

Generative AI use case ideation workshop



Goal: Get data and business leaders in a room, brainstorm generative AI use cases, categorize them by value and feasibility, and prioritize ones to pursue.

Example Agenda

1. Set goals, scope and rules. For example, a target number of ideas to generate and which business functions and business units are involved.
2. Dataiku will give an art-of-the-possible presentation covering 5 - 10 case studies plus best practices we're seeing in other companies and industries.
3. Brainstorming session
4. Cluster ideas and categorize by potential value and feasibility to implement.
5. Prioritize use cases
6. Go into more detail on the top few

How It Works

Ideally the workshop is in-person using Post-Its and a whiteboard. Alternatively it can be done online in a shared [Miro](#) board. We use the [AI canvas](#), developed by [economists](#) and startup mentors from the University of Toronto, to add the second level of detail. It covers key issues such as the adoption, judgment, and actions of frontline users.

Workshop Length

They come in three sizes: 2, 4, and 8 hours. The long version is typically spread across two days to give participants time to reflex and investigate open issues.