

AI & Data *as a Product*

Where AI & Data Move from Promise to Impact

Every failed AI & Data program shares the same root causes. These four principles address each one.

PRINCIPLE ONE

Problems *over* Requirements

If you cannot name the problem in one sentence, you do not understand it yet. Start with who feels the pain.

"The requirements document becomes sacred. Reality becomes inconvenient."

I

PRINCIPLE TWO

Discovery *over* Procurement

Discovery is how you buy evidence. Use what exists, prove value, earn the right to engineer.

"A discovery sprint is not a cost. It's insurance against eighteen months of expensive guessing."

II

PRINCIPLE THREE

Value *over* Transformation

Transformation asks: are we on track? AIDA asks: did the track lead anywhere worth going?

"You run hard. You spend a lot. You generate heat. You do not move."

III

PRINCIPLE FOUR

Capability *over* Dependency

If your AI strategy depends on consultants, it's their strategy, not yours. Build the muscle inside.

"You are paying someone else to become good at your business."

IV

AI & Data do not become real through strategy. They become real through ownership, evidence, and impact.