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Digital Transformation and AI Adoption Strategy

Your digital maturity score is in.
Which road do you take?
Chart the next 18 months, project by project.



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THE SITUATION

The assessment has measured. The strategy will decide.

Your gaps and your projects are known. Four decisions remain, and leadership has to own them.

1 DONE

Assessment
Where do we stand?

2 DONE

Digital maturity index
How far are we from the target?

3 YOU ARE HERE

Strategy
What to do, in what order?

4 NEXT

Implementation
How do we deliver?

What the strategy will give you

What to launch first

A portfolio ranked by effort, gain, risk and dependencies.

Who owns what

A sponsor, a steering committee and a named owner for every project.

On what budget

A business case for every project: five-year full cost, quantified gains.

How to measure

A metric for every action, a dashboard, a second assessment at 18 months.

The day leadership launches the strategy, every project goes through the same trade-off.

THE CHALLENGE

When urgency decides, projects bog down

Every department has its top project, AI promises quick wins, and the budget has its limits.

A FAMILIAR SCENARIO

The day after the assessment, leadership launches an AI pilot to handle customer requests. The demo impresses everyone.

Six months later, it is still waiting to go live: scattered data, an orphaned process, a team learning on the fly.

The demo won everyone over. The pilot stayed a pilot.

The forces that derail a strategy

Urgency sets the agenda
Projects start case by case and compete for the same teams.

95% — **Pilots that stay pilots**
Share of generative AI pilots with zero measurable impact on results (MIT NANDA, 2025).

Foundations pushed back
Visible projects go first; the data everything depends on keeps waiting.

30% — **Transformations that stall**
One digital transformation in three meets its objectives (BCG, 2020).

THE KEY **When all six success factors are in place, that rate climbs to about 80% (BCG, 2020). The strategy puts them in place.**

THE ANSWER

The strategy: from maturity score to roadmap

Six steps, 10 to 14 weeks and one rule: every action has an owner, a budget, a date and a metric.

1 — Scoping
Charter, sponsor, steering group

2 — Ambition
Targets by dimension, guiding principles

3 — Analysis
Processes, stakeholders, AI use cases

4 — Trade-offs
Business cases, full cost, quantified gains

5 — Roadmap
18 months, three waves, budget

6 — Governance
Steering committee, dashboard, approval

Your roadmap: three six-month waves



At 18 months, a second assessment measures how far your index has moved, dimension by dimension.

What you walk away with

- An 18-month roadmap, approved by leadership
- An AI use policy from the very first weeks
- A change and skills plan for your teams
- A method handed over to your internal lead

Next step: a first conversation to frame the mandate.
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