

■ GETTING STARTED

The Challenge This Playbook Solves

Research consistently shows that the majority of AI investment fails to deliver expected value. According to BCG, only one in four companies have moved beyond experimentation to find real AI value. Only 4% are creating substantial, measurable impact.

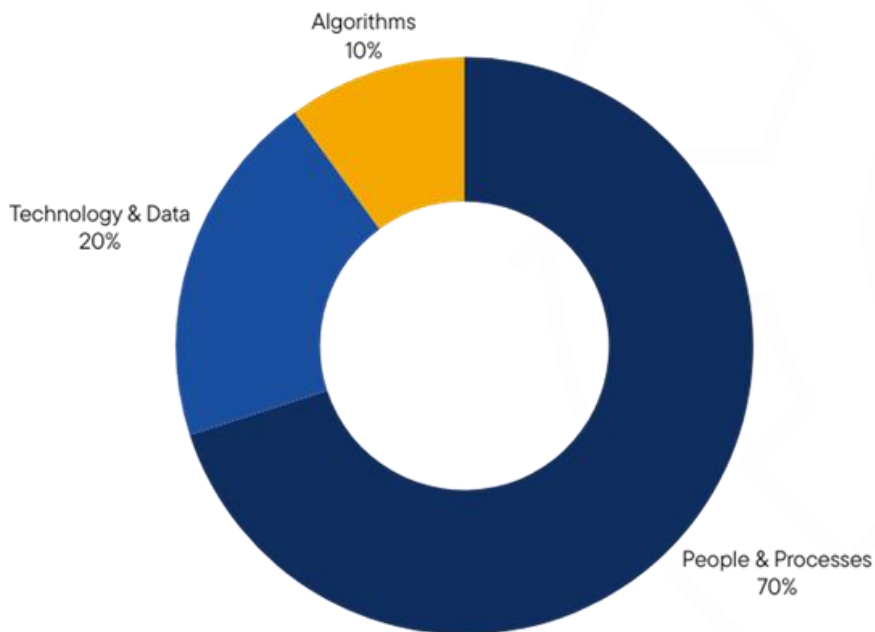
The reason is not technology. The reason is people.

The 10-20-70 Rule

BCG's research identifies what it calls the 10-20-70 rule: 10% of AI success comes from algorithms, 20% from technology and data and 70% from people and processes. Most organisations still invest the majority of their AI budget in the 30% and wonder why adoption stalls.

This playbook inverts that equation. It starts with people. It starts with managers. It builds the human capability that makes technology investment worthwhile.

Where AI Success Comes From



Where AI success really comes from: the 10-20-70 rule.

■ GETTING STARTED

The Four Principles of This Playbook

1. Manager-Led, Not IT Delivered

AI adoption that is driven by IT or data teams rarely reaches the frontline. When managers lead adoption, teams trust the change, resistance decreases and **capability scales sustainably**.

2. Practical, Not Theoretical

Every action in this playbook is tied to real work. There are no hypothetical exercises. **AI is applied to actual team workflows, decisions and processes from day one.**

3. Governance First, Not Governance Later

AI without guardrails creates risk. This **playbook embeds responsible AI principles, ethical guidelines and accountability structures from the very first week.**

4. Momentum Over Perfection

The goal of 30 days is not to complete an AI transformation. It is to build momentum, confidence and clarity. The outcome is a **team that knows how to use AI and an organisation that knows where to scale next.**

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The AI Maturity Journey

Most organisations are stuck between Stage 2 (AI Experimenting) and Stage 3 (AI Applying).

This playbook is specifically designed to move teams from experimentation into genuine, embedded application and to build the foundations for the ultimate destination: the **Autonomous AI Organisation**.



The five stages of AI maturity and where this playbook takes you.

DAYS 1 – 7 OVERVIEW

Building the Conditions for AI Success **ALIGNMENT AND FOUNDATIONS**

The first seven days is not about tools, it is about alignment.

The first 7 days of this playbook is the most important. What happens in Week 1 determines whether the next three weeks deliver real outcomes or repeat the patterns that have kept your organisation stuck.

Before any AI tool is opened, any workflow is redesigned or any team member is asked to change how they work, managers and executives need to be aligned on three things:

1. What they are trying to achieve?
2. What boundaries they are operating within?
3. Where the genuine opportunities lie?

1 – 7 Days Outcomes

- ▶ Shared understanding of AI goals across the leadership team
- ▶ Documented guardrails and responsible AI principles for each team
- ▶ An AI opportunity map identifying the top three workflow priorities
- ▶ Team communication completed and questions addressed
- ▶ Baseline metrics established for measuring progress

DAY 1 DEFINE YOUR AI AMBITION

DAILY FOCUS

Clarity what AI success looks like for your team and your organisation.

The Context

Most organisations begin their AI journey with tools, not intent. They deploy a platform, run a training session and wait for adoption to happen. It rarely does. The reason is that without a clear definition of success, teams have no way to know whether they are making progress.

Before any action is taken, every manager needs to answer a deceptively simple question: **what does AI success look like for my team in 30 days?** This is not a question about technology. It is a question about outcomes.

The Action

Write a one-paragraph AI ambition statement for your team.

This statement should describe:

1. The primary outcome you want to achieve through AI in the next 30 days
2. The team or workflow this outcome applies to
3. How you will know when you have achieved it

Avoid vague language such as "improve productivity" and instead, write specific, measurable statements.

Share this statement with your direct manager or executive sponsor for alignment.

THE REFLECTION

What is the single most important outcome I want AI to deliver for my team in the over the 30 days and how will I measure it?

MANAGER PROMPT

"I want to share where I am taking our team over the next 30 days. We are going to work together to apply AI to our real work in a structured way. My goal is [insert your ambition statement]. I will be leading this process and I want your input as we go."

 DURATION: 90 minutes

DAY 3 ESTABLISH YOUR AI GUARDRAILS

DAILY FOCUS

Define the boundaries within which your team will use AI responsibly.

The Context

AI without guardrails is not just a risk, it is a leadership failure. When teams use AI without clear boundaries, they make decisions about data privacy, output quality and ethical use that should be made at the leadership level.

Guardrails are not restrictions. They are the conditions that make AI use trustworthy, sustainable and scalable. They protect your team, your organisation and your clients.

The Action

Draft your team's AI Guardrail Document covering five areas:

- 1.Data Privacy and Confidentiality - what data can and cannot be entered into AI tools
- 2.Output Quality Standards - the review required before AI-generated content is used
- 3.Transparency and Attribution - when and how to disclose AI use
- 4.Tool Permissions - approved tools and any restrictions
- 5.Escalation Protocol - what to do when unsure

You can find the template - Appendix D: The AI Guardrail Template. Share this document with your team and executive sponsor.

THE REFLECTION

What are the three most important boundaries I need to establish to ensure my team uses AI responsibly and in a way that builds rather than erodes trust?

MANAGER PROMPT

"Before we start using AI in our work, I want to share some clear guidelines about how we will use it responsibly. These are not restrictions, they are the conditions that will help us use AI confidently and in a way that we can all stand behind."



DURATION: 90 minutes

DAY 4 IDENTIFY YOUR TOP THREE AI OPPORTUNITIES**DAILY FOCUS**

Prioritise the highest-value AI opportunities within your team's workflows.

The Context

Not all AI opportunities are equal. Some will deliver immediate and measurable value with minimal effort. Others will require significant change management, technical integration or process redesign. In a 30-day pilot, focus is everything.

The best AI opportunities share three characteristics: they involve high-volume or high-frequency tasks, they currently consume significant time or cognitive load and they have clear, measurable outputs.

The Action

Using the capability map from Day 2, complete the AI Opportunity Prioritisation Matrix (see Appendix B).

Score each opportunity across four dimensions: Frequency (how often the task occurs), Time Cost (how much time it consumes), Measurability (how easy it is to measure AI impact) and AI Readiness (how well-suited the task is to current AI capabilities).

Rate each 1–3 and sum the scores to identify your top three priorities. Document your top three with a one-sentence description of the expected outcome for each.

THE REFLECTION

If I could only apply AI to one workflow in my team this month, which would deliver the greatest impact and why?

MANAGER PROMPT

"I have been mapping where AI could genuinely help us. I have identified three areas I want us to focus on over the next few weeks. I want to share these with you and get your input before we start."



DURATION: 90 minutes

DAY 15 ACTIVATE YOUR AI CHAMPIONS**DAILY FOCUS** Empower your most capable team members to lead peer learning.**The Context**

Peer learning is one of the most powerful drivers of adoption. When team members learn from each other rather than from a manager or trainer, the learning is faster, more contextual and more trusted. Colleagues who have just learned something are often better teachers than experts who have known it for years.

Your AI Champions, the team members you identified on Day 14 are your most valuable asset this week.

The Action

Meet individually with each AI Champion. Acknowledge their capability and the role they have played so far. Explain the peer learning role you are asking them to take on. Give them a specific task: to run one peer learning session this week on a topic of their choice from the Prompt Library. Offer your support and make clear that you are available if they need guidance.

Brief the wider team on the AI Champions programme, framing it as a recognition of capability and a way of building team-wide knowledge.

THE REFLECTION

How did my AI Champions respond to being asked to lead and what does their response tell me about the culture I am building?

MANAGER PROMPT

"I want to recognise some of the great work that has been happening in our team. [Names] have been leading the way with AI this week and I have asked them to share what they have learned with the rest of the team. This is how we build capability together."



FORMAT: Manager/Executive to communicate with their team and hold individual session. Engage AI Champions and discuss with broader team



DURATION: 90 minutes

DAY 18 EXPAND THE USE CASE

DAILY FOCUS Identify new AI opportunities beyond the original three priorities.

The Context

By Day 18, your team has developed real AI capability. They understand the tools, they are building prompting skills and they are seeing results. This is the moment to ask: where else can we apply this?

Expansion is not about doing more for the sake of it. It is about capitalising on the momentum and capability you have built to deliver additional value.

The Action

Run a 20-minute team brainstorm:

"Now that we know what AI can do, where else in our work could it help us?"

Capture all ideas without filtering then apply the Opportunity Prioritisation Matrix to the top five ideas (see the Appendix B: The AI Opportunity Prioritisation Matrix template provided). Identify one new opportunity to pilot in the remaining days of the program. Add it to your opportunity map and establish a baseline metric for it.

THE REFLECTION

What does the team's enthusiasm for expansion tell me about the culture shift that is happening and how do I sustain it beyond 30 days?

MANAGER PROMPT

"You have all come a long way in the last three weeks. I want to use that momentum. Let us think bigger. Where else in our work could AI make a real difference? I want your ideas."



FORMAT: Group work (Manager/Executive & Team)



DURATION: 90 minutes

PART 4 / 4

DAY 22 COMPILE YOUR FINAL IMPACT DATA

DAILY FOCUS

Gather and validate the complete evidence of AI impact across all three opportunities.

The Context

The quality of your next phase and the executive presentation depends entirely on the quality of your impact data. Anecdotal evidence is not enough. You need numbers - specific, validated, comparable to your baselines.

Today is dedicated to data compilation. This means going back to your baseline metrics, collecting the current state measurements and calculating the delta.

The Action

For each of the three AI opportunities, compile:

1. Baseline metric (from Day 5)
2. Current metric (measured this week)
3. Percentage change
4. Time saved per week (hours)
5. Annualised time saving (hours per year)
6. Estimated value (if applicable)

Validate each metric with the team member responsible.

Calculate the total time saved per week across all three opportunities and identify the single most compelling result - the number that best tells the story of what your team has achieved.

THE REFLECTION

What is the single most compelling piece of evidence I have and am I confident it will withstand scrutiny from a sceptical executive?

MANAGER PROMPT

"I need your help to make sure our data is accurate. I want to go through the numbers with each of you to make sure we are reporting our results honestly and precisely. Our credibility depends on the quality of our evidence."



TIP: 1-2 AI Champion per opportunity



FORMAT: Manager/Executive share adoption insights with teams



DURATION: As required.



Appendix B: The AI Opportunity Prioritisation Matrix

Use this matrix to score and prioritise AI opportunities in your team. Rate each dimension on a scale of 1 (Low) to 3 (High). Sum the scores to identify your top priorities.

Opportunity	Frequency (1-3)	Time Cost (1-3)	Measurability (1-3)	AI Readiness (1-3)	Total

Dimension	Description	Scoring Guide
Frequency	How often does this task occur?	1 = Monthly, 2 = Weekly, 3 = Daily
Time Cost	How much time does this task consume?	1 = <1 hr/wk, 2 = 1-5 hrs/wk, 3 = >5 hrs/wk
Measurability	How easy is it to measure AI impact?	1 = Hard, 2 = Moderate, 3 = Easy
AI Readiness	How well-suited is this task to AI?	1 = Low, 2 = Moderate, 3 = High