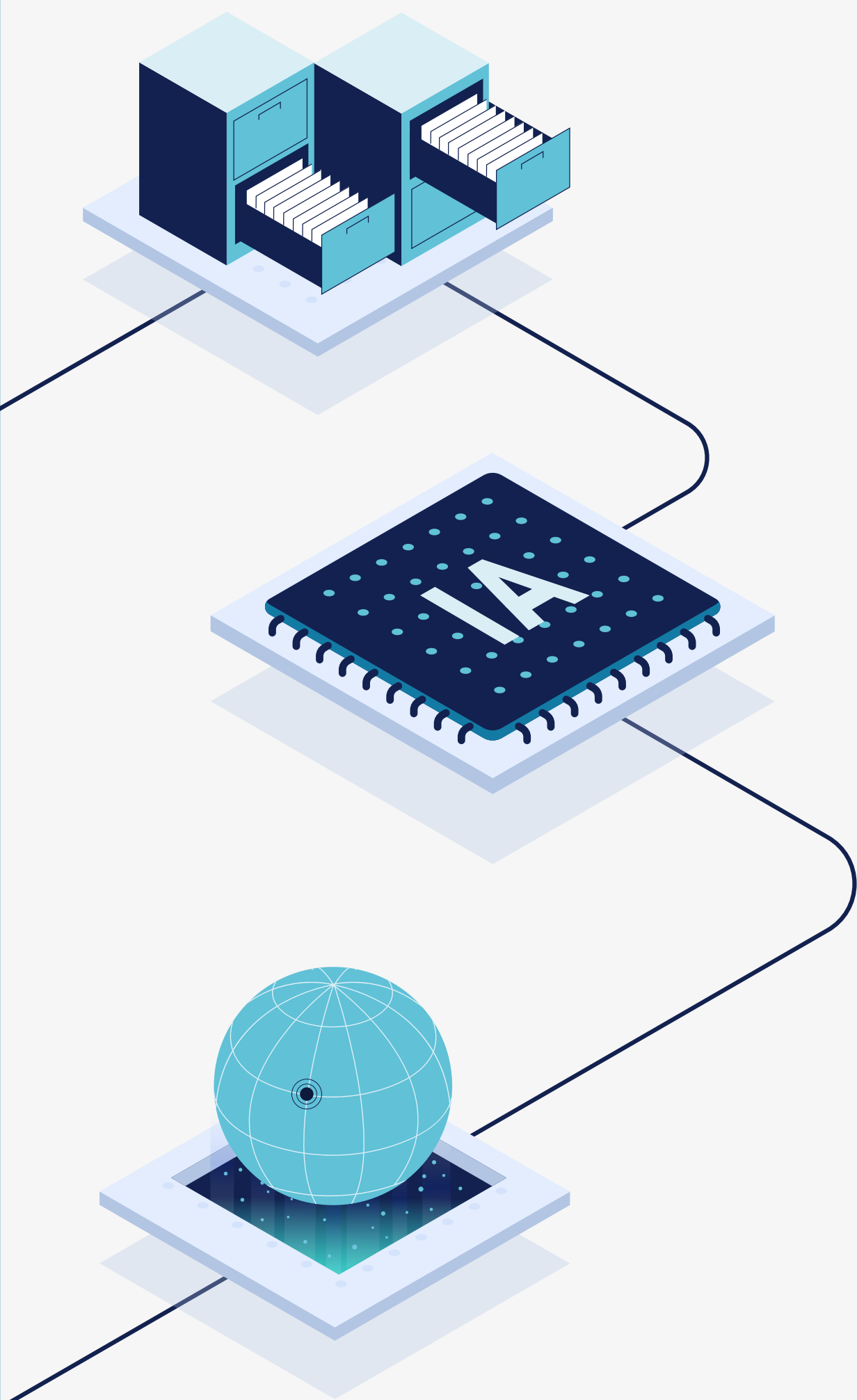


AI INTEGRATION IN STRATEGIC PLANNING



ROLE OF AI AS STRATEGIC SUPPORT



Data Analysis

Scenario Simulation

Risk Management

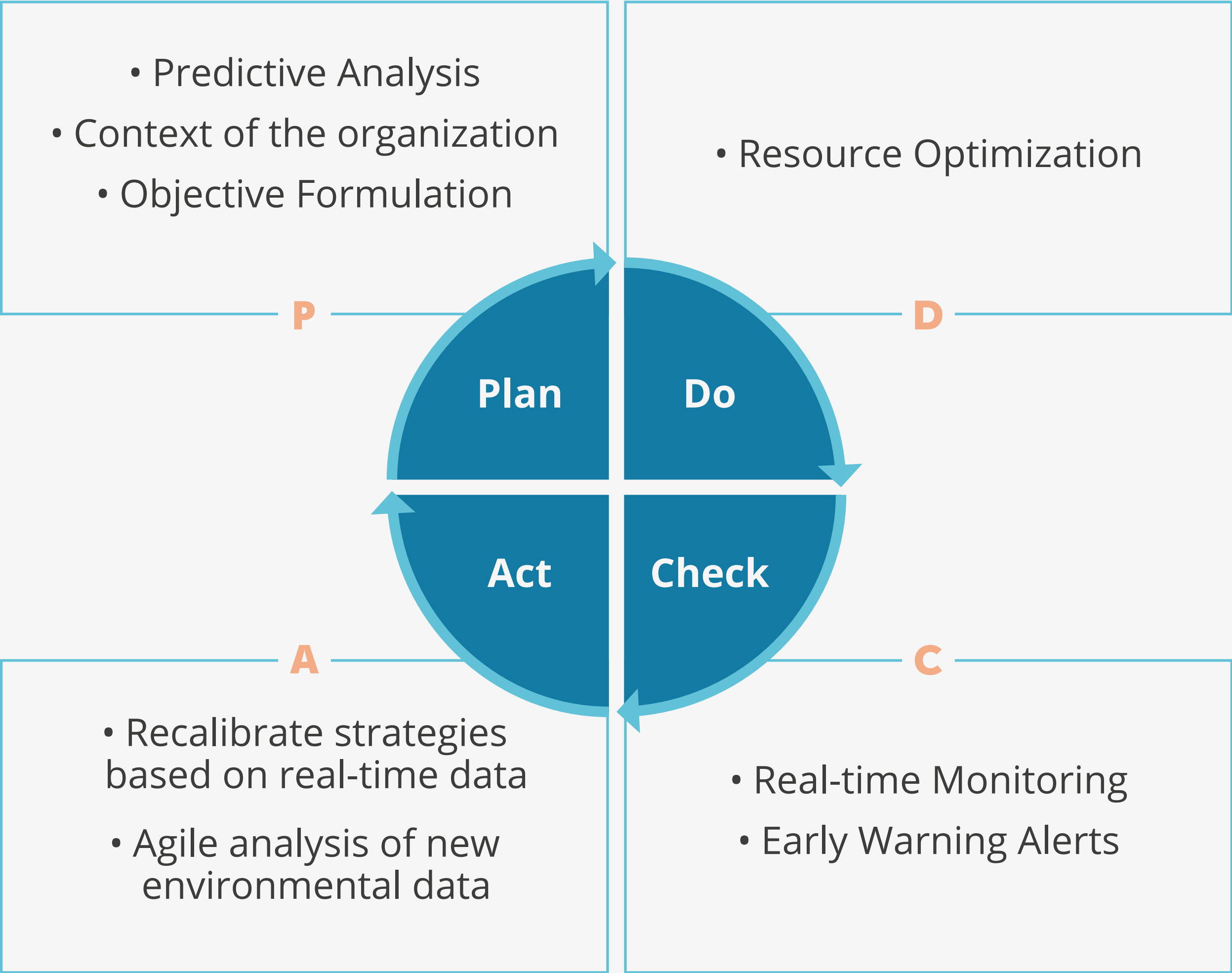
KEY ELEMENTS

Define Strategic Objectives
for AI Implementation

Foster a Data-Driven
Organizational Culture

Ethics and Governance for
AI Usage

INTEGRATION INTO THE PDCA



APPLICATION OF **IA** TYPES IN STRATEGIC PLANNING

AI Type	Strategic Application
Machine Learning (ML)	Trend forecasting, analysis of stakeholder needs and expectations, risk classification.
Natural Language Processing (NLP)	Analysis of surveys, customer feedback, and statutory, regulatory, and voluntary requirements.
Large Language Models (LLM)	Generation of strategic plans, automated SWOT analysis, drafting of executive reports, simulation of text-based scenarios.
Generative AI (Text/Images)	Automated generation of performance dashboards.
Predictive Analysis (Statistical AI)	Market projections, early detection of operational changes, future demand analysis.

BENEFITS

Strategic Agility

Predictive Accuracy

Operational Efficiency

Proactive Risk Management

References:

A. Ajay, G. J., & Goldfarb, A. Prediction Machines: *The Simple Economics of Artificial Intelligence*. Harvard Business Review Press. 2018.

D. Thomas. *Artificial Intelligence for the Real World*. Harvard Business Review. 2018. Viewed online at: Artificial Intelligence for the Real World on 20/06/2025.





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