

# AI FOR ENTERPRISE IMPACT PLAYBOOK

A structured navigation tool that matches your business to the right enterprise and workforce support, based on where you are today.

Jointly developed by



## INTRODUCTION

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About the playbook

How to use this playbook

SECTION

# 1

## STEP 1: DIAGNOSE

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The 5 Dimensions of enterprise readiness

Dimension 1: Strategy & Leadership

Dimension 2: Talent & Culture

Dimension 3: Data & Governance

Dimension 4: Tech Deployment & Integration

Dimension 5: Value Creation

SECTION

# 2

## STEP 2: MATCH

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Support for enterprises at every stage

SECTION

# 3

## STEP 3: ACT

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Next steps

Support ecosystem at a glance

# ABOUT THE PLAYBOOK

The real challenge is not about access to Artificial Intelligence (AI). It is about knowing how to turn AI adoption into real business outcomes while building a workforce ready to work alongside it.

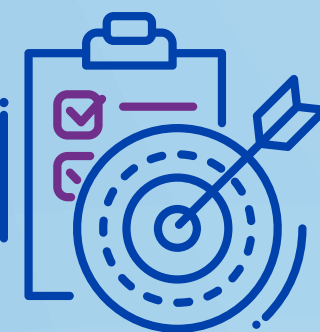
Singapore's next phase of growth hinges on how well enterprises can harness AI to transform their businesses and workforce together. If done right, AI can help improve productivity, unlock new revenue, and reshape how work gets done. It is important to know that technology and people transformation are not two separate journeys — they are one. This playbook is built on that belief.

## What this Playbook does



Over the next three years, the National AI Impact Programme (NAIIP) aims to support 10,000 enterprises in advancing their AI adoption journey and for 100,000 workers to become AI bilingual, by deepening their AI fluency and applying AI to their domain.

Developed by IMDA, Workforce Singapore (WSG) and SkillsFuture Singapore (SSG), this playbook supports the NAIIP by providing enterprises with a clear, structured path to drive AI transformation.



**The goal is not to list every possible programme or resource. It is to help your enterprise identify the support that best fits your current needs and priorities, so you can move forward with clarity and confidence.**



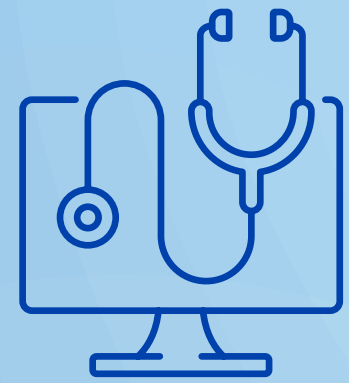
# HOW TO USE THIS PLAYBOOK

Every enterprise is at a different stage of its AI journey, and the hardest part is often knowing what to do next. This playbook follows a simple three-step journey. You can go through the steps in sequence or go straight to the section most relevant to you.

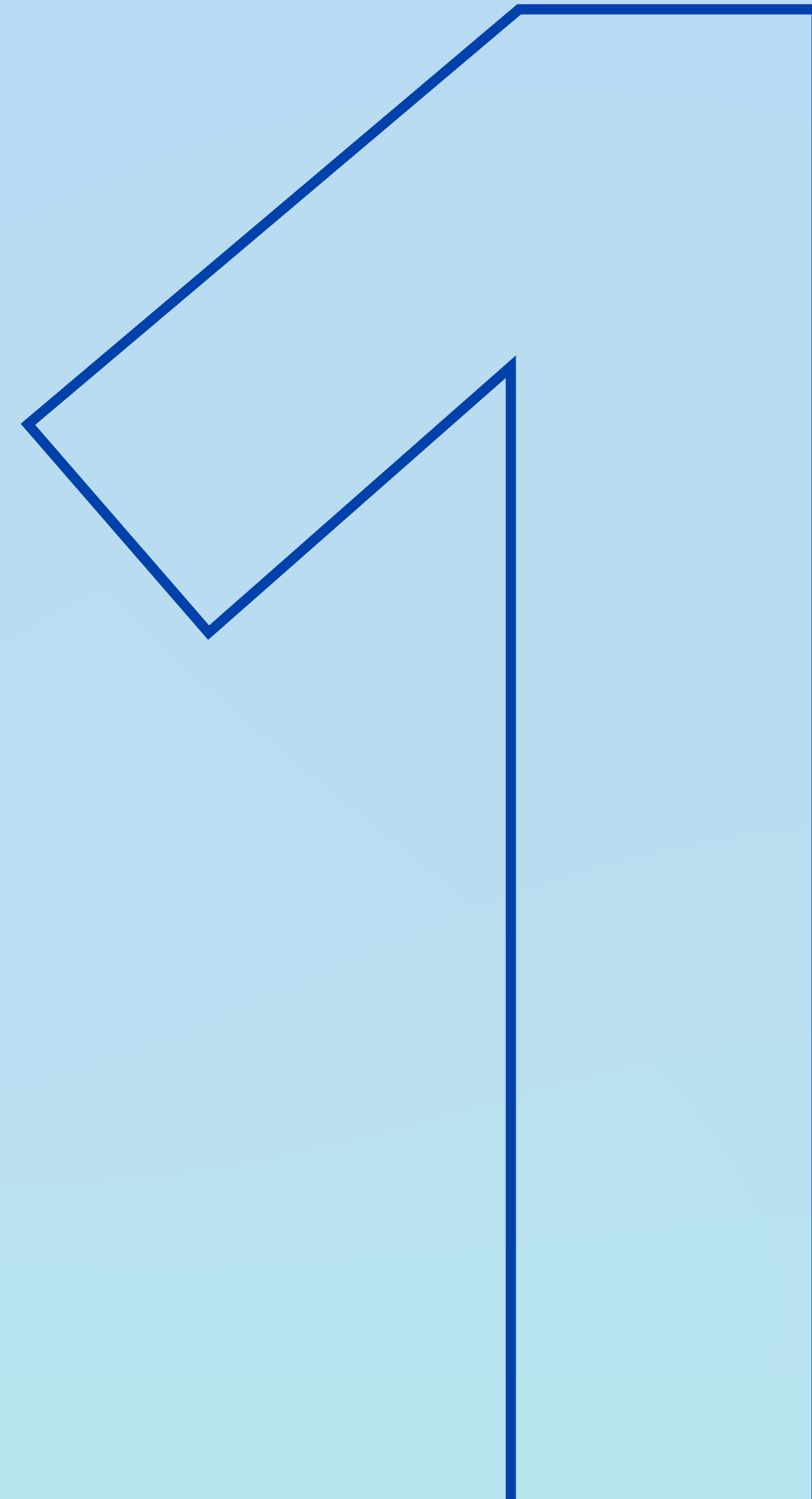
## Your 3-Step Journey to AI Transformation:



 **It is okay to start small.**  
Start with the actions that match where you are and build from there.



# STEP 1: DIAGNOSE



## 1

# STEP 1: DIAGNOSE | WHERE ARE YOU TODAY?

Before you begin planning your AI journey, your enterprise needs a clear view of where it stands today. This self-assessment helps you understand your current readiness across five key dimensions. Each dimension is rated from Level 1 (just starting out) to Level 4 (scaling and leading).

## 5 Dimensions to Assess Enterprise Readiness



## 1

# STEP 1: DIAGNOSE | WHERE ARE YOU TODAY?

## How to complete this self-assessment

This is not a test. It is meant to help you understand where your enterprise stands, so you can focus on what matters most. Take 10–15 minutes to complete it honestly—the more accurate you are, the more useful the results.

### Follow these steps:



#### Work through each dimension from Level 1 to Level 4

Read the descriptions in the third column and tick the ones that best reflect your current state. You may tick more than one.



#### Identify your current level

Two or more ticks under a level usually indicate your current state.



#### If between levels, choose the higher level

This means you are progressing.



#### Use the Notes column

Record the priorities, gaps or context relevant to your enterprise. This is for your use; there is no right or wrong answer.

**It is common for an enterprise to be at different levels across the dimensions.**

Focus first on the areas that matter most and where improvement will have the greatest impact for your business.

## 1

# DIMENSION 1: STRATEGY & LEADERSHIP

Strategy & Leadership sets the direction for everything that follows. When AI is clearly linked to business goals and supported by leadership, it enables progress across other dimensions.



This section asks: Is AI driven by leadership and embedded into the business strategy?

| Level | Where your enterprise stands   | What it looks like in practice   | Notes |
|-------|--|--|-------|
| 1     | <b>Not on our agenda yet</b><br>No AI strategy, no leadership buy-in, no workforce plan                                      | <ul style="list-style-type: none"> <li><input type="checkbox"/> No defined AI strategy or roadmap</li> <li><input type="checkbox"/> AI usage is ad-hoc and uncoordinated</li> <li><input type="checkbox"/> Leadership has not yet sponsored AI</li> <li><input type="checkbox"/> No workforce plan for AI in place</li> </ul>                            |       |
| 2     | <b>A few pilots implemented</b><br>Experimentation limited to one or two teams, no enterprise-wide plan, skill gaps emerging | <ul style="list-style-type: none"> <li><input type="checkbox"/> At least one business unit has a defined use case</li> <li><input type="checkbox"/> No enterprise-wide AI plan in place</li> <li><input type="checkbox"/> Leadership is aware but not prioritising AI</li> <li><input type="checkbox"/> Reacting to skill gaps as they emerge</li> </ul> |       |
| 3     | <b>AI is in our business plan</b><br>Management endorsed strategy, with clear KPIs and a defined workforce AI strategy       | <ul style="list-style-type: none"> <li><input type="checkbox"/> A clear strategy approved by management</li> <li><input type="checkbox"/> Linked to business KPIs</li> <li><input type="checkbox"/> Multi-year AI roadmap in place</li> <li><input type="checkbox"/> Workforce AI strategy is defined</li> </ul>   |       |
| 4     | <b>AI drives how we compete</b><br>Board-led, fully integrated into business strategy and talent priorities                  | <ul style="list-style-type: none"> <li><input type="checkbox"/> AI and talent development are board-level priorities</li> <li><input type="checkbox"/> Integrated with business strategy and operations</li> <li><input type="checkbox"/> AI outcomes are tracked as corporate KPIs</li> </ul>   |       |

My enterprise's current level for this dimension:

Level 1
  Level 2
  Level 3
  Level 4

Priority for my enterprise:

High
  Medium
  Low

Go Directly to Step 2 for the Relevant Support

I'm at Level 1

Bring me to Step 2

I'm at Level 2

Bring me to Step 2

I'm at Level 3

Bring me to Step 2

I'm at Level 4

Bring me to Step 2

## 1

# DIMENSION 2: TALENT & CULTURE

Technology alone cannot transform an enterprise. The hardest part of AI adoption is building the culture, capability, and roles needed for AI to take root and scale across the workforce.



This section asks: Is your workforce ready—across skills, roles, mindset, and culture—to adopt and scale AI? AI fluency is not just for technical teams.

| Level | Where your enterprise stands  | What it looks like in practice   | Notes |
|-------|---|--|-------|
| 1     | <b>Nobody owns AI here</b><br>No clear ownership, limited AI literacy, knowledge concentrated in one or two people        | <ul style="list-style-type: none"> <li><input type="checkbox"/> No AI or data roles identified</li> <li><input type="checkbox"/> Workforce has limited AI literacy</li> <li><input type="checkbox"/> Over-reliance on external vendors or off-the-shelf tools</li> <li><input type="checkbox"/> No AI training programme</li> </ul>  |       |
| 2     | <b>Some people are leading the way</b><br>Informal advocates emerging, team-level training underway, no dedicated AI hire | <ul style="list-style-type: none"> <li><input type="checkbox"/> At least one data-literate staff</li> <li><input type="checkbox"/> No data engineer or data scientist</li> <li><input type="checkbox"/> Team-level AI training underway</li> <li><input type="checkbox"/> Informal AI advocates emerging</li> </ul>  |       |
| 3     | <b>We're building an AI team</b><br>Dedicated AI team, structured training and programme in place                         | <ul style="list-style-type: none"> <li><input type="checkbox"/> Dedicated AI function exists within the enterprise</li> <li><input type="checkbox"/> AI hiring underway</li> <li><input type="checkbox"/> Structured AI capability programme</li> <li><input type="checkbox"/> AI adoption in place with clear controls</li> </ul>   |       |
| 4     | <b>AI talent is strategic</b><br>Mature AI team, enterprise-wide AI skills, and actively managed talent pipeline          | <ul style="list-style-type: none"> <li><input type="checkbox"/> AI-native talent organisation</li> <li><input type="checkbox"/> AI skills embedded across functions, not limited to specialists</li> <li><input type="checkbox"/> AI skills are part of how you hire, grow, and retain your people</li> <li><input type="checkbox"/> Structured and active AI talent pipeline</li> </ul> |       |

My enterprise's current level for this dimension:

Level 1
  Level 2
  Level 3
  Level 4

Priority for my enterprise:

High
  Medium
  Low

Go Directly to Step 2 for the Relevant Support

I'm at Level 1 [Bring me to Step 2](#)

I'm at Level 2 [Bring me to Step 2](#)

I'm at Level 3 [Bring me to Step 2](#)

I'm at Level 4 [Bring me to Step 2](#)

## 1

# DIMENSION 3: DATA & GOVERNANCE

Data is the foundation of every AI capability. Without the right foundation and governance, even the best AI tools will underdeliver.



This section asks: Is your enterprise's data ready to power AI – and governed well enough to ensure it is accurate, secure and used responsibly?

| Level | Where your enterprise stands   | What it looks like in practice  | Notes |
|-------|--|---|-------|
| 1     | <b>Our data is scattered</b><br>Data is spread across different places with no clear structure or ownership                    | <input type="checkbox"/> Data is fragmented and unstructured<br><input type="checkbox"/> No central data storage<br><input type="checkbox"/> No AI policies or governance<br><input type="checkbox"/> No data literacy training                                     |       |
| 2     | <b>We have started organising data</b><br>Basic systems are in place, acceptable use AI policy established                     | <input type="checkbox"/> Basic cloud storage<br><input type="checkbox"/> Basic processes in place to collect data<br><input type="checkbox"/> Basic acceptable-use AI policy<br><input type="checkbox"/> Data literacy training underway                            |       |
| 3     | <b>Data is our AI foundation</b><br>Centralised platform, formal governance, risk assessment per AI solution                   | <input type="checkbox"/> Centralised data platform<br><input type="checkbox"/> Formal data governance and ownership<br><input type="checkbox"/> Risk assessment for AI solutions<br><input type="checkbox"/> Data literacy across functions                         |       |
| 4     | <b>Data is a strategic asset</b><br>AI-ready infrastructure, responsible AI framework, demonstrated enterprise-wide AI fluency | <input type="checkbox"/> AI-ready infrastructure in place<br><input type="checkbox"/> Automated data workflows supporting AI use<br><input type="checkbox"/> Responsible AI framework with independent audit<br><input type="checkbox"/> Enterprise-wide AI fluency |       |

## My enterprise's current level for this dimension:

Level 1
  Level 2
  Level 3
  Level 4

## Priority for my enterprise:

High
  Medium
  Low

## Go Directly to Step 2 for the Relevant Support

I'm at Level 1 [Bring me to Step 2](#)

I'm at Level 2 [Bring me to Step 2](#)

I'm at Level 3 [Bring me to Step 2](#)

I'm at Level 4 [Bring me to Step 2](#)

1

# DIMENSION 4: TECH DEPLOYMENT & INTEGRATION

Technology readiness determines whether AI can move from isolated experiments into everyday business operations.

**?** This section asks: Are AI tools integrated into your business workflows, or are they still operating in silos?

| Level | Where your enterprise stands  | What it looks like in practice  | Notes |
|-------|---|---|-------|
| 1     | <b>We use basic tools in silos</b><br>AI tools are used separately, with no integration or guidance   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Off-the-shelf AI tools in use</li> <li><input type="checkbox"/> No integration with business systems</li> <li><input type="checkbox"/> No guidance on AI tool usage</li> <li><input type="checkbox"/> No visibility of AI usage across enterprise</li> </ul>  |       |
| 2     | <b>AI is connecting to our systems</b><br>AI is used in some areas and starting to connect to internal systems                              | <ul style="list-style-type: none"> <li><input type="checkbox"/> AI solutions used in 2–3 functions</li> <li><input type="checkbox"/> At least one solution integrated with internal data and systems (e.g. ERP, CRM, HRMS)</li> <li><input type="checkbox"/> AI use is limited by data readiness</li> <li><input type="checkbox"/> Tool-specific training starting</li> </ul>             |       |
| 3     | <b>AI runs across our business</b><br>AI is used across multiple functions and connected to core systems                                    | <ul style="list-style-type: none"> <li><input type="checkbox"/> AI use across multiple business functions</li> <li><input type="checkbox"/> Connected to internal data infrastructure and systems (e.g. ERP, CRM, HRMS)</li> <li><input type="checkbox"/> At least one custom-built solution</li> <li><input type="checkbox"/> Workflows redesigned around AI</li> </ul>                  |       |
| 4     | <b>AI is how we build products</b><br>In-house AI development supported by an AI Centre of Excellence, with advanced AI capabilities in use | <ul style="list-style-type: none"> <li><input type="checkbox"/> AI Centre of Excellence set up</li> <li><input type="checkbox"/> AI solutions are increasingly built in-house</li> <li><input type="checkbox"/> Advanced AI development (e.g. agentic workflows, multi-model AI)</li> <li><input type="checkbox"/> AI is embedded into how products and services are developed</li> </ul> |       |

My enterprise's current level for this dimension:

- Level 1
- Level 2
- Level 3
- Level 4

Priority for my enterprise:

- High
- Medium
- Low

Go Directly to Step 2 for the Relevant Support

|                       |                                    |                       |                                    |
|-----------------------|------------------------------------|-----------------------|------------------------------------|
| <b>I'm at Level 1</b> | <a href="#">Bring me to Step 2</a> | <b>I'm at Level 2</b> | <a href="#">Bring me to Step 2</a> |
| <b>I'm at Level 3</b> | <a href="#">Bring me to Step 2</a> | <b>I'm at Level 4</b> | <a href="#">Bring me to Step 2</a> |

## 1

# DIMENSION 5: VALUE CREATION

Technology and talent only matter when they deliver real, measurable business outcomes.



This section asks: Are your AI efforts producing measurable business impact — and is that impact scaling consistently across functions?

| Level | Where your enterprise stands   | What it looks like in practice  | Notes |
|-------|--|---|-------|
| 1     | <b>AI impact is not yet measured</b><br>No business metrics tracked, gains are hard to prove, no ROI case established                                  | <input type="checkbox"/> No measurable business impact<br><input type="checkbox"/> Employee-level productivity gains only<br><input type="checkbox"/> ROI case not built<br><input type="checkbox"/> Workforce gains not tracked  |       |
| 2     | <b>Early wins are emerging</b><br>Productivity gains measured, pilot ROI demonstrated in specific areas  | <input type="checkbox"/> Measurable productivity gains<br><input type="checkbox"/> Cost savings in specific workflows<br><input type="checkbox"/> Pilot ROI demonstrated<br><input type="checkbox"/> Staff productivity measured  |       |
| 3     | <b>AI is generating new measurable enterprise value</b><br>New AI-enabled services launched, value tracked across functions                            | <input type="checkbox"/> Process redesign and AI-enabled services launched<br><input type="checkbox"/> Revenue uplift from AI products or solutions<br><input type="checkbox"/> Value tracked across functions (e.g. productivity, cost optimisation, customer outcomes)<br><input type="checkbox"/> Roles and workflows redesigned around AI |       |
| 4     | <b>AI is driving growth and competitive advantage</b><br>New business models enabled, competitive differentiation achieved, new roles created at scale | <input type="checkbox"/> AI enables new business models, services, or market opportunities<br><input type="checkbox"/> Clear competitive differentiation through AI<br><input type="checkbox"/> New customer segments or markets opened<br><input type="checkbox"/> New roles created at scale  |       |

My enterprise's current level for this dimension:

Level 1  
  Level 2  
  Level 3  
  Level 4

Priority for my enterprise:

High  
  Medium  
  Low

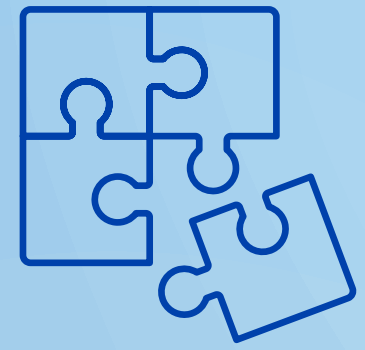
Go Directly to Step 2 for the Relevant Support

I'm at Level 1 [Bring me to Step 2](#)

I'm at Level 2 [Bring me to Step 2](#)

I'm at Level 3 [Bring me to Step 2](#)

I'm at Level 4 [Bring me to Step 2](#)



## **STEP 2: MATCH**



2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE

Once your enterprise has identified its readiness across the five dimensions, the next step is to match that profile to the most relevant enterprise and workforce support.

**Enterprise Support:** Programmes, grants, advisory and implementation support to help your enterprise adopt and scale AI.

**Workforce Support:** Skills development, job redesign, reskilling and leadership capability programmes to build AI-ready bilingual teams.



**Dimension 1:**

**Strategy & Leadership**

The programmes and resources below help enterprises strengthen leadership commitment and set a clear AI direction at each level.

**Relevant Support & Resource**

| Level            | Where your enterprise stands   | Priority actions (What your enterprise should do now)  | Enterprise   | Workforce  |
|------------------|--|--|--|--|
| <p><b>L1</b></p> | <p><b>Not on our agenda yet</b></p> <p>No AI strategy, no leadership buy-in, no workforce plan</p>                                   | <ul style="list-style-type: none"> <li>• Build foundational AI awareness within your leadership team</li> <li>• Identify one business problem where AI could add value</li> <li>• Assign a leadership sponsor to drive AI forward</li> <li>• Identify industry-specific digital solutions and training programmes relevant to your sector</li> <li>• Equip employees with foundational digital and AI skills</li> </ul>  | <ul style="list-style-type: none"> <li>• <a href="#">GenAI Playbook for Enterprises</a></li> <li>• <a href="#">Playbook for Enterprise Digital Leaders</a></li> <li>• <a href="#">SME Go Digital - Industry Digital Plans</a></li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">AI Impact Series – Phase 1</a></li> <li>• <a href="#">Masterclasses &amp; advisory sessions by SkillsFuture Queen Bee (SFQBs)</a></li> <li>• <a href="#">SkillsFuture for Digital Workplace 2.0</a></li> <li>• <a href="#">SkillsFuture Series (AI Literacy courses)</a></li> </ul>   |
| <p><b>L2</b></p> | <p><b>A few pilots implemented</b></p> <p>Experimentation in only one or two teams, no enterprise-wide plan, skill gaps emerging</p> | <ul style="list-style-type: none"> <li>• Launch a focused AI pilot in one business unit with a clear problem, success metric, and timeline</li> <li>• Assess whether your data and infrastructure are ready to support AI deployment</li> <li>• Align leadership to a simple AI roadmap</li> <li>• Nominate senior leaders for a structured capability programme to build confidence in adopting AI</li> <li>• Tap on government support to upskill your workforce and offset course fees</li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">GenAI for Digital Leaders (GenAI x DL)</a></li> <li>• <a href="#">Digital Leaders Accelerator Bootcamp (DLAB)</a></li> </ul>  | <ul style="list-style-type: none"> <li>• <a href="#">AI Impact Series – Phase 2</a></li> <li>• <a href="#">Basic Advisory by SFQBs / WSG's anchor programme partners</a></li> <li>• <a href="#">SkillsFuture Enterprise Credit</a></li> <li>• <a href="#">SkillsFuture Series (AI Fluent Business Leader courses)</a></li> <li>• <a href="#">Workforce Development Grant (Job Redesign+) consultancy support / Mentorship Support Grant</a></li> </ul> |

Click on each support or resource to find out more!

2

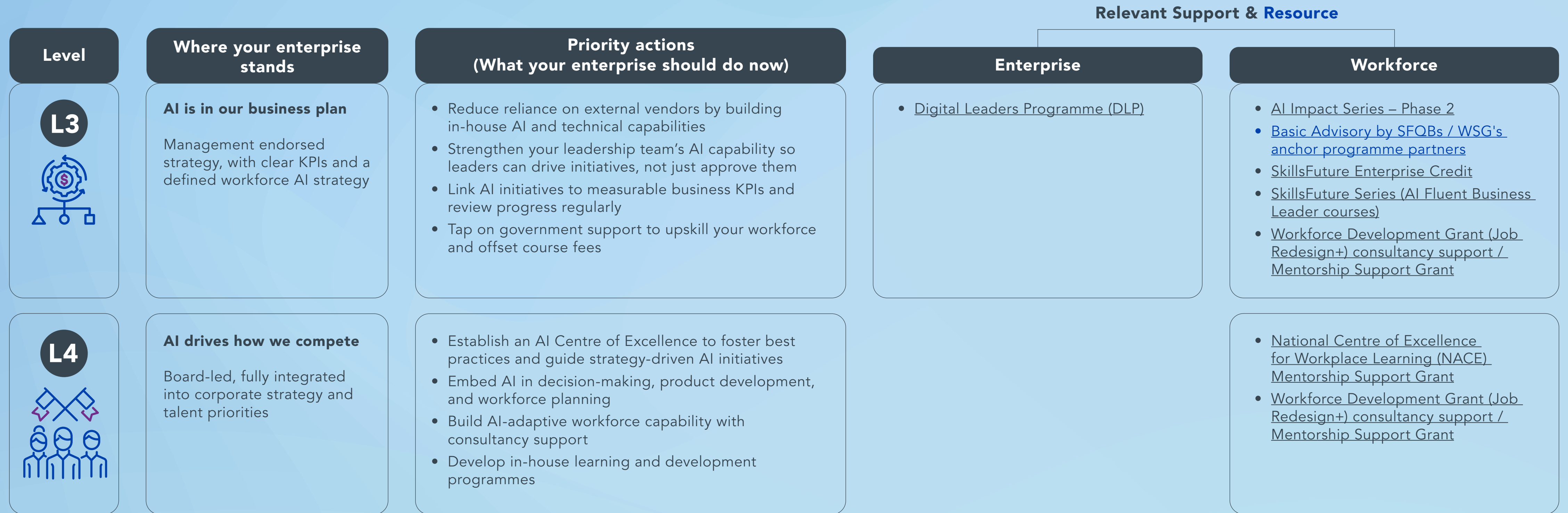
# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 1:**

**Strategy & Leadership**

The programmes and resources below help enterprises strengthen leadership commitment and set a clear AI direction at each level.



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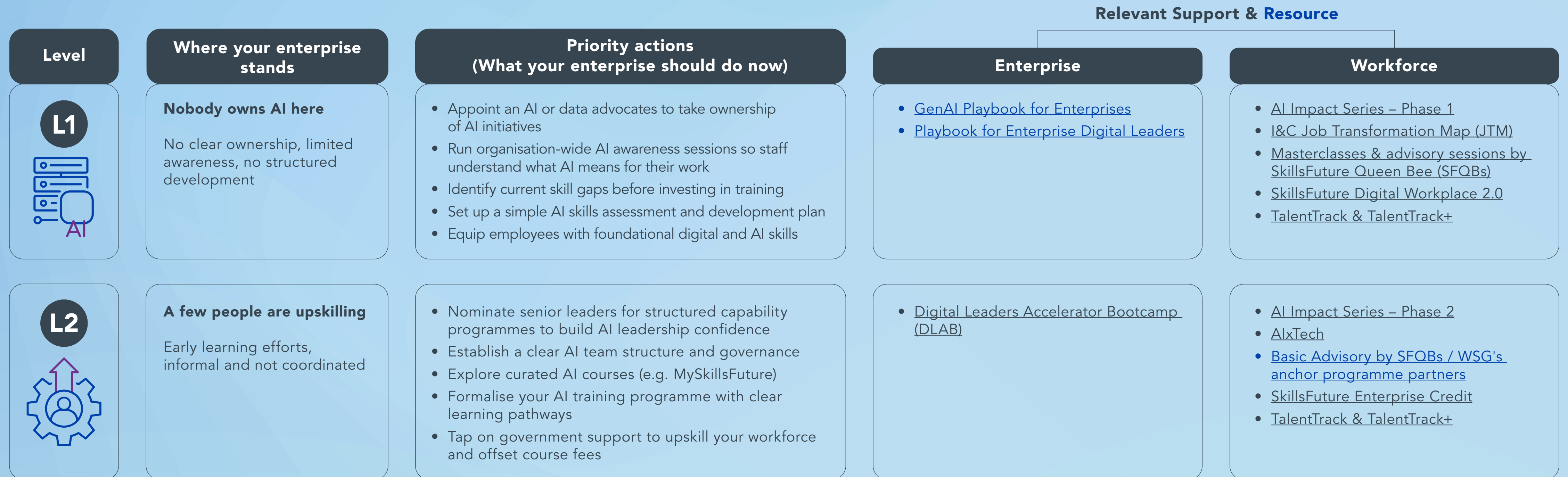
## 2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



## Dimension 2: Talent and Culture

Building AI capability in your workforce is as important as deploying AI in your business. The programmes and resources below help enterprises build the AI literacy, roles, and culture needed for sustained adoption at each level.



Click on each support or resource to find out more!



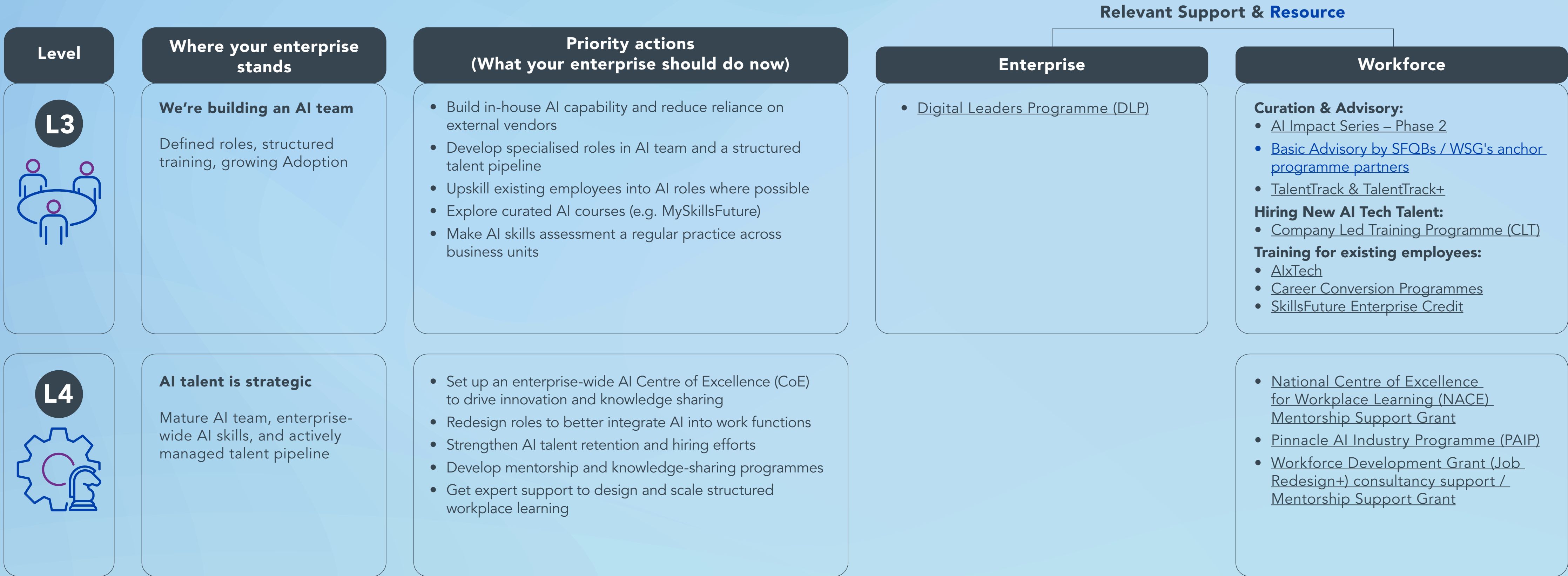
# 2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 2:  
Talent and Culture**

Building AI capability in your workforce is as important as deploying AI in your business. The programmes and resources below help enterprises build the AI literacy, roles, and culture needed for sustained adoption at each level.



Click on each support or resource to find out more!

2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 3:  
Data and Governance**

Poor data quality leads to poor AI outcomes. The programmes and resources below help enterprises build a strong data foundation and put in place governance to ensure AI is safe and responsible at each level.

| Level            | Where your enterprise stands   | Priority actions<br>(What your enterprise should do now)  | Relevant Support & Resource  |   |
|------------------|--|---|--|---|
|                  |  |   | Enterprise   | Workforce   |
| <p><b>L1</b></p> | <p><b>Our data is scattered</b></p> <p>Data is spread across different places with no clear structure or ownership</p> | <ul style="list-style-type: none"> <li>• Conduct data audit to understand what you have, where it is stored, and whether it is reliable</li> <li>• Set up basic cloud storage and consolidate key business data</li> <li>• Put in place a simple AI use policy so staff know what is allowed</li> <li>• Provide basic data literacy training for staff</li> <li>• Seek mentorship or advisory to identify relevant skills and industry-specific training</li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">Data Protection Essentials (DPE)</a></li> <li>• <a href="#">GenAI Playbook for Enterprises</a></li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">AI Impact Series – Phase 1</a></li> <li>• <a href="#">Masterclasses &amp; advisory sessions by SkillsFuture Queen Bee (SFQBs)</a></li> <li>• Mentorship Support Grant (Closed door)</li> <li>• <a href="#">SkillsFuture Digital Workplace 2.0</a></li> <li>• <a href="#">SkillsFuture Series (AI Literate and Fluent Courses)</a></li> </ul> |
| <p><b>L2</b></p> | <p><b>We have started organising data</b></p> <p>Basic systems are in place, acceptable use AI policy established</p>  | <ul style="list-style-type: none"> <li>• Bring data from different sources onto a single platform</li> <li>• Put in place clear data governance rules, including policies and quality checks</li> <li>• Assess risks for each AI solution before deployment</li> <li>• Train staff to understand data governance and key risk areas</li> <li>• Tap on government support to upskill your workforce and offset course fees</li> </ul>                                |  | <ul style="list-style-type: none"> <li>• <a href="#">AI Impact Series – Phase 2</a></li> <li>• <a href="#">Basic Advisory by SFQBs/WSG's anchor programme partners</a></li> <li>• Mentorship Support Grant (Closed door)</li> <li>• <a href="#">SkillsFuture Enterprise Credit</a></li> <li>• <a href="#">SkillsFuture Series</a></li> </ul>  |

Click on each support or resource to find out more!

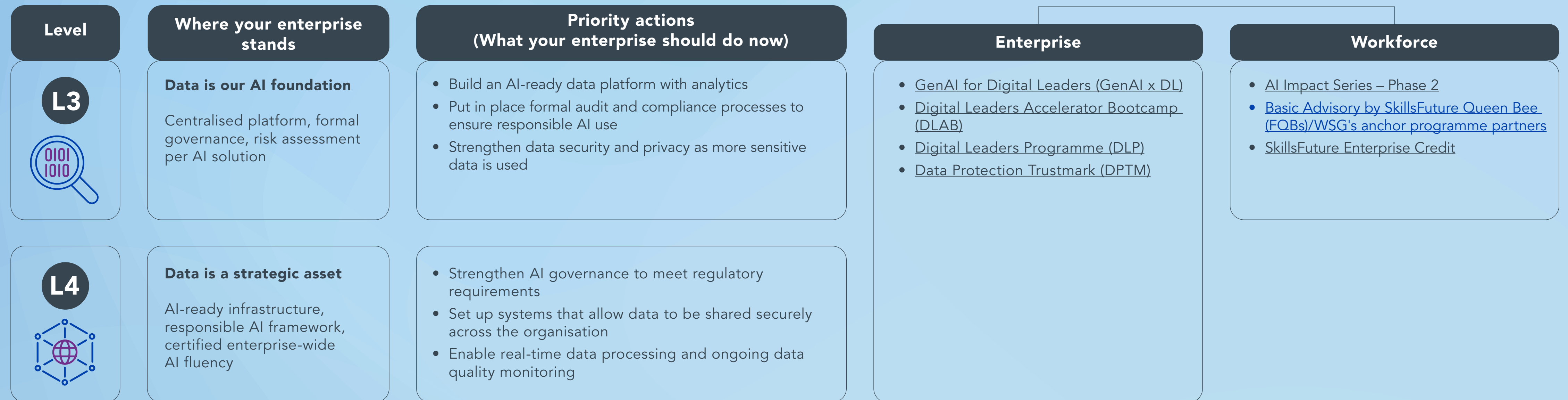
2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 3:  
Data and Governance**

Poor data quality leads to poor AI outcomes. The programmes and resources below help enterprises build a strong data foundation and put in place governance to ensure AI is safe and responsible at each level.



Click on each support or resource to find out more!

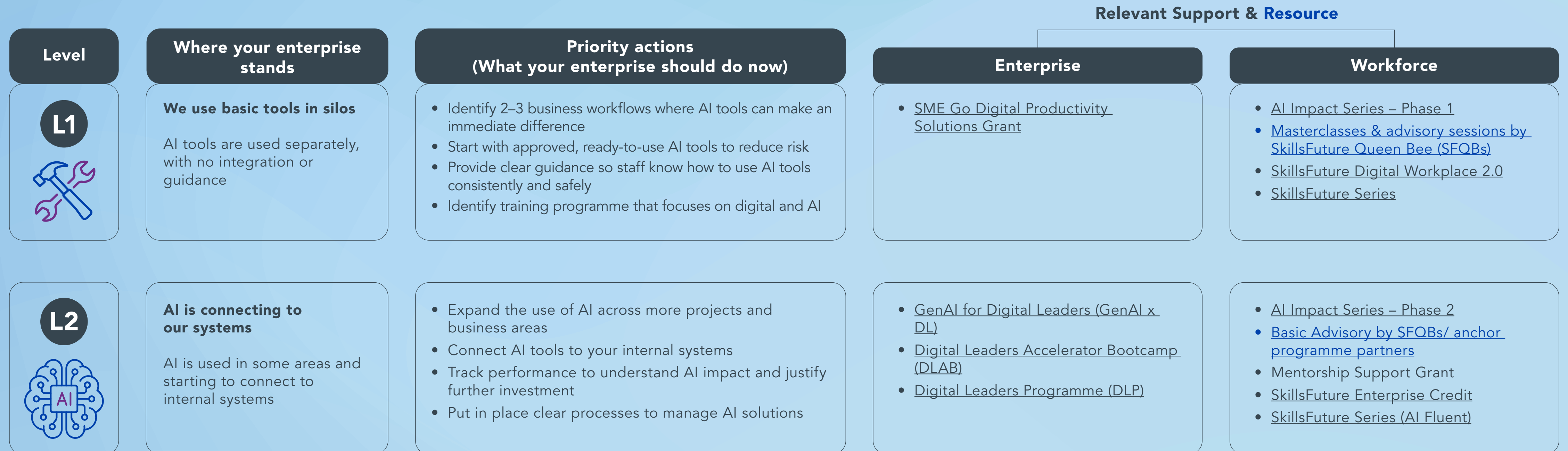
## 2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



## Dimension 4: Tech Deployment and Integration

Most enterprises start their AI journey with off-the-shelf AI tools, but true impact requires more. The programmes and resources below show how to move from individual tool use to an enterprise AI platform, with the funding and guidance to support you at each level.



Click on each support or resource to find out more!



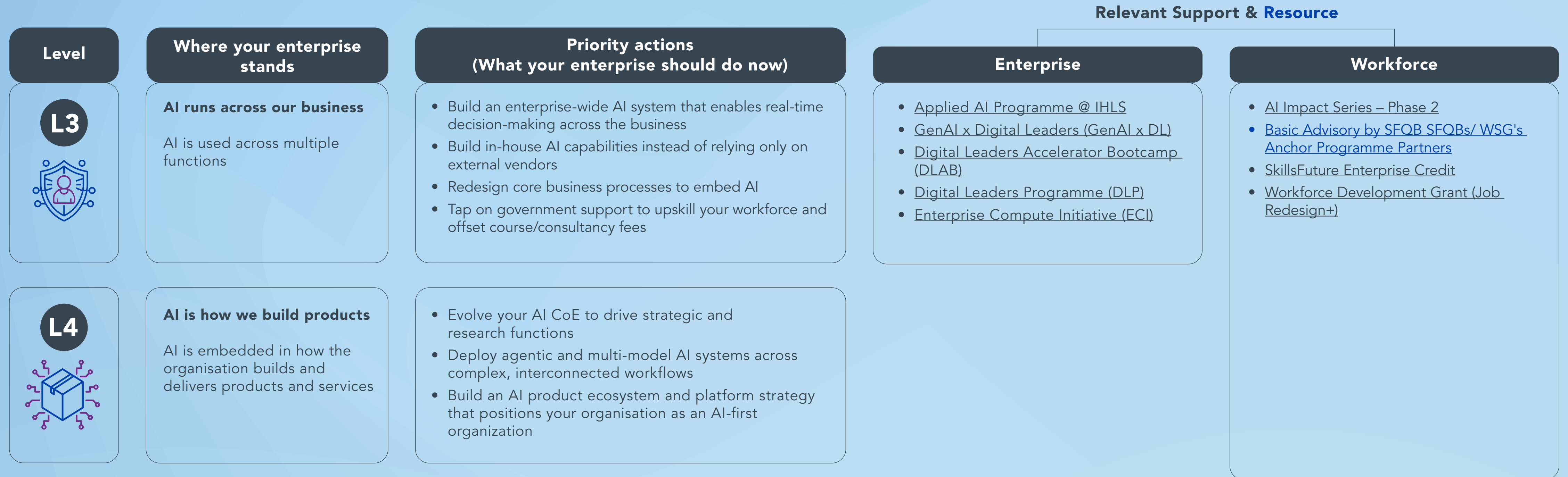
2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 4:  
Tech Deployment  
and Integration**

Most enterprises start their AI journey with off-the-shelf AI tools, but true impact requires more. The programmes and resources below show how to move from individual tool use to an enterprise AI platform, with the funding and guidance to support you at each level.



Click on each support or resource to find out more!

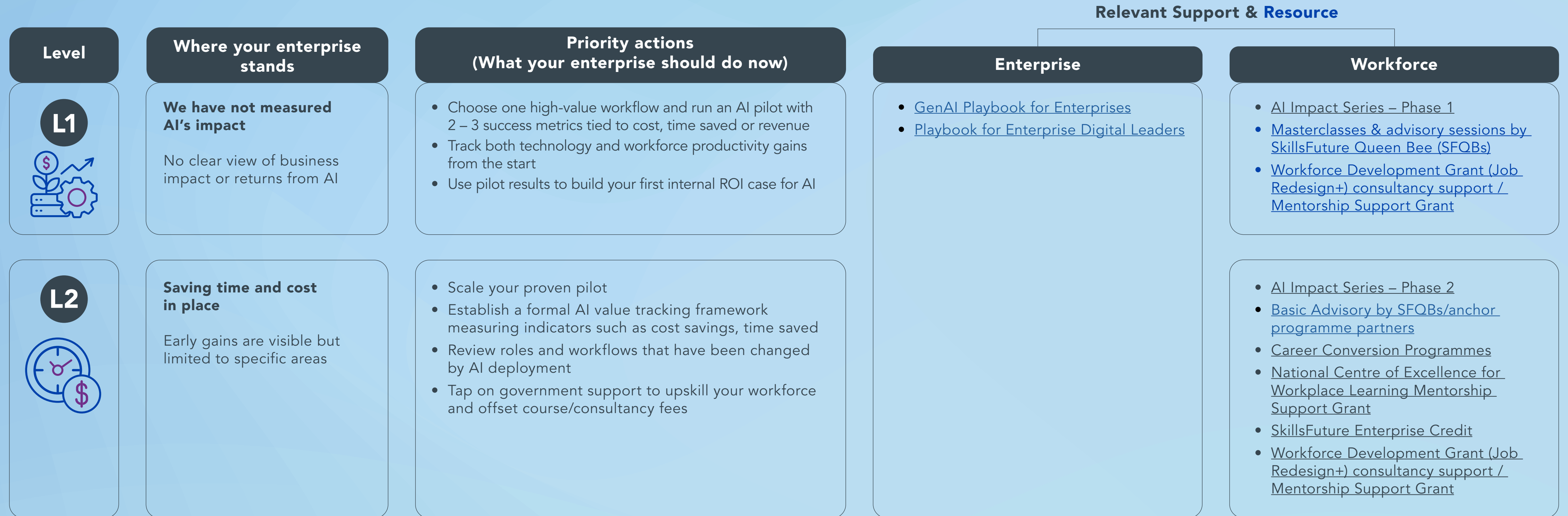
2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 5:  
Value Creation**

AI creates value only when it is measured, tracked, and scaled. The programmes and resources below help enterprises drive measurable, board-level impact and build the workforce capability to sustain it at each level.



Click on each support or resource to find out more!

2

# STEP 2: MATCH | SUPPORT FOR YOUR ENTERPRISE



**Dimension 5:  
Value Creation**

AI creates value only when it is measured, tracked, and scaled. The programmes and resources below help enterprises drive measurable, board-level impact and build the workforce capability to sustain it at each level.

| Level            | Where your enterprise stands  | Priority actions<br>(What your enterprise should do now)  |
|------------------|---|---|
| <p><b>L3</b></p> | <p><b>AI is generating new revenue</b></p> <p>AI contributes to business growth and is tracked across functions</p> | <ul style="list-style-type: none"> <li>Nominate senior leaders to undergo relevant bootcamp to build capability for AI-driven product and service</li> <li>Develop and launch new AI-enabled products or services</li> <li>Track AI value consistently across functions using a common set of metrics</li> <li>Redesign roles and workflows around AI to capture the full productivity and revenue opportunity</li> </ul> |
| <p><b>L4</b></p> | <p><b>AI creates new market for us</b></p> <p>AI drives new growth opportunities and competitive advantage</p>      | <ul style="list-style-type: none"> <li>Drive new business model innovation by embedding AI into your competitive advantage</li> <li>Create new roles that only exist because of AI and actively manage the workforce transition</li> <li>Report AI's impact to revenue, market share and competitive differentiation at board level</li> </ul>  |

**Relevant Support & Resource**

| Enterprise  | Workforce  |
|---|--|
| <ul style="list-style-type: none"> <li><a href="#">Digital Leaders Accelerator Bootcamp (DLAB)</a></li> </ul> | <ul style="list-style-type: none"> <li><a href="#">AI Impact Series – Phase 2</a></li> <li><a href="#">Basic Advisory by SFQBs/ anchor programme partners</a></li> <li><a href="#">Career Conversion Programmes</a></li> <li><a href="#">SkillsFuture Enterprise Credit</a></li> <li><a href="#">Workforce Development Grant (Job Redesign+) consultancy support / Mentorship Support Grant</a></li> </ul> |
|   | <ul style="list-style-type: none"> <li><a href="#">Career Conversion Programmes</a></li> <li><a href="#">Workforce Development Grant Job Redesign consultancy support/ Mentorship Support Grant</a></li> </ul>   |

Click on each support or resource to find out more!



# STEP 3: ACT



## 3

# STEP 3: ACT | WHAT TO DO NEXT

Step 3 is about turning insight into action. The goal is not to do everything at once, but to take practical next steps with confidence and build momentum from there.

Focus on the weakest dimensions first. There is no need to scale multiple levels overnight. Each level you move up strengthens your business and your people.

## Moving up the readiness ladder








| Your journey      | What to focus on  | What you unlock  |
|-------------------|---|--|
| Level 1 ► Level 2 | Identify one real business problem. Run one structured pilot. Get leadership support and measure outcomes.                            | Proof of concept, early ROI, AI advocates, and credible use cases for scaling.   |
| Level 2 ► Level 3 | Scale what works. Connect AI to business KPIs. Build your AI team and start redesigning workflows around AI.                          | Consistent productivity gains, stronger data foundation, growing confidence in AI, and a workforce that uses AI in daily work. |
| Level 3 ► Level 4 | Embed AI in strategy and governance. Build your Centre of Excellence. Redesign roles at scale and measure AI's impact at board level. | Competitive differentiation, AI-driven revenue streams, and a future-ready AI-bilingual workforce.                             |

## Before you leave this playbook: Your action checklist







Complete this checklist to lock in your next steps:

- I have identified my current readiness level across all 5 dimensions
- I know which dimensions need the most immediate attention
- I have selected 2 to 3 priority actions from Step 2 to focus on over the next 3 months.
- I have identified at least one enterprise support and one workforce support to access
- I will revisit this diagnostic in 6 months to track progress and update my matched support

## YOUR SUPPORT ECOSYSTEM AT A GLANCE – AWARENESS & EDUCATION

| Programme & Description   | Website   |
|---|---|
| <p><b>AI Impact Series (AIS) – Phase 1</b><br/>Helps bridge the gap between AI awareness and practical application.</p>   | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>GenAI Playbook for Enterprises</b><br/>Guides enterprises in implementing GenAI to transform business operations.</p>   | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>I&amp;C Job Transformation Map (JTM)</b><br/>Provides insights into how technology is reshaping jobs and how workers and employers can adapt.</p>   | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Masterclasses &amp; advisory sessions by SkillsFuture Queen Bee (SFQBs)</b><br/>Industry-led advisory and learning sessions to help enterprises identify and build transformation capabilities.</p> | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Playbook for Enterprise Digital Leaders</b><br/>Provides guidance for SMEs across five key areas of digital transformation and implementation.</p>  | <p><a href="#">LEARN MORE</a> </p>  |
| <p><b>SkillsFuture for Digital Workplace 2.0 (SFDW2.0)</b><br/>Training programme that equips workers and enterprises with foundational digital workplace skills.</p>                                     | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>SkillsFuture Series (AI Aware / AI Literacy courses)</b><br/>Courses covering Generative AI, prompt engineering, and workplace productivity applications.</p>                                       | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>SME Go Digital - Industry Digital Plans (IDP)</b><br/>Step-by-step guidance on suitable digital solutions and training support for SMEs.</p>  | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>TalentTrack and TalentTrack+</b><br/>Workforce planning tools that provide insights into skill trends, courses, grants, and employee readiness.</p>   | <p><a href="#">LEARN MORE</a> </p> |

## YOUR SUPPORT ECOSYSTEM AT A GLANCE – ADVISORY & PLANNING

| Programme & Description   | Website   |
|---|---|
| <p><b>AI Impact Series (AIS) – Phase 2</b><br/>Helps bridge the gap between AI awareness and practical application.</p>   | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Basic Advisory by SFQBs/WSG's Anchor Programme Partners (PPs)</b><br/>Provides advisory and holistic support to help enterprises identify and implement workforce transformation solutions.</p> | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Career Conversion Programmes (CCP)</b><br/>Helps employers reskill mid-career hires and existing employees for growth job roles.</p>  | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Data Protection Essentials (DPE)</b><br/>Baseline data protection standard to help organisations strengthen data security and respond to data breaches.</p>                                     | <p><a href="#">LEARN MORE</a> </p>   |
| <p><b>Data Protection Trustmark (DPTM)</b><br/>Certification that helps organisations demonstrate compliance with the PDPA.</p>   | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>Digital Leaders Accelerator Bootcamp (DLAB)</b><br/>Modular programme that helps enterprises build capabilities and confidence in digital transformation.</p>                                   | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>Mentorship Support Grant</b><br/>Provides project mentorship support through consultancy and implementation-led training.</p>   | <p><b>SSG's closed door programme for now</b></p>   |
| <p><b>SkillsFuture Series (AI Fluent Business Leader courses)</b><br/>Industry-relevant training programmes focused on emerging skills across key economic growth areas.</p>                          | <p><a href="#">LEARN MORE</a> </p> |
| <p><b>Tech Immersion and Placement Programme (TIPP)</b><br/>Professional conversion programme that helps non-ICT professionals transition into ICT roles.</p>   | <p><a href="#">LEARN MORE</a> </p> |

## YOUR SUPPORT ECOSYSTEM AT A GLANCE – BUILDING INTERNAL CAPABILITY

| Programme & Description   | Website  |
|---|--|
| <p><b>AlxTech</b><br/>Upskills tech professionals with core AI competencies and hands-on experience using AI tools.</p>   | <a href="#">LEARN MORE</a>    |
| <p><b>Applied AI Programme @ IHLS</b><br/>Works with SMEs to identify AI problem statements, develop customised AI solutions, and deploy them across business functions.</p>  | <a href="#">LEARN MORE</a>    |
| <p><b>Company Led Training Programme (CLT)</b><br/>Provides on-the-job training to equip trainees with skills for in-demand roles.</p>  | <a href="#">LEARN MORE</a>    |
| <p><b>Digital Leaders Programme (DLP)</b><br/>Helps local non-ICT companies build in-house digital capabilities and implement digital projects using emerging technologies.</p>                                     | <a href="#">LEARN MORE</a>    |
| <p><b>Enterprise Compute Initiative (ECI)</b><br/>Supports companies with cloud credits, tools, consultancy, and change management to accelerate AI transformation projects.</p>                                    | <a href="#">LEARN MORE</a>    |
| <p><b>GenAI for Digital Leaders (GenAI x DL) initiative</b><br/>Helps enterprises strengthen AI understanding and access expertise, tools, and resources to implement AI solutions.</p>                             | <a href="#">LEARN MORE</a>  |
| <p><b>National Centre of Excellence for Workplace Learning (NACE)</b><br/>Helps enterprises implement structured, role-specific workplace learning that is practical, measurable, and embedded into daily work.</p> | <a href="#">LEARN MORE</a>  |
| <p><b>Pinnacle AI Industry Programme (PAIP)</b><br/>Supports frontier companies building or fine-tuning enterprise LLMs by upskilling local AI talent in specialised areas.</p>                                     | <a href="#">LEARN MORE</a>  |
| <p><b>SkillsFuture Enterprise Credit</b><br/>Workforce planning tools that provide insights into skill trends, courses, grants, and employee readiness.</p>   | <a href="#">LEARN MORE</a>  |
| <p><b>SME Go Digital - Productivity Solutions Grant</b><br/>Supports businesses in adopting market-proven pre-approved digital and AI solutions across business functions and sectors.</p>                          | <a href="#">LEARN MORE</a>  |
| <p><b>Workforce Development Grant (Job Redesign+)</b><br/>Supports workforce transformation through job redesign, workforce consultancy, capability-building initiatives, and workforce technology solutions.</p>   | <a href="#">LEARN MORE</a>  |

## ABOUT IMDA

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem — by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment and enhances Singapore's data protection regime through the Personal Data Protection Commission.

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