

THE BE AI FIRST PLAYBOOK

From AI-Curious to AI-First in 6 Weeks

The exact operating framework used to transform organizations from AI-curious to AI-first — in weeks, not quarters.

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Why Most AI Initiatives Fail

Most companies don't have an AI problem. They have a **prioritization** problem.

They launch ten pilots instead of one. They chase shiny demos instead of measurable ROI. They spend six months "evaluating" while competitors ship. The result? Pilot purgatory — a graveyard of proofs-of-concept that never made it to production.

This playbook exists because I got tired of watching it happen.

After working across dozens of AI implementations — from startups to enterprises — I distilled everything into a repeatable, four-phase framework that takes exactly six weeks. Not six months. Not "it depends." Six weeks.

The 4-Phase Framework

Every engagement follows the same disciplined structure:

Phase 1: Audit & Prioritize

Week 1 — Find the highest-impact use cases

Phase 2: Design

Week 2 — Architecture and guardrails before code

Phase 3: Pilot

Weeks 3-4 — Ship with real users, real data

Phase 4: Productionize & Scale

Weeks 5-6 — Go live, monitor, govern

Each phase has clear inputs, outputs, and decision gates. If something isn't working, we kill it early — not after six months of sunk cost.

Audit & Prioritize

The first week is about ruthless prioritization. We map every workflow that touches your team, rank them by impact, and pick the 1–3 use cases with the highest real ROI.

This isn't a brainstorming session. It's a structured audit:

- **Stakeholder interviews** — understand pain points from the people doing the work
- **Process mapping** — document current workflows end-to-end
- **Tool audit** — inventory existing systems, data sources, and integrations
- **Impact scoring** — rank every opportunity by effort, data readiness, and risk

Deliverables

- Ranked strike list of AI opportunities
- Execution plan with owners and timelines
- Go/no-go decision on top 1–3 use cases

Design

Before a single line of code is written, we design the full system — architecture, guardrails, and evaluation harness.

- **Human-in-the-loop design** — where does a human review, approve, or override?
- **Security model** — data access, PII handling, compliance requirements
- **Success metrics** — what numbers must move for this to be worth it?
- **Failure modes** — what happens when the AI is wrong? What's the fallback?

Deliverables

- System architecture document
- Guardrails and evaluation framework
- Defined success/failure criteria

Pilot

This is where it gets real. We ship a working pilot with real users, real data, and real KPIs. This is not a demo. It's a proof point.

- **Weekly iterations** — build, measure, adjust every week
- **Measurable outcomes** — every pilot tracks specific metrics from day one
- **Kill criteria** — if it doesn't move a number, we kill it and pivot. No sunk-cost fallacy.

Deliverables

- Working pilot in production environment
- Performance data against defined KPIs
- Go/no-go decision for full rollout

Productionize & Scale

The final phase takes the validated pilot and makes it production-grade. This is where most companies stumble — we don't.

- **Integrations** — connect to existing systems and data pipelines
- **Monitoring** — logging, alerting, cost controls, edge-case handling
- **Training** — upskill the team so they own it, not us
- **Governance** — establish review processes, update cadences, ownership

Deliverables

- Production-ready AI system
- Monitoring and alerting dashboard
- Team training and documentation
- Governance framework

Why This Works

Four principles separate this framework from the "transformation" theater that wastes millions:

Speed

Six weeks, not six months. Tight timelines force focus and prevent scope creep. You see results before your next board meeting.

Focus

1-3 use cases, not 20. We pick the highest-impact opportunities and ignore everything else. Depth beats breadth.

Accountability

Real KPIs from day one. Every phase has measurable outcomes. No hand-waving, no "we'll measure impact later."

Pragmatism

Kill what doesn't work. No sunk-cost fallacy, no political protection of failing projects. Results or pivot.

Ready to Become AI-First?

Book a free 30-minute AI-First Fit Call. We'll assess where you are, identify your highest-impact opportunities, and determine if the 6-week framework is right for you.

[Book Your Free Fit Call →](#)

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