



Cheat sheet for impactful AI projects

At NFON, we don't just talk about AI, we've lived the transformation and help customers embed it into business communications, from chatbots and voicebots to AI-driven contact centers. This cheat sheet reflects that hands-on experience.

1. Elevate AI to a board-level priority.

AI must be treated as a strategic imperative from day one. To be successful, it requires top-level ownership and visibility. **Secure executive sponsorship** and make AI a recurring item in leadership conversations.

2. Embed AI in core business objectives.

AI must be directly tied to your most critical business goals. Be clear about the problem you want to solve. **Establish a clear link between your business KPIs and the AI capabilities** you are building.

3. Enable and transform the organization, don't treat it as a checkmark.

Treat AI as a transformation effort, not as a checklist item. **Ensure your organization is ready to grow with it.** Equip teams not just to use AI tools but to understand how those tools affect their workflows and responsibilities.

4. Don't wait for the silver bullet, go for the lighthouse project.

Focus on a use case with high relevance and visibility. **Choose a problem with measurable business impact.** Your first project is your lighthouse. It sets direction. It helps create the foundations for a scalable AI portfolio.

5. Explain more than you think you need to.

Explain the reasoning, goals, and limitations of every AI capability more than once. **Clarity builds confidence. Transparency builds trust.** Under-communication slows progress. Take the time to get this right.

6. Make your first win visible.

Do not wait for perfection before you show progress. A solid step forward, clearly communicated, is worth more than months of unseen background work.

7. Establish an AI Strategy — and in this context, readjust your overall company strategy.

Building a coherent AI strategy helps you stay intentional rather than reactive. Use this opportunity to **modernize your messaging and reframe your market positioning.**

8. Keep going — don't treat your AI solution like a black box.

Launching an MVP is only the beginning. AI capabilities must evolve based on usage, outcomes, and feedback. Build a system that helps you understand what works and what doesn't. Create a rhythm of improvement. The first version is never the final version. **Treat every release as a starting point.**

Let's talk!

Ready to start your lighthouse project or want to explore how these principles apply to your organization? We are here to help you move from AI potential to business impact.

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