

AI VALUE ACCELERATION



From AI potential to measurable business value

By John Tabcart

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Introduction

Whether you get trapped in the **AI Value Gap** is a choice. *Your* choice. Every AI journey starts with a single step. But before you take that step, why not stack your odds of success, and choose where you start from? The best way to avoid falling into the AI Value Gap is to thoroughly understand the potential of each AI use case so that you can place the right bets and maximize your chances of achieving positive business outcomes *before* committing to big ticket AI investments. “Ready, aim, fire!” beats “Fire!” every time. Yet when it comes to new technologies, strange things happen. Fear of missing out is powerful and there is a lot of competitive pressure: entire industries are being disrupted by AI, even those industries that were once themselves categorized by being disruptors.

This is not a new phenomenon.

Every wave of disruptive technology produces a *gap between ambition and outcomes*. The cloud computing wave had it. Digital transformation had it. Before that, mid-range systems had it. And now artificial intelligence — the most transformative technology of our generation — has it, wider than any that came before.

This is the AI Value Gap: the distance between what organizations aspire to achieve with AI and what they actually realize. It has ensnared many organizations, as demonstrated by a bevy of statistics. It is not a technology problem. It is a *value realization problem*. And it requires a *discipline*, not just a tool, to solve.

This book introduces **AI Value Acceleration** — a structured, vendor-agnostic discipline that bridges the gap between business strategy and AI execution. It scores AI initiatives *before* selection — based on the business outcomes they will deliver *and* the humans they will affect — and manages value realization with comprehensive governance. It draws on proven methodologies from decades of systems thinking, benefits realization, service management, and digital transformation, reimagined for the unique challenges of the AI era. Systematically practicing this discipline equips you to move from AI potential to measurable business value.

Whether you are a CIO presenting an AI strategy to your Board, a VP leading a portfolio of AI initiatives, or a transformation leader tasked with making AI “work” across your organization, this book provides the pragmatic framework you need to identify and close your AI Value Gap, accelerate your AI value realization, and measure the human impact of AI.

Figure 1 summarizes the structure of this book. Part One introduces the discipline of AI Value Acceleration and explains why it is essential to help your organization move from AI potential to measurable business value. Part Two explains the engineering rigor behind the techniques of AI Value Acceleration, enabling you to bridge between business strategy and AI execution. Part Three guides you on how to get started, introducing AIVA, trutina’s AI Value Accelerator, packed with pragmatic guidance and innovative scoring models, designed to help you meet the challenges of the AI era.

The AI Value Gap is not inevitable – it is a choice. So is *closing* it. AI Value Acceleration gives you the discipline, the frameworks, and the strategic rigor to make that choice count. Will you apply it *before* your competitors do?

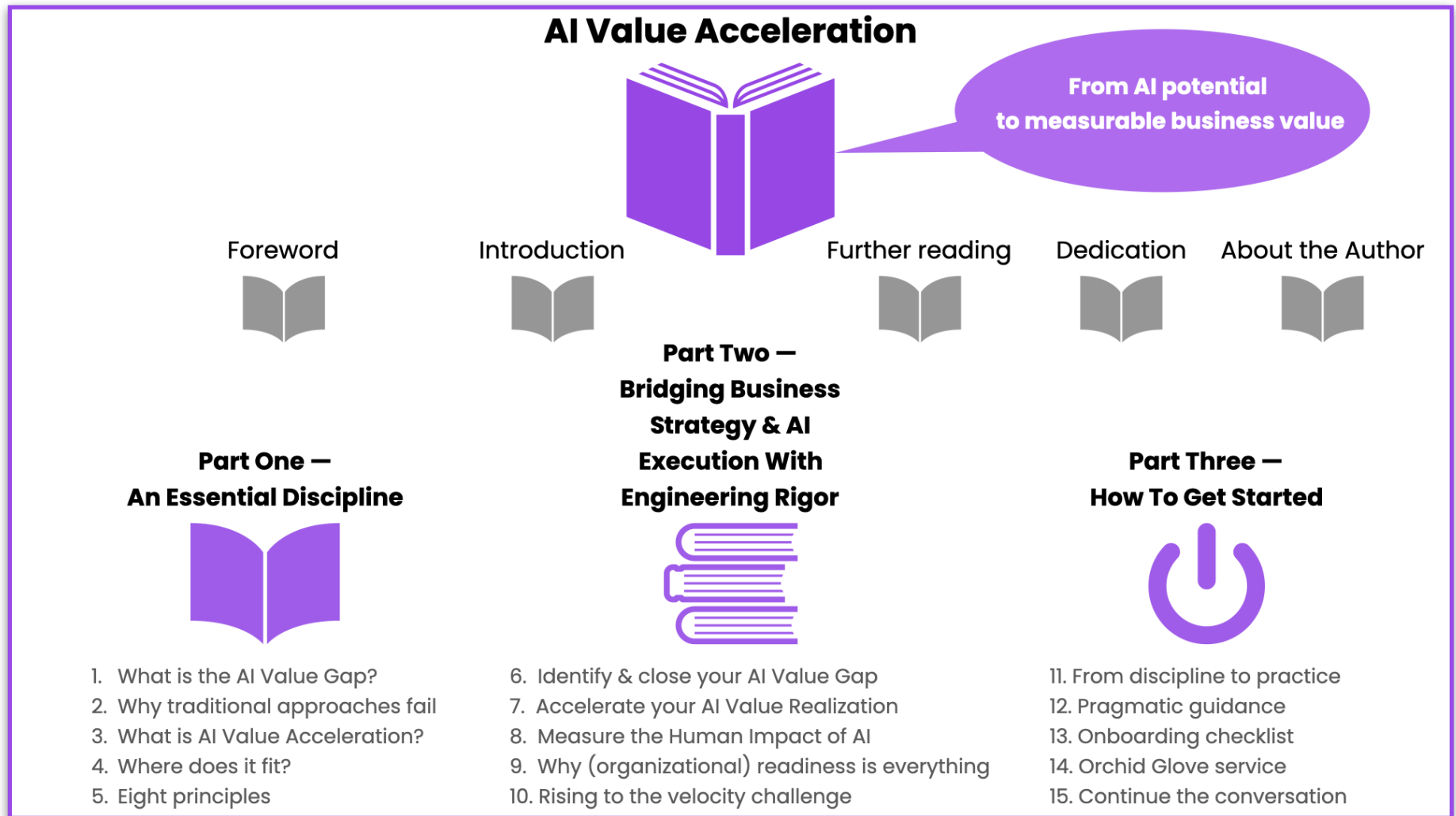
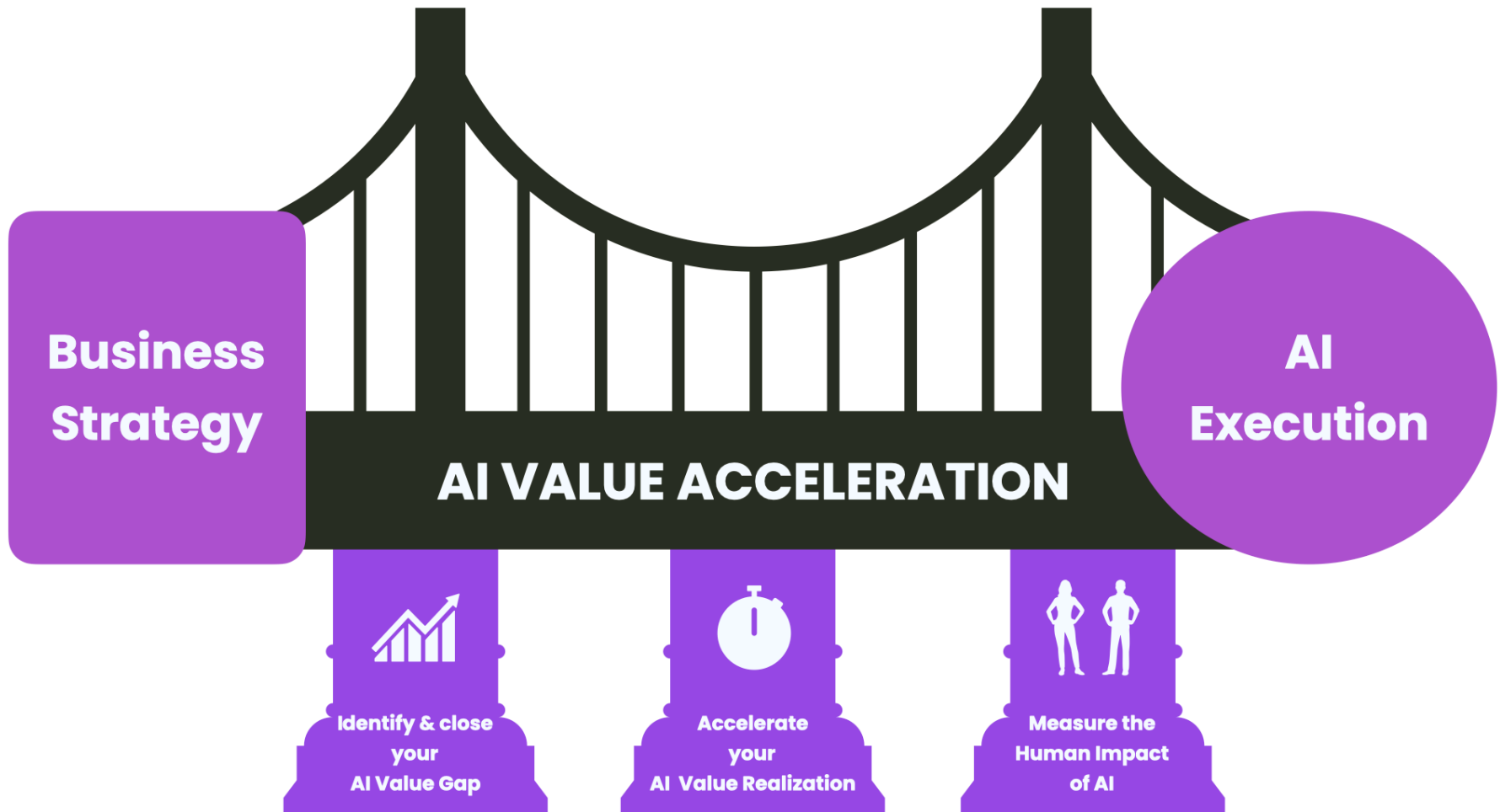


Figure 1 — AI Value Acceleration Book Structure

Part One — An Essential Discipline



The Three Pillars of AI Value Acceleration