

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

I

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.”

PRINCIPLE TWO

II

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.”

PRINCIPLE THREE

III

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.”

PRINCIPLE FOUR

IV

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.”

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