

AI STRATEGY

& LEADERSHIP PERFORMANCE

Clarity for your next AI decision – for CEOs, executive boards and leadership teams.

DR. SABINE WÖLBL

Strategy Advisor for AI Transformation
ISO/IEC 42001 AIMS Auditor · CMC
Linz · Austria





DR. SABINE WÖLBL, MBA MSc

STRATEGY · LEADERSHIP · GOVERNANCE

I approach AI transformation not from the technology, but from the decisions.

For more than 25 years I have worked with organizations on strategy, leadership and organizational development – as founder of Potenzialfinder.com, as a management consultant and as a university lecturer.

With the KI-Strategie-Loop® (AI Strategy Loop) I developed a framework that connects strategy, leadership, governance and knowledge management into one approach that works in practice.

25+

years of practice in strategy, leadership and organizational development

75+

organizations supported

18

industry groups – as AI Coordinator of the Upper Austrian Chamber of Commerce (WKO)

2027

book on the AI Strategy Loop, Haufe Verlag

MY CORE QUESTION

How can leaders make better strategic decisions in an age of AI, uncertainty and transformation?

WHAT I BRING

Strategy and leadership

Developer of the KI-Strategie-Loop® and the Leadership Performance Framework®

Consulting

Certified Management Consultant (CMC), Certified Digital Consultant

AI Governance

ISO/IEC 42001 AIMS Auditor, AI Manager, AI Security Officer

Research

Doctorate from JKU Linz, research on strategic tensions, teaching at three universities

AI IS A LEADERSHIP QUESTION

Most organizations do not have an AI problem. They have a leadership and orientation problem.

AI accelerates technological change. New options emerge faster, business models shift and regulatory requirements grow. This increases not only technological complexity – it raises the demands on leadership. The decisive questions sit with top management:

01

Relevance

Which developments actually matter to us?

02

Direction

What should AI stand for in our organization – and what not?

03

Priority

What do we pursue – and what do we deliberately say no to?

04

Readiness

What do we need to clarify, learn or improve first?

05

Scaling

What must we test before we invest and scale?

06

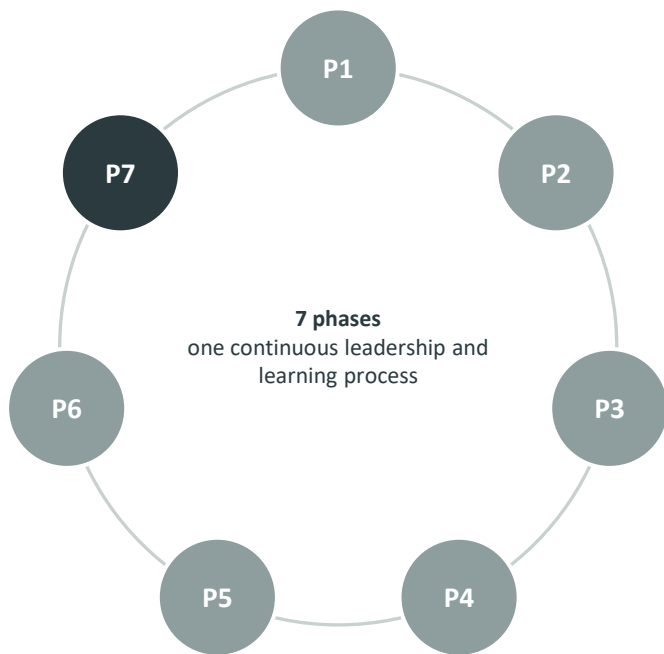
Impact

How do we know AI is actually making us better?

You do not need to know yet which AI solution you need.
But you should know which decision comes next.

KI-STRATEGIE-LOOP®

The KI-Strategie-Loop® (AI Strategy Loop) by Dr. Sabine Wölbl is a cyclical framework for developing, prioritizing, implementing and continuously evolving an organization's AI strategy. Aligned with ISO/IEC 42001, it prepares for AIMS certification.



- P1 Perception**
What is changing – and what affects us?
- P2 Positioning**
Where do we stand, where do we want to go?
- P3 Preparation**
What do we need before we start?
- P4 Potential**
Where is the greatest value?
- P5 Prioritization**
What do we pursue – and what not?
- P6 Piloting**
What works in practice?
- P7 Performance**
What has impact – and what do we learn?

After Performance, the loop starts again under new conditions.

THREE FRAMEWORKS. ONE OUTCOME: PERFORMANCE.

KI-Strategie-Loop®

How transformation is led

Seven phases from Perception to Performance – a cycle, not a maturity model.

Leadership Performance Framework®

What leadership must shape

Perspective, personality, processes and potentials – their interplay creates performance.

Strategic Tension Management

How competing demands are led

Such as quick wins ↔ future investments or innovation ↔ governance: decide consciously instead of waiting it out.

FIVE WAYS TO START

Situation first. The right format follows.

Not every organization starts in the same place. The key question is: which decision are you facing right now?

YOUR SITUATION	FORMAT AND RESULTS	DURATION
<i>"We know AI matters – but we lack direction."</i>	Executive Decision Session AI situation picture, AI vision and positioning, guardrails for AI use, decision memo	1 day
<i>"We have many ideas – but no clear priority."</i>	AI Priority Sprint Use-case map, assessment by value, feasibility and risk, top 3, not-to-do list, 90-day plan	4 weeks
<i>"A key decision is stuck."</i>	Strategic Tension Workshop Map of strategic tensions, conscious positioning, decision criteria, signals for reassessment	1 day
<i>"Our pilots work – but do not scale."</i>	AI Performance Review Impact assessment per pilot, recommendation: scale, adapt or stop, KPI set, brief for the supervisory board	3 weeks
<i>"We want to anchor AI strategically."</i>	Executive Sparring Monthly confidential sparring, quarterly reviews with the leadership team, governance support	6–12 months

Every engagement starts with a free, confidential initial conversation (30 minutes).

GUARDRAILS THAT HOLD

Speed needs guardrails. Not more bureaucracy.

In the KI-Strategie-Loop®, governance is part of preparation from the start – not an afterthought. As an ISO/IEC 42001 AIMS Auditor, I make sure your AI strategy addresses the requirements of the EU AI Act and ISO/IEC 42001 for roles, risks and documentation.

Roles and accountability

Who shapes, who decides, who is accountable?

Risk

Manage risks consciously – instead of ignoring them or banning everything.

Decision paths

Transparent criteria for value, feasibility and risk.

FROM PRACTICE

CHIMNEY SWEEP COMPANY

AI-based route optimization

Planning routes more efficiently – with data protection and governance in view.

Potential → Performance

Result: Rollout to all employees

TAX ADVISORY FIRM

AI literacy and governance

Making AI usable across the firm – with sensitive client data in view.

Perception → Potential

Result: Shared foundation for working with AI

STAFFING SERVICES

From awareness to workflow

Understanding early what AI means for the industry and its processes.

Perception → Potential

Result: Automated workforce scheduling

UPPER AUSTRIAN CHAMBER OF COMMERCE

18 industries, one AI transformation

18 industry groups with different starting points.

Perception → Preparation

Result: Lasting cross-industry learning structure

PRACTICE · RESEARCH · EDUCATION

ACADEMIC BACKGROUND

Doctorate in Social and Economic Sciences

Johannes Kepler University Linz
The role and application of intellectual capital reports in SMEs

MSc Leadership & Management

University for Continuing Education Krems
Leadership Pattern Cards as a decision-support method for executives

MBA Management Consultancy

AIM / University of Applied Sciences Burgenland
Employer branding, systemic interventions and consulting roles

Master's Degree in Social and Economic Sciences

University of Innsbruck
Identifying high potentials

TEACHING AND RESEARCH

Paris Lodron University of Salzburg (PLUS)

Lecturer from October 2026
Fair leadership and female careers

Private University Schloss Seeburg

Lecturer
Knowledge management and digital business

University for Continuing Education Krems

Lecturer, MBA Construction Management
Knowledge management and intellectual capital reporting

Current research

Strategic Tension Intelligence
How leaders recognize and manage strategic tensions in AI-enabled organizations

CREDENTIALS

ISO/IEC 42001 AIMS Auditor

AI Manager · AI Security Officer

Certified Management Consultant (CMC)

Certified Digital Consultant

Certified Sustainability Management Expert

Certified Auditor – berufundfamilie®

Former court-certified expert for personnel and business organization (2007–2023)

FORTHCOMING WITH HAUFE VERLAG

My book on the KI-Strategie-Loop® will be published by Haufe Verlag in January 2027 (in German) – with tools, case examples and guiding questions for top management. Pre-order from November 2026.

CONTACT

LET US START WITH YOUR NEXT DECISION

30 minutes. Confidential. No pitch – just clarity on what matters next and whether I can support you.



DR. SABINE WÖLBL

Strategy Advisor · Lecturer · Founder of Potenzialfinder.com

Potenzialfinder.com
Altstadt 10, 4020 Linz, Austria

Phone +43 650 778 2797

Email sabine.woelbl@potenzialfinder.com

Web leadership-performance.at

Book a call tidycal.com/sabinewoelbl/ki-potenziale



LINKED IN

Current posts on AI strategy, leadership and governance – and the direct way to send a message.

KI CHECK

Where does your organization stand in the KI-Strategie-Loop®? The KI CHECK on leadership-performance.at shows you (in German).