02

AI Demand Shaping Canvas

STAGE
Discover

GATE
Request to Shape

Decides whether a request or opportunity describes a real need, whether it needs a model at all, and which of six routes it takes, with reasons the requester can respect.

WHO IS IN THE ROOM

Completed by the Business Relationship Manager with the requester in the room, in one ninety-minute session; the sponsoring executive's delegate joins for the strategic context and the routing decision where the value range is material.

WHAT YOU ARE DECIDING

One route, chosen with the requester present. The reasons go to the requester in writing before the record moves anywhere else. This is the Shape gate; the relationship layer signs it.

FILL IN

Demand signal

Requested solution

Root need

Who feels it

The counterfactual

Evidence in hand

ROUTES OUT

Self-service | **Automation** | **BRM engagement** | **Discovery** | **Project** | **Decline**

The full digital canvas, with every field and worked guidance, is at **govbrm.com/AIDemandToolkit/#demand-shaping**

04
AI Readiness Canvas

STAGE **Assess** GATE **Shape**

Decides whether the organisation is ready to attempt this piece of AI work now, should wait, or must build named prerequisites first, on the basis of evidence seen in the room.

WHO IS IN THE ROOM

The Business Relationship Manager completes it in a single session with the business owner of the process and whoever can show the data and the systems (a data owner, an architect or a platform lead).

WHAT YOU ARE DECIDING

This is what the Business Relationship Manager carries into the Shape gate: the verdict, the dimension that decided it, and what would change it.

FILL IN

Shaped need carried in

Proposed autonomy rung

Boundary of this assessment

Cost of waiting

Re-assessment trigger

Who reconvenes

06

AI Demand Value Map

STAGE
Prioritise

GATE
Rank

Decides where relationship capital concentrates for the next quarter by plotting shaped AI demand on strategic value against volume, and settles which request types stay with a person and which are routed to the structured or automated route.

WHO IS IN THE ROOM

Completed by the Business Relationship Manager with the partner function leads in the room, drawing on the opportunity canvas, the intake log and the demand shaping record; the relationship layer signs at the Rank gate.

WHAT YOU ARE DECIDING

The decision the relationship layer signs at the Rank gate and carries into prioritisation and the portfolio heat map.

FILL IN

Requests placed

Value test applied

Volume threshold applied

Most requests come from

Most value would come from

Where the two lists differ

ROUTES OUT

Concentrate | **Spread** | **Route first**

The full digital canvas, with every field and worked guidance, is at **govbrm.com/AIDemandToolkit/#value-map**

09

AI Business Case Canvas

STAGE **Design**

GATE **Commit**

Decides whether a shaped and ranked AI request earns funding, by putting a named business owner and a committed number on one page that a governance or funding forum can accept or refuse.

WHO IS IN THE ROOM

Drafted by the Business Relationship Manager with the prospective business owner and the finance business partner in the room, and with the centre of excellence or delivery lead available for the investment figures.

WHAT YOU ARE DECIDING

This is the page the practitioner walks into the forum with. The canvas ends with a named business owner and a number, or it does not end.

FILL IN

Problem statement

Who has it

Cost of the problem now

If we do nothing

Future state in plain terms

Success criteria

ROUTES OUT

Commit | **Commit the lower rung** | **Return for prerequisites** | **Decline**

16

AI Adoption Canvas

STAGE **Adopt**

GATE **Build**

Decides who will change how they work, what it will take to make that happen, how we will know it has, and the point at which we admit it has not.

WHO IS IN THE ROOM

Completed by the Business Relationship Manager with the named business owner and the delivery lead in the room, with the champion lead and a frontline representative for each user group where possible.

WHAT YOU ARE DECIDING

The artefact carried to the Build gate and returned to at the value realisation conversation. It states whether the organisation is ready to use what it is about to receive.

FILL IN

Training by user group

Support in the first weeks

Reference and job aids

Who hears what, from whom

Timing and cadence

What we will not say

ROUTES OUT

Ready to adopt | **Ready with conditions** | **Not ready**

19

AI Value Realisation Review

STAGE
Realise

GATE
Review (month nine)

Decides, nine months after commitment, whether the measured value justified the number we signed, what the organisation should do with the capability now, and what the front door must learn from how we shaped it.

WHO IS IN THE ROOM

Completed by the Business Relationship Manager as loop owner, with the named business owner, the product owner and the finance business partner in the room, drawing on the Commit gate record, the benefits tracker, the risk register and the portfolio heatmap.

WHAT YOU ARE DECIDING

The artefact the loop owner carries to the governance or funding forum, and the record the front door keeps.

FILL IN

Committed number

Measured value to date

Confidence in the measurement

Gap and its cause

Cost to date against plan

Value trajectory

ROUTES OUT

Review gate passed | **Review gate held**

The full digital canvas, with every field and worked guidance, is at **govbrm.com/AIDemandToolkit/#value-review**