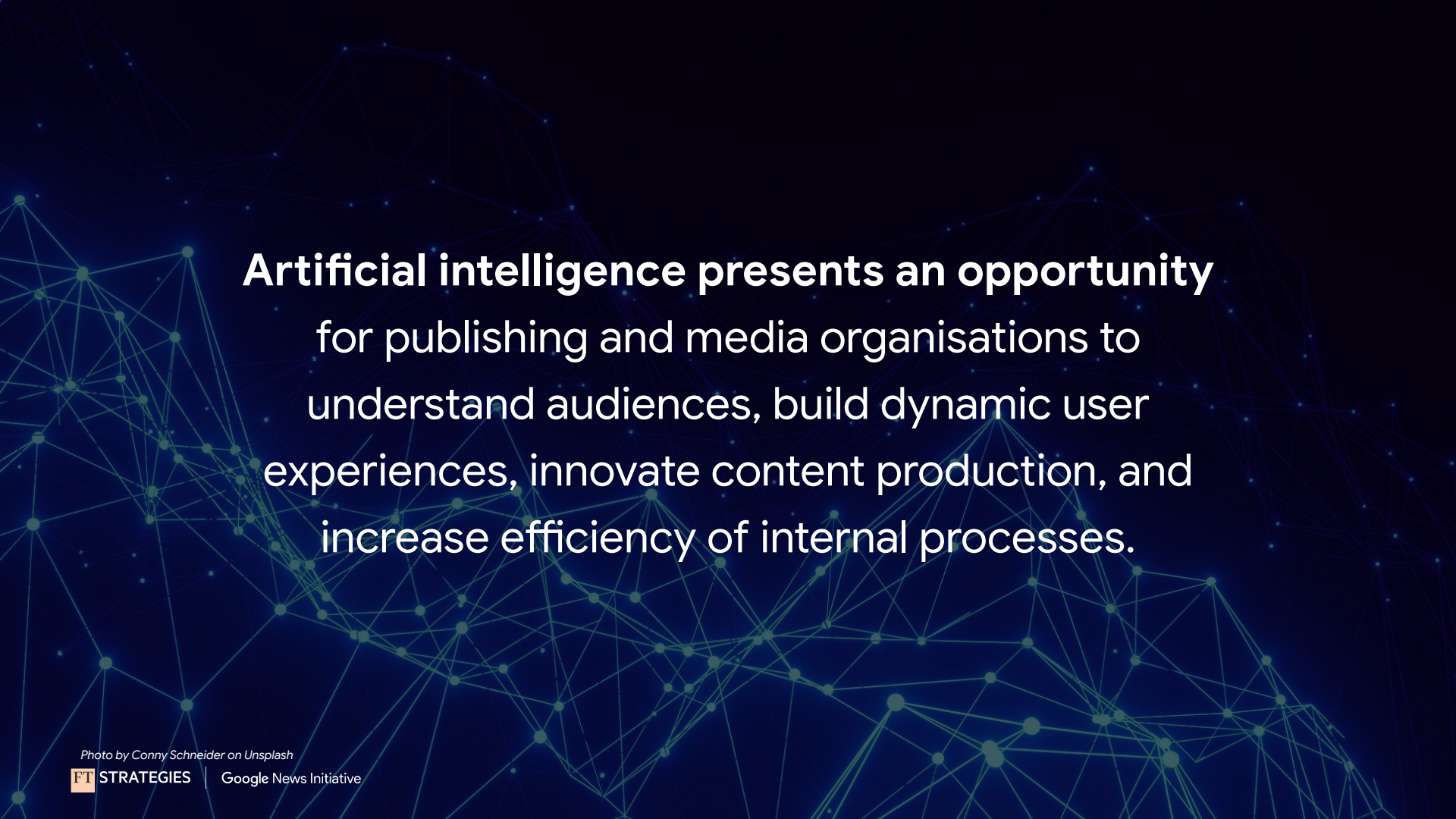


# Artificial Intelligence for News

Design Sprint | Programme Explainer



**Artificial intelligence presents an opportunity**  
for publishing and media organisations to  
understand audiences, build dynamic user  
experiences, innovate content production, and  
increase efficiency of internal processes.

*Photo by Conny Schneider on Unsplash*

**The Design Sprint\* will provide a structured approach for helping your organisation to seize this opportunity.**

Based on proven design methodologies, the programme includes **practical guides, expert sessions and a facilitated workshop to accelerate AI design and implementation.**

*\*a structured process for collaborative idea generation and solution prototyping*

# The AI Design Sprint will accelerate publishers' efforts to understand and implement AI

## Objective

The AI Design Sprint programme centres on a practical one day immersive (in-person) workshop that enables a cohort of publishers to accelerate their AI efforts with a **focus on designing the future implementation of a single AI use case**. Based on Google's Design Sprint methodology and incorporating aspects of the Financial Times' product discovery process, the Design Sprint will encourage participants to assess both business challenges and opportunities to identify relevant use cases for AI, to think strategically in order to prioritise them, and to design potential solutions.

Each publisher will leave with:

- ★ An **action-plan document** which captures details of and next steps for a tangible AI proof-of-concept design
- ★ The **longlist of use case ideas** and other notes generated on the day, including a view of how use cases support an overall vision for AI
- ★ A **worked example of the discovery process** to guide future AI initiatives
- ★ An **opportunity to have discussions** with other publishers, FTS consultants and other subject matter experts present on the day
- ★ An **'AI Readiness' Diagnostic survey / capability assessment** which identifies the technology and organisational capabilities required for implementation

## Expert delivery

The Design Sprint workshop will be delivered by FT Strategies consultants with support from subject matter experts from the FT and Google. Four Inspiration Sessions, delivered virtually by expert industry speakers, will inform prepare publishers before the workshop day.

# Practical exercises and Inspiration Sessions through October and early November in advance of the full-day in-person workshop

## Registration opens

## Inspiration Sessions

Multiple sessions (delivered virtually/remotely by subject matter experts), to inspire and inform before the Design Sprint workshop.

## 15th November

## Design Sprint workshop

Full day workshop with cross-functional team (in-person).

October

November

## Onboarding & practical exercises

Onboarding communications including Strategy Primer & AI Readiness Diagnostic survey sent to publishers to complete.

## Ad hoc communications

Ad hoc reminders and useful materials sent to publishers participating in the Design Sprint workshop.

# Before the workshop: Participants will receive educational materials and practical exercises to complete

## 1. Educational pre-read

Learning materials providing an introduction to AI and machine learning

## 2. Guidance on suggested use cases

A prioritised shortlist of AI use cases, based on industry analysis, to serve as the starting point for solution design in the workshop

## 3. AI strategy primer - *to inform problem & solution prioritisation in the workshop*

Prompts for considering the organisation's overall AI strategy - **to be completed by the participants prior to attending the workshop**

## 4. Diagnostics survey - *to inform development of a next steps Action Plan in the workshop*

A survey on relevant organisational capabilities - **to be completed by the participants prior to attending the workshop**

# Before the workshop: Publishers will also be inspired and informed by expert speakers

## INSPIRATION SESSION 1

### Inspirational uses of AI:

- Linking AI to the Customer Lifecycle
- LLMs (outside of content generation)
- Other case studies

Publishers feel **inspired**, understand the major **opportunity areas**, and receive **structured strategy templates**

## INSPIRATION SESSION 2

### Technical foundations:

- Data requirements for AI
- Importance of data models / taxonomies / metadata
- Making data available e.g. data systems and pipelines

Publishers **understand the different requirements** for technical AI implementation

## INSPIRATION SESSION 3

### Doing AI responsibly:

- Ethics frameworks
- Managing experimentation
- Developing usage and governance policies

Publishers **understand the building blocks of governance** and are **enabled to build their own** bespoke frameworks

## INSPIRATION SESSION 4

### Preparing for the day:

- **Identifying business problems to solve** [exercise]
- Jargon-buster
- What to expect on the day

Participants are equipped with common definitions and knowledge to **maximise value of the in-person workshop**

# The in-person workshop will help publishers to explore, identify and plan a specific AI solution

## 1. Explore the demand-side

- What challenges are teams facing in your business?
- Where do users (internal & external) experience processes which are repetitive, involve data, involve prediction?

## 2. Understand the problem/ user need

- Is solving this problem desirable / feasible / viable?
- Is it strategically relevant?
- Does it support our vision for using AI?

## 3. Generate solution ideas

- How could this problem be solved using AI?
- How is AI being used by other companies and teams?

## 4. Decide the way forward

- How would we test this solution?
- What are the technology and organisational capabilities required for implementation?

## 5. Plan for future development

- What specific experiments can we run?
- What are the development milestones?
- What additional research needs to happen?
- What is the potential ROI and risk?

## 6. Present back to the group

- Share ideas
- Receive advice
- Build connections

*The workshop will be based on Google's Design Sprint methodology, best known for injecting speed and innovation into product development, with elements of the FT's product discovery process.*





# Publishers will leave with enhanced knowledge, processes and action-plan for what comes next in their AI journey



## IDEA GENERATION

The longlist of use case ideas and other notes generated on the day



## KNOWLEDGE SHARING

Opportunities to network with other participants, GNI and FTS representatives



## STRUCTURED APPROACH

A worked example of the discovery process to guide future AI initiatives



## SUBJECT MATTER EXPERT ADVICE

Discussions with FTS consultants and other SMEs present on the day

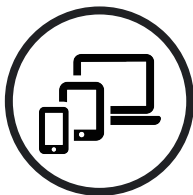


## ACTION-PLAN DOCUMENT

A document capturing details of and next steps for a tangible AI proof-of-concept design

*The Action-Plan document will accelerate participants' AI journey beyond the duration of this programme by specifying next steps for development of the AI solution which is designed in the workshop, highlighting stakeholders who can serve as internal 'champions', and identifying practical ways to build relevant organisational capabilities.*

# The programme is designed to accelerate the efforts of publishers who are prepared to explore AI implementation



## HQ in EMEA and an established digital base

The programme is designed for EMEA publishers with an existing base of digital readers, typically >250,000 monthly unique viewers.



## Equipped to explore an AI initiative

Publishers may have already begun to experiment with AI, but at a minimum must have the capacity and ability to take the first steps on their journey.

During the programme, you will design a proof of concept for an AI use case - this is not a tech build exercise, but you should have the people, technology and processes in place to take this next step after the end of the programme.




## AI recognised as offering growth potential

Senior leadership must be ready and willing to embrace the opportunity that AI offers and be inclined to action over the next 6-12 months.

Publishers who are able to explore potential AI use cases, and to identify and commit to practical next steps in terms of developing their organisational capabilities, will realise the most value from the programme.

# We recommend that attendees commit to the following

-  Senior attendees  
Nominating a board level sponsor to attend at least the in-person workshop is recommended. It is important that your participation in the programme is sponsored by those able to drive strategic change after the programme (e.g. CEO).
-  Representatives from across the business  
You should assign 4-5 individuals to the team, drawn from a wide range of departments, but with product and data/tech departments as a minimum.
-  Time commitment  
Your team should be prepared to participate virtually in the 4x 1 hour Inspiration Sessions and attend the full-day in-person workshop on November 15th.
-  Pre-workshop exercises  
Your team should be prepared to review the pre-workshop materials including completing the Diagnostic survey (c. 30 minutes).
-  Travel  
While there is no attendance fee, you will be responsible for arranging and funding your own travel and expenses. Food and drink will be provided on the day of the in-person workshop.
-  Participation  
You should be prepared to fully participate in the in-person workshop, involving collaborative discussion, creativity and enthusiasm.
-  Follow-ups  
You should be happy to be featured in industry reports, case studies and to respond to follow-up questions from FT Strategies asking about your experience.

# The AI Design Sprint is delivered by Google News Initiative and FT Strategies



The **Digital Growth Programme** is an initiative within GNI (Google News Initiative), to help publishers grow their digital business online. The AI Design Sprint is just one of the many programmes it offers, along with other workshops and tools.

## Google teams will:

- ★ Manage success of overall programme
- ★ Provide advice and expertise
- ★ Connect participants to the GNI network



FT Strategies is the specialist media and publishing consultancy from the Financial Times. FT Strategies' deep expertise enables its clients to future-proof their business, empower their teams, and fulfil their goals with our proven data, digital and change consulting expertise

## FT Strategies teams will:

- ★ Lead execution of programme including the Design Sprint workshop and inspiration sessions
- ★ Advise on AI developments within the industry, drawing on our experience of working with 600+ publishers and our own in-house experience

# Thank you