List 5-10 candidate use cases. Score each 1-5 on the four criteria below, then plot them: high value + low effort = do first.

Step 1 - List candidate use cases

Write each opportunity in one line (e.g. 'Auto-triage customer support tickets').

1.

2.

3.

4.

5.

6.

Step 2 - Score each use case (1-5)

Business value (1 = low, 5 = high)

Revenue, cost or risk impact if successful.

Feasibility (1 = low, 5 = high)

Technical difficulty and data availability.

Strategic fit (1 = low, 5 = high)

Alignment with enterprise priorities.

Speed to value (1 = low, 5 = high)

How fast a pilot can show results.

Step 3 - Plot and decide

QUICK WINS (high value, low effort): fund immediately - first pilots.
STRATEGIC BETS (high value, high effort): plan carefully, phase the work.
FILL-INS (low value, low effort): do when capacity allows.
AVOID (low value, high effort): park or drop.

Rule of thumb: pick 2-3 Quick Wins for your first 90 days. Bring this matrix to your AI Strategy Session and we will pressure-test it with you.