

# The AI-native organisation playbook.

A practical guide to making AI useful in the work, decisions and customer experiences that matter most.



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Helping build AI-native organisations as a service  
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# Make AI useful in the way your organisation actually works.

AI becomes valuable when it helps people do meaningful work better. That takes more than introducing a new tool. It takes a shared direction, useful context, thoughtful workflows and a responsible way to learn as you go.

“AI-native is the ability to use AI responsibly across the work that matters, learn from it and keep improving it.”

1

## Begin with the work

Focus on important journeys, decisions and recurring effort — not technology for its own sake.

2

## Keep people accountable

Design clear ownership, review and decision boundaries so people remain responsible for the work.

3

## Use trusted context

Make relevant data and knowledge easier to find, understand and use with appropriate controls.

4

## Improve through evidence

Evaluate what is helpful, what needs changing and where the next investment should go.

# A focused path that builds confidence along the way.

We work in stages so leaders and teams can understand the starting point, select priorities and improve from real feedback.

## 01 · Understand

Listen to leaders and frontline teams, map work and establish an honest baseline.

## 02 · Choose

Select meaningful opportunities, safeguards and measures that make sense for the work.

## 03 · Design

Shape better journeys, responsibilities and information needs with the people involved.

## 04 · Learn

Build focused capabilities, evaluate them in real conditions and improve from evidence.

## 05 · Embed

Strengthen skills, governance and operating routines so progress can continue.

### Start from current reality

You do not need to replace everything before you begin. The first step is understanding what can improve with the systems, information and people you already have.

### Work with the people doing the work

Practical change is shaped with frontline teams, leaders and accountable owners — not delivered to them after the fact.

# Eight connected services, one practical transformation.

Choose a focused starting point or bring the pieces together over time.

## AI-Native Readiness and Strategy

Create a shared view of where AI can help, what must change first and how progress will be judged.

## Operating Model and Workforce Transformation

Redesign roles, decision rights, learning and human oversight for work that includes AI.

## Enterprise Data and Knowledge Foundations

Organise trusted data, business knowledge and access rules so AI has useful context.

## Workflow and Department Transformation

Improve high-value journeys across teams, beginning with visible, repeatable work.

## AI Platform and Agentic Engineering

Design applications, assistants and connected tools that fit real business processes.

## AI Security, Governance and Assurance

Put sensible safeguards around data, identity, decisions and accountability from the beginning.

## AI Product and Commercial Innovation

Explore better customer experiences, services and new value without losing the human relationship.

## Managed AI Operations and Value Optimisation

Monitor use, learn from evidence and keep improving quality, cost and reliability over time.

# Fifteen capabilities that make AI-native change last.

Strong organisations balance business direction, human capability, useful context, dependable delivery and responsible oversight.

## Direction and leadership

- Clear business outcomes
- Visible ownership
- Value-led investment

## People and ways of working

- Skills and confidence
- Human judgement
- Simplified processes

## Data, knowledge and connection

- Digital foundations
- Trusted data
- Useful knowledge

## Useful AI experiences

- Appropriate capabilities
- Assistants and applications
- Engineering discipline

## Trust and continual improvement

- Security and identity
- Responsible governance
- Quality and operations

The right balance depends on your organisation, its people, customers, responsibilities and starting point.

WHERE IT BECOMES REAL

# Start with work people already care about.

The best early opportunities are visible, meaningful and shaped with the people who do the work.

## Customer service

Help teams find approved answers, prepare summaries and hand complex cases to the right person.

## Sales and marketing

Turn customer signals into better preparation, relevant content and consistent follow-through.

## Operations

Bring guidance, exceptions and recurring work together so people can act with less searching and rework.

## Finance

Support analysis and review workflows while retaining approval and control with accountable people.

## People and learning

Give teams role-relevant learning, onboarding support and clear guidance for responsible AI use.

## Technology and data

Improve knowledge flow, engineering delivery and service quality with clear evaluation practices.

## Begin with the work that matters most.

We can help you identify a meaningful place to start, shape a responsible approach and build the capability to keep improving.

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