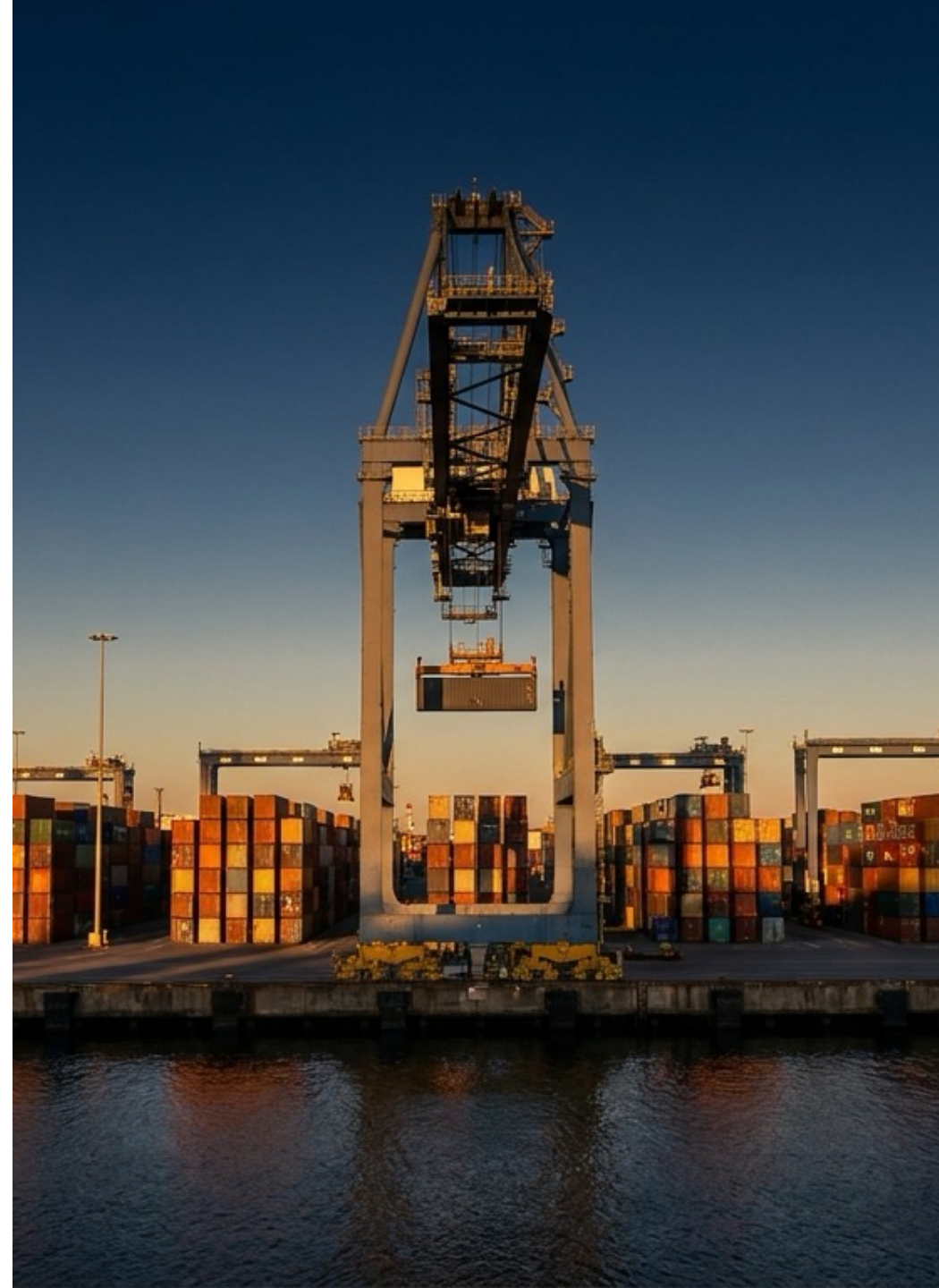


From AI Strategy to Business Performance

Measured Value in 14 Weeks,
Not 18 Months.

Dr. Tim Nedyalkov | Chief AI Officer & Cybersecurity Executive
tim@cyberkeynote.com | September 2026



The strategy existed. Measurement did not.

GCC TRANSPORT AND LOGISTICS GROUP

18 months

strategy age

12

initiatives running

0

measured against a baseline

14 weeks

operating-model reset

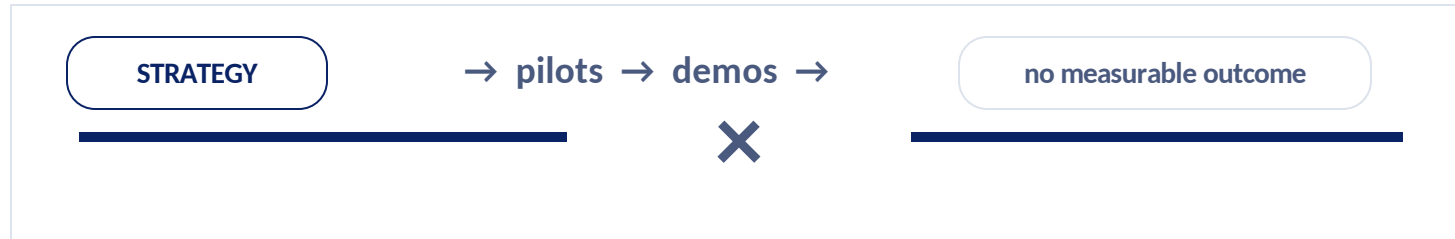
ACTIVITY HAD REPLACED VALUE

Pilots launched, workshops held, vendors engaged. None of the twelve initiatives had a baseline.

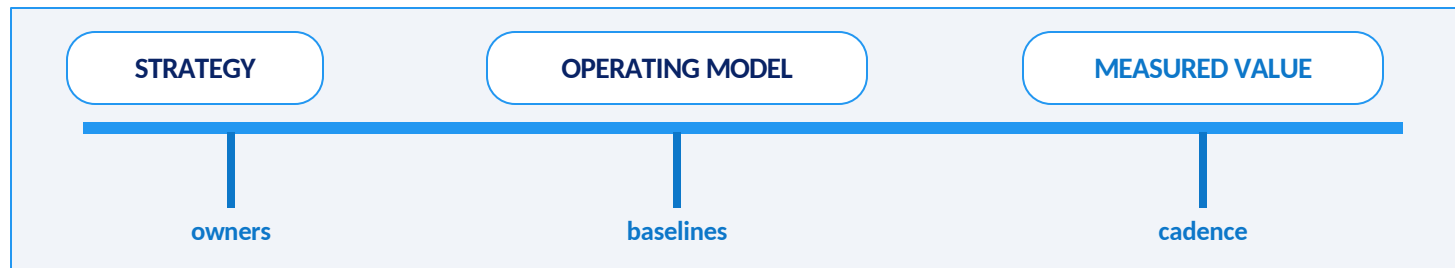
Nobody could answer the only question that mattered: what number moved because of this spend?

Make every remaining workflow ownable and measurable.

THE BROKEN BRIDGE



THE WORKING BRIDGE



THE MOVES

1 rank by workflow and owner

2 redesign end to end with pre-go-live baselines

3 monthly value review in the approving forum

THE OPERATING MANDATE

PAUSE

Pause new starts.

REQUIRE

Require every remaining workflow to have a named owner and a pre-go-live baseline.

Nothing new until everything had an owner and a baseline.

THE KEY CALL

Refuse to start any new initiative until every remaining workflow has a baseline and a named owner.

A hard freeze on new starts, imposed while the board was being told the program was accelerating.

The freeze made 14 weeks possible: nothing diluted the team and nothing shipped unmeasured.

THE PORTFOLIO CUT



FREIGHT DOCUMENTATION agent-drafted, human-signed | the clerk stopped retyping and started approving

Five workflows. Five numbers.

0 of 12 → 5 of 5

WITH NAMED OWNER + BASELINE

MEASUREMENT SYSTEM

Each of the five workflows reports its baseline, current run-rate, and attributable delta.

BASELINE COVERAGE

BEFORE

0 of 12 had a baseline

AFTER

5 of 5 remaining workflows had a baseline and named owner

7 of 12

initiatives stopped

14 weeks

operating-model reset

5 of 5

five workflows measurable

"Strategy tells you where the value is. The operating model decides whether you ever collect it."

Owners, baselines, and cadence turn strategy into measured execution.

THE MONTHLY VALUE LOOP



THREE CONTROL POINTS

- 1 NAMED OWNER**
One person owns the workflow and the result.
- 2 PRE-GO-LIVE BASELINE**
The starting number is locked before release.
- 3 MONTHLY VALUE REVIEW**
The approving forum reads the delta and decides.

Some months, reporting only - the number gets read either way.

The evidence points to the operating model, not the model.

1

MCKINSEY

88% of enterprises use AI in at least one function, while only around 6% qualify as high performers. Those high performers are nearly three times more likely to redesign workflows and have senior leaders own the AI agenda.¹

2

BCG

Only 5% capture scaled AI value, 60% see almost none, and 70% of potential value sits in core functions rather than scattered pilots.²

3

STANFORD

Across 51 successful deployments, the difference between weeks and years was organizational, never the model.³

¹ The State of AI in 2025 - McKinsey (QuantumBlack), 2025. ² The Widening AI Value Gap - BCG, 2025.

³ The Enterprise AI Playbook - Pereira, Graylin & Brynjolfsson (Stanford), 2026.

Measurement was one decision. The mandate covers them all.

A fractional Chief AI Officer, embedded in your leadership team: governance, decision rights, spend, evidence, and the board report, owned end to end.

| In your leadership team in one week or less

| First results by day 30, first board report delivered

| Four artifacts: decision rights, controls, evidence, board reporting

| Outcomes like this case: 5 workflows measured, decisions in days not months

CHIEF AI OFFICER AS A SERVICE



Dr. Tim Nedyalkov

Chief AI Officer & Cybersecurity Executive

Book a free 30-minute consultation

✉ tim@cyberkeynote.com

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