OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AI portfolio funding: a decision-rights and stop-rule model for CAIOs

QUESTION

How should enterprise AI leaders turn performance evidence into funding, pause and stop decisions when authority is distributed across the C-suite?

GUIDE TAKEAWAY

Treat AI initiatives as a portfolio competing for scarce capital. Give every initiative an outcome contract, named decision owners and pre-agreed thresholds to scale, change, pause or stop.

START HERE

Inventory initiatives by outcome, gate and full cost.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Inventory initiatives by outcome, gate and full cost

Evidence or input

Output or decision

Owner and review point

2. Write outcome contracts with pre-agreed thresholds

Evidence or input

Output or decision

Owner and review point

3. Assign accountable rights for funding, risk and workforce decisions

Evidence or input

Output or decision

Owner and review point

4. Review comparable evidence and alternatives

Evidence or input

Output or decision

Owner and review point

5. Record scale, change, pause or stop decisions

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Project-by-project approval

Useful when: Few initiatives and independent budgets

Limitation: Hides duplication and portfolio tradeoffs

Suggested action: Add a shared inventory

Why this fits our situation

Evidence needed before acting

Central AI budget

Useful when: Common infrastructure needs coordination

Limitation: Can distance funding from business ownership

Suggested action: Pair with outcome owners

Why this fits our situation

Evidence needed before acting

Federated business funding

Useful when: Domains know their workflows and value

Limitation: Evidence and controls may be inconsistent

Suggested action: Use common gates and packs

Why this fits our situation

Evidence needed before acting

Portfolio reallocation board

Useful when: Scarce capital must move across initiatives

Limitation: Slow reviews can delay useful action

Suggested action: Set decision rights and deadlines

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/ai-portfolio-funding-decision-rights/

Publisher and evidence policy: https://outselll.com/editorial-policy/