# SEVEN-G

*Is your company moving forward with AI, or only trying it out?*

> *"AI is not just another technology: it is a strategic asset. Companies that decide where to invest, govern each use case and measure value with evidence transform; those that only experiment just spend."*

WHAT IT IS

## An operating methodology

SEVEN-G sets out how a company decides on, governs and measures AI. It has two levels: an annual corporate cycle (diagnosis, board thesis, portfolio, execution and review) and an eight-phase life cycle for each use case, with a decision gate at the end of each phase.

**Implication:** Can your board say today how many AI use cases it has, what phase each one is in and who is accountable for it?

**Risk:** Without a method, AI grows as scattered pilots that nobody adds up, stops or measures.

WHAT IT PROPOSES

## The portfolio as a funnel

Each use case is handled like a sales opportunity: it enters the register, goes through mandatory stages and only moves on with verified evidence. The viability gate decides whether to stop before the big spend. Risk, security and regulation are reviewed along the same path, not at the end.

**Implication:** How many use cases were stopped last year, and why? If the answer is none, the gate is not working.

**Risk:** Without gates, projects with no value reach production and their recurring cost stays.

HOW IT IS MEASURED

## Value with evidence

The full cost is counted from day one and value only adds up once management control validates it. Each case is shown from three perspectives that are never merged: economic value, operational outcome and risk exposure. The transformation index tells whether the company transforms or only becomes more efficient.

**Implication:** What share of the value presented to you is validated by management control, and what share is a forecast?

**Risk:** Figures that nobody validates make the board invest on faith and withdraw its trust at the first failure.

## FOUR QUESTIONS FOR THE BOARD

1. **Are we moving forward or only experimenting?**
   A governed company shows its funnel: cases per stage, time in each one, how many reached production and how many were stopped, with the reason.
2. **Are our use cases profitable?**
   Full cost against validated value, case by case. What does not produce yet is shown as a forecast and does not add to the net.
3. **What stops us from scaling AI today?**
   The board dashboard ranks the scaling blockers (value, progress, risk, people, data, direction) and says where to act first.
4. **Is our risk under control?**
   A complete inventory, classification under the European AI Act, risks with an owner and acceptance by the right body.

## WHAT FAILS IF IT IS NOT GOVERNED

| WHAT FAILS | LEVEL | WHAT TO DO |
|---|---|---|
| AI in use that nobody has inventoried | HIGH | Build the inventory of all AI in use |
| Pilots that neither finish nor stop | HIGH | Take each pilot through the viability gate |
| Declared value that nobody validates | HIGH | Ask management control to validate value |
| Regulatory risk not classified | MEDIUM | Classify each case under the AI Act |
| The board decides without comparable data | MEDIUM | Bring the board dashboard to each meeting |
| Governance so heavy that it slows use | LOW | Use Express or Lite intensity when it applies |

## FURTHER READING

**What SEVEN-G is and what it is for**
Document 00 · quick start and full framework

**Example board dashboard**
Generated from the use case register

**Foundational methodology**
Document 01 · life cycle, gates and core

**European Artificial Intelligence Act, Regulation (EU) 2024/1689**
European Parliament and Council of the EU · 13-06-2024



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