



**McKenna
Consultants**

AI Strategy Canvas

Leveraging AI to deliver quality solutions at pace

● 0 Ad-hoc

● 1 Conversational

● 2 Specialised Tools

● 3 Human-in-Loop

● 4 Autonomous

Based on the McKenna AI Maturity Pyramid

HOW TO USE THE AI STRATEGY CANVAS

A facilitation guide for workshops and team discussions

01

Start with Challenges

Ground the conversation in real business problems. Don't start with technology — start with pain points, inefficiencies, and opportunities. Ask: where do people spend time on repetitive, low-value work?

02

Assess Current State

Use the AI Maturity Pyramid (Levels 0–4) to honestly assess where the organisation sits. Different teams may be at different levels. Map foundation pillars: data readiness, governance, skills, and process maturity.

03

Set a Realistic Target

Not every organisation needs Level 4. Choose a target maturity level for each priority area that delivers measurable business value. Progress one level at a time — jumping levels rarely works.

04

Define Principles & Focus

Agree guiding principles before selecting tools. Decide where to focus first — pick 2–3 high-impact areas rather than trying to transform everything simultaneously. Leave room for experimentation.

05

Design Experiments & Measure

Plan 90-day initiatives that are specific, time-bounded, and reversible. Define success measures tied to business outcomes, not just adoption metrics. Build confidence through evidence.

AI STRATEGY CANVAS

Template



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BUSINESS CHALLENGES & AI OPPORTUNITIES

What business problems are we trying to solve? Where are the biggest pain points that AI could address? Who are we solving them for?

AI VISION & ASPIRATIONS

What does AI-first look like for us in 12 months? What's our ambition — efficiency, competitive edge, new services, cultural shift?

CURRENT STATE

Where are we on the AI Maturity Pyramid (0–4)? What AI tools/practices are in use today? What's working? What's ad-hoc?

TARGET STATE

Where do we want to be in 6–12 months? Which maturity level? For which areas? What does 'good' look like?

GUIDING PRINCIPLES

What principles guide our AI adoption? Ethics, experimentation, governance, build vs buy, human-in-the-loop.

PRIORITY FOCUS AREAS

Which workflows, teams, or departments first? Where will AI have the most impact soonest? What do we leave for later?

FOUNDATION ASSESSMENT

● Data & Integration

APIs, connectors, data quality, access permissions

● Governance & Trust

Policies, risk frameworks, acceptable use

● Skills & Culture

AI literacy, willingness to experiment, champions

● Process & Workflow

Mapped processes, defined AI touchpoints, feedback loops

INITIATIVES & EXPERIMENTS

What will we try in the next 90 days? What quick wins can build momentum? What larger initiatives follow? What are our 'safe-to-fail' experiments?

SUCCESS MEASURES

How will we know it's working? Efficiency gains, adoption rates, quality improvements, business outcomes. Link to OKRs where possible.

AI Maturity: 0 Ad-hoc → 1 Conversational → 2 Specialised Tools → 3 Human-in-the-Loop → 4 Autonomous

OPEN QUESTIONS & EXPERIMENTS

Things we want to explore, debate, and test — not yet decided

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