

Antony Slumbers: Your AI Strategy Is Already Obsolete

● Glasshallen | 1st floor | 11:45–12:15 | 



Antony Slumbers

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An AI strategy is a company strategy, not an adoption programme

Antony Slumbers argued that copilots, agents on existing processes, a platform purchase and AI training add up to an adoption programme, not a strategy. With AI use spreading among Norwegian firms, he said using AI has become the entry ticket rather than the edge, and every firm is now both a PropTech customer and a PropTech. His method, RIRA (Release, Imagine, Redesign, Actualise), takes one workflow at a time and sorts each task into three bands: plumbing, the overlap and judgement. A sell, hold or refurbish prototype he built with AI in 78 minutes showed that the tool is copyable while what a firm learns with it is not. He proposed small teams with explicit authority around a capability spine the firm owns, scoring positions on viability and defensibility separately, and building for change rather than for one forecast.

KEY TAKEAWAYS

- Copilots, agents, a platform and AI training make an adoption programme, not a strategy.
- Place every task, not the whole workflow, and put a date on every placement.
- Rent the plumbing, partner on the overlap and own your judgement: write it down and record outcomes.
- Own the capability spine of data, methods, evaluations and recorded decisions; keep models and suppliers swappable.
- Score viability and defensibility separately, never average the two, and date every score.

**78
minutes**

to build a sell, hold or
refurbish prototype with AI