
AI for Commercial Growth: The Strategy Lab

Helping leaders make
informed, confident
choices in an AI-driven
negotiation world



OVERVIEW

Commercial leaders are increasingly facing AI-enabled or AI-augmented counterparts, and in some categories, negotiating directly with AI. Many organisations lack the clarity, confidence and technical understanding to respond objectively, with their teams reporting declining confidence as AI appears to “overtake” them.

Our *AI for Commercial Growth: The Strategy Lab* provides a structured, diagnostic journey that cuts through noise and hype. We help organisations understand their exposure, evaluate options, and build a clear, commercially grounded roadmap for action.

KEY FEATURES

- ✔ A structured diagnostic assessing your negotiation landscape, AI exposure and future risk
- ✔ Clear mapping of AI use cases across your commercial ecosystem
- ✔ Objective evaluation of solution options, avoiding vendor bias
- ✔ Guidance on capability, process and governance implications
- ✔ A practical roadmap outlining where to act, monitor and invest
- ✔ Delivered by senior The Gap Partnership negotiation consultants
- ✔ Supported by Passion Labs’ PhD-level AI specialists

FOR MORE INFORMATION please contact us via [thegappartnership.com](https://www.thegappartnership.com)

DESCRIPTION

Your journey begins with a 90-minute executive immersion session that builds a common understanding of AI across your leadership team, ensuring every decision and vendor conversation starts from a position of informed confidence. This is followed by a short diagnostic survey that captures your team’s candid view of AI readiness, negotiation pain points and strategic priorities.

We then run two focused scoping sessions. The first turns survey data into a clear diagnostic picture, mapping your negotiation lifecycle and assessing your technical and data foundations. The second identifies your AI × negotiation “opportunity hotspots”, which are typically 5–8 high-value use cases scored on impact, feasibility, risk and timeline.

All insights are consolidated into a comprehensive diagnostic report, prepared over two weeks. This includes your current state, maturity benchmarks, prioritised opportunities, a strategic roadmap, investment scenarios and governance considerations.

Finally, we bring everything together in a structured review session, walking you through key findings, recommended sequencing and next steps, and aligning on the path to pilot.

THIS IS FOR YOU IF...

You are a C-level commercial or procurement leader facing AI-enabled or AI-augmented counterparts

You want clarity before committing to any AI solution or vendor

You need to understand the implications of AI for people, process and organisation

You want a structured, objective roadmap to guide investment and decision-making