

Transform AI Innovation into Predictable Business Value.



Master the methodology. Control the complexity.
Lead the AI transformation.

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Global AI Investments are Soaring, Yet 80% of Projects Fail to Deliver Business Value



**\$632
Billion**

Projected global AI
spending by 2028



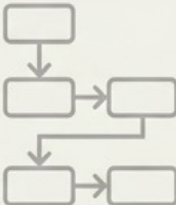
80% Failure Rate



Projects failing to achieve intended ROI

- ✓ **The Paradox:** The failure of AI initiatives is rarely due to computational limitations.
- ✓ **The Root Cause:** A fundamental misalignment between technical capabilities and strategic governance. Organizations are using the wrong frameworks for the job.

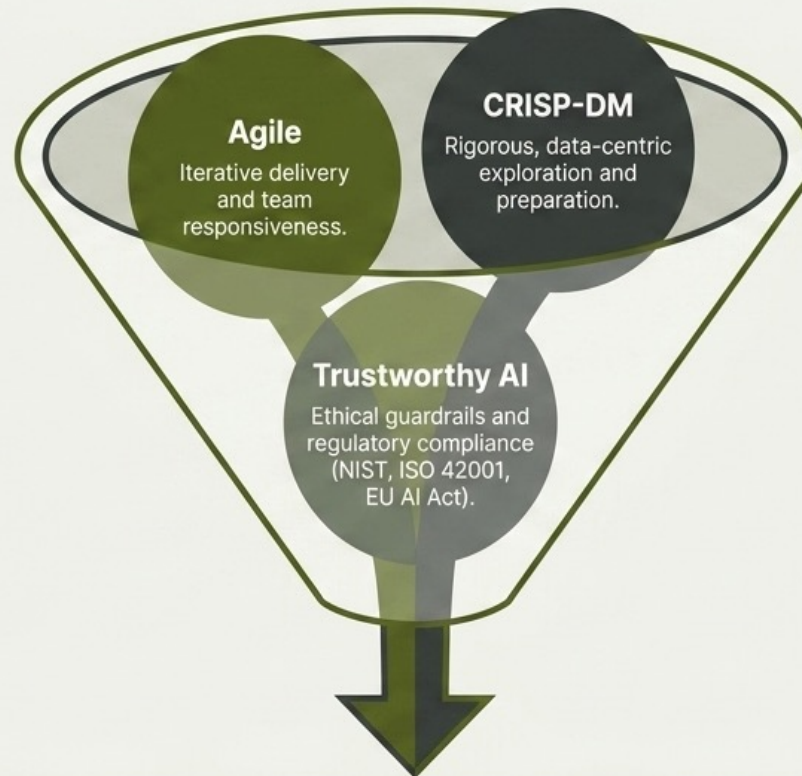
Traditional Software Methodologies Cannot Handle the Probabilistic Nature of AI

Traditional Software PM	
Nature: Deterministic (Code-centric)	
Process: Linear or fixed-sprint development	
Outcome: Predictable, definitive rules	

AI Project Reality	
Nature: Probabilistic (Data-centric)	
Process: Highly iterative, requires continuous monitoring	
Outcome: Evolving models requiring balance between bias and variance	

Takeaway: Managing AI like a standard software application leads to proof-of-concept purgatory and data wishful thinking.

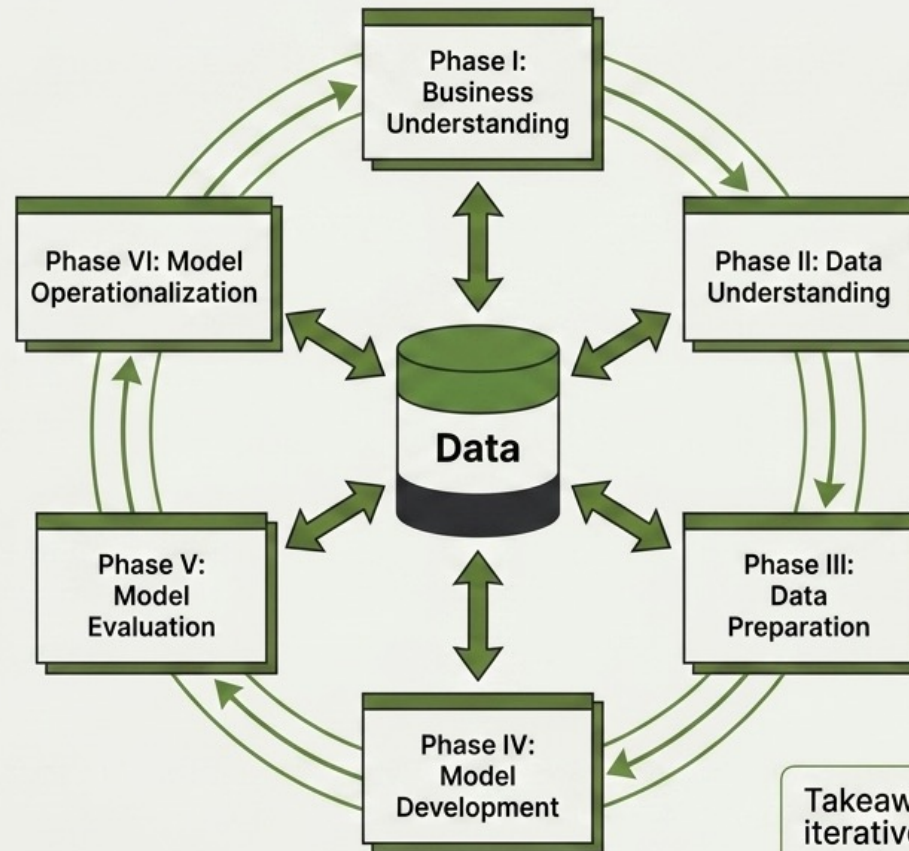
CPMAI Synthesizes Data-Centric Rigor with Agile Speed



Cognitive Project Management in AI (CPMAI™)

A vendor-neutral, tool-agnostic framework that reduces false starts and secures ROI.

The Six-Phase Engine of AI Project Delivery



Takeaway: The framework is mutually iterative—teams can and should revisit previous phases to refine the model before deployment.

Laying the Foundation: Business and Data Understanding

Phase I - Business Understanding

Focus: Defining the problem and ROI.

Key Actions:

Establish AI-specific KPIs -----

Determine non-AI alternatives

Execute the AI Go/No-Go assessment

Phase II - Data Understanding

Focus: Identifying the raw materials.

Key Actions:

Evaluate data sources

----- Assess data quality and environment

Identifiy potential informational bias

The Engineering Core: Preparation and Development

Phase III - Data Preparation

Focus: Constructing the modeling dataset.

Key Actions:

- Data cleansing, labeling, augmentation, and normalization.
- Resolving issues found in Phase II.



Model training often reveals the need for further data prep.

Phase IV - Model Development

Focus: Creating the cognitive artifact.

Key Actions:

- Algorithm selection, model training.
- Hyperparameter tuning and ensemble testing.

Securing Value: Evaluation and Operationalization

Phase V - Model Evaluation

Focus: Validating performance and safety.

Key Actions:

- Measure accuracy against benchmarks.
- Test for robust generalizability (balancing bias and variance).
- Verify against Phase I business goals.

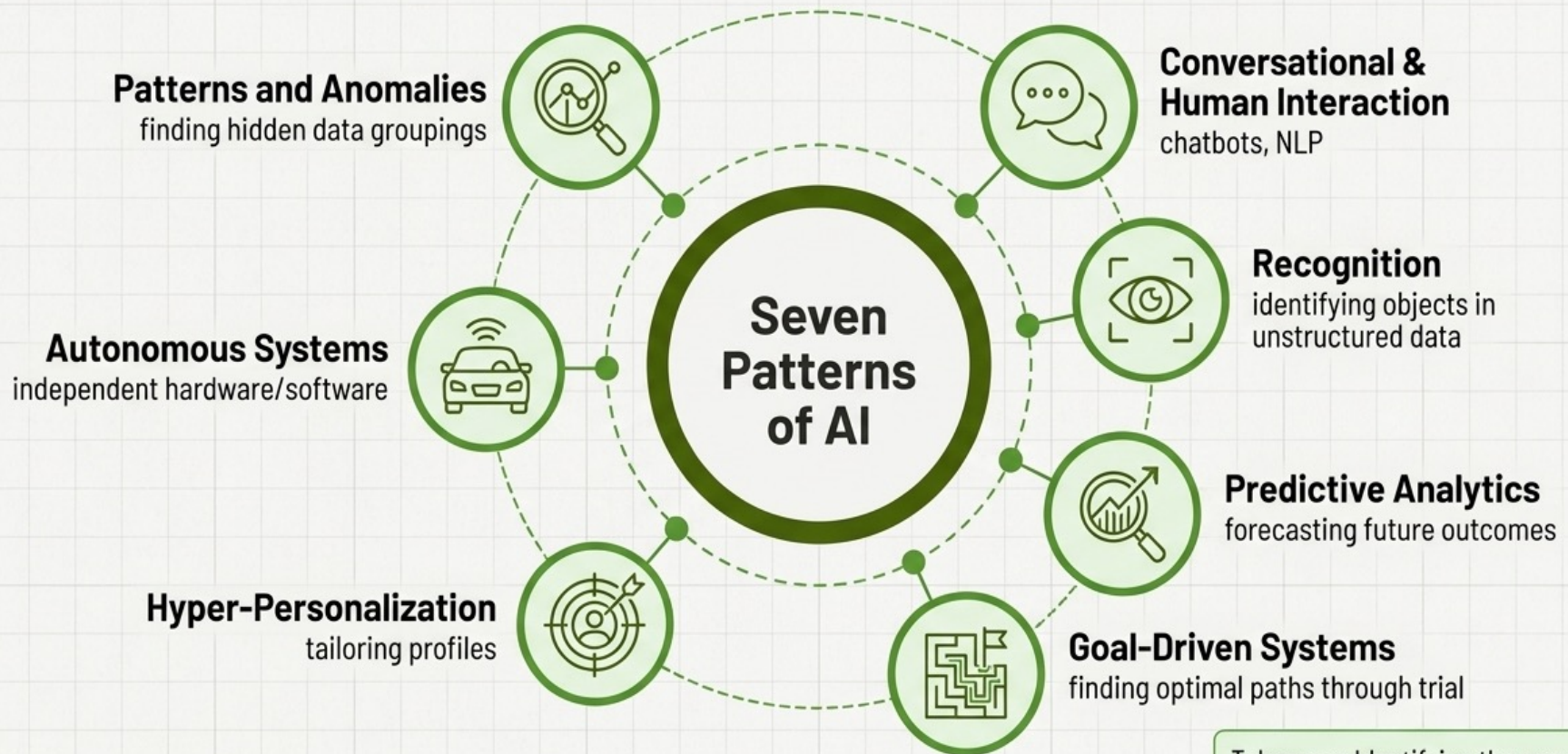
Phase VI - Model Operationalization

Focus: Real-world deployment and governance.

Key Actions:

- System deployment into production environments.
- Establishing strict version control.
- Continuous monitoring for model drift and defining ownership.

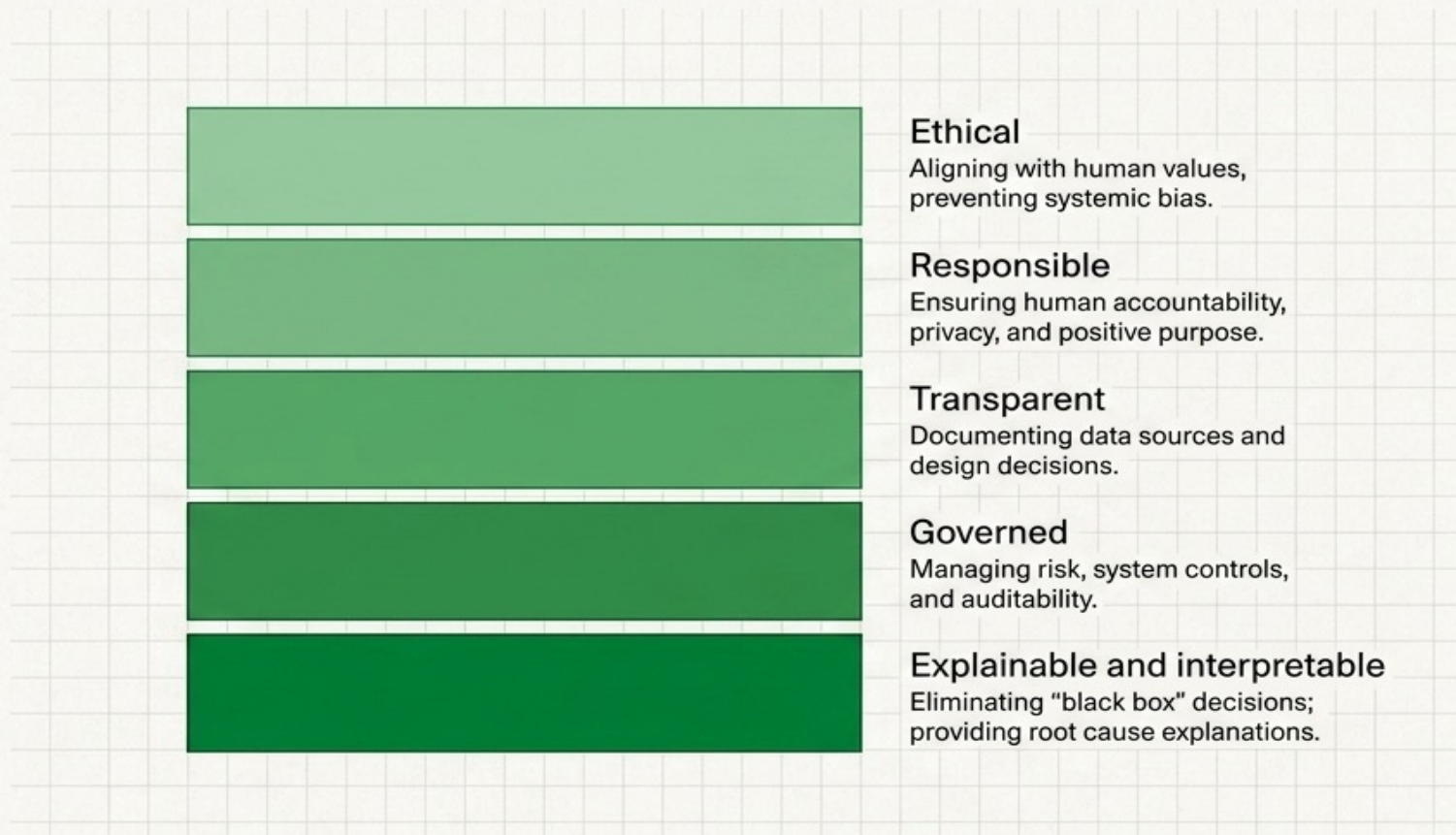
Scoping the Initiative Using the Seven Patterns of AI



Source: CPMAI is a trademark of PMI.

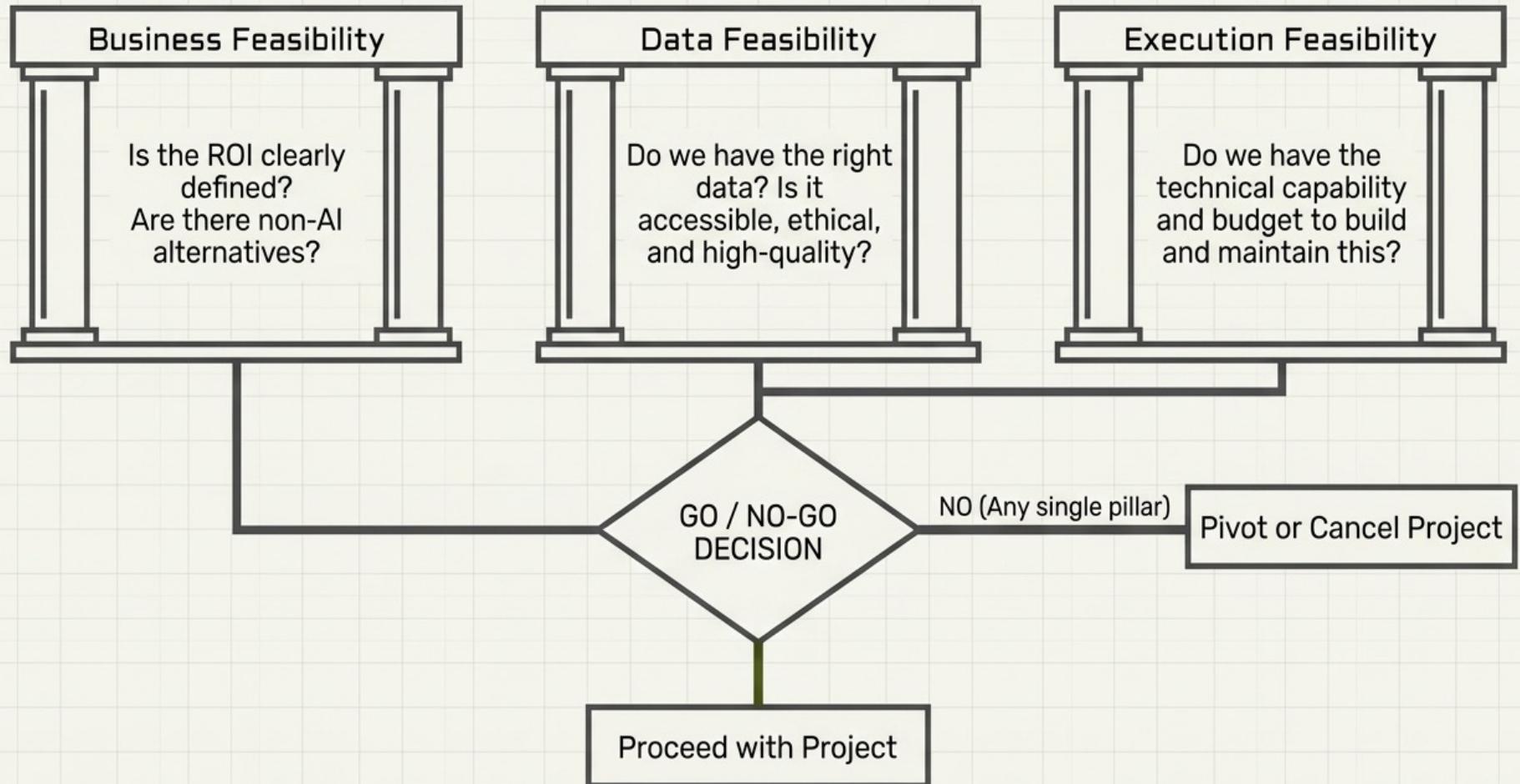
Takeaway: Identifying the correct pattern shortcuts the project setup and aligns team expectations instantly.

The Five-Layer Trustworthy AI Architecture

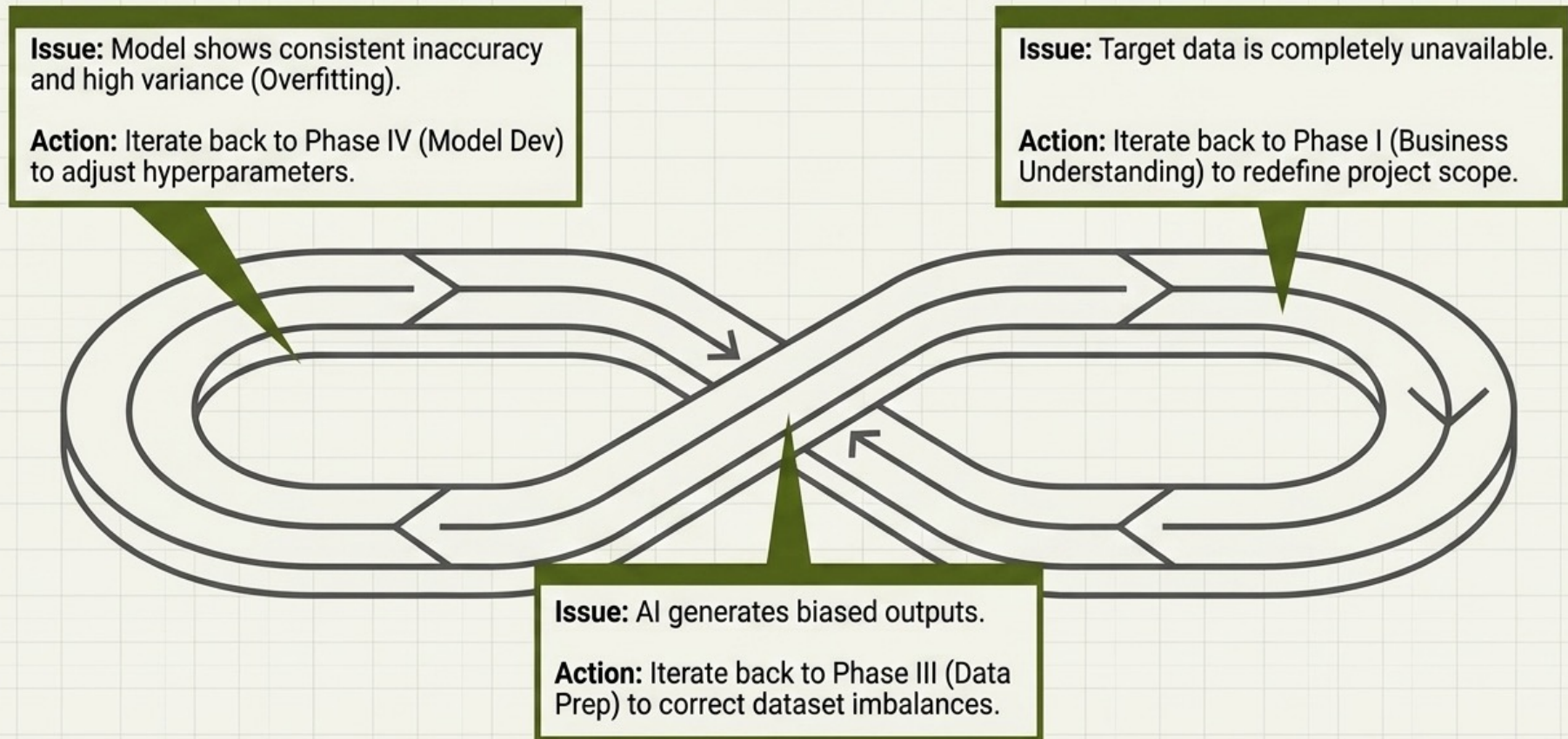


Source: CPMAI is a trademark of PMI.

The Strategic Checkpoint: The Go/No-Go Decision



Maximizing Success Through Iterative Feedback Loops



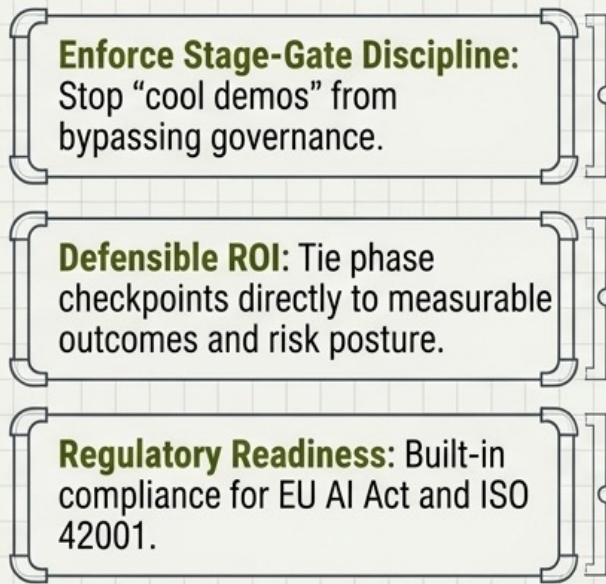
Iterating backward is a sign of rigorous engineering, not project failure

Navigating the AI Project Management Certification Landscape

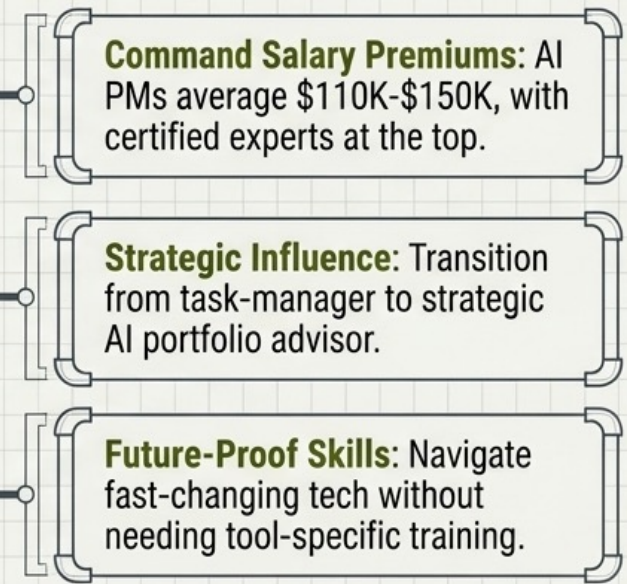
	CPMAI v7™	PMP®	CSM (Agile)®	Google® AI Cert
Vendor-Agnostic AI Focus	Yes ✓	No	No	No (Product focused)
Tackles Data & ML Lifecycles	Yes ✓	No	No	Basic
Embeds Ethical Guardrails	Yes ✓	No	No	Basic
Best Fit For	AI Project Leaders	Generalists	Software Teams	Product Managers

The Strategic Impact of Standardizing AI Delivery

Organizational PMO Value



Individual Practitioner Value



CPMAI

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