AI Value Diagnostic

You know that AI can improve productivity. **We show you how to turn it into cash.**

The problem

Most businesses have now spent money on AI: Copilot licences, AI tools, pilots and possibly some training. Few finance directors can point to the return in the accounts. Three things usually explain why:

1

No one owns the value

AI arrives through IT or the managed service provider, but nobody is accountable for what it should deliver.

2

Tools are added to old processes

Time saved by individuals rarely turns into cost removed, capacity redeployed or cash released.

3

Function heads don't own their AI

When automations sit with IT, the people who own the outcome don't control the tool, and the risk sits with no one.

What the evidence shows

Finding	Source
Over 80% of organisations report no material enterprise-wide EBIT impact from generative AI	McKinsey, State of AI 2025
Redesigning workflows is one of the clearest drivers of AI-related EBIT gains	McKinsey, State of AI 2025
Senior ownership of AI correlates with greater financial impact, yet only 28% of organisations have the CEO overseeing AI governance	McKinsey, State of AI 2025
Over 40% of agentic AI projects are forecast to be cancelled by end-2027 due to cost, unclear value or weak risk controls	Gartner, June 2025
73% of UK and Irish mid-market firms have deployed AI, but many projects remain stuck at pilot; 83% report poor data quality	Klarus via IT Brief UK, July 2026

How we work: Diagnose, Define, Deliver

Diagnose →

An AI spend and usage baseline (licences, tools, pilots, unsanctioned use) set against cost. A map of who owns what today. A scan of where time and cost could come out of two or three functions. A readiness check on data and controls.

2–3 weeks · fixed fee

Define →

A simple AI operating model: business heads own outcomes, IT or your provider owns the platform, risk owns the guardrails. Three to five priority process changes, each with a cash-quantified business case. A licence decision: earn the seats or cut them.

2 weeks · fixed fee, credited against Deliver

Deliver

Programme management of 90-day value sprints, embedding functional owners, and benefits tracking that reconciles to the P&L.

Price on application, dependent on support required

Diagnose is designed to show quickly whether there are savings worth pursuing. If we cannot save you money we will tell you.

Why Imago

Finance first
Our team of finance professionals ensure benefits are measured in cash and P&L terms, not hours saved.

Operations and programme delivery
Imago has over 20 years' experience in delivering cross-functional change to release bottom-line savings.

Independent
We don't sell licences, platforms or training, so our advice on what to keep, change or stop is impartial.

Leadership and culture
Our proven expertise in leadership means ownership and behaviour change are designed into the plan.

Next step

A 45-minute conversation to look at your current AI adoption and spend and agree whether a diagnostic would be worthwhile.

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