

AI Trendanalysis

May

ASI Study Objective

Study Objective

**How to successfully pivot from
shareholder primacy to Stakeholder impact.**

Study Focus Areas

1. Stakeholder impact **definition**
2. **Initiatives** that make most impact
3. How to measure and **communicate** impact
4. Growth Leadership **Profile**
5. **Implications** per key role

Study Roadmap

Achieving Multistakeholder Impact

PHASE

1

Interviews & Research

Contents

- Vision Interviews
- Meta-analysis of published initiatives
- AI analysis using the 'Hypertrend' tool

Jan – May

PHASE

2

Preliminary Results

Contents

- Topline Conclusions
- Preliminary Report
- Advisory Board Sparring Session
- Partner Sparring Session

May - September

PHASE

3

Full results publication

Contents

- Best Practices & Case Studies
- Frameworks and Practical tools
- Success Measures
- Peer Group Events

October – December

AI Hypertrend analysis

1. AI trend analysis from **interviews**
2. Scraping LinkedIn & Twitter of **keywords & OP&UP**

AI Hypertrend analysis

Key Words

1. stakeholder
2. growth
3. value
4. profit
5. impact
6. engagement / engage

Transcript Clusters

- CEO
- CMO
- CHRO
- CFO
- Underperformer
- Overperformer

Analysis

- Programming
- Core analysis & Conclusions
- Territory definition

Use the data as it exists

Overperformers / Underperformers

What is the difference?

What they talk about differently

Hypergraph approach applied to the contrast. Things / connections / concepts

1-1 mapping

Conversations

Here's what you are not talking about but you should...

OP / UP > two graphs (rankings of 6 words)

What are the neighbourhood around those words

STUDY 2:

Conditional graph restricted by position in top leadership team

Those words and what it pulls

Neighborhood

The differences across the functions