

AI ON THE CLOCK
N° 002 – STRATEGY



THE LEADERSHIP CHECK-UP

5 hard questions.

That reveal where your company really
is on AI.

ONE IDEA • 60 SECONDS • EVERY WEEK

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SWIPE →

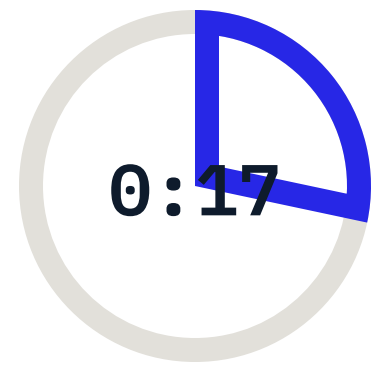


WHY ASK

Strategy decks lie. Answers don't.

Every company has an AI strategy slide. Few can answer five direct questions about what's actually happening.

Ask these at your next leadership meeting — and listen for the silences.



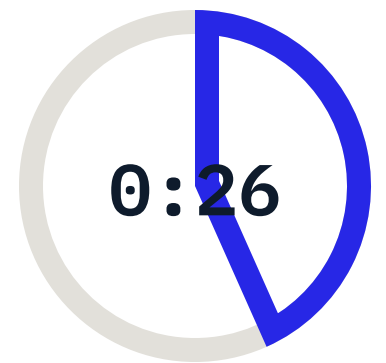
QUESTION 01

Who owns AI in your company?

A C-level name — not a department, not a committee. If AI sits three levels down, it's not a strategy. It's a side project.

RED-FLAG ANSWER

"Someone in IT... I think."



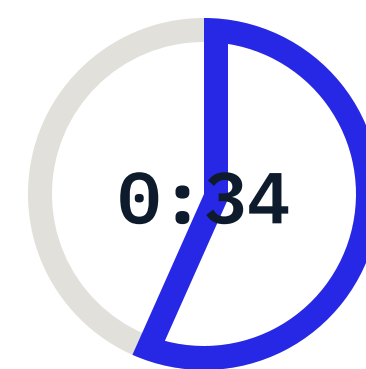
QUESTION 02

How do we measure if it works?

License counts and usage stats aren't results. Revenue impact, cost savings, and customer satisfaction are.

RED-FLAG ANSWER

"Well... 800 people have licenses."



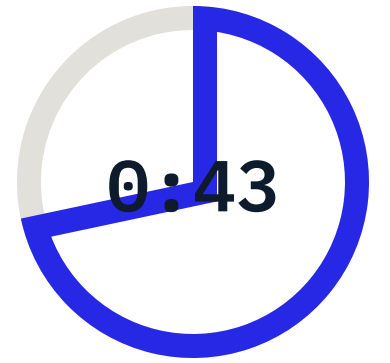
QUESTION 03

Where could an AI-first rival hurt us?

AI isn't just an efficiency tool — it's a competitive weapon. If you can't name the threat, you haven't mapped it.

RED-FLAG ANSWER

"We're keeping an eye on the market."



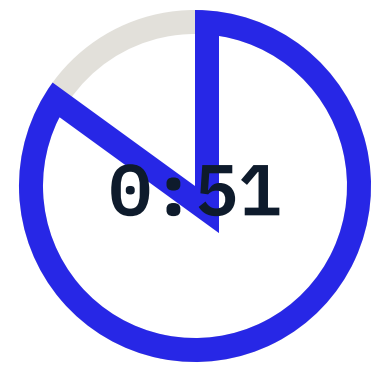
QUESTION 04

Which workflows has AI actually changed?

Everyone uses AI — that's not the question. Adoption is easy. Redesigning how work gets done is where the value lives.

RED-FLAG ANSWER

"We use it for emails."



QUESTION 05

What data is leaving through AI?

Every prompt is an upload. Customer records, contracts, source code — pasted daily into tools you don't control.

RED-FLAG ANSWER

"We have a policy."



TIME'S UP — SCORE YOURSELF

Clear answers?

5 / 5 You're ahead of most. Keep the discipline.

3–4 Solid base — close the gaps this quarter.

0–2 The best time to start was yesterday.
The next best is now.

Ask these at your next leadership meeting.

Want the full picture? A free 6-area AI maturity scan — 4 minutes, no account needed. Link in the comments.

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