



DOWNLOADABLE TEMPLATE

STRATEGY & PLANNING

AI Strategy Template

Structure your organisation's AI ambitions, business priorities, investment decisions, governance requirements and delivery roadmap in one practical framework.

AI Strategy Template

This template helps leadership teams build a coherent, board-ready AI strategy — one that connects ambition to governance, investment and delivery, rather than treating AI as a series of disconnected pilots. Work through each section in order; later sections depend on decisions made earlier.

1 Strategic Context

Set out the business drivers behind your AI ambitions and give a brief, honest snapshot of where the organisation currently stands. This grounds everything that follows in a real starting point rather than an aspirational one.

BUSINESS DRIVERS FOR PURSUING AI (MARKET PRESSURE, COST, CUSTOMER EXPECTATION, COMPETITIVE RISK, ETC.)

MATURITY DIMENSION	CURRENT STATE (1-5)	NOTES
Data foundations		
Technology & tooling		
Skills & capability		
Governance & risk management		
Leadership sponsorship		

1 = not yet started, 3 = established in pockets, 5 = mature and embedded organisation-wide.

2 Vision & Ambition Statement

A single, clear statement of what AI is for in your organisation. Good vision statements are specific enough to guide trade-offs, not generic enough to mean anything.

VISION STATEMENT

3 Strategic Objectives

Translate the vision into a small number of concrete objectives, each linked to a business priority and an owner accountable for delivery. Aim for five to eight — more than that usually signals a lack of focus.

OBJECTIVE	LINKED BUSINESS PRIORITY	SUCCESS MEASURE	OWNER	TARGET DATE

4 Investment & Resourcing Priorities

Identify where investment should be concentrated first, and why. This is a prioritisation exercise, not a full budget — use the companion AI Business Case Template to build the detailed financial case for each priority once selected.

PRIORITY AREA	RATIONALE	INDICATIVE INVESTMENT LEVEL	TIMEFRAME

5 Governance Requirements

An AI strategy without a governance foundation tends to stall at the pilot stage, or worse, scale without adequate control. Confirm which foundational elements are already in place and which need to be established alongside the strategy.

- ☐ AI Governance Committee established with a clear charter (see AI Governance Committee Charter Template)
- ☐ AI Governance Framework documented and approved (see AI Governance Framework Template)
- ☐ AI system inventory in place, or a plan to establish one (see AI System Inventory Template)
- ☐ Risk assessment process defined for new AI use cases (see AI Risk Assessment Template)
- ☐ Clear accountability for regulatory compliance, including the EU AI Act and applicable UK requirements

6 Capability & Data Readiness Assessment

Be specific about the gap between where you are and where the strategy requires you to be. Vague readiness assessments produce vague delivery plans.

CAPABILITY AREA	CURRENT STATE	TARGET STATE	GAP-CLOSING ACTIONS
Data quality & access			
Technical infrastructure			
In-house AI/ML skills			
Change & adoption capability			

7 Delivery Roadmap

Sequence the work into phases with realistic milestones. Early phases should build the governance and data foundations that later, more ambitious use cases will depend on.

PHASE	TIMEFRAME	KEY MILESTONES	DEPENDENCIES
Phase 1: Foundations			
Phase 2: Early value			
Phase 3: Scale			

8 Risks & Assumptions

Record the material risks and assumptions the strategy depends on, so they can be tracked and revisited rather than quietly forgotten.

RISK / ASSUMPTION	POTENTIAL IMPACT	OWNER	MITIGATION / MONITORING APPROACH

9 Review & Sign-off

AI strategies date quickly. Set an explicit review cadence — annually at minimum, or sooner if the regulatory or competitive landscape shifts materially.

ROLE	NAME	DATE	SIGNATURE
Executive Sponsor			
AI Governance Committee Chair			
Finance / Investment Approval			

NEXT SCHEDULED REVIEW DATE



Need help putting this into practice?

INTAI works with organisations to design, implement and assure practical AI governance — from first strategy through to ongoing risk management and regulatory readiness. If you would like support applying this template to your organisation, our team is glad to help.

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