

UNLOCKING AI VALUE: SOLVING THE "MAPPING PROBLEM"



The bottleneck to AI value isn't the technology, it's "The Mapping Problem" – identifying where and how AI fits into complex, interconnected organizational workflows. Shift from local task-fixes to systematic process redesign.

THE DISCOVERY BOTTLENECK



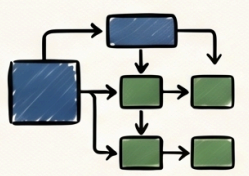
THE PRODUCTIVITY PARADOX
STALLED ADJACENT PROCESSES
(Testing, Approvals)

While individuals may code 25% faster or write 40% more, task-level gains stall if adjacent processes aren't redesigned.

LOCAL SEARCH TRAPS
Organizations default to using AI for obvious tasks (like chatbots), missing transformative opportunities requiring rethinking entire workflows.

MAPPING FOR MASSIVE IMPACT

STRATEGIC SEARCH FRAMEWORKS



PROCESS DECOMPOSITION:
Find routine steps.



COMPLEMENTARITY MAPPING:
Identify what else must change if an activity is accelerated 10x.

THE INTEGRATION PAYOFF

Firms mapping AI into production generate higher revenue & require less capital.

Metric	AI Access Only	AI Access + Mapping Support
Revenue Growth	Baseline	↑ 1.9x Higher
Capital Required	Baseline	↓ 39.5% Reduction
Task Completion	Baseline	↑ 12% Increase

SALES

HR

OPS

DISTRIBUTED FLUENCY

Success depends on embedding AI knowledge within functional teams, not siloing expertise.