



# STEP 1: Creating Time for Change

## STEP 1 STRATEGIC - From Insight to Advantage. Unlocking AI's Enterprise Impact

### Why It Matters

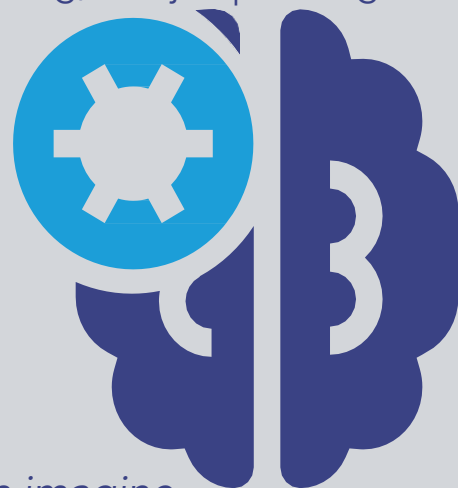
You've seen how GenAI boosts individual productivity. Now it's time to tackle the bigger question:

**How will AI transform our business — and what's our strategy to lead, not follow?**

**STEP 1 STRATEGIC** is a high-impact, 2-hour working session for CEOs, Chairs, and Strategy Leaders. It bridges the gap between personal efficiency and enterprise transformation — surfacing unseen risks, rethinking competitive positioning, and jumpstarting your GenAI advantage.

### Who It's For

- CEOs and Chairs rethinking value creation in the AI era
- Strategy, Innovation, or Transformation leads preparing for operating model shifts
- Board members who want clarity on GenAI's risk/reward tradeoffs



*"AI knows the past. Leaders imagine the future. Together, we transform the present."*

## STEP 1 STRATEGY Session – How you Unlock Strategic Value

### 1. Surface

Upload your strategy decks, board papers, and market analysis, we'll help you prompt GenAI to interrogate them and extract hidden risks, patterns, and blind spots. We use GenAI to undertake deep and extensive research in real time to build a market back perspective.

### 2. Synthesise

We support you framing 2–3 strategic hypotheses using GenAI — challenging the current view and surfacing opportunities you may be missing. We'll model the impact GenAI will have on your customers, your suppliers, and your employees, so you can get a 360 view of a future AI enabled industry, and where your competitors are already at.

### 3. Sharpen

We co-create a 3–6 month action plan aligned to your enterprise goals — and produce a board-level **AI Readiness Report** with key findings and strategic implications.

### What You'll Walk Away With

- A clear, GenAI-powered view of your business model strengths and exposure
- A tailored 3–6 month strategic roadmap
- Ability to test and challenge multiple plans – avoiding **inevitable surprises**.
- Insights on where to **invest**, where to **divest**, and where to **validate assumptions** fast
- Surfacing critical **AI risks** and **ethics** issues to address
- A briefing-ready **AI Readiness Report** for boards, ExCo, or investor updates
- Confidence that your business is not just reacting to GenAI — it's leading with it

### What CEOs Are Saying

*"We knew AI would impact our strategy, we just didn't know where to start. This session changed that in 90 minutes."*

*"It highlighted our strategy wasn't really a strategy, just a plan at best – but gave us a headstart on where to focus our energy"*

### Why It Works

- Built for leaders who've already experienced STEP 1 PERSONAL or STEP 1 TEAM
- Moves from **time back** to **value forward**
- Doesn't just diagnose, it help you build your playbook
- Reinforces TIP's core philosophy: lead differently, act faster, embed change

Ready to see your business through a new lens?

Email: [info@incrementalpathway.com](mailto:info@incrementalpathway.com)

**Designed for boardroom readiness in 2 hours. No decks.  
Just insights.**

