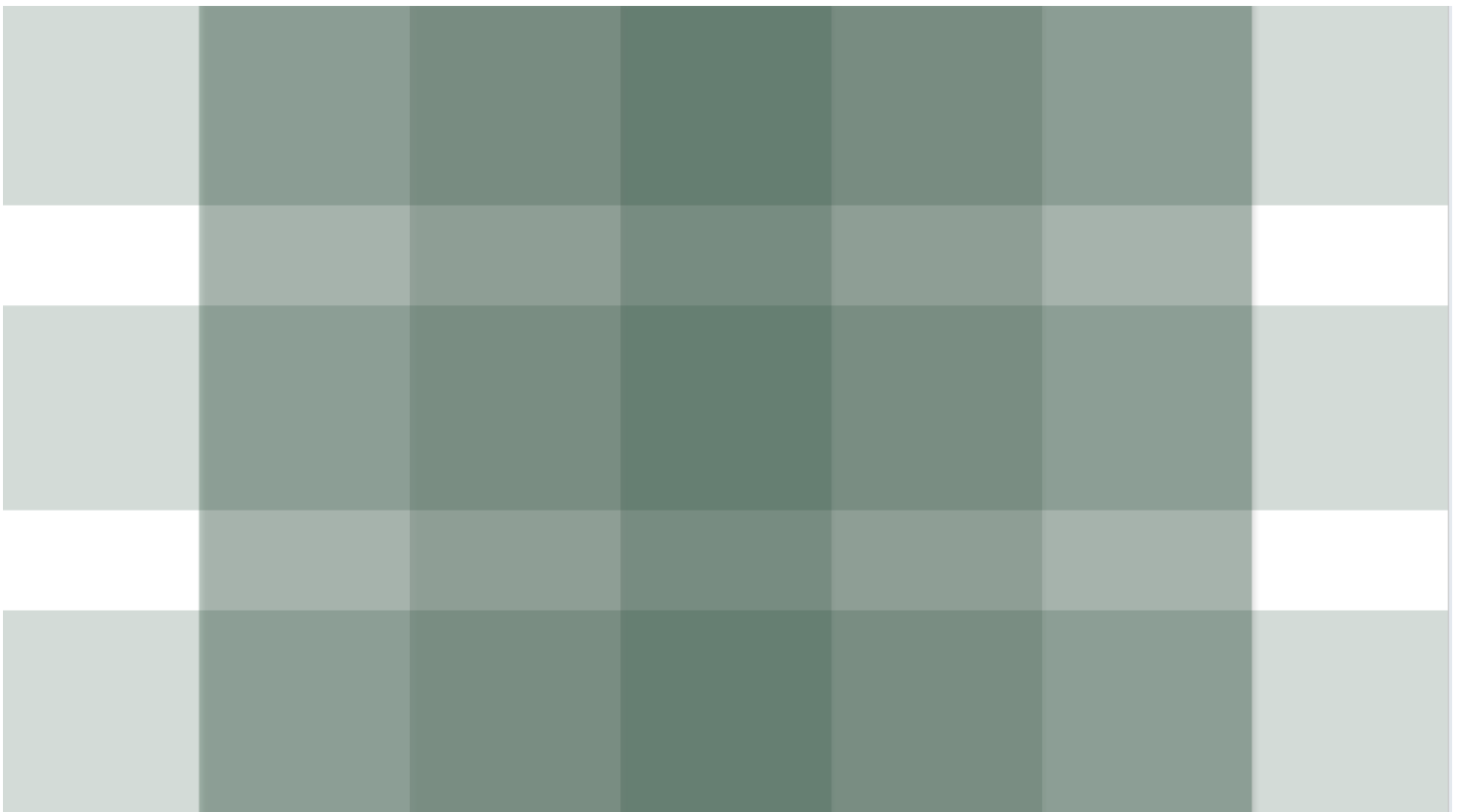




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The EU AI Act Business Transformation Playbook

A practical guide to business transformation with
respect to the EU AI Act



The EU AI Act Business Transformation Playbook

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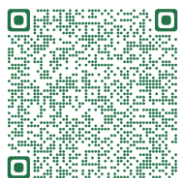


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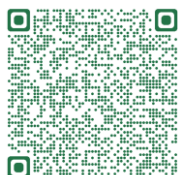
1 Introduction and Preamble



EU AI Act is aligned with encouraging safe and trustworthy AI.

At AI & Partners, we define EU AI Act compliant AI systems as those that are safe, secure, transparent, resilient, auditable, fair, non-biased and human-focused. Businesses that are taking steps now to become EU AI Act compliant are not only setting themselves up for success, but they are also showing that their AI/ML systems work at the higher possible levels and building continued client trust that drives additional ROI of AI initiatives.

It is evident that the importance of EU AI Act compliance to the business's success will not only continue to move forward. What could be made clearer is the contrasting roles and responsibilities needed within a business to implement EU AI Act successfully. This is exactly why we have written the EU AI Act Playbooks – to become a crucial resource within any individual motivated to drive EU AI Act compliant practices within a business.



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There are five Playbooks in this Series

The first Playbook, and the one that you are currently reading, provides the background information you need to understand your role in EU AI Act. It outlines how to identify your business's EU AI Act Maturity Level (Emerging, Evolving, Engaging, Enhancing and Excelling) together with your specific role (Facilitator, Promoter, Guardian and Creator).

The remaining four Playbooks each cover a different EU AI Act role in depth, providing practical guidance on what to perform per level of business maturity.

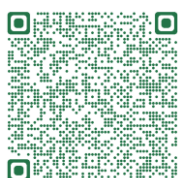


Once you've read the playbooks you'll feel invigorated to deliver change and encourage the safe, secure and trustworthy use of AI within your business. If you're interested in deepening your understanding, please visit our Insights section or request a product demo with AI & Partners to help operationalise EU AI Act practices within your business.



"Adopting AI within the business isn't just about technical capabilities. It also includes operational, cultural and regulatory aspects"

Michael Charles Borrelli, Co-CEO/COO, AI & Partners



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Introduction

You've been hearing a lot about the EU AI Act recently and the importance it holds for supporting the continued development and adoption of artificial intelligence. Everywhere you look, there's another article on the EU AI Act and the need for regulation of AI systems to encourage better long-term practices. Businesses continue to push AI systems to the cutting edge – and further. While society is left wondering at what cost this comes to the user. AI is a transformative tool full of exponential opportunities, but without protocols prescribed under the EU AI Act that opportunity slips further and further away.

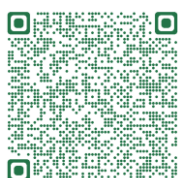
When it comes to engaging with the EU AI Act, there are two core steps to understanding what you can practically do to further EU AI Act compliant projects within your business:

- **Firstly**, you need to understand where your business is in terms of its EU AI Act journey, as your required actions will change over time as the business matures in its EU AI Act compliant practices.
- **Secondly**, you need to identify your specific EU AI Act role. To be specific, you need to understand what your position is within your business can and cannot be expected to do in terms of furthering EU AI Act practices.

You know that the time for change is now. You know that your business needs to prioritise and adopt practices and processes prescribed under the EU AI Act in order to build safe, secure and trustworthy AI. The only thing in your way is that you just aren't sure what your role is in this paradigm shift is meant to be.

This is what brings you here to the EU AI Act Playbooks. You are ready to make a change, and you've come here to find out how to advocate for his exact prioritisation and adoption of the EU AI Act within the business.

In this Playbook, we'll go over how to identify where your business is in its EU AI Act readiness journey and then address the four EU AI Act roles and how to identify yours. Once you've identified your business's EU AI Act maturity and your own EU AI Act role, select the EU AI Act Playbook that aligns with your role, scroll to the section that matches your business's maturity, and get a reading for practical guidance on what you can do to further your adoption of the EU AI Act.

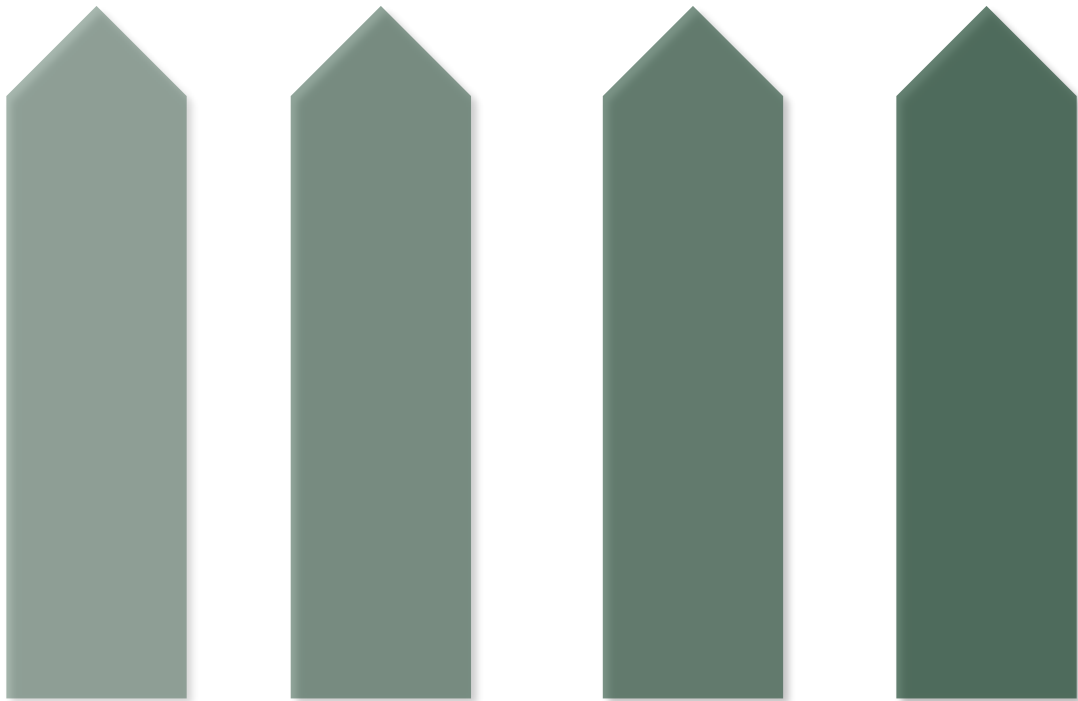


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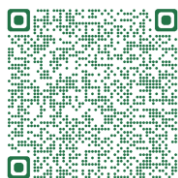
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2 Business Maturity



EU AI Act readiness is not a static state, it is an ongoing process.

Aligning within the EU AI Act is a journey that a business grows and evolves through. Some businesses are at the very beginning of the journey and are just beginning to explore the potential, while others are at a later stage in this journey and are looking to become pioneers. Wherever a business is, the important thing to recognise is that EU AI Act maturity is dynamic, and the further along the journey a business is, the more advanced, beneficial, and effective AI systems become.



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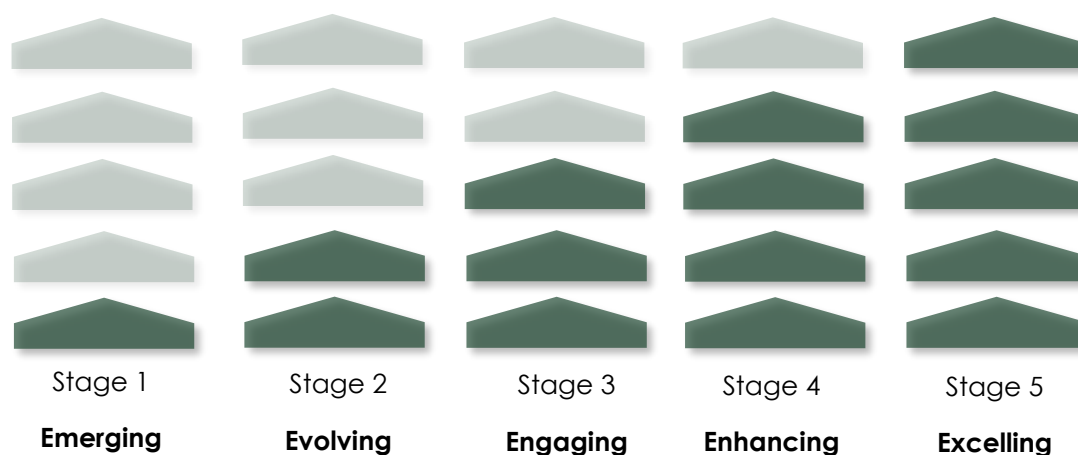


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Along this EU AI Act journey there are five stages of maturity that a business can achieve: Emerging, Evolving, Engaging, Enhancing and Excelling. Each stage has a defining philosophy and approach to AI systems which you can distinguish by identifying the existence of key indicators, including, but not limited to, actions, tools, initiatives, and engagement within a business.

It is imperative to note here that although Emerging is the initial stage, it indicates that a business has entered into the earliest stage of engagement with the EU AI Act. Notwithstanding, if a business has not yet begun discussions around the EU AI Act, then that business is considered to be altogether falling behind.



Take a moment to read through and familiarise yourself with the different EU Ai Act business maturity levels. Try to identify which stage your business is at using the key indicators. If you are still struggling to place your business within one of the five stages, take the short quiz at the end to help you determine the maturity level with accuracy.



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Emerging

Stage 1

The first stage of maturity is referred to as Emerging. At this level, a business is beginning to explore the potential of the EU AI Act. It is characterized by an inquisitive mindset looking to understand what the required governance principles and process to bring to the business.

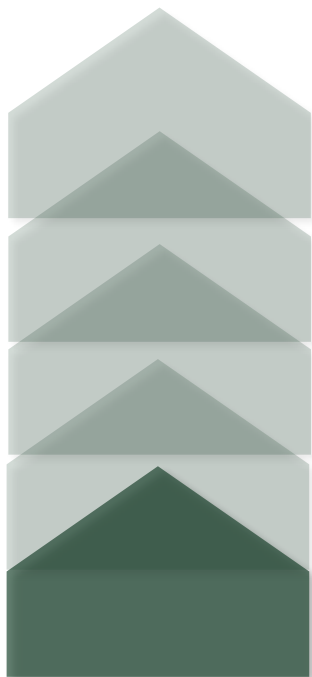
✓ The primary goal at this stage is to build internal awareness of the EU AI Act and begin to consider the principles and requirements in the context of the business.

What this looks like in terms of actions

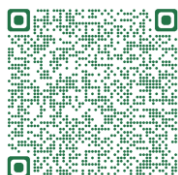
- Ad-hoc internal conversations on the EU AI Act are being held within teams and leadership
- Efforts are being made to identify and prioritise the aspects of the EU AI Act relevant to the business
- A service provider has been hired to audit or assess the business's AI systems

If your business is looking to mature beyond the Emerging stage, here are four essential steps that you can take

- As a business, identify the aspects of the EU AI Act relevant to you
- Once you've identified the aspects, begin creating the policies and strategies to ensure regulatory compliance
- Establish either an individual or group of individuals to spearhead the EU AI Act journey
- Executive sponsorship has been established for EU AI Act programmes



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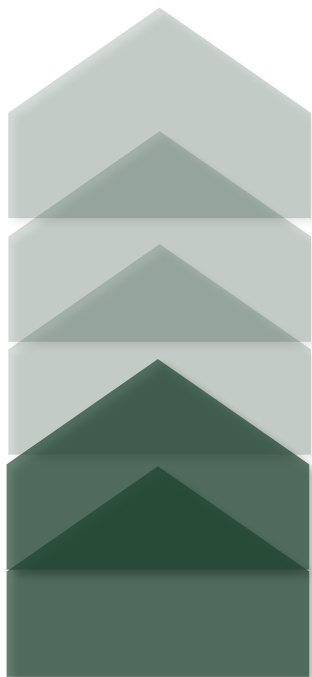
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Evolving

Stage 2

The second stage of maturity is aligning. At this level, a business has identified the relevant aspects of the EU AI Act and is now looking to align their internal policies, processes and procedures with its requirements. It is characterised by the ambition to define a standard perspective on AI compliance and enable action to be taken.

✓ The primary goal at this stage is to establish high-level initiatives, policies, procedures and processes in alignment with the relevant aspects of the EU AI Act.



What this looks like in terms of actions

- Relevant aspects of the EU AI Act have been identified and prioritised
- Business leadership is starting to establish EU AI Act-specific initiatives
- Internal policies, procedures and processes based on EU AI Act provisions are under development
- Potential to engage with external EU AI Act specialists and advocates

What this looks like in terms of outputs

- Business-level code of ethics
- Established set of processes, policies and procedures

If your business is looking to mature beyond the Evolving stage, here are four essential steps that you can take

- Start building repeatable policies, procedures and processes to execute on the EU AI Act provisions
- Introduce general EU AI Act training for all employees
- Establish a business transformation team

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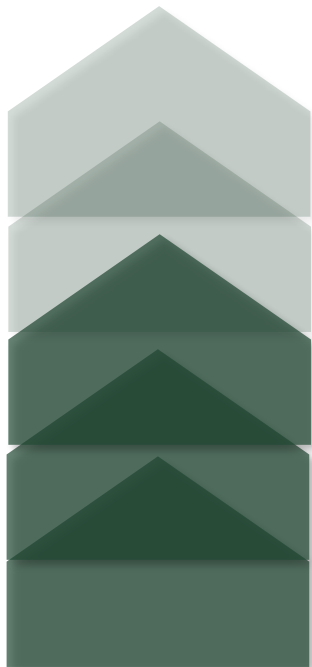
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Engaging

Stage 3

The first stage of maturity is referred to as Engaging. At this level, a business is seeking to move beyond the EU AI Act provisions and embed the requirements into the firm's policies, procedures and processes. It is characterised by pilot programs designed to create a formal practice for implementing the EU AI Act.

✓ The primary goal at this stage is to translate the EU AI Act's requirements into formal processes and identify and measure accountable stakeholders.



What this looks like in terms of actions

- Development of internal processes that bring the EU AI Act's provisions into actionable practices
- Processes are primarily done manually within select and dived teams
- Introduction of generic cross-business training on the EU AI Act requirements

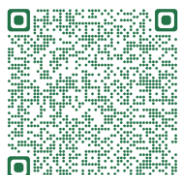
What this looks like in terms of outputs

- Accountability and stakeholder frameworks
- Risk taxonomies
- Introduction of 3rd party EU AI Act tools

If your business is looking to mature beyond the Emerging stage, here are four essential steps that you can take

- Complete pilots programs and move towards deploying EU AI Act processes cross-business
- Establish cross-business EU AI Act assessments and reviews
- Select EU AI Act metrics and KPIs to apply and measure teams

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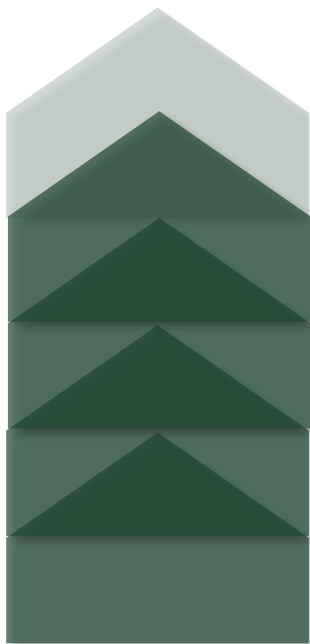
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Enhancing

Stage 4

The fourth stage of maturity is referred to as Enhancing. At this level, a business has identified the relevant EU AI Act provisions and is now looking to align its programmes and internal processes, policies and procedures to those provisions. It is characterised by an ambition to create a formal practice for implementing the EU AI Act.

✓ The primary goal at this stage is to establish high-level initiatives, processes, procedures and policies in alignment with the EU AI Act's requirements.



What this looks like in terms of actions

- Relevant EU AI Act requirements have been identified and prioritised
- Business leadership is beginning to establish EU AI Act-specific initiatives etc
- Internal policies, processes and procedures based on the EU AI Act's provisions are under development
- Potential to engage with external EU AI Act specialists and advocates

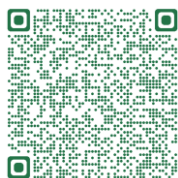
What this looks like in terms of outputs

- Business-level code of ethics
- Established set of processes, policies and procedures

If your business is looking to mature beyond the Emerging stage, here are four essential steps that you can take

- Start building repeatable policies, procedures and processes to execute on the EU AI Act provisions
- Introduce general EU AI Act training for all employees
- Establish a business transformation team

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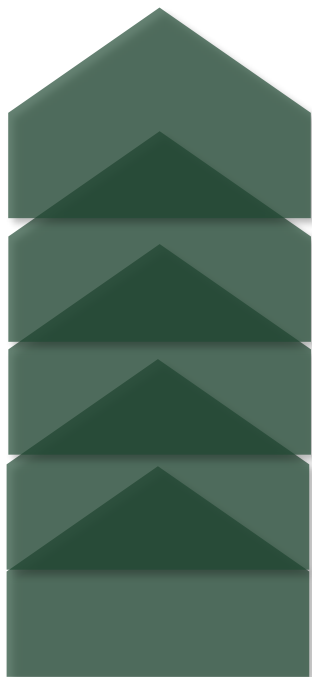
Excelling

Stage 5

The first - and final - stage of maturity is Excelling. At this level, a business has become a thought leader and benchmark for EU AI Act in its industry. It is characterised by standard risk mitigation practices on both a model and business level, together with a proactive approach to utilising EU AI Act provisions as a differentiator in the market.

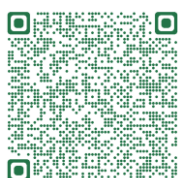
✓ The primary goal at this stage is to proactively utilise your policies, processes and procedures built under the EU AI Act to be an industry leader and benchmark.

- Utilising processes, policies and procedures built under the EU AI Act as a differentiator in the market
- Governing at scale and reducing overhead
- Model- and organisation-level understanding of AI system risk
- Initiatives and strategies are grounded in the EU AI Act provisions
- Formal cross-business training on the EU AI Act, together with specialised training per position
- Meeting metrics and KPIs
- EU AI Act provisions are used to stimulate innovation and guide critical model/product decisions



Congratulations on reaching the highest level of EU AI Act business maturity!

You have become a leader in your industry and are setting standards of behaviour for those around you. Remember, though, that EU AI Act is a journey and not an end destination, and you will need to stay updated on your EU AI Act effort to remain an industry leader.

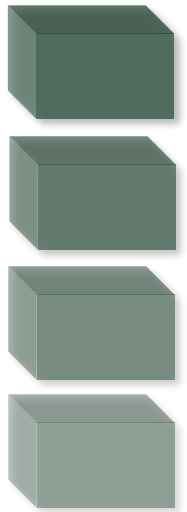


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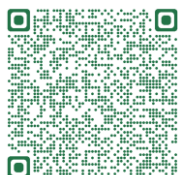
3 EU AI Act Profile



EU AI Act readiness is a multi-stakeholder opportunity to engage and improve your business's use of AI.

One of the most important things to understand about the EU AI Act is that it helps to improve the business. Successful development, deployment and use of AI never depends on one person; it rests on a collaboration between different teams and positions within a business. The EU AI Act functions much the same, drawing on a variety of positions' assets to help implement it across the business.

As you embark on your EU AI Act journey, you will find that you have specific strengths, weaknesses and limitations to what you can do in your business and promote and foster safe, secure and trustworthy AI system. These all depend on your position and responsibilities you hold within your business. By identifying your role in the EU AI Act, you are empowering yourself to see the most transformative impact of your efforts, as you play to your strengths and avoid frustrating situations that reside outside of the situations under your control. So although not everything in the EU AI Act is your responsibility, it is your responsibility to understand what is and what is not.



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Everyone has a role to play in the EU AI Act. What's yours?

EU AI Act has four roles: Facilitator, Promoter, Guardian and Creator. Each role is defined by its primary objective with respect to AI systems in the business and can be identified by the binary variables of power and access. The power element refers to whether or not you are in a leadership position and, therefore, have the power to set objectives and initiatives for the business or your team. The access element refers to whether or not you have direct access to the AI systems and are, therefore, a part of the technical development process. All four EU AI Act roles have a different combination of power and access, making each role unique and important component of the larger picture.

Facilitator

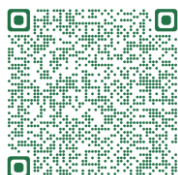
Promoter

Guardian

Creator

Take a few minutes to read through the different EU AI Act roles and identify which fits your position.

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Facilitator

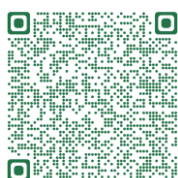
The facilitator's primary goal is to bring effective AI abilities to their business. To express it differently, people in this EU AI Act Role are looking to enable their business to successfully operationalise AI systems.

A person in the Facilitator role has the unique position of possessing both power and success. They hold a leadership position within the business, allowing them to set high-level initiatives. The key differentiator for the Facilitator is that they have a technical leadership position, as this allows them direct access to what AI systems are being constructed and how.

If you're looking for a Facilitator, here are some archetypal position you'll find them in:

- Technical C-Suite (CTO, CDD, CIO)
- VP of AI
- AI Officer
- Head of Data Governance

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Promoter

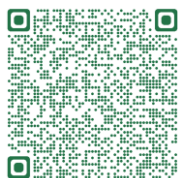
The promoter's primary goal is to provide intel and research on the direction of AI policy or feedback from users of the AI to the business. To express it differently, they bring invaluable information to the business to help influence the direction of AI within the business.

The promoter is someone who who does not have power or access, as they are not a leader with an AI-specific mandate, are in a non-technical position, and cannot select objectives or work on an AI system. Nonetheless, they play an essential part in the EU AI Act, as they are valuable supporters and sources of insight.

If you're looking for a Promoter, here are some archetypal position you'll find them in:

- Head of Marketing
- Marketing analyst
- Policy Lead
- Customer Success

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Guardian

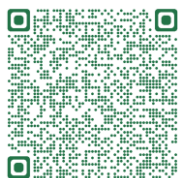
The guardian's primary goal is to limit the amount of AI-linked risk to their business. To express it differently, they are trying to protect their business's use of AI from negative outcomes.

Similar to the Facilitator, the Guardian is someone in a position of leadership within a business. This gives the Guardian control over company objectives and initiatives or, in other words, power. Nonetheless, unlike the Facilitator, the Guardian does not come from a technical background or a position connected with technical execution and so does not have direct access to or control over what gets built and how

If you're looking for a Guardian, here are some archetypal position you'll find them in:

- General Counsel
- Risk and Compliance Officers
- CISO
- Head of Privacy

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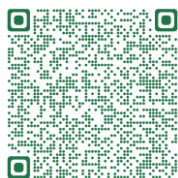
Creator

The facilitator's primary goal is to develop the best possible AI systems for their business. To express it differently, they are the ones building the AI systems.

Because Creators are focused on the development of AI systems, their main asset is their direct access to the AI systems. They are in a position to make development and design decisions, but they are not in a leadership position and do not have the power to set objectives.

If you're looking for a Creator, here are some archetypal positions you'll find them in:

- Data Scientist, Engineer Analyst
- Project Manager
- ML Engineer
- Designer



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Conclusion

Congratulations. By this point, you've identified where your business is in its EU AI Act journey and your role in this journey!

With this information you have set yourself up for success in helping bring the EU AI Act to your business. By identifying your business's EU AI Act maturity level, you have gained clarity into what practical actions are needed to improve and become an industry leader, while identifying your EU AI Act role has brought you perspective on what strengths you can contribute to these actions. Now it's time to take this knowledge and put it into action.

To help you further understand what you can do to further your EU AI Act readiness, we've created a Playbook for each of the four roles.

For each of these roles, you will find practical guidance on how to promote and foster the EU AI Act within your business per maturity level. For example, if you are a Facilitator, in a business or at the Formalising stage, you will find in the Facilitator Playbook information on what you are responsible for doing at the Formalising stage, and so on.

Remember: the EU AI Act is a multi-stakeholder opportunity for your business, so be sure to share the Playbooks with your team – and beyond.

Now that you've finished the Playbooks you should feel invigorated to embrace change and promote the safe, secure and trustworthy use, deployment, development, importing and distribution of AI systems within your business. If you're eager to further your understanding, please visit the insights section of our website or request a product demo with AI & Partners to help operationalise EU AI Act practices within your business.

