

Module E Assignment

Instructions: Building an AI plan

This template is to be used during the Module E programme as a step-by-step guide for creating a strategy for using AI to make operations and processes more efficient, improve user engagement and add to revenue generation.

Learning outcome: This template is a practical way of organizing your idea into a strategic framework, helping you to develop it from concept to execution.

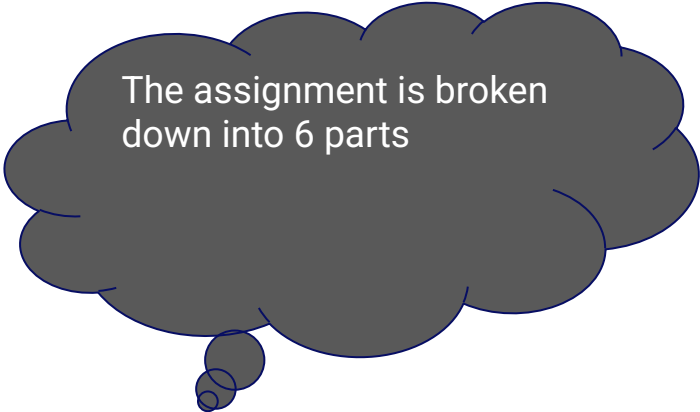
How to use this document:

- If using this as a SHARED Google Slides doc - please make sure to MAKE A COPY (File > Make a Copy > Save to your own Google Drive)
- If using it as a template download it as a PDF and save it to your hard drive.
- Please work on ONE final copy to submit at the check-in and final session.

Group Organisation work:

- Ideally, this template is to be filled in per media organization and not individually. Where there are more than 5 people from one media group, WIN will assign you into a team. Each team will then submit one assignment.
- The goal is to build your strategy, working as a cross-functional team or teams in your organization.
- You may not have all the answers to the questions in each section - make sure you collaborate and gather relevant data or insights from other teams in your organization. Think about building a collaborative outreach strategy to other teams like: Editorial, Digital product, Data and analytics, and/or Sales and Marketing.

Assignment part 1



The assignment is broken
down into 6 parts

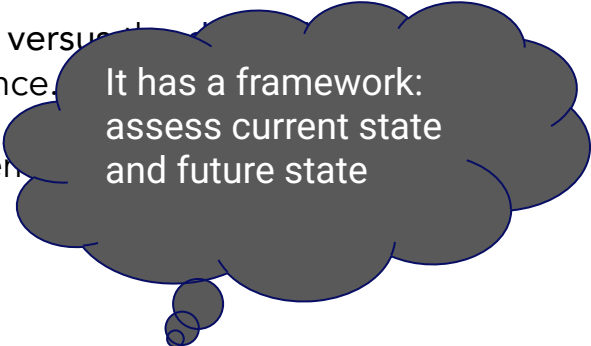
Assignment part 1

How to move from a current state to a desired state

From-To statements describe the **current state** your company is in versus the **desired state** you wish to get to, focusing on content strategy and a targeted audience.

Identify gaps in coverage, resources and products and include them in your strategy.

Describe conditions **before** and **after** the change.



It has a framework:
assess current state
and future state

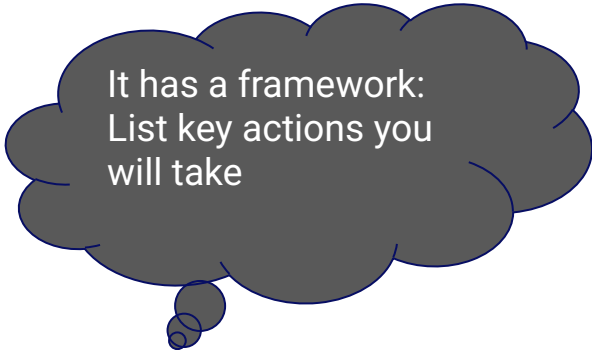
FROM	TO
Newsroom not using AI	Adoption of AI to save time and resources
Planning of content not automated	Automate content planning
Engagement time is static	Engagement time is increasing



Assignment **part 1**

- Identify your problem. What do you need to do to identify where you can use an AI product. Will it help to build a new audience and/or product? Where do you want to get to?
- Think about your operations and processes in your organization - where could Generative AI help to make improvements? Write down the answer in one headline and then a secondary sentence.
- Use the framework 'From-To' statements to map out where your company needs to move forward. Create a slide as part of your final presentation.

Assignment part 2



It has a framework:
List key actions you
will take



Assignment **part 2**

- Now that you have identified your problem and where you want to get to, map out how you will get there. Answer the questions: How will you do this? Who will help you to do this?
- On one slide, list 3 to 5 key actions that you will take to achieve your goal. Each action must help to develop or adopt an AI tool that will help build or enhance user experience, aimed at a potentially paying market.

Assignment part 3

The SMART way to succeed

SMART goals are a structured way to set goals and increase the likelihood of success. The acronym stands for:

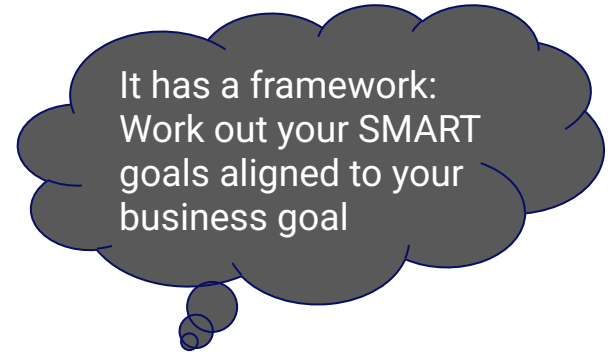
Specific - better at what?

Measurable - what metrics will you use?

Achievable - ambitious but realistic

Relevant - relates to the business goals

Timeline - when will you achieve your goals?





Assignment **part 3**

- Now that you have identified your problem, where you want to get to and how you will get there, map out on one slide your workflows and how you will measure your success.
- What will be the impact on the goal? What will you achieve? Write a short statement on one slide that spells out your SMART goal

How is your newsroom using AI?

Use this slide to map out where AI could help your workflows

Plan	Craft and create	Edit and revise	Publish	Engage

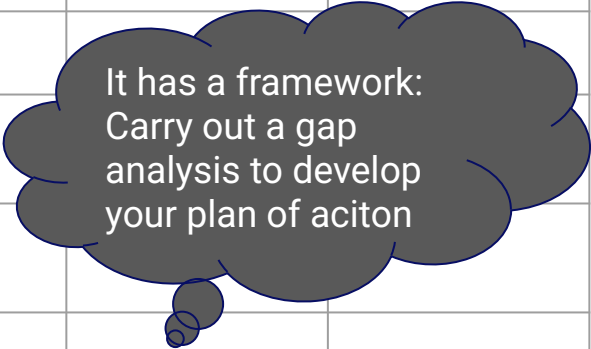
It has a framework:
Analyse your
workflows



Assignment **part 4**

- Now you should have 3 slides that identify your problem, where you want to get to, how you will get there, and measure your success.
- On a fourth slide, bring it all together in a table and rate from 1 to 10 what is the most urgent and achievable, 10 being most urgent.

Fill in your gaps	Current state	Desired state	Gaps	Solutions	Rating 1-10
Is there demand for this?					
Can you/your team do it?					
Is it worth it?					
Where do you want to be by when?					
What does success look like?					
How do you measure it?					
What is the smallest step?					
Who will help you?					



It has a framework:
Carry out a gap
analysis to develop
your plan of action



It has a framework:
Name who is going to
help you. Name your
audiences

Assignment **part 5**

Answer these questions on a fifth slide:

- Who is the targeted audience? Be specific.
- What are the needs or problems that you will solve for this audience?
- Will the audience have a voice in the content?
- What channels or platforms will you use to distribute your stories targeted at this market?
- When will you do this? Will you have a publishing schedule? If so, what is it?



It has a framework:
Name your audiences
and your next steps

Assignment Part 5

Answer these questions on a fifth slide:

- Who are the targeted users for the AI tool? Be specific. Is it internal, such as the newsroom, or external such as the audience?
- What are the needs or problems that you will solve for the targeted users? Will they have input into developing or testing the tool?
- When will you do this? How much will it cost?

On the sixth slide outline what you will do next to progress your project. Answer this question: What is your next step?

- Bring everything you have learnt into a complete deck of a maximum of six slides and prepare for a 5 minute presentation in the final webinar that will demonstrate an action plan to use AI to enhance the user experience and add to revenue generation.

Bring it all together into a road map

Goal: 10,000 digital-only subscribers by Jan 2026

It has a framework:
Map out your plan in 6
slides and present it at
the final webinar

Who will help you?	X reporters; X IT developers; external partners	
What are you going to do?	Train reporters in the use of AI tools	
How will you do it?	Produce XX stories a day that use GenAI headlines and summaries	
What will you achieve?	Increase reach by X%, increase engagement by X%	
What will be the impact on the goal?	Increase in subscriptions from users by X%	

Any questions?