XONIK

FRAMEWORK

Enterprise AI Investment Decision Brief

A framework for putting an AI investment decision to leadership: the decision asked for, the options, what it takes, how it can fail and how you will know.

Version	1.0
Date	20 October 2026
Published by	XONIK
For	An executive or board member framing, or being asked to approve, an AI investment.
Use with	The AI Use-Case Prioritization Tool and the AI Use-Case Prioritization Matrix.

How to use this brief

Write one brief for one decision, for people who were not in the project and will read it in a few minutes. Each section has a prompt saying what a good entry holds. Fill it in on screen or print it. Where an entry seems to need a figure, give the reasoning in words and attach the supporting analysis separately, with its source.

> **The rule for every section**
> Separate what you know from what you are assuming, and say what would change your mind.

1. The decision requested

Put the decision in one sentence: what is being approved, who approves it, and for how long. The reader should be able to say yes or no to it.

2. Why now

What has changed, or what waiting would cost. If nothing has changed, say that.

3. The change in how work is done

Describe the work that will be done differently, and who will do it. Leave the technology until after that.

4. Options considered

Name each option, including doing nothing and a smaller version. Say why the others were set aside.

5. What it takes

What must exist before the work can go live: people, data, approvals and changes to the process. Name the owner.

6. How it can go wrong

The ways it is most likely to fail, who would be affected, how soon anyone would notice, and what you would do about it.

7. How you will know it is working

The changes in the work that would show it is succeeding, and when you will look. Measure the change in the work itself.

8. What would make you stop

The conditions, agreed in advance, under which the work will be stopped or reduced.

9. What you need from leadership

Funding for running as well as building, a sponsor for the hand-off to daily use, and any decision that only leadership can take.

10. Owner and next review

The named owner after launch and the date the decision will be reviewed.

Options considered

Option	What it would take	Main risk	Why chosen or set aside

Limits of this document

XONIK wrote this document as a working aid. It is general guidance, not legal, financial, technical-audit or regulatory advice, and it certifies nothing. It records your own reading of your own organization, so it is only as good as the answers you give. It does not guarantee any result. The brief supports a decision and does not replace the analysis behind it. Link or attach that analysis, with its source.