

AI Ideation Workshop

AI adoption is reshaping how businesses compete, but identifying which opportunities will create the greatest impact is the hardest part.

This workshop uses a proven, design thinking based methodology called Working Backwards to pinpoint the AI-aligned opportunities that will create new revenue streams, optimize operations to cut costs, and elevate customer experiences, giving your team a clear, prioritized path to act on now.

Who Should Participate

As Presidio conducts these single day workshops, business and technology executives along with subject matter experts are crucial participants

Suggested Attendees:

- Business Stakeholders (would include executive suite, individuals with responsibilities for business strategy and P&L)
- Technology Leaders
- Innovation Leaders



Workshop Topics

The following topics are covered during the workshop:

- Overview of Working Backwards approach
- Discovering the “right opportunity” or problem to solve
- Identifying the types of users or personas along with the desired features and functionality
- Journey mapping for select personas
- Creating the ideation backlog
- Picking the right idea to tackle by discussing business and technology drivers, understanding key factors and define success criteria
- Discuss current / desired technology stacks

Key Workshop Outputs

Gain immediate value and insight through the following key outputs of the workshop:

- Business alignment of high-level goals and objectives
- Initial list of prioritized features with immediate business relevance
- Experiential and technical solution summaries that align with the minimum lovable product
- A phased implementation plan, including next steps, timelines, and resource needs to bring the product to market

Benefits of Workshop

The workshop provides your leadership team with the following benefits:

- An understanding of key areas where Presidio can help drive innovation to address your specific business needs
- Identification of impactful business ideas for your organization commencing with selection of the subset of ideas to pursue first
- Establishing an ideation backlog of the remaining impactful ideas to be considered for future development
- Understand the tradeoffs between MLP and MVP
- Identification of the features that create a Minimum Lovable Product
- How to validate the selected idea(s) with target personas

