

Signature Method AI Value & Roadmap Lens (AVRL)

» A demo landed on the table and everyone went like “we should scale this.” But when I challenged it with basic questions, the room got vague.»

Business promise

I turn AI and digital ambitions into a concrete, prioritized business portfolio that non-technical leaders can understand, sponsor, and govern.

A structured lens of user stories, parallel roadmaps, and value/talent fit lets business unit leaders reason about AI as business building blocks instead of technical jargon.

Built to solve

Many business unit leaders see AI strategies as technical slides they cannot judge, so they either over-approve shiny ideas or block important ones out of risk and cost concerns.

Many AI portfolios mix internal needs, external offerings, and talent gaps without a single structure, which makes it hard to decide what to fund, pause, or explain to stakeholders.

Framework

1. Clarify business context and constraints

Map unit strategy, target customers, regulatory constraints, and existing services/products.

= AI options within real boundaries.

→ **Artifacts:** Context brief, (SWOT).

2. Translate into user stories

Convert AI opportunities into user stories and service concepts.

= Leaders can empathize + prioritize based on outcomes and fit.

→ User story set, value hypotheses.

3. Develop business roadmap

Build two synchronized roadmaps: internal capability (what we need to develop/learn) and external portfolio (what clients will get).

= Disclosed dependencies of internal and market-facing impact.

→ Internal capability roadmap, external product/service roadmap.

4. Assess talent and operating model impact

Identify talent required for portfolio, including where AI + juniors can cover mid-level tasks, and new hires.

= Portfolio decisions explicitly include people development.

→ Talent impact map, growth-contract candidates, skill sketch.

5. Secure stakeholder buy-in and decision rights

Package portfolio as evidence pack for executives and key stakeholders, clarifying value, risk, and decision rights per initiative.

= Complex AI business models become discussable.

→ Portfolio evidence pack, decision log entries, governance hooks.

Governance

- + **Allowed:** Using AVRL as mandatory lens for any AI or digital initiative that affects the portfolio. Prioritizing initiatives only after they appear in the AVRL portfolio with user stories, value hypotheses, and talent implications documented.
- + **Prohibited:** Approving AI-heavy projects on the basis of technology potential alone, without AVRL entry. Running shadow experiments that touch customers or processes.
- + **Escalation:** If portfolio shows conflicting initiatives → escalate to consolidate or kill. If talent implications cannot be met, escalate for cross-unit solutions.
- + **Quality gates:** No initiative moves from concept to funded pilot without a clear user story, quantified value hypothesis, and initial risk view in the evidence pack. No initiative moves from pilot to scale without appearing on both internal and external roadmaps with owners and dates.

Measurement

- + **Portfolio clarity:** If more than n% of AI initiatives run outside AVRL portfolio → freeze starts until registered and mapped.
- + **Decision quality:** If a high share of scaled initiatives fail to meet basic value hypotheses → tighten portfolio entry criteria, require stronger evidence before funding.
- + **Stakeholder confidence:** If non-technical leaders report low confidence in AI decisions → simplify user story formats.
- + **Roadmap realism:** If capability repeatedly lags external roadmap → rescope offerings, adjust sequencing, or pause.