Navigating the AI Frontier:
A Strategic Approach to Implementation at One Firefly

Artificial Intelligence (AI) is reshaping the landscape of modern business, and it is here to stay. Businesses that want to thrive in an AI-powered world must think critically about AI and adopt a strategic approach to implementation across all aspects of their business, from customer interactions to product development to internal operations.

At One Firefly, we began taking steps to navigate this new frontier in early 2023, when AI emerged into our society at large. This white paper outlines our comprehensive approach to AI strategy and implementation, and provides you with a step-by-step guide to begin integrating AI into all aspects of your organization.

One Firefly's approach emphasizes the significance of informed leadership, transparent communication at all levels, and strategic decision-making in pursuit of a future-ready state.

I. Compel Company Leadership to Consume AI Information

The first step is to get the leadership team paying attention to AI news and trends by consuming diverse perspectives on AI through podcasts, videos, articles, white papers, thought leaders on social media, and other resources. And, not only tapping into trending AI news, but consuming all sides of the conversation about the impacts of AI and its role in the future of business.

This information gathering should happen at least weekly, but preferably daily due to the rapid evolution and innovation within AI. At One Firefly, our leadership team began tuning into the AI conversation in Q4 2022, when AI emerged into our society at large, primarily through the launch of ChatGPT.

Take Action:

- Require all members of your leadership team to register for the instructive course: AI Transformation for Marketers, taught by experienced CEO and business consultant Isar Meitis.
- During this 4-session course, you'll learn actionable takeaways for leveraging generative AI to solve business problems.
- During the final session, you'll get the exclusive opportunity to hear AI business insights from Ron Callis, CEO of One Firefly.

II. Motivate All Levels of the Team to Consume AI Information

The second step is for leadership to motivate all levels of the team to consume AI information through podcasts, videos, articles, white papers, social media, and other resources. Leadership should openly share the resources they engage with, and encourage team members to share resources with each other.

At One Firefly, we have a company-wide Slack channel dedicated to sharing AI information, resources, and tips. Additionally, all departments and individuals within our company are consuming AI knowledge in their specific job roles.

Take Action:

- Create a shared, centralized AI knowledge hub where team members can access curated AI content, resources, and public courses sourced by other members of the team.
- Encourage team members to regularly share new content to the hub, and recognize/reward top contributors.
- As part of this hub, develop a shared prompt library accessible to all team members.

III. Engage in Healthy AI Debate and Discussion at the Leadership Level

The third step is for leadership to elevate AI discussions to senior leadership and engage in open dialogue and healthy conflict about AI opportunities and risks in the business.

One Firefly has been openly discussing AI and its implications since the first quarter of 2023. The flywheel of change started to turn when our leadership team began consuming more information and building trust and alignment through honest debate around AI.

Take Action:

- Incorporate discussions about AI opportunities, risks, and implications as a key focus area of strategic planning and in leadership meetings.
- Set specific agenda items related to AI, ensuring that leadership is holding regular discussions on how AI aligns with the company's long-term vision and goals.

IV. Bring AI Into Organization-Wide Discussions

The fourth step is for leadership to hold transparent discourse about AI threats and opportunities with the entire organization. These threats and opportunities should become a part of vision-setting discussions on how to run a profitable, thriving business in the new world of AI.

Early, consistent communication will reduce fear and speculation among the team, and allow team members to feel safe and secure in their workplace.

At One Firefly, we practice speaking publicly about our AI stance, both internally and externally. AI is a topic of discussion at team events, monthly all-staff meetings, quarterly addresses and day-to-day meetings. Additionally, our CEO Ron Callis has spoken openly about AI at industry trade shows, conferences, and podcast appearances this year.

Take Action:

- Add AI as a fixed topic of discussion in all-hands staff meetings. Use this dedicated time to communicate new developments, opportunities, and challenges related to AI within the organization.
- Encourage team members at all levels of the organization and across all departments to share these updates, ensuring that diverse perspectives and voices are heard around the subject.

V. Form a Dedicated AI Council to Guide Strategy

The fifth step is forming an AI Council with a defined purpose, vision, and stakeholders across the organization to guide AI strategy and implementation in the business.

At One Firefly, our AI Council guides the testing and innovation processes within different product teams at the company. At the same time, the Council ensures that research and experimentation doesn't disrupt existing operations and product delivery.

Take Action:

- Create a clear, written framework that defines the AI Council's purpose and vision, roles and responsibilities, budget, and a key group of stakeholders across different levels and departments in the organization.
- Establish structured research, development, and testing processes to facilitate innovation within different product categories, guided by the Council's recommendations.

VI. Establish Clear Internal and External AI Policies

The sixth step is defining a company policy and rules of engagement around AI, both for internal use and experimentation, and for external communication to customers. Customer-facing communications about AI should include clear documentation of what products and services are supported by AI, as well as potential copyright and confidentiality concerns.

One Firefly has a public-facing AI policy with clearly defined expectations and philosophy that's readily available to all our clients.

Take Action:

- Collaborate with legal counsel and senior leadership to develop a comprehensive AI policy that addresses rules of engagement for internal testing and AI use, as well as data privacy, confidentiality, copyright considerations, and guidelines for responsible AI use within the organization.
- Ensure that AI policy documents are transparent, easily understandable, and readily accessible to all employees and customers.

VII. Prioritize Products and Services for AI Optimization

The next step is for the AI Council to evaluate existing products and services and determine where AI utilization could deliver a higher-quality product, increase efficiency, or reduce costs. All current products will then be prioritized for further R&D in a rank order based on the following factors:

+ Current revenue and the threat of future revenue loss due to AI.
+ Current costs and the probability of AI reducing costs and improving product efficiency and quality.
+ The possibility of AI allowing for new revenue streams within a product or product category.

At One Firefly, our primary focus is to optimize revenue-generating products and services first, before analyzing non-revenue-generating operational functions for performance enhancement with AI.

Take Action:

- Conduct a comprehensive product and service analysis that includes input from product management, production, and finance team members to evaluate the potential impact of AI on product quality, production efficiency, and costs.
- Define rank factors to determine the order in which products receive focus for R&D.
- Document key KPIs during the AI implementation process, including: how many processes were evaluated, how many tools were selected, and how many employees were trained.
- Use the KPIs to help guide an ongoing process for analyzing products for new AI optimizations.

Through informed leadership, continuous dialogue, and methodical prioritization, we've established a roadmap for strategic AI implementation here at One Firefly. We are not only adapting to change but actively shaping a future where we harness the power of AI to propel One Firefly forward to new heights of innovation and growth. If you have any questions about our approach, strategy, or implementation methods, please contact our team to learn more.