AI Strategy Primer for Australian Business Leaders

Cut Through the Hype — A Practical Framework for AI Adoption in 2026

2026 EDITION

The 3-Horizon AI Framework

- ✓ Horizon 1 (Now): AI-augmented productivity — tools that make your team faster today
- ✓ Horizon 2 (6–18 months): AI-enhanced products — embed AI into your core offering
- ✓ Horizon 3 (18m+): AI-native models — processes reimagined around AI from scratch
- ✓ Most SMBs should focus 80% of effort on Horizon 1 before anything else

Horizon 1: Start Here This Quarter

- ✓ Writing & content: Claude, ChatGPT, or Gemini for drafts, emails, reports
- ✓ Meeting transcription: Otter.ai or Fireflies for instant summaries
- ✓ Customer support: AI-first triage with Chatwoot or Intercom
- ✓ Code acceleration: GitHub Copilot or Cursor — 40–60% faster for devs
- ✓ Data analysis: NotebookLM for internal documents, Claude for spreadsheets

The 5 Questions to Ask Before Any AI Project

- ✓ 1. What specific problem does this solve — and is it actually a problem?
- ✓ 2. What does success look like in numbers (time saved, conversion %, cost)?
- ✓ 3. What data do we have, and is it clean enough to train/fine-tune on?
- ✓ 4. Who owns this in our team — and do they have time to run it?
- ✓ 5. What's our fallback if the AI makes a mistake?

Australian AI Compliance Considerations 2026

- ✓ Privacy Act 1988: Ensure AI tools don't store personal data without consent
- ✓ AI-generated content disclosure: Emerging best practice — label AI-assisted content
- ✓ Employee data: HR AI tools require additional disclosure under Fair Work

✓ Industry-specific: Healthcare AI = TGA oversight; Financial AI = ASIC oversight

NEXT STEP

Ready to build your AI strategy? I work with Australian business leaders to create practical, ROI-focused AI roadmaps — no vendor lock-in.

→ **Book a strategy session at ashganda.com**