

Cutting through the AI hype

A practical guide to AI for SMEs

We hope you enjoyed our latest thinkBIG report with insights from AI experts, industry and contributors from RSM's business advisory, digital advisory, data analytics, audit and assurance, and risk advisory divisions.

Please use the following checklist to support your business's AI journey. If you would like personalised advice on the next steps to take for your business, schedule a conversation with our team today.

AI adoption checklist

- ☐ Explore the AI capabilities in existing business software
- ☐ Engage with business divisions to identify use cases
- ☐ Confirm that use cases solve a genuine business problem
- ☐ Investigate the technology solutions available
- ☐ Model the expected return on investment
- ☐ Implement the foundations necessary to support the solution
- ☐ Understand the risks and develop a risk mitigation plan
- ☐ Invest in the solution and training on best practice use
- ☐ Select a pilot group and design effective training
- ☐ Choose a project owner and adoption champions
- ☐ Set measurable success criteria
- ☐ Roll out the solution to the pilot group
- ☐ Measure, iterate and improve

"For the best chance of AI success, businesses need an intentional and well-planned approach that is orchestrated to realise the highest possible return on investment (ROI)."

