI adoption.

“Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don’t think AI will transform in the next several years.”

Andrew Ng

⁹ <https://www.gsb.stanford.edu/insights/andrew-ng-why-ai-new-electricity>

The innovAlt Framework

Using an interdisciplinary approach, MindPropel has developed **innovAlt (Figure 3)**, a business innovation framework for the adoption of Enterprise GenAI.

The framework leverages cross-discipline excellence to underpin four knowledge domains, enhancing the versatility of enterprise AI adoption:

- **Scaling Agility:** Integrates flexible methodologies to create a responsive AI integration environment, essential for dynamic business landscapes.
- **Innovation:** Drives inventive AI solutions and business models, fostering an environment where novel ideas translate into competitive advantage.
- **Technology:** Provides a robust and secure technological backbone for AI, ensuring scalable and advanced solutions for complex enterprise needs.
- **Lean Thinking:** Streamlines AI implementation with focused efficiency, aligning technological solutions with core business objectives for maximum impact.

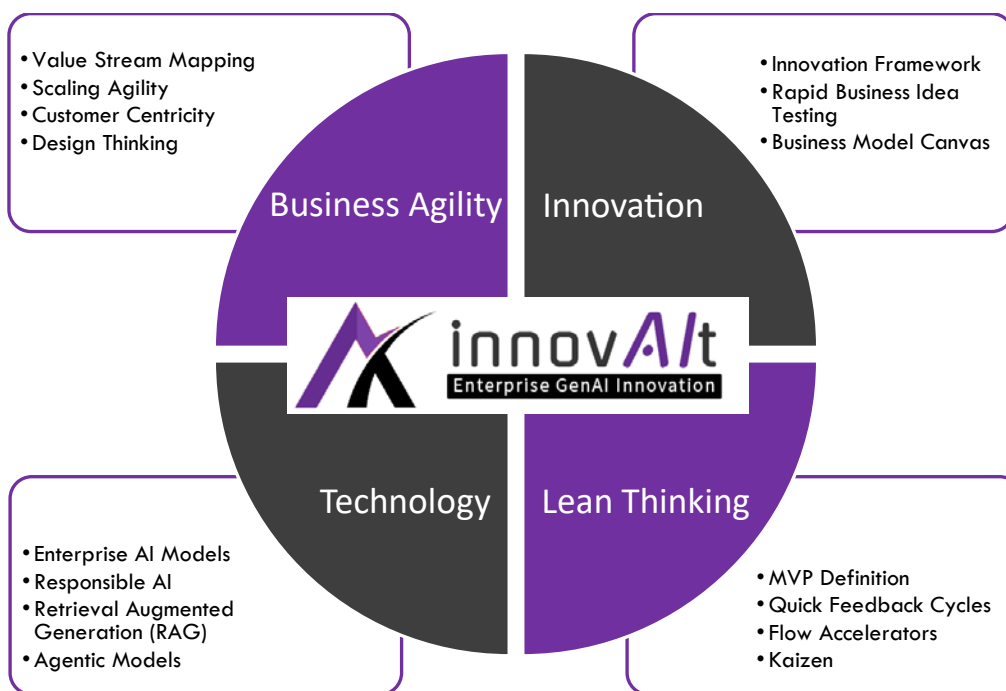


Figure 3 - Multi-Disciplinary basis of the *innovAlt* framework



Framework Elements

The framework consists of the following elements:

- Foundational Principles
- Implementation Roadmap
- Enterprise GenAI Innovation Canvas
- Implementation Model
 - **innovAlt** Executive Workshop
 - **innovAlt** MVP Workshop
 - **innovAlt** GenAI DOJOs
 - An Enterprise GenAI Center of Excellence (AI CoE)
 - **innovAlt** Training Catalog
- Maturity Model

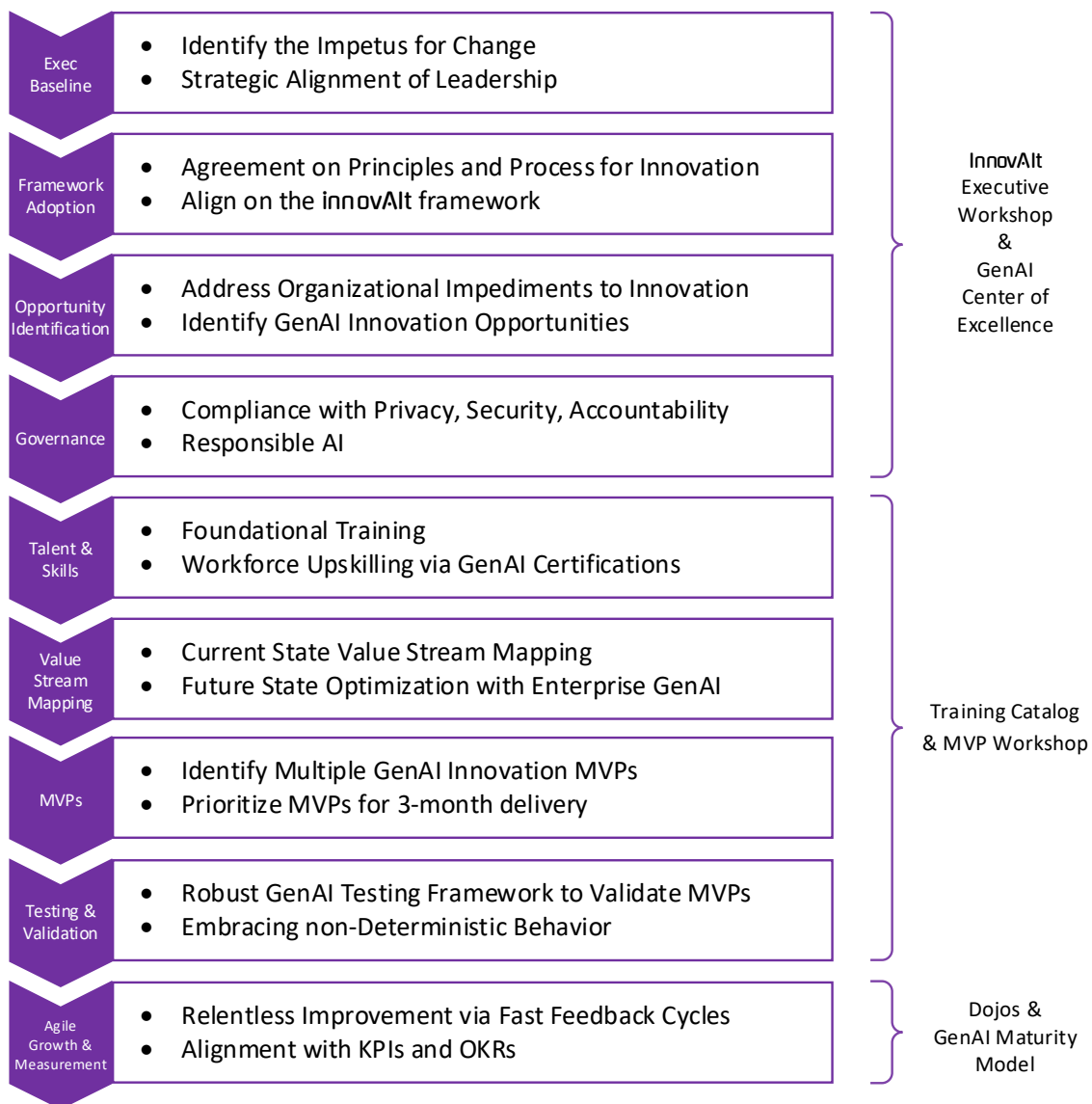
Foundational Principles

1. **Clarifying Application Areas:** The framework helps identify specific areas within a business where GenAI can add the most value. This could range from enhancing customer experiences to streamlining operational processes or driving innovation in product development.
2. **Risk Identification and Management:** Given the nascent nature of GenAI, the framework provides a structured approach to identify and manage risks, including ethical considerations, potential biases in AI models, and data security concerns.
3. **Integration Strategy:** The framework offers strategies for integrating GenAI with existing systems and processes, ensuring a smooth transition and minimal disruption to ongoing operations.
4. **Building Competencies:** It guides businesses in developing the necessary skills and knowledge within their workforce to effectively utilize GenAI. This includes training programs and hiring strategies to fill skill gaps.
5. **Ensuring Regulatory Compliance:** As GenAI is subject to evolving regulations, the framework helps ensure that its adoption is in line with legal requirements, protecting the business from potential legal and reputational risks.
6. **Scalability and Future Proofing:** The framework provides a scalable approach to adopting GenAI, enabling businesses to start with small-scale applications and gradually expand, ensuring sustainability and long-term success.
7. **Measuring Return on Investment (ROI):** By setting clear benchmarks and performance indicators, the framework helps businesses measure the ROI of GenAI initiatives, ensuring that they align with the overall business objectives.
8. **Navigating Ethical and Societal Impacts:** The framework assists in addressing the broader ethical and societal implications of deploying GenAI, promoting responsible and sustainable use of technology.
9. **Innovation and Competitive Advantage:** By providing a structured approach to adopting GenAI, the framework enables businesses to stay at the forefront of innovation, maintaining a competitive edge in an increasingly AI-driven market.



The innovAlt Implementation Roadmap

John Kotter's influential methodology provides a clear roadmap for managing change, a critical asset for leaders integrating Enterprise GenAI.¹⁰ At MindPropel, we've distilled Kotter's universal insights into our **innovAlt** Framework, equipping leaders with a proven strategy for navigating the complexities of AI adoption.



¹⁰ <https://www.kotterinc.com/methodology/>



Enterprise GenAI Transformation Canvas

The Enterprise GenAI Strategy Canvas (Figure 4) serves as a blueprint for organizations to systematically infuse GenAI into their core strategy, ensuring alignment with business objectives across six key areas.

- **Strategic AI Vision** sets the overarching goals and direction for AI initiatives
- **Data & Technology** ensures the technical foundation is robust and ready
- **Customer & User Experience** focuses on leveraging AI to enhance the end-user interaction
- **Ethics, Compliance & Risks** addresses the imperative for responsible AI use
- **Cost & ROI Estimation** anchors the financial viability
- **MVP Experimentation & Scaling** embodies the iterative, growth-focused approach to GenAI projects, critical for adapting and scaling in today's fast-paced market

This strategic canvas is an essential tool for leaders to navigate the complex landscape of GenAI implementation, driving value creation and competitive edge.

Enterprise GenAI Transformation Canvas

VALUE STREAM _____ SPONSOR _____ DATE _____  Enterprise GenAI Innovation

Strategic AI Vision	Data & Technology	Customer & User Experience
BUSINESS PROBLEM	DATA READINESS	TARGET AUDIENCE
AI'S ROLE	AI MODEL TYPE	AI'S IMPACT ON UX
DESIRED OUTCOME	INTEGRATION POINTS	FEEDBACK MECHANISMS
Ethics, Compliance, & Risks	Cost & ROI Estimation	MVP Experimentation & Scaling
ETHICAL CONSIDERATIONS	DEVELOPMENT & OPERATIONAL COSTS	MVP DEFINITION
REGULATORY LANDSCAPE	POTENTIAL REVENUE STREAMS	EXPERIMENTATION METRICS
RISK ASSESSMENT	ROI TIMELINE	SCALING STRATEGY






Figure 4 – Enterprise GenAI Transformation Canvas



The innovAlt Implementation Model

Implementation of the innovAlt Framework is based on 5 core components:

Implementation Component	Duration	Outcome
1. The innovAlt Executive Workshop – 1 day <ul style="list-style-type: none"> Identify the Impetus for Change Strategic Alignment of Leadership Agreement on Principles and Process for Innovation Address Organizational Impediments to Innovation Identify GenAI Innovation Opportunities Compliance with Privacy, Security, and Accountability Responsible AI 	1 Day	Leadership Alignment and Identification of GenAI Innovation Opportunities <i>“innovAlt Certified Enterprise GenAI Strategist”</i> 
2. The innovAlt MVP Workshop – 2 days <ul style="list-style-type: none"> Current State Value Stream Mapping Future State Optimization with Enterprise GenAI Identify Multiple GenAI Innovation MVPs Prioritize MVPs for 3-month delivery Robust GenAI Testing Framework to Validate MVPs Embracing non-Deterministic Behavior 	2 Days	Prioritized Enterprise GenAI MVPs <i>“innovAlt Certified Enterprise GenAI Practitioner”</i> 
3. The innovAlt GenAI DOJOs <ul style="list-style-type: none"> Guided Implementation of the prioritized MVPs identified in the MVP Workshop Tactical Design, Development, and Testing Plan Lean-Startup approach Governance 	up to 3 Months	MVP Implementation in Production within 3 months <i>“innovAlt Certified Enterprise GenAI Engineer”</i> 
4. Establish a GenAI Center of Excellence (AI CoE) <ul style="list-style-type: none"> A Guiding Coalition of Technical and Business Resources including Sponsors Multi-disciplinary: <ul style="list-style-type: none"> Infrastructure Data Acquisition & Understanding Machine Learning Modelling Deployment Consumption 	90 Days	An Enterprise GenAI Center of Excellence (AI CoE)
5. The innovAlt Training Catalog <ul style="list-style-type: none"> Foundational Training Workforce upskilling via GenAI Certifications 	2-3 Days	Various



Enterprise GenAI Maturity Model

Our Maturity Model (Figure 5) delineates the progressive stages of Enterprise GenAI adoption, providing executives with a structured pathway from foundational awareness to comprehensive transformation.

Stage 1: Awareness

- **Objective:** Recognize the potential of GenAI for business transformation.
- **Indicators:** Initial education on GenAI capabilities; acknowledgment of GenAI's strategic importance; preliminary stakeholder engagement.
- **Expectation:** Leaders understand GenAI's relevance and begin aligning it with business goals.

Stage 2: Exploration

- **Objective:** Pilot GenAI projects to explore practical applications.
- **Indicators:** Selection of use cases; small-scale pilot programs; initial talent acquisition for GenAI initiatives.
- **Expectation:** Executives support experimental projects to gauge value and feasibility.

Stage 3: Foundation Building

- **Objective:** Establish infrastructure and governance for GenAI.
- **Indicators:** Investment in technology platforms; development of GenAI policies; integration of GenAI in IT strategy.
- **Expectation:** A solid foundation is set for scalable GenAI deployment.

Stage 4: Expansion

- **Objective:** Integrate GenAI across business units and functions.
- **Indicators:** Broader implementation; cross-functional GenAI teams; metrics for tracking GenAI impact.
- **Expectation:** GenAI becomes a driver for innovation and efficiency in multiple business areas.

Stage 5: Integration

- **Objective:** Embed GenAI deeply into the business fabric.
- **Indicators:** Comprehensive use of GenAI for decision-making; advanced data integration; AI-driven business models.
- **Expectation:** GenAI is a core component of the enterprise, with clear ROI and competitive advantage.



Stage 6: Transformation

- **Objective:** Leverage GenAI for full business transformation.
- **Indicators:** GenAI is central to the company's value proposition; transformation of products and services; industry leadership in GenAI application.
- **Expectation:** The enterprise is transformed, leading to new market opportunities and business paradigms.

This maturity model serves as a guide for business leaders to not only prepare for but also to measure and steer the progress of GenAI adoption within their organizations, ensuring that each stage adds strategic value and paves the way for the next phase of growth.

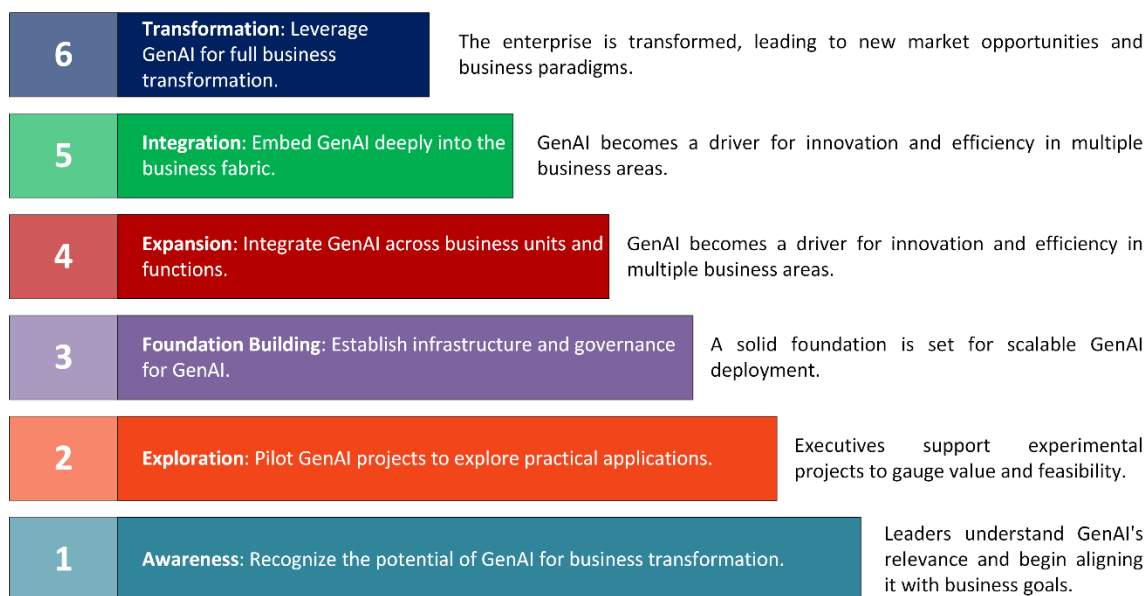


Figure 5 - *innovAlt* Enterprise GenAI Maturity Model



Business Outcomes: From Vision to Value

Strategically crafted for decisive action, the innovAlt Framework equips leaders to capitalize on Generative AI with precision and pace. It is an essential playbook for those who aim to seamlessly infuse GenAI into their business models, ensuring impactful customer engagement and sustained growth. The innovAlt Framework (Figure 6) enables business leaders to:

1. Clearly identify opportunities where GenAI can improve value delivery to their customers

The innovAlt Framework provides a robust Value Stream toolset for leaders to discern precise areas within their operations where GenAI can not only streamline processes but also significantly improve value delivery. By identifying these opportunities, businesses can tailor their AI initiatives to directly address customer needs, fostering stronger relationships and increasing customer lifetime value.

2. Define GenAI Minimum Viable Products (MVPs) to realize these opportunities

Leveraging the framework, decision makers can design and develop Minimum Viable Products that incorporate GenAI capabilities. This approach allows for the rapid deployment of pilot projects that target specific business opportunities, enabling organizations to test and learn from real-world interactions without overcommitting resources.

3. Objectively prioritize GenAI MVPs based on cost and impact

The framework introduces a decision matrix that weighs the potential impact against the associated costs of GenAI MVPs. This empowers leaders to make informed, objective decisions about which innovations to advance, ensuring that resource allocation aligns with strategic business goals and delivers tangible results.

4. Create roadmaps to launch the GenAI MVPs in a 3-month timeframe

With an accelerated timeline, the innovAlt Framework encourages a dynamic and iterative approach to solution development. This expedited roadmap is designed to bring GenAI MVPs to market swiftly, allowing businesses to quickly capitalize on the competitive advantages offered by AI innovations and to adapt rapidly to feedback and market changes.

5. Continuously measure, grow, and innovate on the GenAI MVPs

Post-launch, the framework emphasizes the importance of ongoing measurement and refinement. Through Key Performance Indicators (KPIs) and Objectives & Key Results (OKRs), businesses can monitor the effectiveness of their GenAI solutions, ensuring that they continuously deliver value.

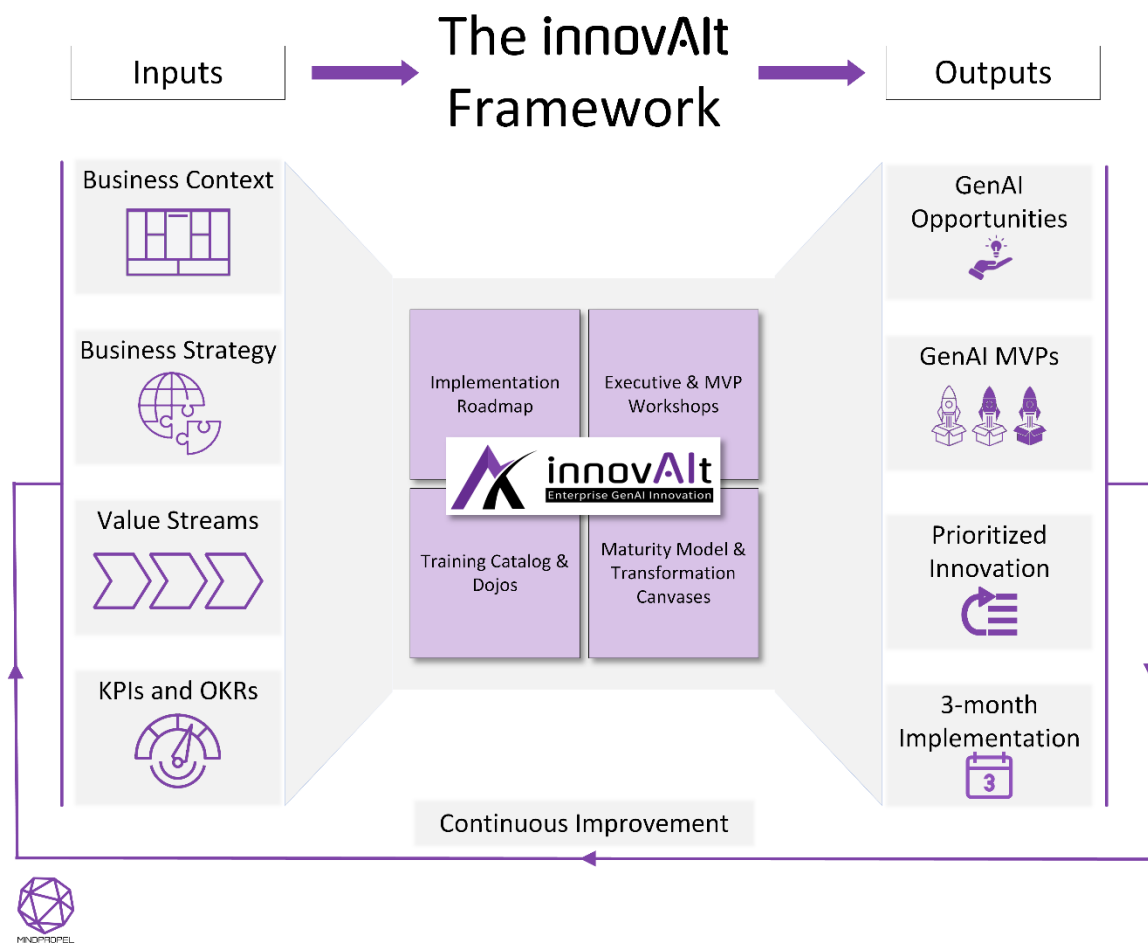


Figure 6 – The *innovAlt* Framework: Vision to Value



Conclusion

At the dawn of the *Era of AI*, a disciplined and holistic embrace of Generative Artificial Intelligence (GenAI) is an imperative for modern businesses. This MindPropel white paper illustrates the vast potential of GenAI, akin to the revolution brought by electricity, in reshaping industries and augmenting knowledge work. It also highlights the significant barriers to Enterprise GenAI adoption, and emphasizes the need for a disciplined strategic approach to unlock GenAI's promise of growth and competitive advantage.

The innovAlt Framework, as presented by MindPropel, emerges as a comprehensive solution to the identified challenges, offering a cross-disciplined, versatile methodology.

Anchored in core principles, with a strategic roadmap and a progressive maturity model, the innovAlt Framework equips business leaders to enhance value creation using Enterprise GenAI. It facilitates swift, secure, and cost-effective solutions that build momentum over time.

This white paper serves as a guidepost for leaders, marking the path from vision to value, ensuring that each step enables businesses to compete and thrive in the *Era of AI*.

“By the end of this decade there are going to be two kinds of companies: those that are fully utilizing AI and those that are out of business. The choice is yours.”¹¹

- Peter Diamandis



<https://mindpropel.com/contact-page>



¹¹ <https://www.diamandis.com/blog/ai-exploding-now>

