

Where Strategy + AI Is Heading.

From research tools to copilots to agents: what CEOs must prepare for now.

3 Waves

6 Weeks → 6 Days

2027+

of AI reshaping how strategy gets done

assumption validation with AI as copilot

agentic AI monitors strategy continuously

Three Waves — and Most Companies Are Stuck in Wave 1

AI is not one thing. It is evolving in stages, and each stage changes what is possible for how companies set and execute strategy. Understanding where you are — and where this is going — is essential.

WAVE	WHAT IT DOES	STRATEGIC IMPACT
1: Assistant (2023–2024)	Summarizes reports, drafts documents, analyzes data for individual tasks	Modest. Existing processes slightly faster. Decision quality unchanged.

<p>2: Copilot (2025–2026)</p>	<p>Tests assumptions against data, runs scenarios, benchmarks capabilities, surfaces leading indicators</p>	<p>High. Better information into decisions. Planning cycles compress from annual to quarterly.</p>
<p>3: Agent (2027+)</p>	<p>Monitors assumptions continuously, flags changes, recommends course corrections, executes tactical responses</p>	<p>Transformational. Strategy becomes a living, adaptive system.</p>

Wave 2 Is Where the Separation Happens

This is the current inflection point. AI can now engage with strategic frameworks — testing assumptions against real-time market data, running scenario analyses across product-market combinations, and identifying leading indicators before they become lagging problems.

What previously took a consulting team six weeks to research can be surfaced in days. The strategic planning cycle compresses from annual to quarterly because the preparation work that consumed months now happens in a fraction of the time.

CASE IN POINT: \$1.4B North American Healthcare Services Company

Situation: The CEO needed to reassess their service line strategy after a major regulatory shift. Traditional approach: engage an external team for 8–12 weeks of market analysis before convening the leadership team.

Approach: Using AI as a strategic copilot, we pre-populated the company's assumption framework with regulatory impact analysis, competitive repositioning data, and customer segment shifts — in under a week. The leadership team walked into a facilitated strategy session with better information than any prior planning cycle.

Result: Full strategic recalibration completed in 3 weeks instead of 4 months. Two service lines reprioritized. One acquisition target identified and pursued. The CEO described it as "the most productive strategic work we've ever done."

Wave 3: What Agentic AI Changes

Imagine a system that continuously scans your competitive landscape, identifies a regulatory shift, cross-references it against your strategic assumptions, evaluates the impact on your

priority segments, and presents three recommended course corrections — with financial projections. Not in six weeks. In six hours.

The foundational capabilities exist today. What is missing for most companies is the strategic architecture to make it work — the structured system of assumptions, priorities, capabilities, and metrics that agentic AI needs to operate against.

What This Means for You Right Now

- Make your strategic logic explicit and structured — not locked in decks that AI cannot interpret.
- Compress your review cadence from annual to quarterly, using AI for preparation.
- Build your leadership team's fluency with AI as a thinking partner — not just a tool for junior staff.
- Select strategic frameworks designed for AI integration, not legacy tools built for a pre-digital era.

The question is not whether AI will transform how strategy gets done. It already is. The question is whether your organization has the strategic architecture to leverage it.

YOUR NEXT MOVE

Ask yourself and your leadership team these questions this week:

- Which wave is your company operating in today — honestly?
- Is your strategic planning system structured enough for AI to accelerate it, or is it locked in slide decks?
- What would change if your team could do a full strategic review in days instead of months?

Start the Conversation

Thinking Dimensions Global works with CEOs of \$300M–\$4B companies to build strategies that connect to P&L outcomes. We facilitate decisions and help leadership teams own execution across four continents.

Schedule a call: tlewko@thinkingdimensions.ca

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Read the book: MOVE: AI-Powered Strategy for a Fast World (Routledge, 2025)

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