

The AI Growth Playbook

How organizations can leverage AI to drive efficiency and scale growth for sustainable competitive advantage.

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Why AI Matters for Growth

AI as Growth Multiplier

AI isn't just a buzzword—it's a growth multiplier that drives measurable ROI when embedded into enablement, marketing, and GTM operations.



Measurable ROI Impact

Proven results across enablement, marketing, and go-to-market operations with quantifiable business outcomes.



Accelerated Adoption Framework

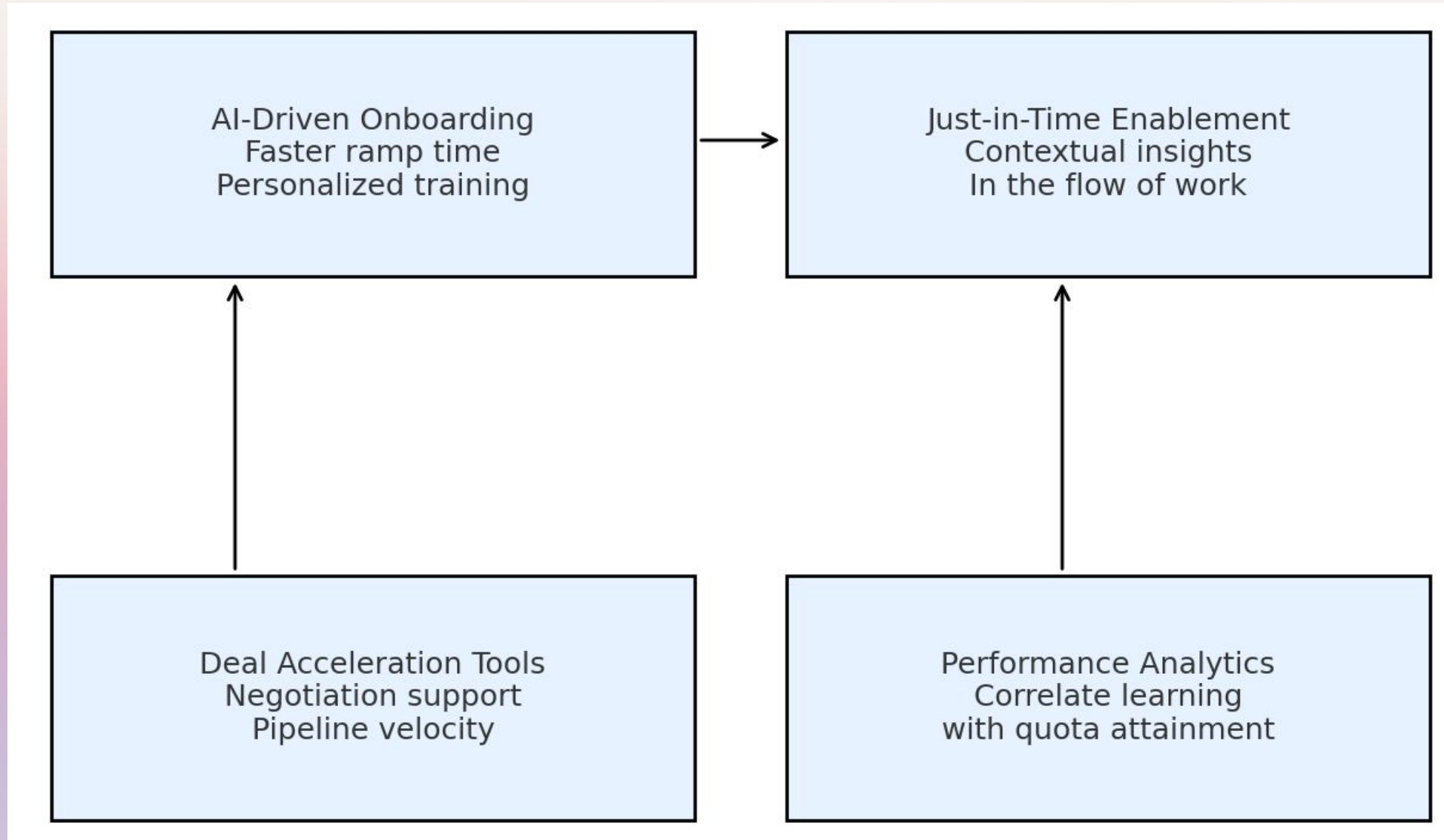
Three strategic frameworks designed to accelerate AI implementation and maximize organizational impact.



Operational Excellence Integration

Seamlessly integrate AI capabilities into existing workflows for enhanced efficiency and scale.

Framework 1: AI-Powered Enablement



AI-Powered Enablement

Training & Development Enhancement

Transform your enablement strategy with AI-driven personalization and performance optimization for accelerated team development.

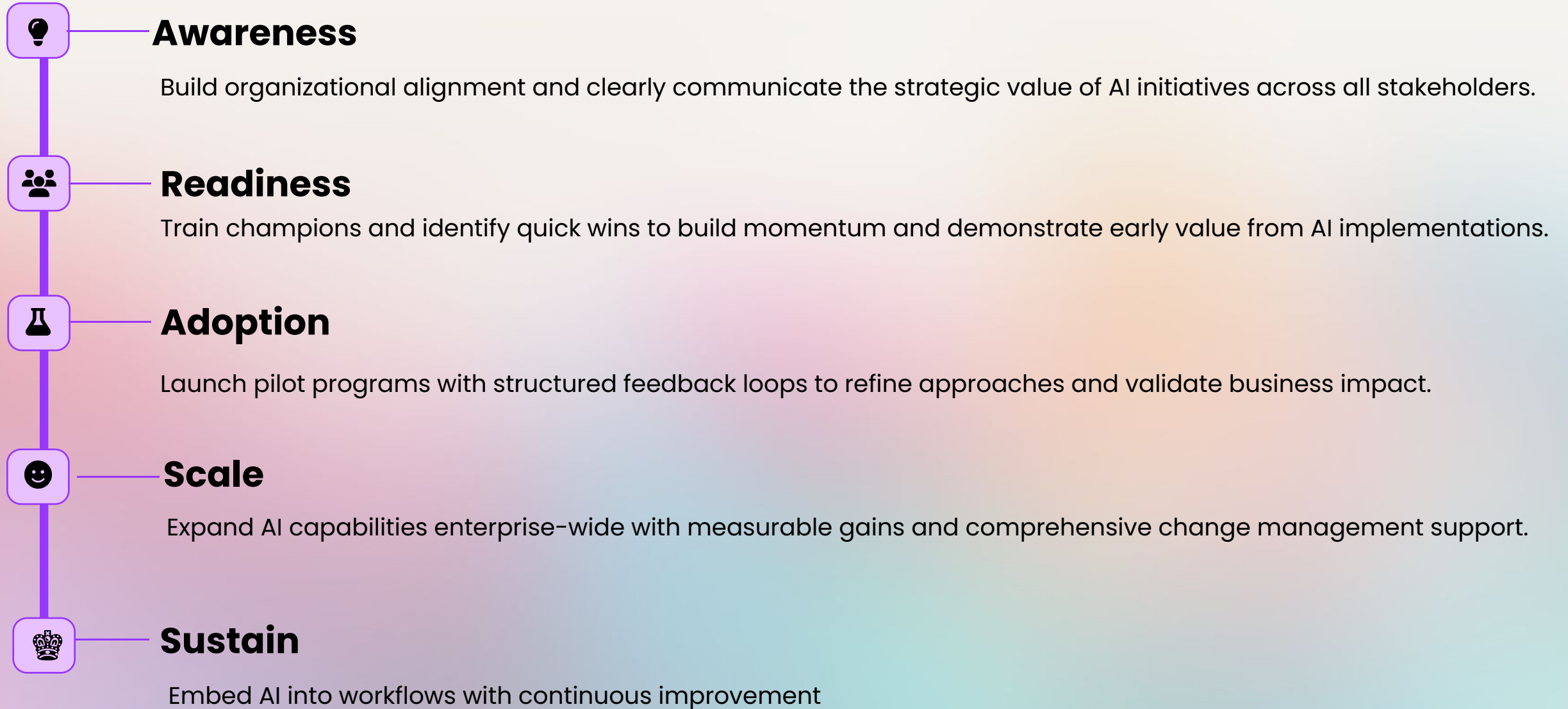
- Faster onboarding with personalized, AI-driven training modules tailored to individual learning styles.
- Just-in-time insights delivered in the flow of work for immediate application.
- Deal acceleration tools to improve pipeline velocity and conversion rates significantly.

Performance Analytics & Optimization

Leverage advanced analytics to directly link enablement activities to business outcomes and quota achievement.

- Performance analytics linking enablement activities directly to quota attainment and revenue impact.
- Real-time coaching recommendations based on individual and team performance data patterns.
- Predictive modeling to identify high-potential opportunities and areas needing additional support.

Framework 2: AI Change Adoption Roadmap



Framework 3: AI-Driven GTM Alignment

Cross-Functional AI Integration

Position AI as the central hub connecting Sales, Marketing, and RevOps for unified go-to-market execution.

- ✚ AI serves as the central hub connecting Sales, Marketing, and RevOps teams seamlessly.
- ✚ Improves forecast accuracy and pipeline visibility across all revenue-generating functions.
- ✚ Strengthens cross-functional alignment through shared data insights and collaborative workflows.

Strategic Execution Optimization

Transform insights into faster, better GTM execution with AI-powered decision making and operational excellence.

- ✚ Turns complex data insights into faster, more informed GTM strategic decision making.
- ✚ Enhances customer journey mapping and personalization at scale for improved conversion.
- ✚ Accelerates time-to-market for new products and services through predictive analytics.

AI is no longer optional—it's the future of growth and competitive advantage in today's market.

This playbook is a starting point for organizations ready to scale smarter.
Let's connect if you'd like to explore how these frameworks could apply to your team.

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