leighton

Identify high-value, practical AI use cases for your products, platforms and operations

AI ideation workshop

2026

Many organisations recognise the potential of AI to improve customer experience, automate processes, and enhance decision-making, but struggle to identify where it can deliver practical, commercially viable solutions.

Teams experiment with AI tools, but struggle to identify what will deliver real impact, create compelling business cases and justify investment. Pilots remain stuck in proof-of-concept, engineering teams lack clear implementation patterns, and business leaders struggle to understand the measurable outcomes that would influence their decisions.

Our AI ideation workshop helps technology and product leaders identify realistic, high-value AI opportunities and define a clear path from idea to implementation.

Book your AI ideation workshop

Discover where AI can add meaningful value in your organisation and define the practical steps needed to get started.

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The challenges we help solve

Organisations typically come to us when they face challenges such as:

- A clear understanding of whether their environment is 'AI-ready'
- AI ambition without clear practical use cases
- Disconnected AI experiments that never scale
- Difficulty identifying opportunities with clear ROI and creating clear and robust business cases
- Lack of alignment between business, product and engineering teams
- Uncertainty around implementation, governance and cost

What you will get from the workshop

By the end of the session, you will have:

- A clear understanding of where AI could deliver value in your business
- A prioritised list of practical, achievable AI use cases
- Insight into technical feasibility and implementation approaches
- Alignment across product, technology and business stakeholders
- A structured roadmap to move from idea to proof-of-concept
- Awareness of governance, security and cost considerations

How the workshop works

1 — **2** — **3**

Use case identification and ideation

We work with your team to identify where AI could enhance products, automate workflows or improve decision-making, in alignment with current business challenges.

Feasibility and impact assessment

Opportunities are prioritised based on commercial value, technical feasibility, and implementation complexity.

AI roadmap definition

At the end of the workshop we'll work with you to map out priority areas and next steps that will allow you to define proof-of-concept initiatives and implementation approaches in more detail.