

THE FOUR D'S OF PROFESSIONALIZING AI



Companies that [professionalize their approach to AI](#)—formalizing AI as a trade with a shared set of norms and principles—will gain a competitive advantage in the race to scale. These steps will help you get started.



Distinguish roles and responsibilities for your AI practitioners to provide teams with clarity and accountability.

- Create multidisciplinary teams of diverse perspectives, skills and approaches who work together to innovate and to deliver AI products or services.
- Establish ownership and expectations from the start so that AI practitioners understand precisely what they need to deliver and what they are accountable for.
- Address your skills gap at speed by partnering with or acquiring a professionalized firm with the right skill sets and proven production-oriented methods.



Demand education and training to create confidence in AI technology, with clear qualifications and standards for practitioners.

- Implement regular assessment points throughout employees' careers to test their knowledge and maintain their technical education.
- Build clear career paths for AI practitioners, with pre-requisites such as coursework and training to help build necessary skills and proficiencies.
- Partner with research and academic institutions to reskill employees and strengthen future talent pipelines.



Define processes to enable multidisciplinary teams to work together effectively, to deliver the best products and services and to innovate in a predictable and efficient way.

- Establish defined processes that formalize the development, deployment and management of AI solutions.
- Create a standard approach to testing and benchmarking during the creation (or optimization) of AI products and services.
- Consider how people work together, how they choose technologies to support production of the AI solution and how they interact with those technologies.



Democratize AI literacy to empower the workforce to understand and leverage this quickly advancing technology.

- Take a cross-functional focus to building AI literacy. Cultivating confidence in AI through democratization must span well beyond the CAO, technology leads and their teams.
- Define the minimum level of AI knowledge required from your employees – whether or not they work with data and AI as part of their daily tasks.
- Build a training programme that will help build employee knowledge and understanding of data and AI and how it applies to their roles.

Are you ready to go AI pro? Let's talk.