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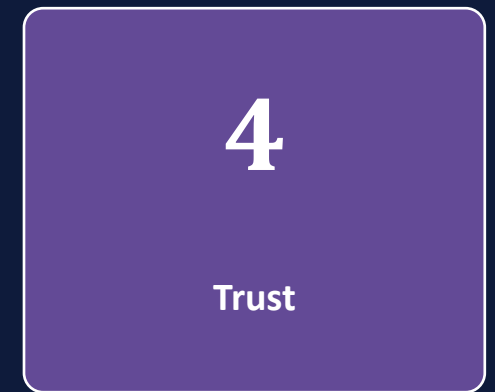
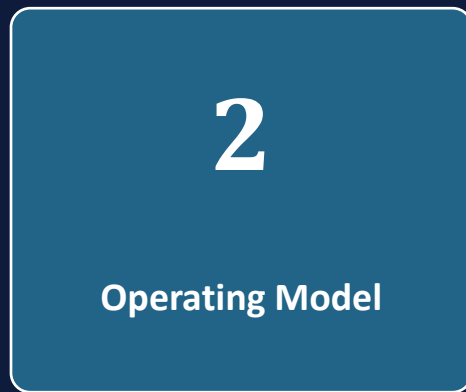
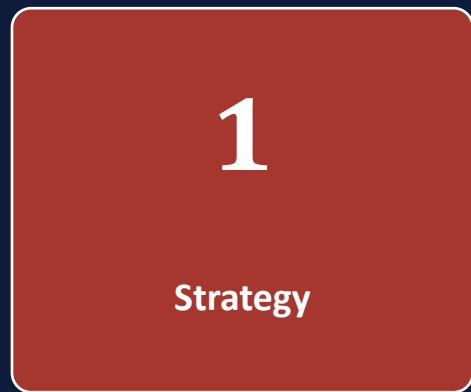
of the 4 things that
decide your AI's fate
are set *before you build.*

Most teams skip them. Here are all four.

THE FOUR PILLARS

Four pillars hold up every AI-native firm.

Which one is missing?



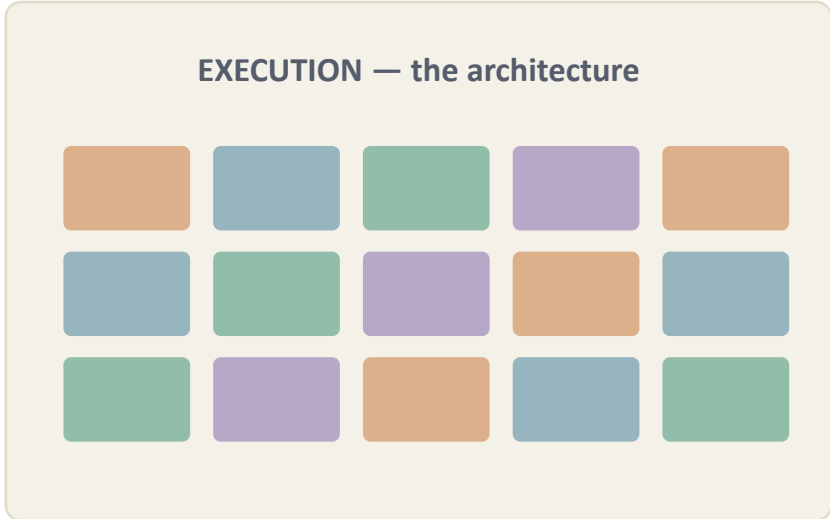
Swipe to see all four, and why skipping one quietly stalls everything.

Teams rush to build. Then wonder why it *doesn't add up.*

The four pillars are the strategic commitments that sit above the architecture. They are decided before any component is built, because they are the intent the whole system then executes.

An organization that begins building without settling its pillars produces parts that are individually reasonable and collectively incoherent.

INTENT — the four pillars



Pillars decided first. Then the matrix executes them.



PILLAR I

AI Strategy & Roadmap

What AI is for in the enterprise.

Defines where AI will create value, how the firm will source capability, and what it will deliberately not pursue. The defining decision here is economic and directional.

Without this pillar, every downstream decision improvises its own intent.

NAMED ARTIFACTS

- AI Vision & North Star
- Strategic Capabilities Map
- Build-Buy-Partner Doctrine
- AI Investment & Inference Economics
- Sovereign AI Stance



PILLAR II

Business Architecture & Operating Model

How the enterprise reshapes around AI.

Reshapes the operating model, the workforce, and crucially the decision rights. When agents begin to act on the business, the firm must decide in advance what humans keep and what agents may do.

Operating-model gaps are among the most damaging failures in enterprise AI. They originate here.

NAMED ARTIFACTS

- Operating Model Design
- Capability Rebuild Plan
- Decision Rights Matrix
- Human-AI Workforce Design
- Multi-Stakeholder Model



PILLAR III

Domain Knowledge & Vertical Depth

What makes AI useful, not generic.

Supplies the vertical expertise that turns a capable model into a capability. Grounded in the specific workflows, constraints, and economics of the industry the firm competes in.

This is what separates an AI program that wins a market from one that merely demonstrates competence.

NAMED ARTIFACTS

- Industry Workflow Map
- Regulatory Landscape
- Customer Behavior Model
- Vertical Risk Catalog
- Domain-Specific Success Patterns



PILLAR IV

Ethics, Trust & Responsible AI

What keeps the firm trustworthy at scale.

Commitments made in advance that shape what the firm builds and how it behaves when trust is tested. Not compliance produced after the fact. The crisis doctrine is written before an incident, not during one.

Trust is a commitment decided early, not a statement issued late.

NAMED ARTIFACTS

- AI Ethics Charter
- Trustworthy AI Principles
- Bias & Fairness Governance
- Stakeholder Transparency
- Crisis Communication Doctrine

Pillars are *intent*. The matrix is *execution*.

Building components before settling the pillars produces parts that are individually sensible but collectively incoherent. The pillars are the reference against which every architectural decision is checked.

Coherence

Every cell traces back to a stated intent

Accountability

Decisions have an owner and a rationale

Speed

Teams stop re-litigating strategy mid-build

NEXT IN THE SERIES

03 — The 36-cell matrix: what a complete AI *architecture looks like.*

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Which of the four pillars is least settled in your organization today?