



01 · AI OPPORTUNITY DESIGN

Find the opportunities that matter before investing in AI

A one-day executive sprint to identify high-value AI opportunities, prioritise where to invest, and leave with a practical, prioritised roadmap grounded in real business needs.

DURATION	FORMAT	PARTICIPANTS	OUTPUTS
1 day	In-person or virtual	8–30	Prioritised roadmap

Where can AI create genuine value?

Most organisations recognise that AI has the potential to transform the way they work - the challenge is knowing where it can create genuine value, and where it can't. We start with your customers, your people and your business goals rather than the technology, so every AI initiative is grounded in a real organisational need.

By the end of the session, participants will be able to

- Identify high-value opportunities for AI across products, services and operations.
- Prioritise AI initiatives using business value, feasibility and organisational readiness.
- Develop a practical roadmap for implementing AI where it will deliver the greatest impact.

THE DAY

Sample workshop agenda

An indicative run of show - timings flex to your organisation's priorities and group size.

TIME	SESSION
09:00 – 09:15	Welcome & introductions
09:15 – 10:00	STEP 01 Understanding the AI Landscape Explore how AI is changing industries, business models and the way organisations create value.
10:00 – 11:00	STEP 02 Identifying High-Value Opportunities Map customer journeys, business processes and strategic priorities to uncover where AI can have the greatest impact.
11:00 – 11:15	Break
11:15 – 12:30	STEP 03 Prioritising Opportunities Evaluate opportunities using desirability, feasibility, viability and organisational readiness.
12:30 – 13:15	Lunch
13:15 – 14:30	STEP 04 Designing an AI Roadmap Translate priority opportunities into a practical implementation roadmap with clear next steps and ownership.
14:30 – 15:30	STEP 05 Building Organisational Alignment Create shared understanding across leadership teams and establish foundations for successful implementation.
15:30 – 15:45	Break
15:45 – 16:45	STEP 06 Next Steps Agree immediate actions, longer-term priorities and practical recommendations for moving from opportunity to execution.
16:45 – 17:00	Close & reflections

WHO IT'S FOR

Who this workshop is for

Executive Leadership Teams

Leaders responsible for setting strategic direction and making decisions about future investment in AI.

Innovation & Transformation Teams

Teams responsible for identifying new opportunities, improving organisational performance and leading change.

Digital & Technology Leaders

Technology leaders looking to align AI investments with genuine business needs rather than technology trends.

Business Unit Leaders

Managers exploring how AI can improve customer experience, productivity and operational performance within their functions.

Identify the opportunities that matter most

The organisations getting the most from AI aren't the ones adopting the most technology - they're the ones making better decisions about where to apply it. Align your leadership team around a shared direction and leave with a practical roadmap you can act on.

Get in touch to book this workshop - hello@treehouseinnovation.com



treehouseinnovation.com

hello@treehouseinnovation.com · +44 (0) 203 3030 683

Studio 34, Riverside Building, 55 Trinity Buoy Wharf, London E14 0FP