

## > CHALLENGE OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE (AI) IN THE STRATEGIC PLANNING OF COMPANIES



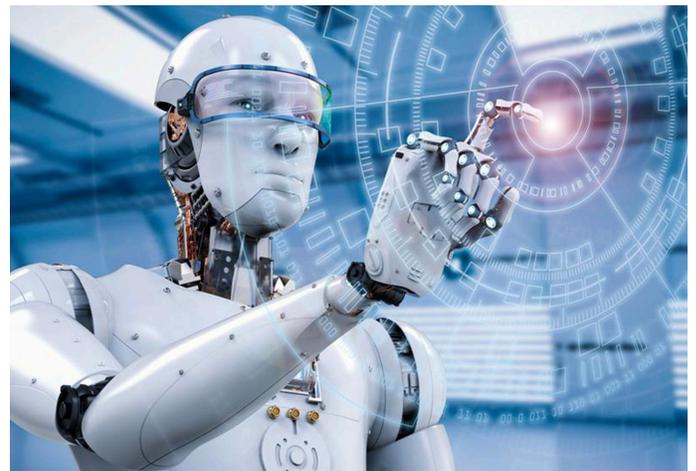
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Strategic Planning is the tool used by companies as a systematic process that allows the development and implementation of plans, with the purpose of achieving the objectives that have been proposed. It can be said that it is a very important tool for decision-making in companies, especially regarding the way in which it is acting and the path that must be followed in the future in order to achieve the formulated and established objectives.

In the last decade, Artificial Intelligence (AI) has grown exponentially and has positioned itself in the corporate industry to streamline processes and optimize results; that would lead the AI to achieve the proposed objectives; however, many initiatives have also failed due to a lack of alignment between strategy, technology, and implementation, fundamental elements of the equation. As stated by Martín Frascaroli, CEO and founder of Aivo, "The challenge does not lie in deciding whether to implement AI or not, but in being clear about how and why to do it". Therefore, modern companies must have the resources, knowledge and incentive to promote effective strategies that guide their Artificial Intelligence projects, accompanied by a technological market, which does not stop growing", likewise defines 3 main mistakes that companies make in strategic planning when they associate it with artificial intelligence.

### Errors of the application of AI in Strategic Planning:

**1. Lack of a strategy:** Adopting AI for the sake of being innovative is not the answer, and may bring more problems than solutions. This must be incorporated with a purpose, whether it is from the Department of marketing, sales, human resources, operations, research or customer service. And it should be done with both brand and customer goals in mind, as well as the resources at hand.



**2. Bad choice of technology to implement:** since there is no single type of universal AI that can solve all problems, therefore its technical specificities must respond to the strategy.

**3. Unrealistic expectations and poor implementation,** AI is not magical, on the contrary, it needs information to work, as well as its correct structuring, contextualization and categorization. In other words, it needs to be trained to give correct answers and predictions. (Delgado, 2021)

To avoid these errors, it is necessary that companies are accompanied by qualified personnel that allow the incorporation of AI in the advancement, evolution and fulfillment of the company's objectives with a lower cost and increasing the benefits to achieve objectives, goals and make decisions with the greater efficiency.

*Reference: Mónica Delgado November 18, 2021. Applying AI requires planning and strategy. Image from <https://como-carga.co/como-carga-la-inteligencia-artificial/>*