

# GenAI Booster



5 steps  
8 exercises  
7 days expert support



9 participants (max)  
1 facilitator



1 challenge  
Relevant use cases  
1 roadmap



Budget:  
€ 7500

## Why?

Most organizations recognize the potential of GenAI, either through experimentation over the past year or with plans to begin initial testing in the coming months. However, many find themselves at a crossroads, unsure of where to begin or how to effectively organize their efforts. The challenge is not only the understanding of the technology itself, but also the unravelling of where the greatest value can be found. This uncertainty can hinder progress and prevent organizations from realizing the full benefits of GenAI. That's where guidance and support can be invaluable.

## How?

To enable the adoption of GenAI as a new technology that will boost your productivity, you need to fully understand what it is and how GenAI can bring structural added value in your organisation. We will help you to define one main challenge and the specific GenAI use cases that are most valuable for you to focus on.

## What?

With our GenAI Booster, built on the foundation of the Design Thinking methodology, we embark on a journey together to identify your organization's challenges and pinpoint specific GenAI use cases tailored to address them. Throughout this booster track, we engage in collaborative co-creation sessions designed to spark inspiration through real-world GenAI cases and examples. Using GenAI tools, we demonstrate practical value and carefully narrow down the range of options to ensure we select the optimal path forward for your organization.

# GenAI Booster 5 steps



## 1 Intake interview

⌚ 1 - 2 hours

We define your Booster expectations and goals, ideally focused on a specific part of your organization. We will also define your current GenAI maturity level. Based on this input, we will design a customized GenAI Booster track for you.

## 2 Define your challenges

⌚ 3 - 4 hours

During a 'How Might We' session we define your most important challenges for which GenAI can be used. We cluster all challenges and prioritize to create a focus on one main challenge.

During the sailboat exercise, we define a common goal for the challenge. We identify the obstacles within your organization that would block a GenAI project and the accelerators that will help you achieve the goal.



## 3 Get Inspired by GenAI

⌚ 4 - 6 hours

During a 'Lightning Demo' session we inspire you with practical, interesting and relevant GenAI cases and tools.

During a 'prompting' session, we provide you with the best practices of defining good prompts. After all, this new skill is the basis for the proper use of GenAI tools.



## 4 Gather ideas

⌚ 3 - 5 hours

During an interactive ideation session, we gather all relevant GenAI use cases for your specific challenge that we defined in the second step. We discuss and prioritize all use cases in order to focus on the most important ones.

We will use our GenAI Use Case Canvas to further refine the selected use cases based on all relevant dimensions for GenAI cases. The goal here is to define the most achievable.



## 5 Define AI roadmap

⌚ 2 - 3 hours

We present a proposal based on the input from all the previous steps. We perform a live impact/effort/risk analysis on the main use case.

We advise on the logical next steps to be taken in the 4 main areas (people, data, process, ethical/legal) to implement the selected GenAI use case.

All of this is nicely summarized in a clear and visual roadmap with an accompanying report.

Business Value			Data & Technology		
<b>Business Challenge</b> What is the current challenge or opportunity? How does it impact the business? What are the key stakeholders involved? What are the main drivers of the challenge?	<b>Value Proposition</b> What value does the solution offer? How does it address the challenge? What are the key benefits? How does it differentiate from other solutions?	<b>Value Measurement</b> How do we measure the value of the solution? What are the key metrics? How do we track progress? What are the risks of failure?	<b>Data</b> What data is needed to implement the solution? How is the data collected and stored? What are the data quality requirements? How is the data processed and analyzed?	<b>GenAI Technology</b> What GenAI technologies are used? How are they integrated with existing systems? What are the key capabilities? How do we ensure the solution is scalable and secure?	<b>Infrastructure &amp; Integration</b> What infrastructure is needed to support the solution? How is the solution integrated with existing systems? What are the key dependencies? How do we ensure the solution is reliable and available?
<b>Human AI</b>		<b>Responsible AI</b>		<b>Regulatory Considerations</b>	
<b>People &amp; Processes</b> Who are the key stakeholders? What are their roles and responsibilities? How do we ensure the solution is adopted and used? What are the key success factors? How do we measure the impact of the solution?	<b>Human - AI Collaboration</b> How do we ensure the solution is user-friendly and easy to use? How do we ensure the solution is accessible to all users? How do we ensure the solution is secure and compliant with regulations?	<b>Skills &amp; Knowledge</b> What skills and knowledge are needed to implement the solution? How do we ensure the solution is supported and maintained? How do we ensure the solution is updated and improved over time?	<b>Ethical Considerations</b> What are the ethical implications of the solution? How do we ensure the solution is fair and unbiased? How do we ensure the solution is transparent and accountable?	<b>Regulatory Considerations</b> What are the regulatory requirements for the solution? How do we ensure the solution is compliant with regulations? How do we ensure the solution is auditable and traceable?	

## Ready to unlock the value?

Our experts are there to help you realising this roadmap in practice.

## Put your spark of interest to work!

Reach out to our expert **Hans**, he can answer any burning questions you have.

