

Fjord Qudra and AI: What's Your Move 37?

Move 37. It was the surprise move AlphaGo played against Lee Sedol—an unthinkable leap that no traditional Go master saw coming. In that single stroke, the boundaries of possibility shifted. Much like that moment, businesses today stand on the brink of a new frontier defined by AI and autonomous agents. It's time to harness that same spark of bold originality—the kind that breaks old models and leaps into new territory—if you want to ignite the next era of profit, revenue, market discovery, and employee empowerment.

Trouble is, many leaders feel a jolt when they see AI's potential. Call it ontological shock. It's what happens when your view of reality gets upended. Traditional thinking gets rattled, Board members shake their heads, and entire business schools might resist. Building a complete corporate strategy in two hours? You're kidding!

Some folks dismiss AI as a passing craze or scoff at its breakneck speed. But ignoring it won't keep your operation safe. As we say at [Fjord Qudra](#), **“Unleashing AI capabilities is not a project...it's an operational philosophy.”**

On the other side, you've got people who go all-in. They grasp AI as a compounding force multiplier. They're ripping out old workflows and installing AI-driven processes that do everything from data crunching to strategic analysis at a fraction of what it used to cost. Some are starting brand-new ventures built from the ground up with AI as the engine, running at one-tenth the overhead.

Businesses taking these leaps aren't just shaving friction. They're opening new markets and lighting up corners of opportunity they never thought possible. And the boldest among them don't pause to marvel—they dive right in and test AI for everything. They challenge every assumption, push every boundary, and uncover fresh capacity buried beneath old hierarchies. That's how you keep the ontological shock at bay: embrace the technology until it's part of your corporate DNA.

This doesn't mean you break everything without a plan. It means challenging your assumptions. Get your Executive team in a room for a hard-nosed session on AI and business vectors. That's what we do at Fjord Qudra for our international clients. Assign half the group to a “red team” and half to a “blue team,” and let them battle-test new ideas. Then combine the findings, weigh risks and opportunities, and figure out how to harness AI to crush timelines, slash friction, and ramp up capacity. Workshops like our [“Executive Challenger”](#) or [“Future of Work AI Challenger”](#) sessions are designed to hammer out these possibilities in real time.

If you're still on the fence, consider this: new ways of working have a way of leaving the hesitant behind. In just a few months, entire operations can be retooled. AI can unlock your next level of growth, push into adjacent markets, and give your people creative bandwidth they've never had. Teams on the factory floor, in the back office, and around the Board table all stand to benefit—if you let them.

That's the heartbeat of Fjord Qudra's Move 37 philosophy. It's not about copying some mystical formula. It's about stepping into the unknown with a willingness to see possibilities where tradition says none exist. Some will cling to legacy beliefs, rolling their eyes at talk of agentic action and rapid time compression. Others will feel the jolt and decide to shift gears. Ask yourself which group you want to be in. Which group do your investors expect you to be in?

Because in a world where AI can redefine your cost structure, capacity, and expansion plans overnight, the only real risk is standing still. Dive in, experiment, push the boundaries, and let your entire enterprise absorb AI's potential through every pore. The difference between shock and awe is simple: either you reject the new game, or you take a seat at the table and make your own Move 37—an unexpected stroke that changes everything, and redefines what's possible in the process.