

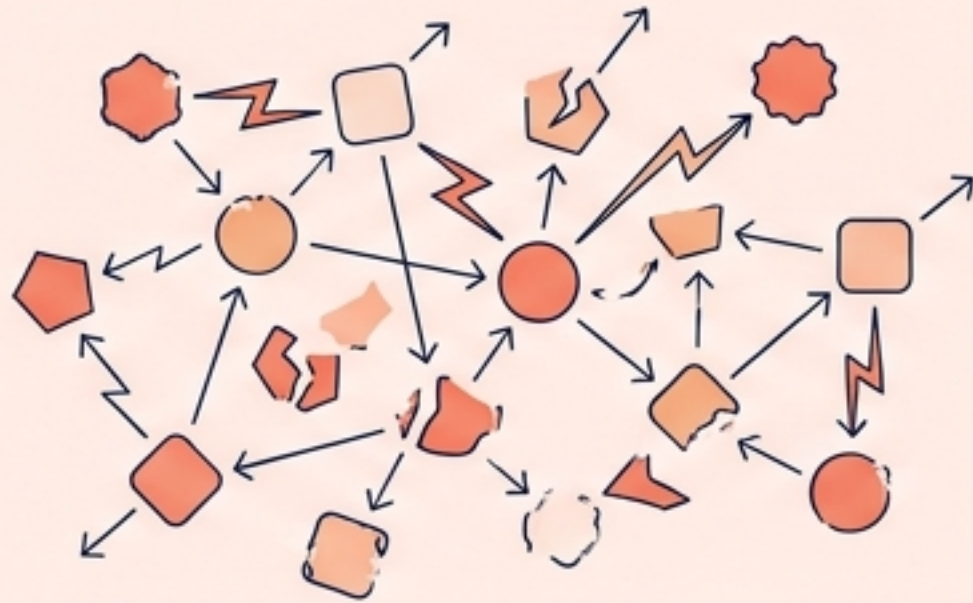
Phase: **PLAN**
(See - Plan - Act Methodology)



The PAD Framework for Generative AI Adoption

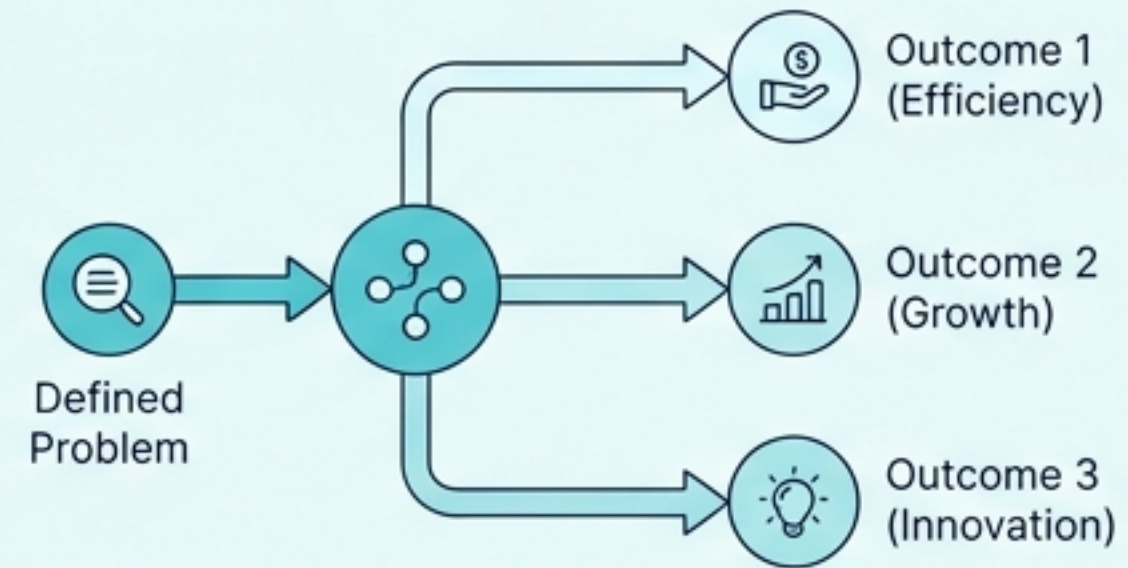
A strategic playbook for business leaders to identify high-value problems, align AI capabilities, and integrate data.

Chasing the technology without a defined problem risks failure



The Tech-First Approach

Wasting valuable time and resources on solutions that do not deliver meaningful value. Fails to gain stakeholder support due to an unclear focus.



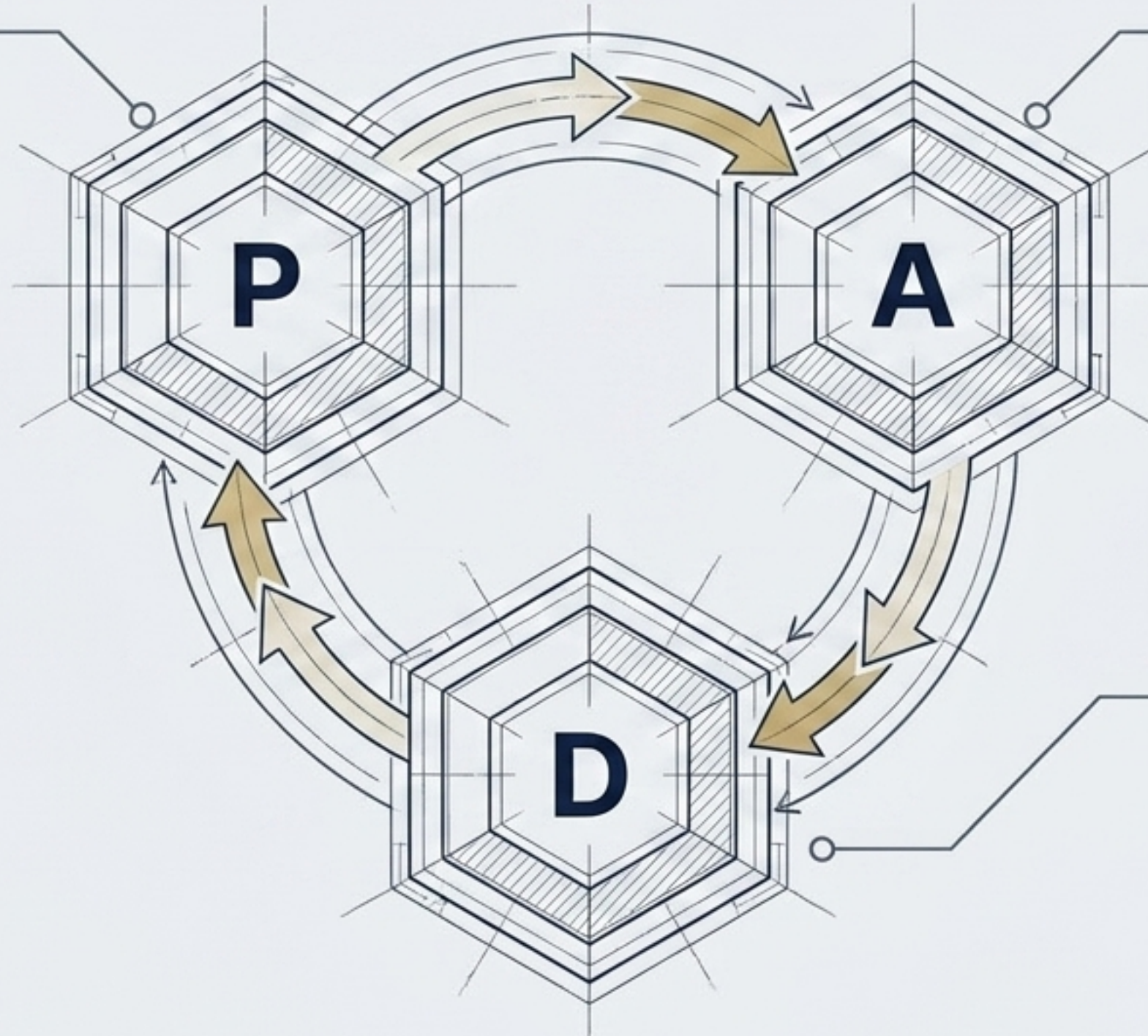
The Problem-First Approach

Identifies tangible pain points first. Ensures feasibility, manageable implementation hurdles, and clear stakeholder buy-in before investing.

The PAD Framework provides a disciplined decision flow for GenAI adoption

Problem (P)

Identify high-value business problems by articulating clear pain points and measurable value levers.



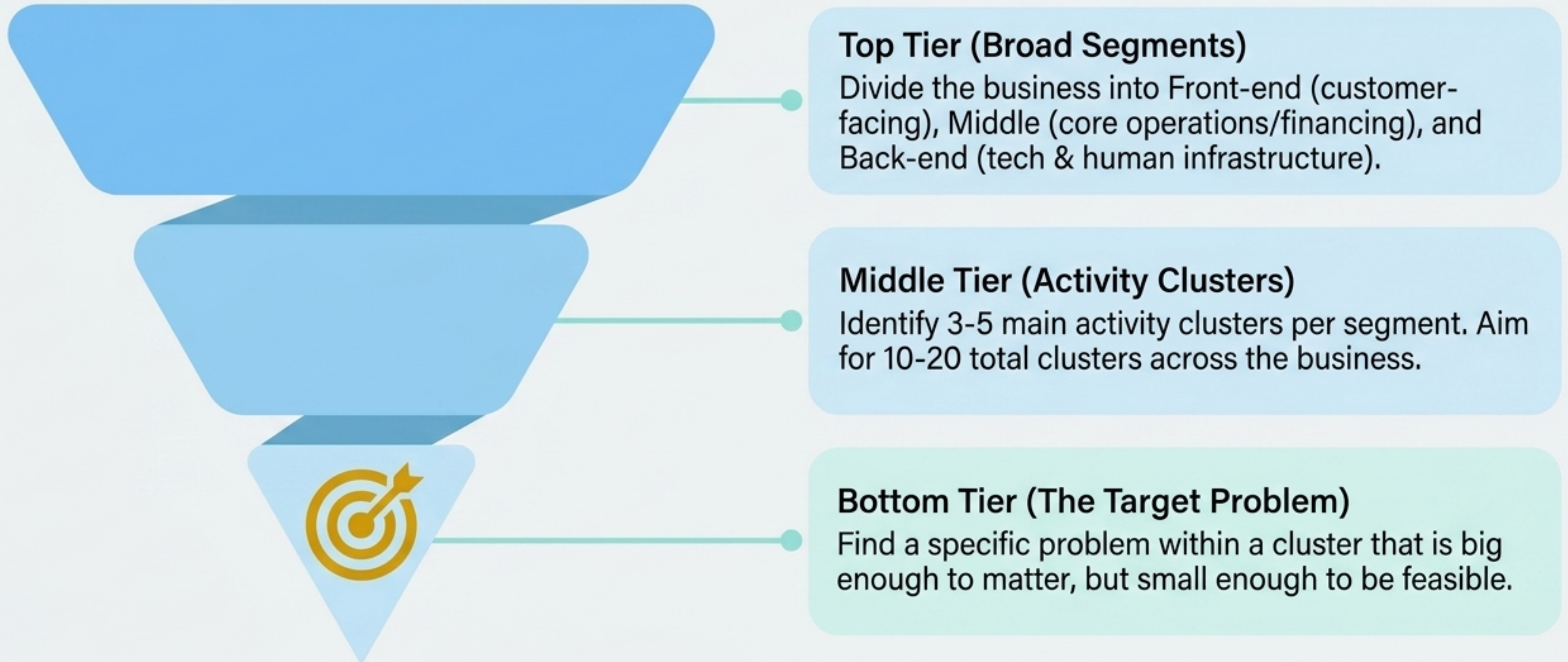
Ability (A)

Align the identified problem with necessary GenAI capabilities, from basic access to advanced advanced automation.

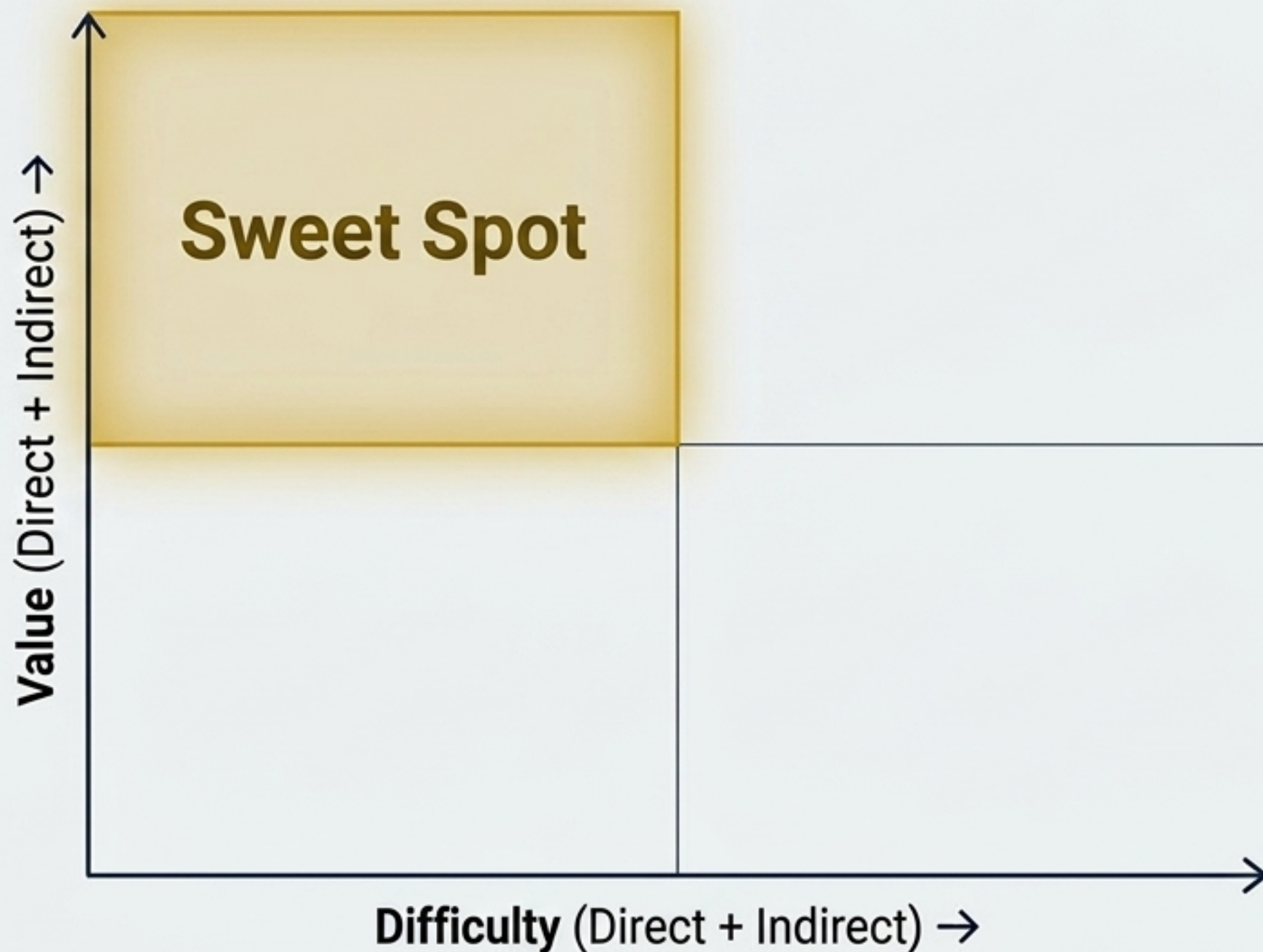
Data (D)

Develop a roadmap to organize, evaluate, and integrate the right internal business data into the GenAI solution.

Drill down from macro business segments to targeted activity clusters



Locate the GenAI sweet spot by weighing potential value against implementation effort



Value Estimates

Sum direct value (e.g., revenue increase, 24/7 service) and indirect value (e.g., name recognition, brand loyalty).

Difficulty Estimates

Sum direct difficulty (e.g., building custom RAG pipelines) and indirect difficulty (e.g., management, existing team workloads).

The Sweet Spot

Focus on clusters exhibiting a high value-to-difficulty ratio to deliver outsized impact relative to effort.

A well-articulated problem clearly balances the pain with the measurable gain

The Pain (What is wrong)

Tangible issues and missed opportunities.

Example: Customer service team struggles with slow response times, leading to low satisfaction and agent burnout.



The Gain (What right looks like)

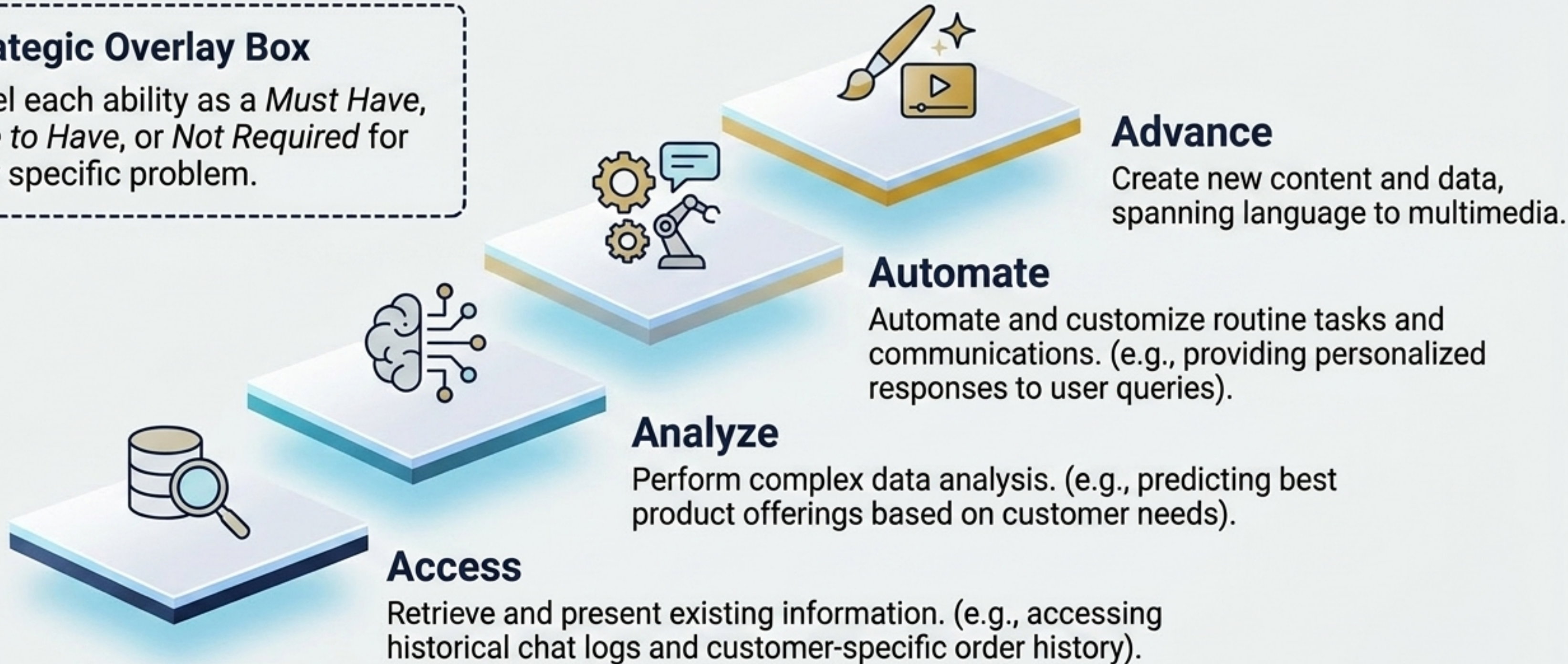
Specific value levers and operational KPIs (avoid vague financial statements).

Example: Reduce customer service response time by 30% and increase agent utilization by 20%.

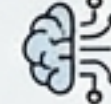
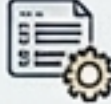
Align the problem to the specific capabilities of the GenAI '4 A's' spectrum

Strategic Overlay Box

Label each ability as a *Must Have*, *Nice to Have*, or *Not Required* for your specific problem.



Match the required abilities to the appropriate GenAI solution architecture

	Foundation Models	Model Add-ons	Hybrid Apps	Customized Apps
Scale & Complexity	 Low	 Medium	 High	 Very High
Required Abilities (Access/Analyze/ Automate/Advance)	   	     	       	       
Implementation Effort	 Minimal	 Moderate	 Significant	 Extensive

Callout Panel

Customer Service Example: If the solution requires “Automate” (Must Have) and “Analyze” (Nice to Have), a Hybrid App is Preferred over Model Add-ons to balance customization with feasible implementation.

Injecting business data converts a generic AI into a customized solution

1. Identify

Catalog available data within the relevant activity cluster (e.g., customer interaction logs, FAQs, CRM databases).

2. Understand

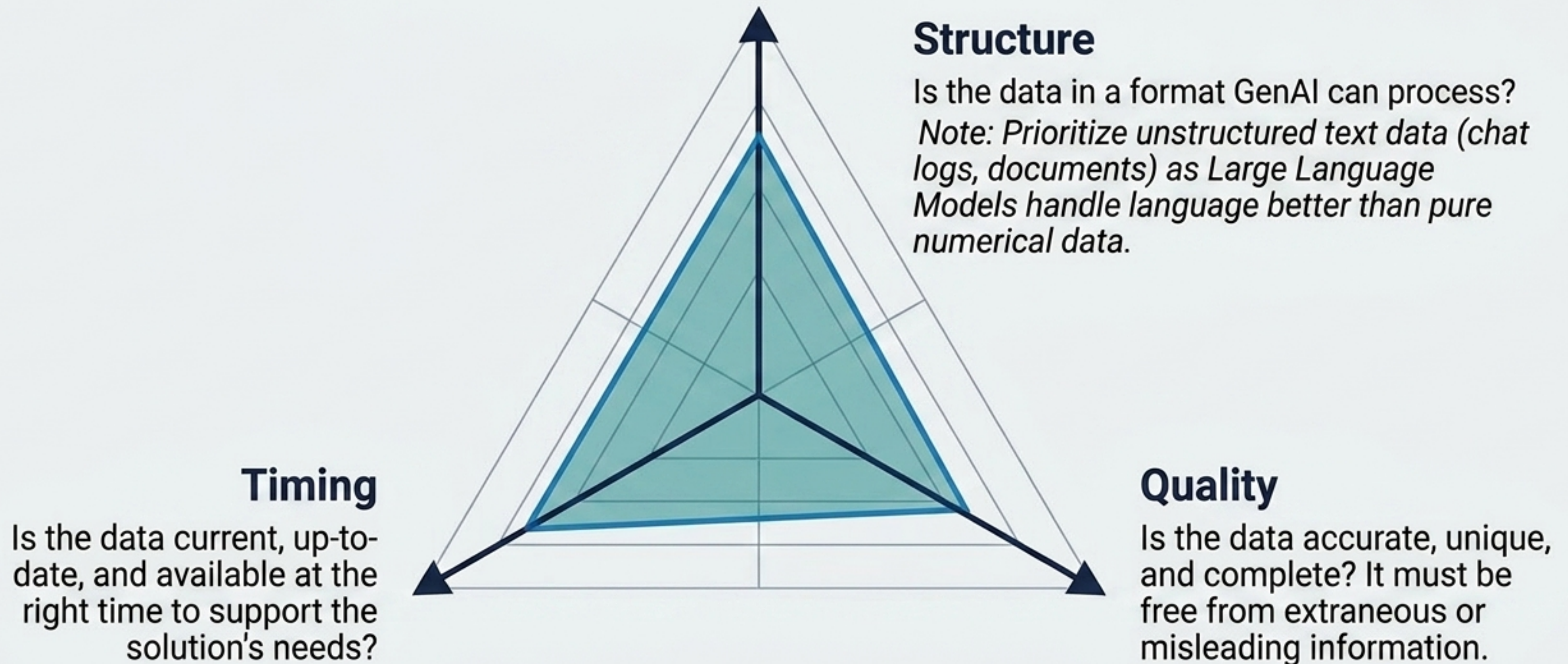
Analyze data unit structure (text, numbers) and what each element represents.

3. Refine

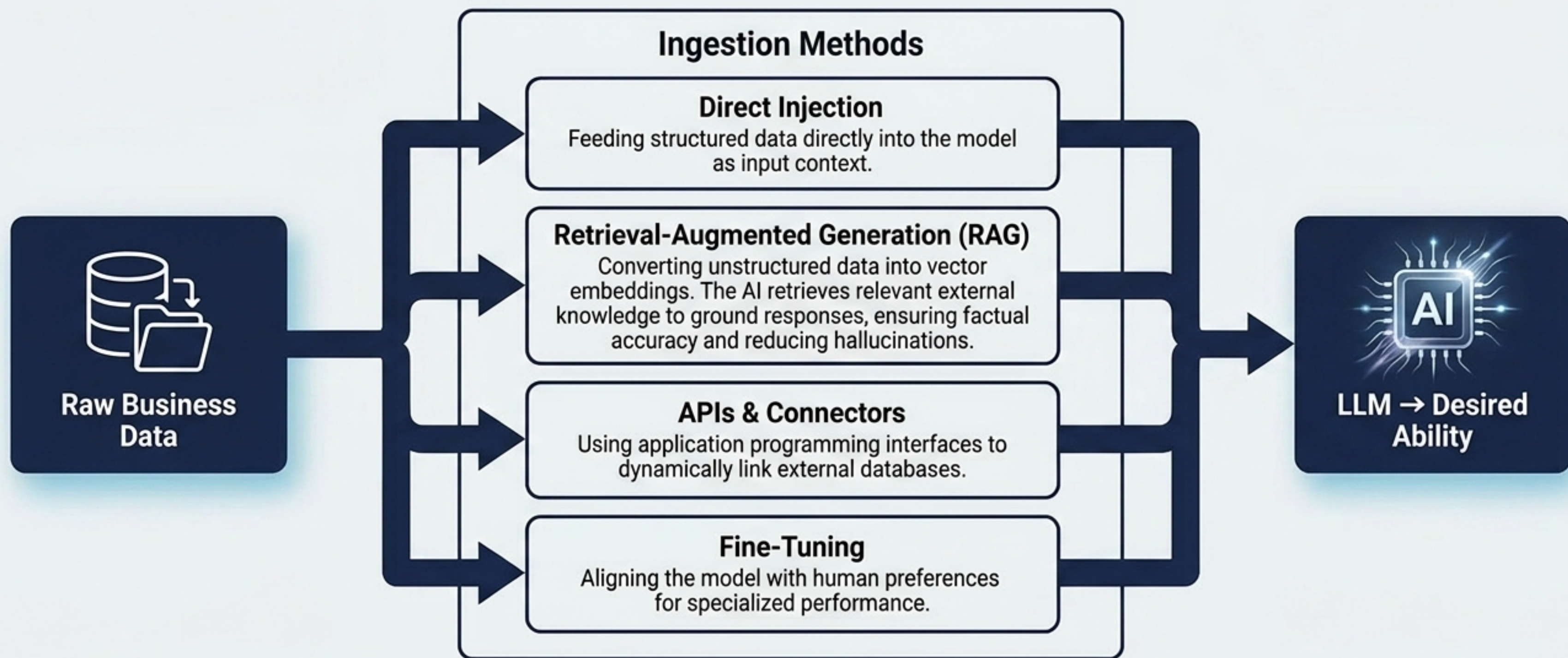
Screen each identified data element to assess its suitability and readiness for integration.

Avoid the 'garbage in, garbage out' trap. Even a well-defined problem and capable solution will fail without high-quality data.

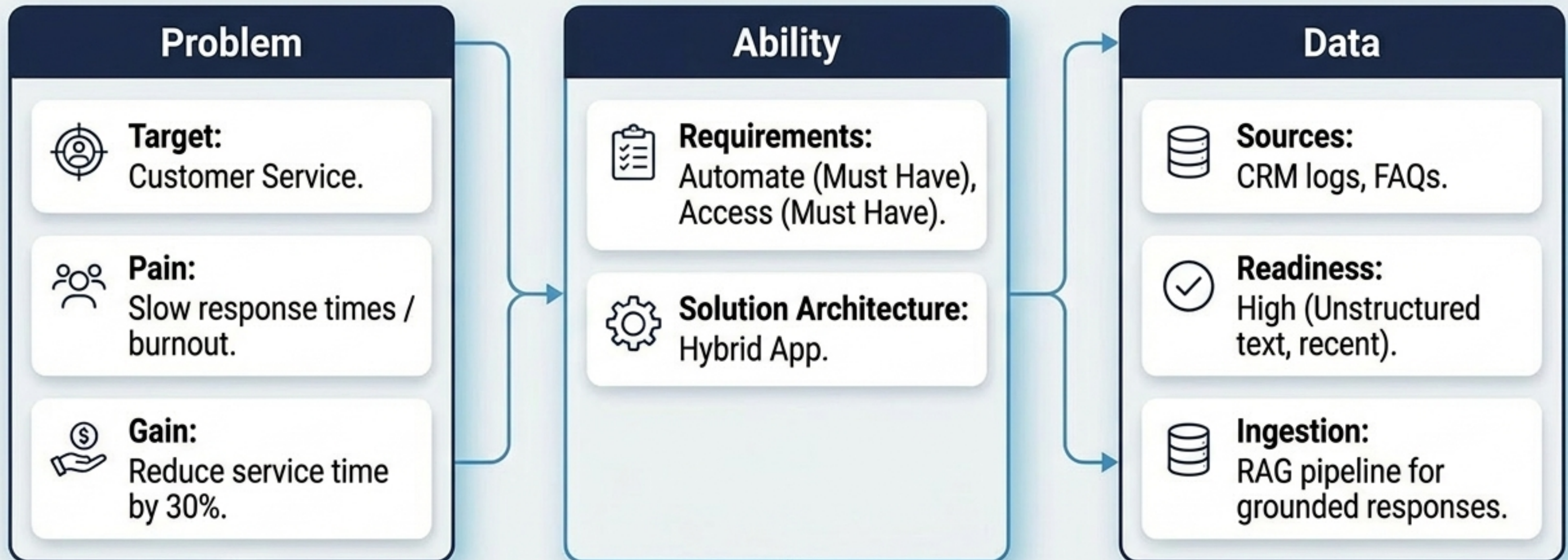
Screen data readiness across Structure, Quality, and Timing



Architecting the data ingestion pipeline to power the GenAI solution



Synthesis: The PAD GenAI Solution Canvas



A complete blueprint ready for the 'Act' phase.

Transition from the PAD Blueprint to the Act Phase

Validate

Confirm the refined PAD Canvas with stakeholders to ensure total alignment on the expected ROI.

Build & Deploy

Move into the 'Act' phase by setting up the execution environment, building the RAG pipelines, and deploying the hybrid solution.

Scale & Evaluate

Continuously evaluate the model against the operational KPIs defined in your Gain statement. Revisit the PAD framework as business data and needs evolve.