



ARTICLE

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DATA AND AI | By Ducker Carlisle

# Cracking the AI CODE:

How SparkWise Data & AI Transforms  
Data into Game-Changing Results



Artificial Intelligence (AI) is touted as the transformative technology of our era, with the potential to revolutionize industries, streamline operations, and create unprecedented value.

According to our experience, AI is projected to generate an economic impact of \$13 trillion by 2030. Yet, for all its promise, 70 to 80% of AI projects fail to deliver on their expectations. Why? Because companies underestimate the complexities involved, from data readiness to workforce alignment and organizational incentives.

**At SparkWise Data and AI by Ducker Carlisle**, we've witnessed firsthand the challenges organizations face when attempting to implement AI. From poorly aligned incentives to a lack of clear data governance, the hurdles are many. But we've also developed a solution: a proven, step-by-step AI Journey that enables companies to navigate these challenges effectively and emerge as AI leaders.

Our team, with experience at Google, Artefact, Intel, and academic roots in UC Berkeley, UPenn, and HEC Paris has built a framework designed not only to deliver results but to equip you with the tools and processes to sustain those results for the long haul. Here's how we do it.

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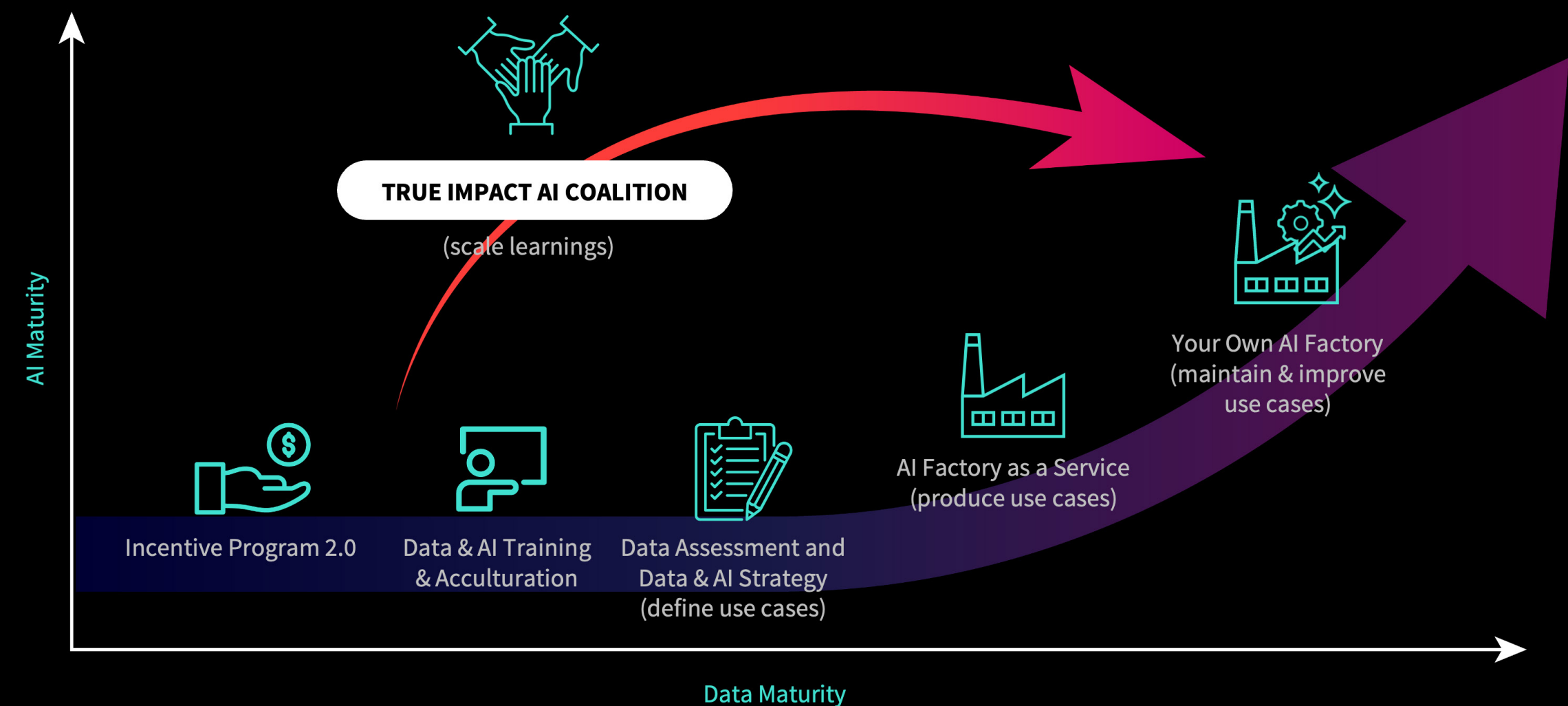
## Step 1:

# Start with Incentives – Align Everyone and **Get Skin in the Game**

The SparkWise AI Journey begins not with technology but with people. One of the most overlooked factors in AI adoption is the alignment of incentives. Too often, the people in charge of setting incentives don't fully understand the power of AI, leading to missed opportunities or poorly designed programs that fail to motivate employees.

At SparkWise, we emphasize the importance of involving both technical experts and business leaders at the table. Incentives must bridge the gap between these groups to create an environment where everyone is pulling in the same direction.

## The SparkWise AI Journey Built on over a Decade of Experience





Here's how companies can use incentive programs strategically:

01

Boost top performers and manage underperformers: Well-designed incentives can reward those who embrace change and use AI to deliver exceptional results, while also identifying those who resist innovation.

02

Attract top talent: A strong incentive program linked to AI transformation can serve as a market differentiator, drawing in the best and brightest who want to be part of an innovative, forward-thinking organization.

03

Learn from proven success stories like OpenAI: When incentives are right, the results can be extraordinary. OpenAI's success is a testament to the power of aligning motivation with ambitious goals

Incentives are the bedrock of AI success because they ensure that employees—at all levels—are personally invested in the journey.





## Step 2:

# Empower Through Data and AI Training – **Building the Right Skills**

Once employees are motivated, the next step is to equip them with the skills they need to contribute to your AI transformation. AI adoption requires a workforce that not only understands what AI can do but can also connect it to their specific roles.

At SparkWise, we offer multiple pathways for training and acculturation:

- **Tailored learning paths:** For those who are particularly interested in AI, specialized training programs can build technical expertise and foster future leaders in AI.
- **Skill alignment by job level:** For broader adoption, AI training can be integrated into existing competency frameworks, ensuring relevance to current job responsibilities.
- **Top-down vs. bottom-up approaches:** Depending on your organization's size and goals, you can choose to start training at the leadership level (top-down) or empower teams at the ground level (bottom-up).

This flexibility ensures that every organization, regardless of its structure or resources, can build AI fluency among its workforce.





## Step 3:

# Assess Your Data and Build a Strategy – Know Where You Stand

Data is the foundation of AI, but many companies are blind to their data landscape. They don't know where their data is, how good or bad it is, or whether it meets the requirements for AI use cases. This uncertainty often leads to paralysis: businesses do nothing because they assume their data isn't good enough.

The truth is, you don't need perfect data everywhere to get started. Some areas of your business likely have data that's ready for AI, while others may need improvement. Starting with what you have and building momentum is far better than waiting for perfection.

### SPARKWISE HELPS YOU:

01. Map your data assets.
02. Evaluate the quality of your data and identify gaps.
03. Prioritize AI use cases that align with your data readiness, while simultaneously bringing lagging areas up to speed.

This phased approach ensures that you can start delivering value quickly, without being held back by incomplete or imperfect data.





## Step 4:

# Deliver Use Cases with an AI Factory – Expert Teams for Rapid Results

One of the most effective ways to implement AI is through an AI Factory. But what exactly is an AI Factory? It's a dedicated team of specialists with the skills and tools needed to design, develop, and deploy AI use cases.

### AN AI FACTORY OPERATES WITH:

- Expertise in key areas: Machine learning, AI-driven supply chain optimization, AI-powered pricing strategies, data engineering, and more.
- AI-first methodologies: Agile development, feature teams, and MLOps principles to ensure efficiency and scalability.
- Cutting-edge tools: Access to the latest technologies and processes to accelerate development and deployment.

Building an AI Factory in-house is a significant challenge. The required skills are rare, and attracting and retaining talent is difficult. That's why SparkWise offers its AI Factory as a Service, providing you with an on-demand team of experts who can produce results without the long-term commitment or overhead of hiring an internal team.

This approach not only saves costs but also mitigates the risk of hiring the wrong people or failing to provide them with clear career paths.





## Step 5:

# Build Your Own AI Factory – A Sustainable, Scalable Future

The ultimate goal for your organization is to become self-sufficient in AI. With SparkWise's guidance, you'll transition from relying on external expertise to managing your own **AI Factory**. This in-house capability allows you to continuously maintain, improve, and scale your AI initiatives, ensuring long-term success.

## The True Impact AI Coalition – Knowledge Sharing for Collective Growth

Throughout your AI journey, one of the most valuable resources is your network. That's why we created the True Impact AI Coalition, a collaborative organization where members can:

- Share best practices and lessons learned.
- Access a network of peers and experts.
- Collaborate on common challenges and opportunities.

The coalition accelerates your learning curve, reduces costs, and enhances your capabilities by fostering a culture of knowledge sharing. It's like having a community of AI pioneers working alongside you.

# SPARKWISE

TRUE IMPACT AI



## Transforming Complexity into Opportunity

The SparkWise AI Journey is built on the belief that AI success isn't just about technology- it's about people, processes, and data. By aligning incentives, empowering your workforce, leveraging your data, and collaborating with experts, you can overcome the challenges that have derailed so many AI projects.

With SparkWise Data and AI by Ducker Carlisle, you'll have the support and expertise needed to transform complexity into opportunity and unlock the true potential of AI for your organization. We combine over 60 years of deep industry experience working with corporate and private equity clients across automotive, heavy equipment, building products, materials, and industrial sectors with the expertise of leading AI practitioners to deliver practical, high-ROI solutions.



## FABIEN CROS

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Former Data & AI Country Lead for Manufacturing at Google. Former Data & AI Senior Director at Artefact, the leading French AI company, known for its strong partnerships with Google and Microsoft Azure (In 2021, Artefact was acquired for €124M).

**Ready to begin your AI journey?** Contact us today to start building your path to success:

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