

# AI Can't Invent — But It Can Systematize

The real power isn't automation. It's structured human-AI collaboration.

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# 4

## Steps to Systematic Innovation

MIT Sloan's Steven Eppinger outlines a framework for organizations to build repeatable, human-led innovation workflows with AI.

Eppinger's research identifies four foundational steps for organizations to leverage AI effectively: map existing workflows, prioritize human oversight, refine prompting, and embed verification. These are not optional add-ons but core design principles for sustainable innovation. Without them, AI accelerates inefficiencies, not progress.



# 01

## Precision Instructions = AI Creativity

AI doesn't generate novel ideas from thin air — it responds to instruction. The most effective AI-driven innovation occurs when humans provide highly specific, context-rich prompts that define the output's purpose, audience, and constraints. Eppinger emphasizes that describing the intended use case (e.g., marketing persona vs. design user journey) dramatically improves relevance and utility.

# 02

## Human Oversight Is the Innovation Engine

AI in the loop, not human in the loop. The most valuable innovation systems don't replace humans with AI, but rather integrate AI as a precision tool under human direction. Eppinger warns that without structured validation and review steps — especially for hallucinations and errors — even fast AI output can lead to flawed decisions. The future of AgTech AI lies in hybrid workflows where humans define goals and AI executes with consistency.



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