



## **AI Service Offerings Summary**

*Three integrated offerings to move organizations from AI curiosity to sustainable adoption.*

## THE THREE OFFERINGS

# A progressive path from understanding to adoption

### 01

## AI Readiness & Literacy Training

*Third-party delivered*

- Executive briefings
- Manager workshops
- Practitioner foundations
- Readiness assessment



### 02

## AI Solutions Ideation

*Facilitated by eimagine*

- Focused ideation sprint
- Use case scoring
- Prioritized portfolio
- Opportunity briefs



### 03

## OCM Plan for AI Adoption

*Delivered by eimagine*

- ADAPT framework
- Pillar-aligned value metrics
- Adoption measurement
- Business impact tracking

# AI Readiness & Literacy Training

*Delivered by specialized third-party partner | Curated by eimagine*

## Executive Briefing

C-Suite, VPs | Half-day (3–4 hrs)

AI landscape, strategic implications, governance, competitive positioning

## Manager Workshop

Directors, PMs | Full day (6–7 hrs)

AI by business function, evaluating vendor claims, managing AI-augmented teams

## Practitioner Foundations

Analysts, operators | Two half-days

Hands-on AI tools, prompt engineering, data literacy, ethical use, workflow integration

### Key Output: AI Readiness Summary Report

Captures organizational baseline, knowledge gaps addressed, emerging opportunity themes, and recommendations. This report becomes a direct input to Offering 2.

# AI Solutions Ideation

Facilitated by eimage | Focused ideation sprint and prioritization

1

## Prep

Stakeholder intake,  
current state review,  
industry context

2

## Ideation

Pillar-aligned working  
sessions across Decide,  
Operate, Serve, Grow,  
Protect

3

## Evaluate

Six-criteria scoring:  
value, feasibility, data,  
speed, readiness, risk

4

## Prioritize

Portfolio assembly:  
Activate Now, Prepare  
Next, Strategic Horizon

5

## Deliver

Opportunity briefs and  
prioritized roadmap

## Key Deliverables

Prioritized AI Portfolio (3 tiers) | Use Case Scorecards | Opportunity Briefs | AI Roadmap

# OCM Plan for AI Adoption

Delivered by eimage / ADAPT Framework for organizational change



## Awareness & Alignment

Why AI, what's changing, realistic expectations



## Desire & Motivation

Overcoming fear, demonstrating personal benefit



## Ability & Skills

Prompt engineering, output validation, new competencies



## Participation & Champions

Change agents, communities of practice, feedback loops



## Trust & Governance

Validation protocols, escalation paths, bias monitoring



## Measurement-Driven Adoption

Every OCM plan includes a pillar-aligned measurement framework that ties adoption activities directly to business value. Metrics are defined at the pillar level so organizations can track how AI adoption translates into real outcomes across Decide, Operate, Serve, Grow, and Protect.

# Pillar-Aligned Business Value Metrics

*Connecting adoption to outcomes across all five strategic pillars*

## DECIDE

*Are we making better, faster decisions?*

### Key Metrics:

- Decision cycle time
- Forecast accuracy
- Data-informed decisions %
- Executive time recovered

## OPERATE

*Are we operating more efficiently?*

### Key Metrics:

- Process cycle time
- Cost per transaction
- Error / rework rate
- Automation coverage %

## SERVE

*Is the experience improving?*

### Key Metrics:

- CSAT / NPS scores
- First-contact resolution
- Self-service adoption
- Time-to-benefit

## GROW

*Are we capturing more value?*

### Key Metrics:

- Pipeline velocity
- Win rate improvement
- Customer lifetime value
- Net revenue retention

## PROTECT

*Are we reducing risk exposure?*

### Key Metrics:

- Mean time to detect
- Mean time to respond
- Compliance findings
- False positive rate



Metrics are baselined during change impact assessment, tracked at 30/60/90 days post-launch, and reported through the Adoption Measurement Dashboard.

# How OCM Drives Measurable Business Value

LEADING INDICATORS

## Adoption Metrics

*Are people using the AI tools?*

Active user rates | Login frequency | Feature utilization | Training completion

BEHAVIORAL INDICATORS

## Proficiency Metrics

*Are people using them well?*

Output quality scores | Override / correction rates | Time-to-competency | AI-augmented task completion

OUTCOME INDICATORS

## Business Value Metrics

*Is adoption creating real results?*

Pillar-aligned KPIs | ROI per use case | Cost avoidance | Revenue impact | Risk reduction



The measurement framework ensures that every adoption activity has a direct line of sight to business value.  
**If adoption isn't creating outcomes, the OCM plan adapts.**

## INTEGRATED ENGAGEMENT MODEL

# Each offering builds on the last — or stands alone



## FLEXIBLE ENTRY POINTS

**Start at Training:** Limited AI exposure, significant knowledge gaps

**Start at Ideation:** AI-literate but lacking structured prioritization

**Start at OCM:** Use cases identified, need adoption planning and value measurement



# Ready to Start the conversation?

*eimage helps organizations move from AI curiosity  
to AI confidence — one deliberate step at a time*

Contact us at [ai@eimage.com](mailto:ai@eimage.com)





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**BETTER SOLUTIONS.  
PROVEN RESULTS.**

