



INITIATIVE DETAILS	
Initiative Name	
Date	Decision Owner
Problem or Opportunity <i>What are we actually solving or capturing?</i>	

ROI ANALYSIS	
Expected Return <i>What specific value? What type?</i>	
ROI Categories <i>Check all that apply</i>	
<input type="checkbox"/> Financial	<input type="checkbox"/> Operational
<input type="checkbox"/> Knowledge	<input type="checkbox"/> Customer
<input type="checkbox"/> Intangible	<input type="checkbox"/> Ethical/Social
<input type="checkbox"/> Productivity	<input type="checkbox"/> Strategic
<input type="checkbox"/> AI-Specific	
Success Metrics <i>How will we know it worked?</i>	
Time to Value <i>When do we expect results?</i>	
Investment Required <i>Capital, time, people, opportunity cost</i>	

STRATEGIC WHY	
Why Does This Matter? <i>Strategic rationale beyond the numbers</i>	
RONI <i>What happens if we do nothing?</i>	
Strategic Override?	<input type="checkbox"/> Yes, weak ROI but compelling strategic case Override justification:

VALIDATION	
Fragile Assumptions <i>What must be true for this to work?</i>	
Risks and Dependencies <i>What could break?</i>	
Validation Path <i>Can we test the riskiest assumption first?</i>	

KILL CRITERIA	
What Would Make Us Stop? <i>Predefine conditions for termination</i>	

RECOMMENDATION	
Disposition	<input type="checkbox"/> Accelerate <input type="checkbox"/> Fund Conditionally <input type="checkbox"/> Pilot Only <input type="checkbox"/> Defer <input type="checkbox"/> Reject <input type="checkbox"/> Kill



ROI or Why? **DECISION CANVAS** *One-Page Initiative Evaluation*

Quadrant

High ROI + High Why High ROI + Low Why Low ROI + High Why Low ROI + Low Why