

WHITEPAPER

{AI Simulation} Accelerating AI Use Case Development





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01

The AI Challenge: Bridging Experimentation and Value Realization

Organizations face a critical juncture in their AI adoption journey. Despite substantial investments in AI technologies and capabilities, many struggle to transition from experimentation to value realization at scale.

This challenge stems from several key factors:

- 01 **Stakeholder Engagement:** Technology teams and business stakeholders frequently operate in silos, lacking a unified approach to AI integration and utilization.
- 02 **Strategic Misalignment:** There is often a disconnect between technological capabilities and strategic business objectives, hindering effective AI implementation.
- 03 **Absence of a Shared Framework:** The lack of a common language and operating model impedes effective communication and collaboration between technical and business units.
- 04 **Prioritization Complexities:** Organizations struggle to identify and prioritize high-impact AI use cases that align with mission-critical business areas.
- 05 **Cultural Roadblocks:** The transition from experimental AI projects to scalable, value-generating solutions presents significant operational and cultural challenges.

For over a decade, see6 has been at the forefront of digital transformation, employing a multifaceted approach to bridge the gap between technological capabilities and business value. Our methodology encompasses 5 main areas:



Simulations: Utilizing cutting-edge team experiences to forecast AI implementation outcomes and challenges.



Business War Games: Conducting scenario-based exercises that stress-test commercial strategies against various market and operational conditions.



Facilitated Dialogues: Orchestrating pivotal discussions between technology experts and domain specialists to align AI initiatives with core business objectives.



Use Case Crystallization: Guiding teams through a structured process to identify, prioritize, and articulate high-impact AI applications.



Competitive Advantage Mapping: Systematically linking AI use cases to specific business outcomes that drive market differentiation.

Our comprehensive approach ensures that organizations emerge from our engagements with clear, actionable AI use cases tailored to their specific business context, a robust understanding of how these applications will create and sustain competitive advantage, alignment between technological capabilities and strategic business goals, and a shared vision across technology and business units.



02

Lessons from the Battlefield: Applying Military Insights to Enterprise AI Implementation



Our journey began in an environment where the effective deployment of new capabilities had life-or-death consequences.

Over the past two decades, the military has had to navigate a comprehensive digital transformation while executing high-tempo, complex missions on the battlefield.

While this may seem distant from our current enterprise clientele, the core lessons we've extracted are profoundly relevant to today's business landscape.

01 Mission Alignment

In the current business climate, leaders must strategically align their AI use cases with core commercial objectives. We've moved beyond the experimentation phase; now is the time to closely integrate the productivity and revenue potential of Generative AI with specific business goals. We consistently emphasize to our clients and technology partners that mission primacy is paramount.

02 Speed and Scalability

Market dynamics wait for no organization's transformation. Teams must ruthlessly prioritize business areas that stand to gain the most from AI implementation against those areas. Establishing effective feedback loops and pinpointing what drives success is crucial to ensure progress.

Our experience with some of the world's largest organizations, which often mirror the decentralized structures we encountered in military service, underscores the importance of engaging teams at scale and facilitating their journey.

03 Competitive Differentiation

It would be imprudent to assume that technology alone will secure success in today's highly competitive and rapidly evolving business environment. Our experience has consistently shown that organizations capable of effectively adopting and leveraging new capabilities gain a significant early advantage. But, it's critical to recognize that your competitors likely have access to similar data and technology.

The competitive edge lies in the effective deployment and integration of these new capabilities into your operational framework. By applying these battle-tested principles, organizations can navigate the complexities of AI implementation, ensuring that technological advancements translate into tangible business value and sustainable competitive advantage.



03

The Evolving Landscape: Imperatives for Enterprise AI use case development

Today's enterprise customers face a transformed environment, presenting both challenges and opportunities for internal transformation leaders and technology partners alike.

This new landscape demands a shift in approach, characterized by the following key elements:

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- 01 **Multi-Stakeholder Collaboration:** The era of business units operating in isolation from their technology counterparts is over. Success now hinges on bringing these stakeholders together to:
- a. Align on priority areas
 - b. Develop a shared language
 - c. Establish a common operating framework

This collaborative approach ensures that AI initiatives are holistic, addressing both technological capabilities and business imperatives.

02 **Mission-Centric Focus:** Bridging cognitive gaps between key stakeholders is crucial. For instance:

- a. Sales teams may need AI applications for specific channels or markets
- b. Brand teams might seek to leverage consumer insights for targeted programs

Technology partners must develop a nuanced understanding of an organization's specific needs to deploy AI solutions where they can deliver maximum impact.

03 **Expert-Guided Transformation:** While the urgency of AI adoption is clear, the associated change management challenges are significant.

To navigate this, we need to provide teams with transformative experiences that challenge existing processes, facilitate the codification of new, AI-enhanced workflows, and leverage expert facilitation to inspire teams and mitigate cross-functional friction.

This approach accelerates adoption while ensuring alignment across diverse teams.

Results: When executed correctly, this strategy yields transformative results

01 —

From struggling to secure support to gaining key decision-maker buy-in

02 —

From siloed teams to synchronized stakeholder collaboration

03 —

From tactical discussions to strategic executive relationships

04 —

From detail-oriented conversations to comprehensive, big-picture understanding

05 —

From isolated selling to leveraging integrated capabilities for competitive displacement



04

3 Strategic Pillars for Aligning Business Stakeholders with AI and Technical Expertise: The see6 Simulation Approach

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Within a simulation,
you can accelerate
a 6-month
transformation
process to 6 hours.

Graham Hogg
see6, CEO



see6 has developed a robust framework to bridge the gap between business objectives and AI capabilities.

Our simulation-based methodology rests on three strategic pillars

01 —

AI
Simulation

02 —

Expert
Facilitation

03 —

Guiding
content

AI Simulation

AI Simulation

A Proven Process to Future-Ready Teams and Develop High-Impact AI Use Cases

Our see6 AI Simulation is a refined, evidence-based approach that has successfully guided thousands of teams through the complexities of AI use case development.

This process not only cultivates a shared vision of the future, but also delivers tangible, mission-aligned AI use cases.

Our extensive experience has identified three critical components to design and deliver simulations that move:

Cognitive Challenge

- 01 Immerse teams in high-pressure scenarios that mirror real-world complexities
- 02 Accelerate learning through first-hand experience of data identification, use case development, and decision-making challenges
- 03 Foster the formation of effective rituals and behaviors that translate directly to business success

Hands-On Keyboard

- 01 Move beyond passive presentations to active, keyboard-based learning
 - 02 Accommodate diverse AI proficiency levels across teams, functions, organizations, and sectors
 - 03 Provide practical experience with key AI tools and concepts, ensuring a common baseline of understanding and engagement
-

Mission-Driven Use Case Development

- 01 Present teams with a carefully crafted scenario, complete with a defined mission, priority areas, and metrics
 - 02 Guide participants through a structured process of identifying and developing high-impact AI use cases in a low-risk environment
 - 03 Instill a mission-first mindset across all stakeholders, significantly reducing the risk of underwhelming AI implementations
-

This simulation-based approach offers several key advantages



Bridges the gap between theoretical AI knowledge and practical application



Aligns diverse stakeholders around common goals and shared understanding



Accelerates the identification of high-value AI opportunities



Builds confidence and competence in AI-driven decision-making

Let's explore three further elements of AI Simulations in greater depth, highlighting the specific benefits each brings to organizations:

AI Ways of Working: Integrating Advanced AI Practices in Organizational Decision-Making

The see6 AI Simulation incorporates cutting-edge AI to prepare teams for real-world implementation. Here's an in-depth look at three critical components.

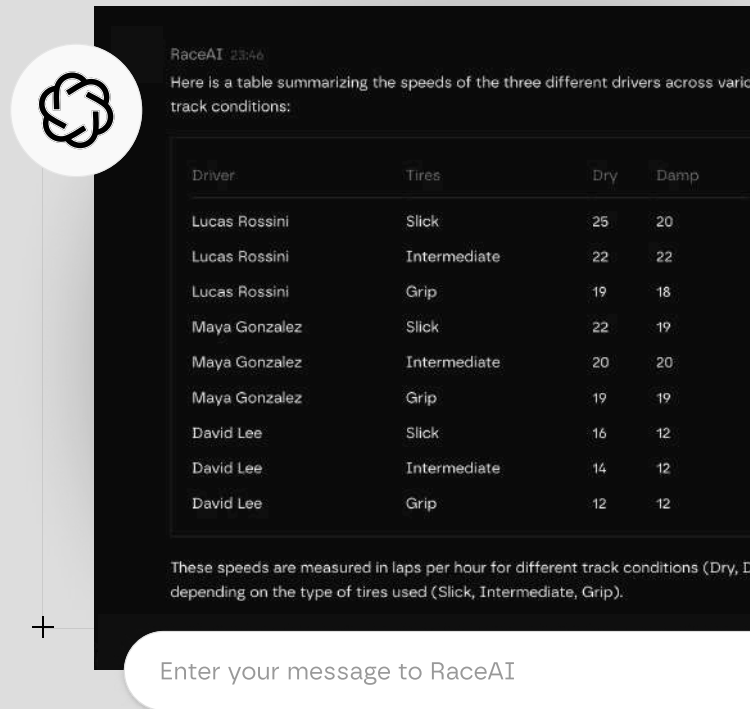
01 Insights to Action

Approach

Teams interact with AI-generated insights from a custom-built Retrieval-Augmented Generation (RAG) architecture and data model.

Benefits

- a. Exposes participants to state-of-the-art AI capabilities in a controlled environment
- b. Cultivates critical decision-making skills in AI-augmented scenarios
- c. Reveals inherent biases and trust issues in AI adoption, promoting thoughtful integration



02 Human-in-the-Loop Integration

Approach

Simulate scenarios that require human oversight and intervention in AI processes.

Benefits

- a. Highlights the crucial role of human judgment in AI-driven decision-making
 - b. Develops skills in effective human-AI collaboration
 - c. Emphasizes the importance of establishing robust processes before full-scale AI deployment
-

03 Decision Capture and Analysis

Approach

Utilize AI technology to record and analyze decisions made during competitive simulation periods.

Benefits

- a. Provides tangible examples of how context influences AI-assisted decision-making
- b. Demonstrates the power of AI in capturing and learning from historical decisions
- c. Facilitates deep post-simulation discussions on the implications of AI in strategic planning

These components collectively offer a transformative experience:

- 01 Bridging the gap between theoretical AI knowledge and practical application
- 02 Fostering a nuanced understanding of AI's strengths and limitations
- 03 Preparing teams for the complexities of real-world AI integration

By engaging with these advanced AI practices within the simulation, organizations can develop a more sophisticated approach to AI adoption, ensuring that teams are not just technologically prepared, but also strategically aligned and ethically grounded in their use of AI technologies.

The post-simulation "so what?" discussions become a crucial platform for translating simulation insights into actionable strategies, driving meaningful organizational change and innovation in AI utilization.

Simulating Enterprise Data Challenges: Preparing Teams for Transformation

The see6 AI Simulation mirrors real-world enterprise data environments, offering teams a unique opportunity to navigate and overcome common challenges. This approach provides invaluable insights into effective AI integration:

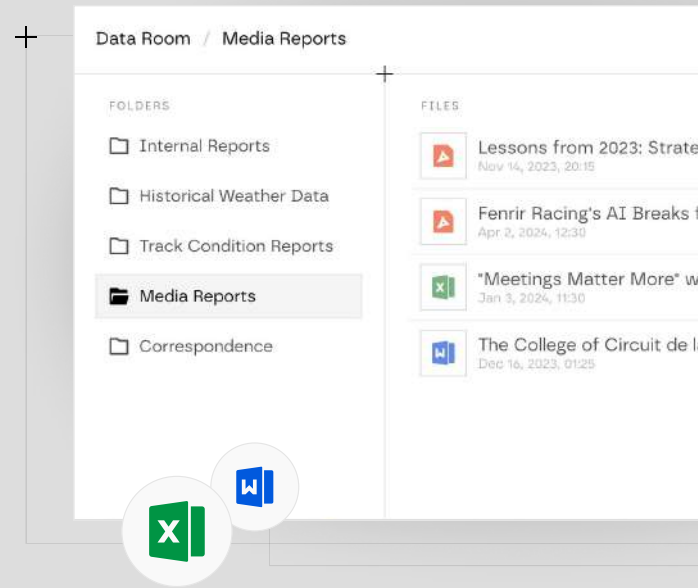
01 Navigating Data Silos

Approach

Simulate organizational structures with fragmented data and decision-making processes.

Benefits

- a. Demonstrates AI's potential in breaking down information barriers
- b. Encourages innovative thinking on cross-functional data utilization
- c. Provides a risk-free environment to test new collaborative workflows



02 Tackling Unstructured Data Complexity

Approach

Present teams with diverse, unstructured data sets mirroring real-world scenarios.

Benefits

- a. Illustrates the critical importance of data quality and organization in AI initiatives
 - b. Builds appreciation for comprehensive data strategy and cloud infrastructure
 - c. Accelerates buy-in for broader digital transformation efforts
-

03 Leveraging AI for Information Synthesis

Approach

Introduce GenAI capabilities for rapid information processing and insight generation.

Benefits

- a. Showcases the transformative power of AI in complex B2B environments
- b. Stimulates identification of novel, high-impact use cases
- c. Shifts perspectives on AI from theoretical to practical, value-driving applications

Key outcomes

- 01 Accelerates organizational learning curve in AI adoption
- 02 Fosters a data-centric mindset across diverse teams
- 03 Prepares teams for the realities of AI implementation in complex enterprise settings

By simulating these enterprise data challenges, the see6 approach not only educates teams on AI capabilities, but also catalyzes a shift in organizational thinking. Participants move from theoretical understanding to practical application, identifying concrete ways AI can drive efficiency, innovation, and competitive advantage in their specific business context.

This immersive experience cultivates a deeper appreciation for the transformative potential of AI, while also preparing teams to address the real-world complexities of data management and utilization. The result is a workforce that is not just technologically savvy, but strategically aligned and prepared to lead in an AI-driven business landscape.

Performance Feedback: Accelerating Learning through Simulated Experiences

The see6 AI Simulation incorporates robust performance feedback mechanisms, essential for rapid learning and effective AI integration. This approach offers a dynamic platform for teams to refine their AI strategies.

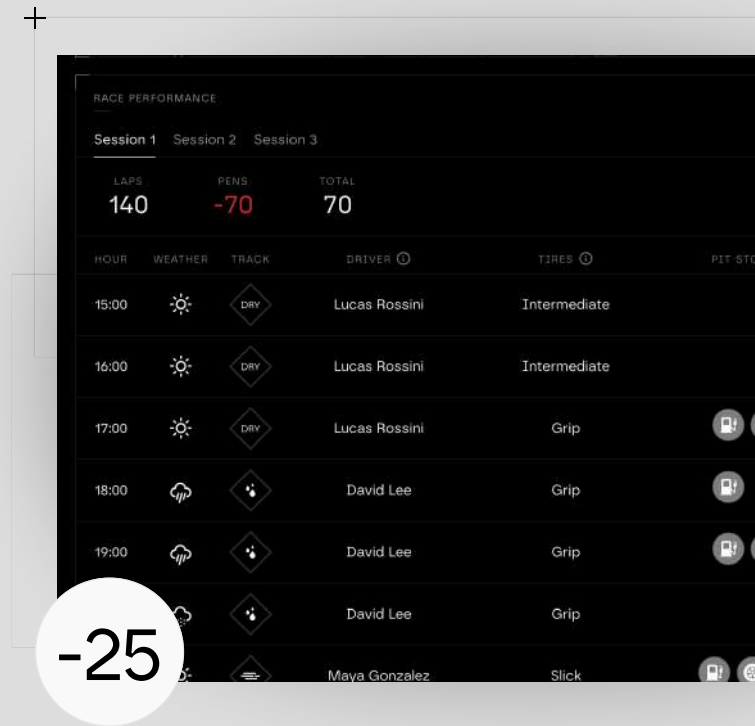
01 AI-Augmented Decision Making

Approach

Simulate real-time decision-making scenarios with AI as a strategic partner.

Benefits

- a. Provides immediate feedback on AI-assisted decision quality
- b. Accelerates identification of high-impact AI use cases
- c. Facilitates practical discussions on optimal AI integration in daily operations



-25

02 Competitive Team Dynamics

Approach

Create a simulated competitive environment where AI utilization is a key differentiator.

Benefits

- a. Intensifies learning through direct comparison of AI strategies
 - b. Highlights both successful and suboptimal approaches to AI implementation
 - c. Drives insightful debriefs on effective AI leveraging in competitive landscapes
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03 Cross-Functional Collaboration and Iteration

Approach

Implement multiple feedback loops between business and technology teams throughout the simulation.

Benefits

- a. Enhances mutual understanding between technical and non-technical stakeholders
- b. Develops skills in rapid iteration and adjustment of AI strategies
- c. Prepares teams for real-world challenges in AI project execution and assessment

Key outcomes

- 01 Accelerates the learning curve for AI integration in business processes
- 02 Cultivates a culture of continuous improvement in AI utilization
- 03 Bridges the gap between theoretical AI knowledge and practical application

This comprehensive feedback approach in the see6 simulation creates a powerful learning environment that goes beyond theoretical understanding. By experiencing the immediate consequences of their AI-related decisions, teams gain invaluable insights that directly translate to their real-world operations.

The competitive element adds a layer of urgency and realism, pushing participants to think critically about how AI can provide a genuine competitive edge. Meanwhile, the focus on cross-functional collaboration ensures that teams develop the essential skills needed for successful AI implementation across diverse organizational structures.

Ultimately, this performance feedback framework equips teams with the practical experience, strategic insight, and collaborative skills necessary to lead effective AI integration initiatives in their organizations. It transforms abstract AI concepts into tangible, actionable strategies that can drive significant business value.

Expert Facilitation

Expert Facilitation

Creating moments that matter with stakeholders

At see6, our approach to facilitation is a cornerstone of our AI simulation methodology, drawing upon our unique background as former military intelligence specialists.

This expertise allows us to create profound, tailored learning experiences that resonate deeply with each participant.



01 Adaptive Intelligence Assessment

Approach

Evaluate and design for each team's AI readiness and knowledge level.

Benefits

- a. Ensures relevance and engagement for all participants, regardless of their starting point
 - b. Maximizes learning outcomes by avoiding overwhelm or under-stimulation
 - c. Builds confidence across diverse teams with varying levels of AI exposure
-

02 Precision Narrative Crafting

Approach

Develop and adjust facilitation narratives based on team dynamics and progress.

Benefits

- a. Creates immersive, relevant scenarios that directly relate to participants' roles and challenges
- b. Enhances retention and application of learned concepts through contextual relevance
- c. Facilitates deeper, more meaningful discussions about AI integration

03 Insight Elicitation

Approach

Employ advanced questioning techniques to draw out collective intelligence and insights.

Benefits

- a. Uncovers hidden assumptions and biases about AI within the team
 - b. Promotes collaborative problem-solving and innovative thinking
 - c. Generates actionable insights for real-world AI implementation
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04 Moment-Centric Facilitation

Approach

Identify and capitalize on pivotal learning moments during the simulation.

Benefits

- a. Crystallizes key learnings through timely interventions and discussions
- b. Enhances the emotional impact of insights, improving long-term retention
- c. Accelerates the transition from theoretical understanding to practical application

This expert facilitation approach sets see6 apart by:

- 01 Transforming generic AI concepts into organization-specific strategies
- 02 Fostering a safe yet challenging environment for exploring AI potentials and pitfalls
- 03 Accelerating the development of AI-ready mindsets and skillsets across all organizational levels

By leveraging our military intelligence background, we bring a unique blend of strategic thinking, adaptability, and precision to each simulation. This ensures that every participant, regardless of their initial AI familiarity, experiences significant growth in their understanding and ability to leverage AI technologies.

Our "meet people where they are" philosophy, combined with our ability to harness team intelligence, results in deeply personalized and impactful experiences. This approach not only enhances immediate engagement, but also ensures long-lasting, transformative outcomes that directly influence an organization's AI integration journey.

Guiding content

Providing a handrail for teams to achieve ultimate clarity and accuracy

01 —

Team AI Canvas

02 —

AI Use Case Card

03 —

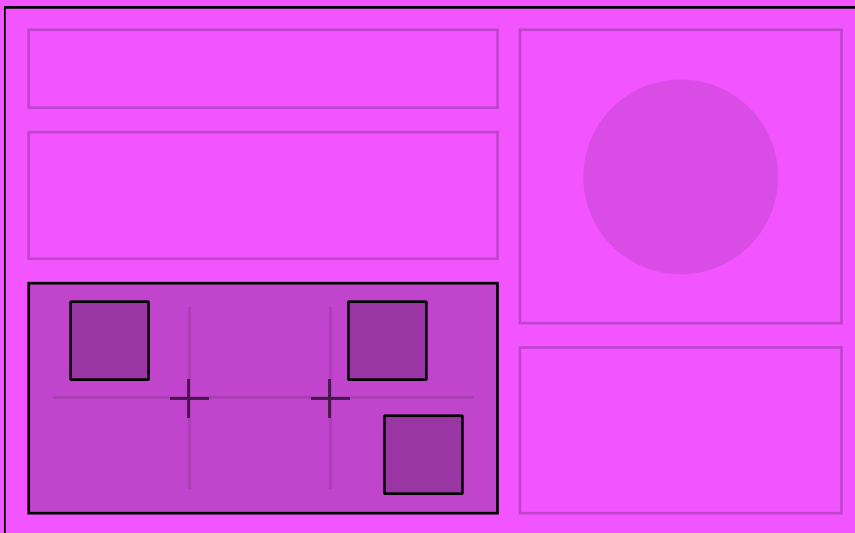
AI Use Case Prioritization

01

Team AI Canvas

The Team AI Canvas is a cornerstone tool in the see6 methodology, designed to guide organizations from abstract AI concepts to concrete, impactful implementations.

This innovative framework serves as a critical handrail, ensuring teams achieve unparalleled clarity and accuracy in their AI initiatives.



Team AI Canvas

Key Components and Benefits

Mission Alignment

- a. Clearly articulates how AI initiatives support core business objectives
- b. Ensures all stakeholders share a unified vision of AI's role in organizational success

Role Definition and Integration

- a. Delineates specific responsibilities across departments in AI implementation
- b. Fosters cross-functional collaboration, breaking down traditional silos

Metric Identification and Tracking

- a. Establishes concrete, measurable KPIs for AI initiatives
- b. Facilitates data-driven decision-making and continuous improvement

Contextual Adaptation

- a. Tailors AI strategies to the unique business environment of each organization
- b. Enhances relevance and applicability of AI solutions

Strategic Visualization

- a. Provides a clear, visual representation of the entire AI strategy
- b. Simplifies complex AI concepts for diverse stakeholders

Team AI Canvas

Transformative Outcomes

- 01 Accelerates the transition from AI conceptualization to real-world impact
- 02 Unifies disparate departmental efforts into a cohesive, organization-wide AI strategy
- 03 Enhances communication and understanding between technical and non-technical teams
- 04 Provides a structured approach to identifying and prioritizing high-value AI use cases

The Team AI Canvas transcends traditional planning tools by integrating AI-specific considerations with broader business strategy.

It serves as a dynamic, collaborative platform where ideas are not just brainstormed but rigorously evaluated against organizational goals and capabilities.

By employing this tool, organizations can:

- 01 Rapidly identify and address potential roadblocks in AI implementation
- 02 Ensure resources are allocated to the most promising AI initiatives
- 03 Create a shared language for discussing AI across all levels of the organization
- 04 Maintain strategic focus amidst the rapidly evolving AI landscape

In essence, the Team AI Canvas transforms the abstract potential of AI into a concrete, actionable roadmap. It empowers teams to move beyond theoretical discussions and into strategic implementation, significantly accelerating the realization of AI-driven business value.

This guided approach not only demystifies AI for non-technical stakeholders, but also ensures that technical teams remain aligned with core business objectives.

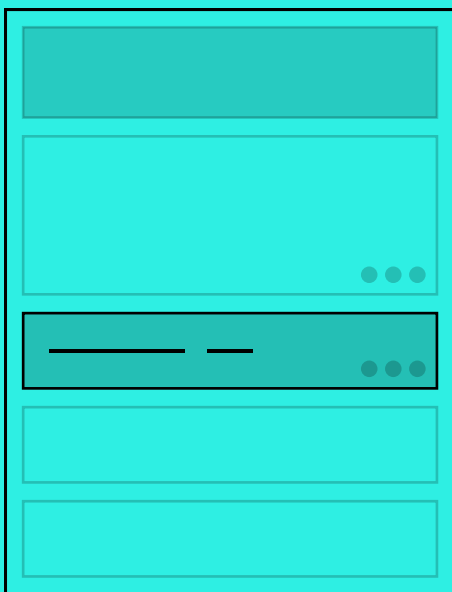
The result is a more agile, informed, and unified approach to AI adoption, positioning organizations at the forefront of their industries in leveraging AI for competitive advantage.

02

AI Use Case Card: Architecting Strategic AI Solutions

The AI Use Case Card is a powerful collaborative tool that transforms the abstract potential of AI into concrete, actionable business strategies.

This innovative framework serves as a crucial bridge between you and your customers, positioning you as an indispensable partner in their AI journey.



AI Use Case Card

Key Components and Benefits

Structured AI Project Framework

- a. Provides a comprehensive, standardized template for AI use case development
- b. Ensures all critical elements are systematically addressed, from conception to implementation
- c. Facilitates a methodical approach to AI solution design, reducing oversight risks

Data Requirement Mapping

- a. Clearly outlines necessary data inputs for each AI use case
- b. Enables early identification of data gaps or acquisition needs
- c. Supports proactive data strategy development, aligning AI initiatives with data capabilities

Stakeholder Alignment Mechanism

- a. Defines and engages key stakeholders from project inception
- b. Fosters cross-functional collaboration and shared ownership of AI initiatives
- c. Ensures diverse perspectives are incorporated, enhancing solution robustness and applicability

Streamlined Communication Platform

- a. Offers a standardized format for articulating AI use cases
- b. Simplifies knowledge sharing across technical and non-technical teams
- c. Enhances clarity in discussions with external partners and vendors

AI Use Case Card

Strategic Impact

- 01 Accelerates the transition from AI conceptualization to practical implementation
- 02 Aligns AI initiatives directly with core business objectives and strategies
- 03 Enhances decision-making by providing a clear, comprehensive view of each AI use case
- 04 Reduces project risks by ensuring all key aspects are considered upfront

The AI Use Case Card transcends traditional project planning tools by specifically addressing the unique challenges of AI implementation.

It serves as a dynamic, collaborative platform where ideas are not just proposed but rigorously evaluated against organizational capabilities and strategic goals.

By leveraging this tool, you can:

- 01 Rapidly assess the feasibility and potential impact of proposed AI solutions
- 02 Ensure resource allocation aligns with high-value AI opportunities
- 03 Create a shared language for discussing AI initiatives across all organizational levels
- 04 Maintain strategic focus in the face of rapidly evolving AI technologies

Ultimately, the AI Use Case Card transforms you from a mere service provider into a strategic AI architect. It empowers you to guide your customers through the complex landscape of AI adoption, ensuring that every initiative is well-conceived, strategically aligned, and poised for successful implementation.

This structured yet flexible approach not only demystifies AI for your clients, but also positions you as a trusted advisor who can translate their aspirations into operational realities.

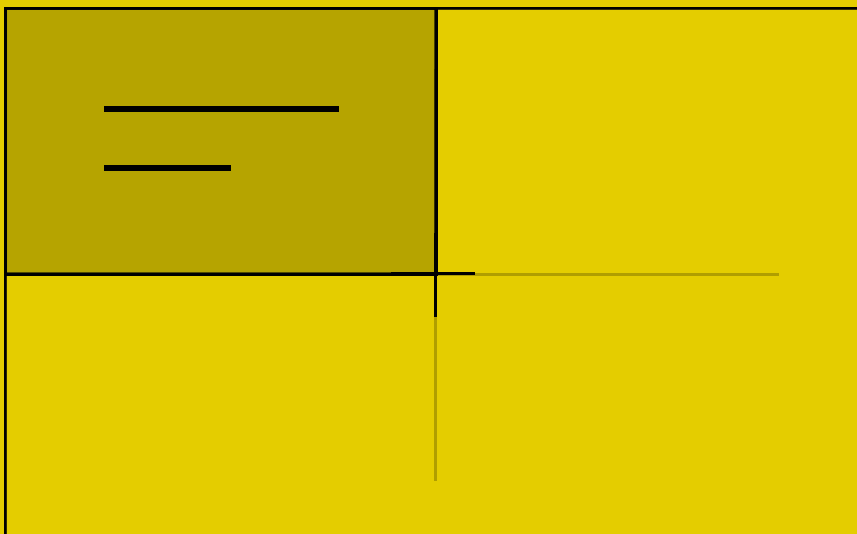
The result is a more focused, efficient, and impactful AI strategy that drives tangible business value and cements your role as an indispensable partner in your customers' digital transformation journey.

03

AI Use Case Prioritization: Maximizing Impact and Efficiency in AI Initiatives

The AI Use Case Prioritization tool is a strategic instrument designed to transform your customers' AI aspirations into a focused, high-impact action plan.

This tool not only clarifies opportunities but also ignites stakeholder enthusiasm, ensuring resources are channeled towards the most promising AI initiatives.



AI Use Case Prioritization

Key Components and Benefits

Strategic Impact Optimization

- a. Employs a data-driven approach to rank AI use cases based on potential business value
- b. Ensures alignment between AI initiatives and core organizational objectives
- c. Facilitates informed decision-making on resource allocation for maximum ROI

Resource Efficiency Maximization

- a. Balances effort requirements against projected business impact
- b. Optimizes resource deployment, preventing overinvestment in lower-value initiatives
- c. Enhances overall efficiency of AI implementation efforts

Accelerated Value Realization

- a. Identifies "quick win" opportunities for rapid AI implementation and value demonstration
- b. Builds momentum and organizational confidence in AI capabilities
- c. Creates a positive feedback loop, fueling further AI adoption and innovation

Cross-Functional Alignment and Buy-In

- a. Fosters collaborative input from diverse stakeholders across the organization
- b. Enhances transparency in the prioritization process, building trust and shared commitment
- c. Cultivates a unified vision for AI integration across different departments

Strategic Implementation:



Quantitative and Qualitative Analysis:

Combines hard data with expert insights for comprehensive evaluation



Dynamic Prioritization

Matrix: Visualizes use cases based on impact vs. effort, facilitating intuitive decision-making



Iterative Refinement

Process: Allows for continuous reassessment and adjustment of priorities as new information emerges

Transformative Outcomes:

- 01 Transforms abstract AI potential into a concrete, actionable roadmap
- 02 Mitigates risks associated with unfocused or overly ambitious AI initiatives
- 03 Enhances organizational agility in responding to evolving AI opportunities
- 04 Builds a strong foundation for sustained AI success and competitive advantage

By leveraging this tool, you position yourself as a strategic partner who not only understands AI technology, but also grasps the nuances of business strategy and organizational dynamics.

You guide your customers through a process that:

- 01 Clarifies the tangible business value of each AI initiative
- 02 Aligns AI investments with broader strategic goals
- 03 Builds consensus and enthusiasm across diverse stakeholder groups
- 04 Creates a clear, prioritized pathway for AI implementation

The AI Use Case Prioritization tool is more than a planning instrument; it's a catalyst for organizational transformation. It empowers your customers to move beyond the hype of AI and into strategic, value-driven implementation.

By facilitating this crucial process, you become an indispensable advisor in your customers' AI journey, ensuring they realize the full potential of AI in driving business success.



05

Final thoughts

01 —

Be bold — the biggest threat is from the status quo

02 —

Get granular — down in the detail of how AI drives what outcomes

03 —

Get real — what is best done by the AI powerhouses and what is best done by humans

04 —

Banish the BS — if it's not clear, it won't get done

05 —

Lead with hope and positivity

About see6

We power people around the world to be the best version of themselves through transformational experiences. see6 couples innovative software with specialist facilitation that seamlessly integrates best-in-class content and motivating gaming experiences.

We are veterans, intelligence specialists, instructional designers, software engineers, experience designers, learning architects, facilitators, storytellers and coaches.

[See the simulation](#)

Schedule a demonstration with
our team for an inside look