AI OPPORTUNITY MAPPING WORKSHEET

Find where AI can actually help within your organization by mapping problems that matter.

This worksheet is designed to help leaders and teams surface practical, high-value opportunities for AI – without technical deep dives or inflated expectations. It's about identifying pain points, asking the right questions, and spotting areas where even small improvements would matter.

Use this in a team session, leadership meeting, or working session with operations, product, marketing, sales, or service teams. The goal isn't to find a "perfect" AI use case. It's to find a starting point that's real, visible, and valuable.

How to Use This Worksheet:

- Brainstorm together or distribute individually and regroup

- Ideally, work across silos: business, ops, tech

- Don't filter for feasibility too early. Just capture problems worth solving.

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Step	Question	Your Notes
SURFACE THE FRICTION	**What are 3–5 processes or workflows that feel slow, inconsistent, or hard to prioritize? Who feels it most?**	
IDENTIFY THE IMPACT	**If this got 10–20% better, who would notice? What would improve – speed, cost, experience, decision-making?**	
SPOT THE SIGNALS	**What data or signals already exist (even if messy)? What patterns or triggers repeat?**	
ASK THE RIGHT QUESTION	**What would we want to know earlier, predict better, or respond to faster?**	
DEFINE POSSIBLE ACTION	**If we had a better signal or insight here, what would we do differently? Who would use it?**	

PRIORITIZING INITIAL OPPORTUNITIES

Choose one or two opportunities that checks at least two of the following boxes:
- Solves a visible, business-relevant problem
- Uses data or signals you already have access to
- Leads to a decision or action that could be tested
- Involves a team that's motivated to improve it
- Could be scoped and explored in the next 30–60 days

TOP OPPORTUNITY #1	
What is it?	
Who owns it?	
What's the smallest version we could explore or test?	
What support or context would we need to move forward?	

TOP OPPORTUNITY #2	
What is it?	
Who owns it?	
What's the smallest version we could explore or test?	
What support or context would we need to move forward?	

BRAINSTORM WITH AN AI STRATEGIST
Want help thinking through your first AI moves or discussing what's next?
Reach out – we'd love to help! >> hello@leantechniques.com