

Your company has been collecting evidence for decades: data, studies, reports, models and past decisions. The next answer may not sit in any single piece, but in how the pieces connect. *Before you buy another box of puzzle pieces, make sure AI can work on the puzzle you have already paid for.*

01 · YOU ALREADY HAVE THE PIECES

The answer may be distributed

Your company, its partners and public sources have built up observations for years. A key fact may sit in an old report, a past study, a rejected proposal or the memory of someone who has left.

Johan Sverdrup, one of the North Sea's largest oil fields, was found in 2010 in an area explored for about fifty years. Earlier wells had already seen signs of oil.

The discovery was new. The evidence did not have to be.

02 · AND YET WE KEEP BUYING

More pieces, same puzzle

New surveys, datasets and studies are scrutinized carefully. The information you already own rarely is.

Projects end, teams move, context fades. The new data joins the same scattered pile that made the old data hard to use. The pile grows; the picture does not.

Sometimes new data is the right answer. It should not be the first reflex.

03 · OPEN THE BOXES

Put the pieces within AI's reach

- **Connect the information** with its context, origin and meaning, wherever it sits.
- **Open the tools.** Let workflows call the calculations inside your applications.
- **Revisit old decisions.** Why was something rejected, and does that reason still hold?

AI does not replace your experts. It lets them consider far more of the evidence.

04 · QUESTIONS TO ASK YOUR TEAM

Do you know what you know?

- What do we already know about this question, across all our sources?
- Which past decisions rest on assumptions that may have changed?
- Can AI reach our data, reports and studies, safely and with context?
- Before buying new data: what will it tell us that we cannot learn from what we have?

Before you buy another box, finish the puzzle you have.

yourCDO helps your leadership team define what success looks like, choose the first question worth answering, and prove with a pilot on your own data what AI can find in what you already own.

HOW YOURCDO STARTS

One business unit · with the path to scale

WEEK 1

Define
Success

WEEKS 2-3

Set the
Priorities

WEEKS 4-10

Deliver
the Pilot