

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.

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| 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

Complete one brief for one decision. It is written to be read in a few minutes by people who were not in the project. Each section has a prompt that says what a good entry contains. Fill it in on screen, or print it. Where an entry would need a figure, write the reasoning in words and attach the supporting analysis separately, with its source.

**The rule for every section**

State what you know, what you are assuming, and what would change your mind.

## 1. The decision requested

State the decision in one sentence: what is being approved, by whom, and for how long. A reader should be able to answer yes or no.

## 2. Why now

What has changed, or what will be lost by waiting. If nothing has changed, say so.

## 3. The change in how work is done

Describe the work that will be done differently, by whom. Do not describe the technology first.

## 4. Options considered

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

## 5. What it takes

The people, the data, the approvals and the changes to the process that must exist for the work to go live. Name the owner.

## 6. How it can go wrong

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

**7. How you will know it is working**

The changes in the work that will show success, and when you will check. Choose measures that reflect the change, not activity.

**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 |
|--------|--------------------|-----------|-------------------------|
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## Limits of this document

This document is a working aid written by XONIK. It is general practitioner guidance and not legal, financial, technical-audit or regulatory advice, and it carries no certification. It reflects your own reading of your own organization, so it is only as accurate as the answers you give. Nothing in it guarantees a result. A brief supports a decision. It does not replace the analysis behind it, and it should link or attach that analysis with its source.