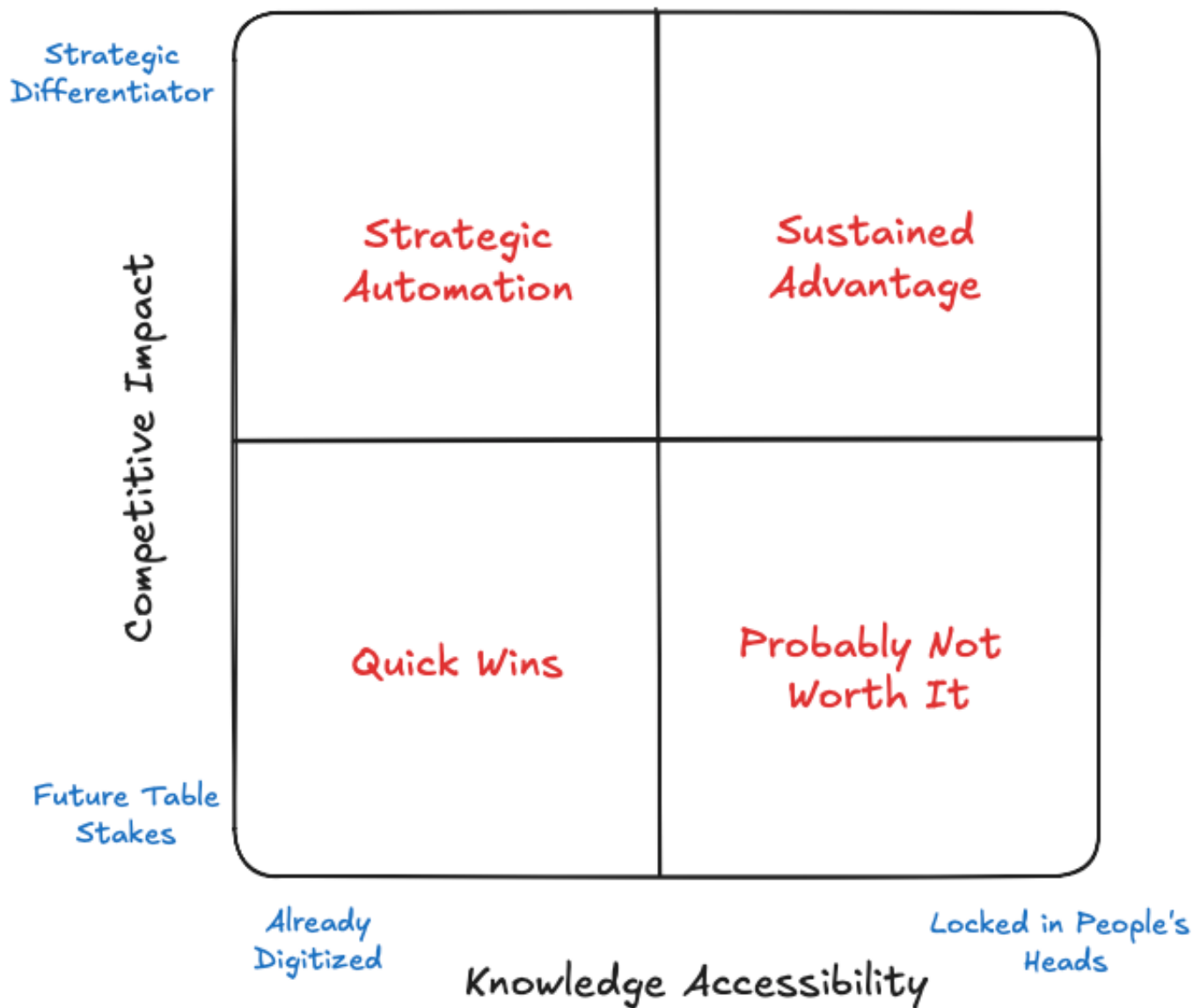




The AI Opportunity Framework

Mapping Knowledge Accessibility × Competitive Impact





Understanding Each Quadrant

1. Quick Wins

Knowledge: Already digitized • **Impact:** Will become table stakes

Document processing, compliance automation, basic analytics from existing data. Do these first—they fund everything else and build confidence.

⚠️ **Timeline Pressure:** Everyone is reaching for this fruit. These advantages expire in ~18 months.

2. Strategic Automation

Knowledge: Already digitized • **Impact:** Currently differentiating

Customer analytics from CRM data, supply chain optimization. Prime territory for competitive advantage without knowledge extraction headaches.

⚠️ **Risk:** Competitors can replicate once they identify the opportunity. Advantage is temporary.

3. Sustained Advantage ★

Knowledge: Tacit, in people's heads • **Impact:** Strategic differentiator

Sales qualification using veteran insights, technical troubleshooting using senior engineer pattern recognition. This is where cost-insensitive companies (per Anthropic) operate.

💡 **The Challenge:** Solving the incentive problem of extracting tacit knowledge.

4. Probably Not Worth It

Knowledge: Tacit, in people's heads • **Impact:** Low strategic value

Niche processes understood by 1-2 people with minimal business impact. Skip these—too much effort extracting tacit knowledge for marginal gain.



Diagnostic Questions by Quadrant

Quick Wins

- What manual processes consume 5+ hours weekly?
- What data already sits in searchable systems?
- Where are compliance or regulatory pressures highest?

Strategic Automation

- What analyses does leadership request repeatedly?
- Where do we have data but lack insight?
- What customer patterns remain unexploited?

Sustained Advantage

- What do our best people know that isn't written down?
- Which insights took years to develop?
- Where would losing a veteran employee cripple us?
- Can we solve the incentive problem here?

Not Worth It

- What tasks are both rare AND require deep expertise?
- What processes have minimal business impact?
- Where is the juice not worth the squeeze?

Solving The Incentive Problem

The Challenge: You're asking experienced employees to document expertise that makes them valuable—essentially training their potential replacement.

Solutions:

- Reframe as career development
- Create new AI orchestrator roles
- Provide genuine security commitments

Key Actions:

- Make it collaborative, not extractive
- Reward knowledge contribution
- Frame as amplifying value



Key Insights from Anthropic Research

The Cost-Insensitivity Finding

Businesses successfully deploying AI for complex, context-heavy tasks **aren't worried about AI costs**.

When you can feed AI the right contextual knowledge, the value generated is so substantial that technology costs become irrelevant. These organizations aren't optimizing for cheaper deployment—they're capturing value that simple automation can't touch.

The 18-Month Timeline

Today: Low-hanging fruit (Quick Wins) delivers competitive advantage

18 Months: Everyone has automated the same processes. Quick Wins become table stakes.

Sustained Advantage: Only organizations that invested in accessing tacit knowledge maintain differentiation.

Next Steps for Your Organization

1. **Map your current AI initiatives** across these four quadrants
2. **Identify where you're concentrated** (most are in Quadrants 1-2)
3. **Assess Quadrant 4 opportunities** for your specific business
4. **Decide deliberately:** Are you willing to invest in knowledge extraction?
5. **If yes:** Start with high-value, lower-risk knowledge capture projects

Need Help Mapping Your Opportunities?

I offer a 90-minute diagnostic session that maps your specific initiatives and surfaces which knowledge investments are worth making.

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