Hello, and welcome to module nine of the Chief AI Officer certification course.

In this module, we'll be discussing building an AI business strategy using the CAIO Ignition Methodology.

So why business strategy?

Essentially, you're going to be bringing it into your own organization or into any client business, some very robust tools using your certification will have the potential to scale any business to new heights. And when you scale a business as rapidly and profoundly as you can using AI, often what happens is that the business is unprepared and you end up with major problems.

You might have had minor problems that now get escalated in a very significant way because you're growing so quickly and having such an incredible impact. You'll definitely have some issues, that get resolved using AI, but you will be introducing new ones. You'll be going and it's such a fast pace. There's the potential for burnout or the potential for hitting a wall.

And so, if you don't have everyone beginning on the same page where you have the full team understand **What is the vision? Where are we going? How are we getting there?** And you have people just rapidly working at a much quicker scale than they're used to. Then, you can cause a lot of problems.

And so basically we want you to have the strategy that you need in order to not introduce these problems in order to be fully prepared for what is to come and have everyone on the same page: **Why is AI being introduced to the business? What are the problems that you're trying to solve?**

What are the goals that you're wanting to meet? And how can you implement AI in such a way that it's really a positive tool for people and people are excited about it and it doesn't become like a burdensome growth sort of situation?

Any growth without strategy is accidental.

You might be in a quickly scaling business which is very exciting. But if you don't have a vision or a strategy behind that, you're just growing by accident. And we've seen this time and time again with our clients. For the last 20 years, we've been implementing business operating systems within all of our own businesses that we start up and within our client businesses.

We don't work with anyone without implementing a strategy first. Essentially, because you're going to have those that crash and burn that I mentioned a moment ago, we've seen this in businesses that are 100 years old, you can continue to grow. And that's very exciting.

However, there's potential that's lost that you're not meeting, maybe you doubled those goals. Your revenue last year, but maybe you could have 10 X your revenue, or maybe you increased your revenue, but your profits have actually gone down. Or you're seeing beautiful things happen, but the founder of the business is still stuck in the business and doesn't see their way out.

So we want to help you create the game plan that helps the entire company map out the path to success so that you're not ultimately growing to death.

Strategy + Certification

With your certification as a Chief AI Officer, you're going to be introducing some really exciting tools. And if you don't have the business strategy background and foundation coming into these engagements, then you could be the cause of that growing to death.

You could be the cause of introducing significant new issues into the business. It's very important that you understand strategy. Now you're not as far as we're concerned, you're not required to be the person that implements the strategy. You could hire someone else to do it. We have preferred providers that you could certainly reach out to, but it has to be done.

You have to have this opportunity to identify, the vision before you implement the robust tools that you're going to be learning about from this certification.

So in this module, we're going to walk through the entire ignition process. The **Vision** is our term for essentially the complete package that you will have when you're done.

We're going to walk through the core values, the marketing strategy, the long-term goals, the short-term goals, and the entire path that you need to take to get to that ultimate guide.

By the time you're done with this module, you will be very familiar with our full ignition process and be ready to implement that within your own business or your client's business.

Once you are ready, be sure to download the ignition guide that we have here in this module which will give you the agenda you need, the step-by-step instructions, and the homework that you need to give your clients or your team members. Everything will be there, but make sure you read all the materials and you go through all the videos so that you really understand the why and the how before you implement.

So thank you so much for joining us here and I will see you in the next lesson where we're going to jump into vision.