AI IDEAS

2025

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INTRODUCTION

This guide shows how to collect and prioritise AI ideas. It provides a simple framework for scoring business value and feasibility, visualises priorities in a quadrant and offers example ideas to help you identify and advance your own AI opportunities.

APPROACH

Plan an AI training and inspiration programme to explore how AI and new technologies can be applied within your organisation or project. The purpose is to build knowledge, spark curiosity and create a shared foundation for new ways of thinking.

Include an idea-generation session as part of the programme, inviting employees from different parts of the company to contribute thoughts and concrete ideas on how AI could be used to create value. This typically results in a wide range of ideas, from everyday improvements to more strategic initiatives, demonstrating both creativity and engagement.

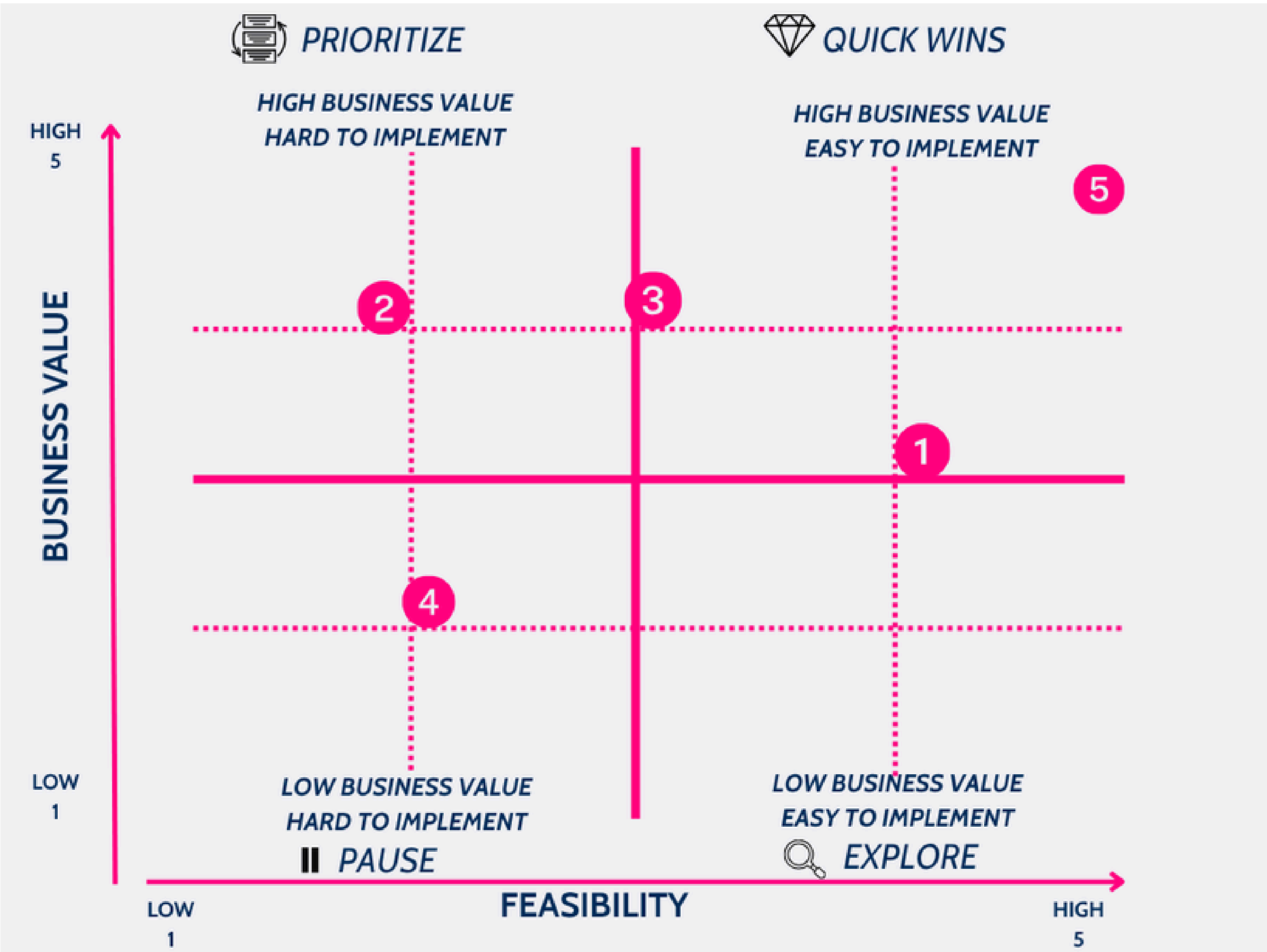
Categorise and compile these ideas in a report to provide an overview, highlight patterns and support the integration of the ideas into the long-term strategic plan. The report then serves as an important tool for jointly prioritising, further developing and setting the direction going forward.

Collect ideas from across the organisation to build ownership and willingness to change. By including multiple perspectives, you increase the likelihood of achieving real innovation.

Business value & Feasibility

How to Use This Quadrant:

To make an initial prioritisation, each use case should be self-assessed by its idea owner. Score every idea from 1 (lowest) to 5 (highest) for estimated business value and implementation difficulty. Plot the results in the quadrant to see which ideas have the greatest potential at an early stage. Use this example as a guide to identify “quick wins” ideas with both high business value and high feasibility and decide where to focus first.
See the example below.



Overview – Ideas & Assessment

Illustrative Example

The table below uses placeholder processes ("Process 1, 2, 3") to demonstrate how ideas can be scored for business value and feasibility. Replace these placeholders with your own processes and scores when applying the framework.

#	Use case	Business value	Feasibility
1	Process 1	3	4
2	Process 2	4	2
3	Process 3	4	3
4	Process 4	2	2
5	Process 5	5	5

Categorisation

To facilitate prioritisation, ideas are categorised by strategic area such as:

- Finance & Administration
- Production, Service & Logistics
- Products, Marketing & Sales

Finance & Administration

1. Process 1

Production, Service & Logistics

2. Process 2
3. Process 3

Products, Marketing & Sales

4. Process 4
5. Process 5

Use case analysis template

How to use this template:

The example below shows the structure for documenting and assessing each AI idea or process. Use it as a guide for filling in your own information, describe the problem or challenge, outline the potential solution, rate business value and feasibility, note any risks or challenges, and decide on the next step.

Process example 1

Problem/Challange

Describe the problem or challenge you are trying to address. (e.g. "What is difficult or inefficient today?")

Feasibility (1–5)

Rate how easy or difficult the solution is to implement.

Business Value & Benefits (1–5)

Rate the potential business impact and describe the key benefits. (e.g. time savings, cost savings, customer satisfaction, competitive advantage)

Potential Solution

Describe the proposed or potential AI-based solution. (e.g. "What could AI do to improve this process?")

Risks & Challenges

List potential risks, obstacles or considerations. (e.g. data privacy, integration, change management)

Next Step / Decision

Describe what to do next. (e.g. "Add to backlog for prioritisation and scoping")

Next steps

- Start by prioritising ideas with the highest business value and feasibility, the “quick wins.”
- Then continue to analyse and merge overlapping ideas, clarifying their scope and potential impact.
- Use these insights to shape a clear roadmap and turn the most promising AI ideas into actionable initiatives.

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