ESCAPING PILOT PURGATORY

Your company is running AI pilots. Nobody can tell you what they're worth.

Every function is experimenting, nobody owns the value, and the board wants the plan. MIT found only about one enterprise AI pilot in twenty producing measurable value.* The technology usually works. What's missing is a decision about what AI is for, made by the people who run the business, and leaders ready for the disruption that follows.

MOST COMPANIES	AI tools →	Use cases →	Pilots →	Pilot purgatory
MY APPROACH	Business strategy →	Business problems →	AI applications →	AI roadmap

Two ways to work with me

Both produce a six-quarter AI roadmap with one person accountable for the outcome. The difference is who builds it.

The Executive Workshop

One day. Your executive team builds the roadmap, and I run the room.

FORMAT	One day in person, or two virtual half-days
WHO	12–18 people: the leadership team, plus whoever will own delivery
BEST FOR	When your executive team hasn't agreed on what AI is for

YOU LEAVE WITH

- ✓ A six-quarter roadmap in business outcomes
- ✓ The pilots you'll stop, and one named owner
- ✓ A plan for the first hard moment
- ✓ The story your leaders will tell their people

The Blueprint

Four weeks. I build the roadmap with you, from what your organization tells me.

FORMAT	Two to four weeks; four executive meetings
WHO	15 to 80+ people: six interviewed by me in person, the rest by AI
BEST FOR	When the roadmap must span business units and stand up to a board

YOU LEAVE WITH

- ✓ A six-quarter roadmap with named owners
- ✓ The evidence behind every choice
- ✓ Governance designed in from the start
- ✓ A quarterly review your team runs without me

Both: a fixed fee agreed before we start, and built in your own AI. Many teams do the Workshop first.

You get me.
I lead every engagement myself. No hand-off to a junior team.

A published method.
Read it first, in *Winning with AI* and *The Disruption Mindset*.

No conflicts.
I sell no software and no implementation. My advice on execution is unconflicted.

Weeks, not months.
I hear from fifty people in the time a consulting firm schedules twelve.



Charlene Li is a *New York Times* bestselling author of seven books, including *Winning with AI* (with Dr. Katia Walsh) and *The Disruption Mindset*. She founded Altimeter Group, acquired by Prophet, and has worked with hundreds of companies, including 47 of the Fortune 100.

The first conversation is thirty minutes.

Bring the AI question your board asked that you couldn't answer cleanly. I'll tell you honestly whether you need a Workshop, a Blueprint, or neither.

Book a time **calendly.com/cli/intro**
Email **charlene@charleneli.com**

* MIT NANDA, "The GenAI Divide: State of AI in Business 2025."