Where AI Creates Business Value

Introduction

Artificial Intelligence can create business value in many ways, but not every AI initiative deserves investment. Organizations can use AI to reduce costs, improve productivity, enhance customer experience, accelerate decision-making, create new products and services, and, in some cases, transform the business model itself. This executive briefing helps senior leaders understand where AI creates value, how to distinguish incremental optimization from strategic transformation, and how to evaluate opportunities according to business impact, feasibility, risk, and competitive advantage. Executives will gain a practical framework for identifying the AI opportunities that matter most and connecting them to measurable outcomes.

Audience

This executive briefing was designed for CEOs, CTOs, CIOs, CFOs, COOs, business unit leaders, product leaders, innovation managers, transformation leaders, HR and learning leaders, technology executives, and senior decision-makers responsible for business strategy, AI adoption, digital transformation, investment decisions, operational improvement, or growth.

Duration

This executive briefing includes 90 minutes of executive-level content and discussion. It can be delivered online, onsite, or in a hybrid format.

Executive Briefing

This briefing can be delivered in English or Hebrew. The session combines strategic frameworks, business examples, AI value patterns, prioritization approaches, competitive considerations, measurement principles, and practical recommendations

executives can apply immediately when evaluating where AI can create meaningful business value.

The Lecturer

Haim Michael, a technology executive, entrepreneur, lecturer, trainer, and consultant with more than 30 years of teaching and professional experience, delivers this executive briefing. Haim Michael is an AWS Certified AI Business Strategist and holds an MBA (Cum Laude) from Tel Aviv University. His work combines software development, AI-assisted development, business strategy, professional training, and organizational transformation. He helps leaders identify valuable AI opportunities, connect them to business goals, evaluate investment choices, measure impact, and move successfully from experimentation to enterprise-scale adoption.

Topics

This briefing focuses on how AI can create business value and how executives can identify the opportunities worth pursuing.

- AI as a Business Value Capability
- Start with Business Problems, Not AI Technology
- Productivity and Operational Efficiency
- Cost Reduction and Process Automation
- Revenue Growth and New Revenue Streams
- Customer Experience and Personalization
- Better Decisions, Forecasting, and Insights
- Product and Service Innovation
- Optimization vs. Business Transformation
- Competitive Advantage and Industry Maturity
- Identifying High-Value AI Opportunities
- Prioritizing by Value, Feasibility, and Risk
- Tangible and Intangible Benefits
- Defining KPIs and Establishing Baselines
- Measuring Business Impact and ROI
- When Not to Invest in AI
- Executive Action Plan

Key Outcomes

The following points summarize the insights executives will gain from this briefing, which focuses on identifying and measuring AI business value.

- Understand the main ways AI can create value across the organization.
- Distinguish efficiency improvements from business-model transformation.
- Identify business problems that are strong candidates for AI.
- Prioritize opportunities according to value, feasibility, risk, and strategic fit.
- Recognize when competitive dynamics justify stronger AI investment.
- Separate tangible benefits from important intangible benefits.
- Define meaningful KPIs and baselines before implementation.
- Evaluate AI initiatives using measurable business impact and ROI.
- Avoid investing in immature or low-value AI opportunities.
- Build a focused portfolio of AI initiatives aligned with business strategy.

Business Value

Upon completion of this briefing, participants will have a clearer understanding of where AI can create business value, which opportunities are worth prioritizing, how to compare optimization with transformation, and how to connect AI investment to measurable outcomes, competitive advantage, and responsible executive decision-making.

Related Resources

Participants will receive references to additional materials, strategic frameworks, articles, recommended learning paths, and practical resources for further exploration of AI opportunity discovery, business value, optimization vs. transformation, competitive advantage, KPI definition, baselines, tangible and intangible benefits, and ROI.

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