

THE 5P FRAMEWORK + AI BY TRUST INSIGHTS™

TRUST INSIGHTS

HOW AI AUGMENTS EACH OF THE 5 Ps

The 5P Framework is a universal thinking system. AI doesn't change the framework – it accelerates every step. Here's what changes when you add AI to each of the five Ps.

STEP	WITHOUT AI	WITH AI
PURPOSE	Turn vague goals into measurable questions. Every hour spent defining the real question saves ten hours of rework. The quality of your strategy depends on the quality of the question it starts with.	Use generative AI to decompose fuzzy objectives into specific, testable sub-questions. Feed it your annual plan and surface the assumptions you haven't tested – sharper hypotheses in minutes, not days.
PEOPLE	Map stakeholders by role: who decides, who executes, who has institutional knowledge, who blocks progress if left out. The best strategy doesn't survive first contact with a stakeholder who wasn't consulted.	AI analyzes org charts, project history, and communication patterns to surface hidden dependencies and skills gaps before they become bottlenecks. A stakeholder analysis that updates itself.
PROCESS	Document how work actually gets done – handoffs, approvals, the workarounds nobody admits to. If you can't write it down, you can't scale it, delegate it, or improve it.	AI identifies repeatable patterns in your workflows, flags bottlenecks, and generates first-draft SOPs from meeting transcripts. Automate what doesn't need judgment so your team focuses on what does.
PLATFORM	Choose tools only after defining the question, mapping people, and documenting the process. The right platform fits your workflow. Stop buying software before you know what problem it solves.	AI evaluates tool fit against your documented requirements, compares integrations, and models total cost of ownership. Build a scored shortlist in days instead of a 6-month vendor evaluation.
PERFORMANCE	Measure what actually answers the question from Purpose – not vanity metrics. Performance feeds back into Purpose. The 5P Framework is a loop, not a checklist.	AI monitors KPIs in real time, detects anomalies before they become crises, and drafts insight reports automatically. Spend your time on decisions, not dashboards.

ASK YOURSELF

- Purpose: Can every person on your team articulate the question your current project is trying to answer?
- People: Do you know who has the skills, authority, and bandwidth to execute – or are you assuming?
- Process: If your best team member quit tomorrow, could someone follow a written process to keep things running?
- Platform: Did you choose your tools because they fit your process, or did you change your process to fit the tools?
- Performance: Are you measuring what's easy to measure, or what actually tells you if your strategy is working?