COURSE · MODULE 03

# Module 03 · Spheres and ambition levels

Where AI creates value in a company and with what ambition it is used in each place

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| 20 | 9 | 3 | 1 |
|---|---|---|---|
| minutes | impact spheres | ambition levels | primary sphere per use case |

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01

# Objective

By the end you will be able to place any AI use case in a sphere and an ambition level, and you will understand why that classification changes the criteria by which it is judged.

02

# Key ideas

1. **Nine spheres.** Seven where value is created or enabled (customer, product and service, people, operations, data, knowledge, decision), one of boundaries (regulation, ethics and accountability) and one meta-sphere (AI governance).
2. **Three ambition levels**: *Optimise* (doing the same better), *Augment* (doing more than was possible) and *Transform* (doing something that was not possible before, or changing the model).
3. **Classification has consequences.** Transform always implies Enterprise intensity and board approval; in exchange, it is not required to deliver the immediate return of an efficiency project.

4. **Classification follows rules, not enthusiasm.** Ambition is proposed in phase 1, confirmed in phase 2 and checked against what happens in production.

03

## Guided tour

| Step | What to open | What to look at |
|---|---|---|
| 1 | document 10, sections 2 and 3 | The impact map and the definition of the three levels. |
| 2 | document 10, section 4 | The classification rules: one primary sphere, doubtful cases, enabling platforms. |
| 3 | SPHERES library (from the site home page) | Each sphere explained with examples and with the questions the board should ask. |
| 4 | P07 | The template in which the classification is recorded. |
| 5 | T01, funnel view | Filter by ambition level and see how the example portfolio is distributed. |

04

## Exercise

In the example register (T01), open the record of IA-2026-002 (predictive maintenance as a service for industrial customers), classified as Transform, and that of IA-2025-001 (invoice classification), classified as Optimise. Explain in two sentences why each has that level. Then classify three real use cases from your company.

05

## Self-check

1. An assistant that halves the processing time of a case file: what ambition level does it have?
2. Can a use case have two primary spheres?
3. Who approves a Transform bet and at which gates?
4. Where is the value of a platform used by several cases allocated?

06

# Next step

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**Answers.** 1) Optimise: it does the same with less effort. 2) No: one primary sphere, to which investment and value are allocated, and at most a secondary one. 3) The board or its committee, at G2 and, if it is scaled, at G7. 4) To the cases that use it, not to the platform (document 10, section 4).