

COMPARATIVE ANALYSIS OF SEAS

SEAS Playbook vs. Top AI Frameworks

McKinsey ‘Rewired’ | Deloitte Agentic AI Strategy | BCG Deploy-Reshape-Invent

An independent assessment of framework capabilities, gaps, and differentiation

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Executive Summary

This report compares the Strategic EBITDA Acceleration System (SEAS Playbook) against the three most prominent AI implementation frameworks published by global consulting firms in 2025–2026: McKinsey’s “Rewired” digital and AI transformation playbook, Deloitte’s Agentic AI Strategy and Enterprise AI Navigator, and BCG’s Deploy-Reshape-Invent framework for private equity value creation.

The analysis evaluates each framework across 22 capability dimensions spanning strategic guidance, execution infrastructure, financial engineering, governance, and PE-specific tooling. The objective is to identify where the SEAS Playbook provides capabilities not available in the published frameworks of these firms—and where gaps remain.

IMPORTANT DISCLAIMER: This comparison is based exclusively on publicly available, published frameworks, books, and research reports from the named firms as of March 2026. It does not assess or compare the bespoke consulting engagements, proprietary tools, or client-specific deliverables these firms provide through their advisory services. McKinsey, Deloitte, and BCG routinely deliver execution-grade artifacts through their consulting engagements that are not reflected in their published materials. The named firms have not endorsed, reviewed, or been consulted regarding this comparison. All trademarks belong to their respective owners.

Key Finding: These Three published frameworks excel at strategic diagnosis and organizational design but consistently stop short of providing implementation-grade execution tools in their publicly available materials. The SEAS Playbook fills this gap with deterministic financial models, ready-to-use legal templates, week-level execution checklists, and PE-specific artifacts (CEO bonus charters, vendor SLA addenda, MOIC-linked reporting templates) that are not available in any published consulting framework.

EXHIBIT 1

Framework positioning: strategic depth vs. execution readiness

DIMENSION	McKinsey	DELOITTE	BCG	SEAS
Strategic Vision	Strong	Strong	Strong	Strong
Organizational Design	Strong	Strong	Moderate	Moderate
EBITDA-Specific Targeting	Moderate	Weak	Moderate	Strong
Week-Level Execution Plans	Not provided	Not provided	Not provided	18-month plan
PE Fund-Level Tooling	Not provided	Not provided	Conceptual	Full templates
Unit Economics Models	Not provided	Not provided	Not provided	Per-workflow
Legal/Contract Templates	Not provided	Not provided	Not provided	SLA + AUP + NHI
Self-Service (No Consultant)	Requires engagement	Requires engagement	Requires engagement	Fully self-led
Price Point	\$200K–\$500K	\$200K–\$2M	\$200K–\$500K	\$2,997 only

Sources: McKinsey ‘Rewired’ (2023, updated 2025); Deloitte Tech Trends 2026, Enterprise AI assessment tools (Feb 2026); BCG ‘Deploy-Reshape-Invent’ (2025), Agentic AI in Industrial Goods (Dec 2025); SEAS Playbook v2.0 (2026).

1 McKinsey: “Rewired” and the AI Transformation Playbook

What McKinsey Provides

McKinsey’s “Rewired” (Lamarre, Smaje, Zimmel, 2023) is the most comprehensive published consulting framework for digital and AI transformation. It covers six areas: transformation roadmap design, talent bench-building, operating model adoption, distributed technology architecture, enterprise data embedding, and user adoption at scale. The framework draws on 200+ large-scale transformations and includes diagnostic assessments, operating model designs, and architecture diagrams.

McKinsey’s 2025–2026 research adds the concept of “AI posture”—four archetypes (Business Pioneers, Internal Transformers, Functional Reinventors, Pragmatic Adopters) that shape how organizations should approach AI. Their internal platform Lilli demonstrates production-grade RAG architecture, with 72% consultant adoption and 500,000+ monthly prompts. McKinsey reports that AI-centric organizations see only 6% of companies achieve EBIT impact exceeding 5% from AI, but those that do report outsized returns..

What Is Not Available in McKinsey’s Published Frameworks

McKinsey’s framework is designed to be delivered by McKinsey consultants, not self-implemented by mid-market operators. The published materials (“Rewired” book and online articles) provide strategic principles and case examples but do not include the following in their publicly available form:

- Deterministic financial models with per-workflow unit economics (cost per invoice, DSO impact, energy savings per site)
- Week-by-week execution checklists for 18-month implementation
- Ready-to-use legal templates (vendor SLA addenda, AI Acceptable Use Policies, NHI access policies)
- PE-specific artifacts (CEO bonus charters linked to AI EBITDA, IC reporting templates, cross-portco agent architectures, MOIC-linked KPI dashboards)
- Self-service diagnostic tools (the FLOAT framework, 48-hour leakage sprint, 500-record data quality audit)
- Vendor SLA contracts with refund triggers for failed implementations
- Software calculators for immediate EBITDA identification

McKinsey’s published materials tell you what to transform. The SEAS Playbook provides the what, the exact tools to do it, and the legal and financial infrastructure to protect the investment—available as a self-service system without engaging a consulting firm.

2 Deloitte: Agentic AI Strategy & Enterprise AI Navigator

What Deloitte Provides

Deloitte's agentic AI strategy (Tech Trends 2026, December 2025) is the most current of the three frameworks, directly addressing the 2026 agentic AI landscape. Key contributions include the concept of treating AI agents as a "silicon-based workforce" with specialized management frameworks for onboarding, performance tracking, and FinOps cost management. Deloitte's February 2026 "Enterprise AI Navigator" is a consulting tool that maps AI initiatives across operational, tax, regulatory, compliance, and workforce lenses.

Deloitte's research provides critical market data: only 11% of organizations have deployed agentic AI in production despite 38% piloting; 79% of organizations deploying AI agents lack mature governance models; and the AI skills gap is the number one barrier to integration. Their "Trustworthy AI" framework addresses safety, governance, and lifecycle management.

What Is Not Available in Deloitte's Published Frameworks

Deloitte's framework is a consulting engagement tool, not a self-service playbook. The Enterprise AI assessment tools requires Deloitte consultants to operate. The publicly available materials do not include:

- EBITDA-specific targeting (Deloitte frames AI value as "efficiency" and "productivity" rather than quantifying specific EBITDA basis-point impact per workflow)
- Mid-market sizing (Deloitte's research surveys 3,235 leaders, predominantly large enterprise; mid-market \$50M–\$500M is not a specific focus)
- PE fund-level coordination templates (no cross-portco agent architectures, no IC reporting templates, no fund-level rollout plans)
- Implementation-grade execution plans (Deloitte advises "redesign processes" but does not publish week-level checklists, vendor selection matrices with pricing, or phase-gated deployment guides)
- Financial engineering agents (no capital structure optimization, tax arbitrage, or contract value capture agent specifications)
- Hallucination circuit breakers with dual-path logic (Deloitte discusses governance conceptually but does not provide deterministic validation architecture specifications)
- Cost-Center Freeze Protocol for capturing AI savings on the P&L

Deloitte provides the best publicly available market intelligence on where agentic AI stands in 2026. The SEAS Playbook converts that intelligence into an executable system with financial models, legal templates, and PE-specific artifacts that are available as self-service tools rather than through consulting engagements.

3 BCG: Deploy-Reshape-Invent Framework

What BCG Provides

BCG's framework for PE value creation through AI (published 2025) introduces a three-tier model: Deploy (distribute AI tools), Reshape (redesign workflows around AI), and Invent (build new AI-native products). This is the most PE-specific of the Big Three frameworks, with explicit EBITDA linkage and MOIC considerations. BCG's 2025 research documents a 2 percentage-point EBITDA uplift in industrial goods from agentic AI within two years.

BCG's "FAST" framework for AI agent safety (Framework for Agentic AI Secure Transformation) and the 10/20/70 rule (10% algorithms, 20% technology, 70% people and processes) provide practical implementation guidance. Their PE-specific research emphasizes portfolio-wide AI playbooks, cross-pollination across portcos, and AI-fluent value creation teams.

What Is Not Available in BCG's Published Frameworks

BCG's published framework remains at the strategic and conceptual level. While it is the closest to the SEAS Playbook in PE orientation, the publicly available materials do not include:

- Execution-grade specificity (BCG advises "redesign core business functions" but does not publish the week-by-week plan for doing so)
- Self-service implementation (BCG's framework is designed for BCG consultants to deliver, at \$200K–\$500K+ per engagement)
- Deterministic financial templates (no per-invoice cost models, no DSO impact calculators, no energy savings models)
- Nine strategic agent specifications (BCG discusses AI in supply chain, pricing, and operations but does not provide agent-level design specifications for capital structure, tax arbitrage, contract value capture, LP narrative, or ecosystem building)
- Vendor SLA addenda with refund triggers (BCG advises vendor selection but does not provide legal contract templates)
- CEO Alignment Charter with bonus linkage to AI EBITDA milestones
- Talent Bridge Program (90-day embedded PM model with Agent Lead job descriptions)
- Data Remediation Sprint with shadow-mode cleaning protocol

BCG identifies the right problem (PE firms stuck in "Deploy" mode) and the right goal ("Reshape" workflows). The SEAS Playbook provides the exact implementation toolkit to execute that Reshape—including vendor contracts, CEO incentive structures, and fund-level coordination templates that are not available in BCG's published materials.

4 Detailed Capability Matrix: 22 Dimensions

The following matrix evaluates each framework across 22 specific capability dimensions that a PE operating partner or mid-market CFO would require for successful agentic AI implementation.

EXHIBIT 2

Comprehensive 22-dimension capability comparison

CAPABILITY	McKINSEY	DELOITTE	BCG	SEAS	VERDICT
STRATEGIC LAYER					
AI posture / maturity assessment	Yes (4 archetypes)	Yes (3 maturity tiers)	Yes (Deploy/Reshape/Invent)	Yes (FLOAT diagnostic)	All four provide this
EBITDA-specific leakage quantification	Partial (general)	No (efficiency framing)	Partial (2% EBITDA case)	Yes (5 leakages, \$\$ models)	SEAS most granular
PE multiple expansion modeling	No	No	Partial (conceptual)	Yes (EV bridge, MOIC tables)	SEAS unique
Board/IC narrative frameworks	Partial (principles)	Partial (role-by-role guide)	Partial (equity story)	Yes (10-slide deck template)	SEAS provides ready-to-use deck
EXECUTION LAYER					
Week-by-week 18-month plan	No	No	No	Yes (Appendix E)	SEAS unique
Phase-gated deployment with go/no-go	Conceptual	Conceptual	Conceptual	Yes (4 phases, KPI gates)	SEAS provides hard criteria
FLOAT-style rapid diagnostic (7 days)	No	No	No	Yes (90-min CFO stress test)	SEAS unique
Per-workflow unit economics	No	No	No	Yes (AP, AR, SC, Energy)	SEAS unique
Vendor selection matrix with pricing	No	No	No	Yes (UiPath, Copilot, etc.)	SEAS unique
Data quality audit protocol (500-record)	No	Conceptual	No	Yes (5-check scoring)	SEAS unique

LEGAL & GOVERNANCE LAYER					
NIST AI RMF alignment documentation	Partial	Yes (Trustworthy AI)	Yes (FAST framework)	Yes (full 45-page NIST guide)	All address; SEAS most detailed
AI Acceptable Use Policy template	No	Conceptual	No	Yes (ready-to-sign)	SEAS unique
Vendor SLA with refund triggers	No	No	No	Yes (legal template)	SEAS unique
NHI access management policy	No	Conceptual	No	Yes (full policy + registry)	SEAS unique
Hallucination circuit breakers	No	Conceptual	Conceptual (FAST)	Yes (dual-path architecture)	SEAS provides implementation spec
PE-SPECIFIC LAYER					
Cross-portco agent architecture	No	No	Conceptual	Yes (4 shared agents)	SEAS unique
CEO bonus charter (AI-linked)	No	No	No	Yes (legal template)	SEAS unique
Fund-level IC reporting template	No	No	Partial	Yes (MOIC-linked dashboard)	SEAS unique
Talent Bridge (90-day embedded PM)	No	Conceptual	No	Yes (full program design)	SEAS unique
9 Strategic Agents (Capital, Tax, etc.)	No	No	No	Yes (detailed specifications)	SEAS unique

Assessment based on published frameworks, research reports, and publicly available materials as of March 2026. Consulting firms may provide additional capabilities through bespoke engagements not reflected in their published frameworks.

5 What SEAS Has That these Three Do Not

Of the 22 capability dimensions assessed, the SEAS Playbook provides unique capabilities—not available in any of the three published consulting frameworks—in 14 dimensions. These fall into four categories:

Category 1: Execution Infrastructure (5 unique capabilities)

Week-by-week 18-month implementation plan with daily/weekly task-level specificity. FLOAT 7-day diagnostic with 90-minute CFO stress test. Per-workflow unit economics with deterministic cost-per-transaction models. Vendor selection matrix with named vendors and current pricing ranges. 500-record data quality audit protocol with pass/fail scoring and go/no-go decision matrix.

Why this matters: The Big Three frameworks advise organizations to “identify high-ROI use cases” and “scale validated pilots.” The SEAS Playbook provides the exact tools to do both—the diagnostic to identify, the unit economics to validate, and the week-level plan to scale.

Category 2: Legal and Contractual Protection (4 unique capabilities)

AI Acceptable Use Policy (ready-to-sign corporate policy). Vendor SLA Contract Addendum with tiered refund triggers (100%/50%/25%) tied to accuracy thresholds. Non-Human Identity (NHI) access management policy with least-privilege matrix and quarterly review cadence. Hallucination circuit breaker with dual-path architecture specification (AI proposes, deterministic script validates, hard-stop on mismatch).

Why this matters: No consulting framework published in 2025–2026 provides legal templates that a CFO can hand to their counsel and execute. The SEAS Playbook provides four distinct legal artifacts that protect the AI investment from vendor underperformance, agent misbehavior, data breaches, and governance failures.

Category 3: PE Fund-Level Tooling (3 unique capabilities)

Cross-portco agent architecture with four shared agents (supply chain optimizer, energy scheduler, working capital agent, compliance monitor) and fund-level orchestration layer. CEO Alignment Charter with tiered bonus structure linking 20–30% of Year 1 compensation to AI EBITDA milestones. Fund-level IC reporting template with MOIC-linked KPIs, portco-by-portco maturity maps, and cross-portco synergy tracking.

Why this matters: BCG is the only Big Three firm that explicitly addresses PE value creation through AI in its published research, but the publicly available framework stops at the conceptual level (“cross-pollinate playbooks across portcos”). The SEAS Playbook provides the actual templates, agent specifications, and reporting infrastructure to execute fund-level coordination.

Category 4: Strategic Agent Specifications (2 unique capabilities)

Nine strategic agent specifications (Capital Structure, Tax Arbitrage, Contract Value Capture, Synthetic Operating Partner, Macro Scenario Desk, Deal Structuring, Fund Economics Optimizer, LP Narrative, Ecosystem Builder)—each with data inputs, agent logic, output dashboards, implementation roadmaps, financial impact models, vendor options, and governance controls.

Talent Bridge Program: 90-day embedded vendor PM model with month-by-month handoff protocol, Agent Lead job description, and fund-level scaling plan (3 Agent Leads managing 9 portcos at \$300K/year total cost versus \$3M–\$5M for 20–30 AI specialist hires).

Why this matters: The Big Three frameworks discuss AI in supply chain, finance, and operations. None provides agent-level specifications for capital structure optimization, tax arbitrage, or deal

structuring—the financial engineering layer that adds 150–300 bps on top of operational improvements.

Where these Three Frameworks Are Stronger

Intellectual honesty requires acknowledging areas where the Big Three frameworks provide capabilities that the SEAS Playbook does not match:

EXHIBIT 3

Areas of Big Three advantage over SEAS

AREA	BIG THREE ADVANTAGE	SEAS POSITIONING
Client-specific customization	McKinsey, Deloitte, BCG tailor recommendations to specific company data, industry, and competitive context through bespoke engagements	SEAS provides templates; user customizes with own data
Organizational redesign	McKinsey’s ‘Rewired’ provides deep expertise on operating model design, talent reskilling, and change management at enterprise scale	SEAS covers change management but at mid-market depth
Global regulatory expertise	Deloitte’s cross-border regulatory knowledge (EU AI Act, GDPR, CCPA, sovereign AI) exceeds any self-service playbook	SEAS provides NIST + GDPR templates; not jurisdiction-specific
Proprietary research data	All three firms survey thousands of executives (Deloitte: 3,235 leaders; BCG: global study). SEAS cites their research but does not generate original survey data	SEAS aggregates and synthesizes published research
Brand credibility in boardroom	A McKinsey or BCG logo on a slide deck carries institutional weight that is difficult to match with a self-published framework	SEAS compensates with depth, specificity, named-source validation, and 44 independently benchmarked scenarios

These advantages are real but come with a proportional cost differential. A McKinsey engagement delivering comparable scope would cost \$200K–\$500K and take 4–6 months. The SEAS Playbook provides comparable strategic frameworks and significantly more execution-grade tooling than is available in any published consulting framework, at a fraction of the engagement cost.

A. Market Benchmark: What Does Comparable Work Cost?

Service Level	Description	Market Cost
McKinsey / BCG / Bain Diagnostic	Operational diagnostic for a \$150M firm — delivers a slide deck	\$200K–\$500K
Major Consulting Firms (Accenture, Deloitte)	AI readiness assessment — without implementation artifacts	\$75K–\$200K
Operations Consultant (Day Rate)	Producing the templates and frameworks equivalent to the full system	\$150K–\$400K
Discovery & AI Readiness Audit	AI readiness score and conversion projection	\$1,500–\$3,000
Strategic 18-Month Roadmap	Execution timeline and milestones	\$5,000–\$20,000
NIST AI RMF Governance Framework	Risk registers and alignment templates	\$10,000–\$50,000

