

GLASSROOT PARTNERS

The ten things every AI strategy needs

Most AI strategies are a list of tools. One that holds up answers three questions: what the business is actually trying to fix, where AI fits in that, and how your people use it without creating a problem. **Hold your own against these ten. If you have all of them, you are ready to build.**

PART ONE The business

Nothing below means anything without these

- 1 A written statement of the real problem, with what it costs you a year** **REQUIRED**
Not the symptom somebody complained about. The thing underneath it, with a number attached. That number is what every build gets measured against later.
- 2 The owner's goals, in writing** **REQUIRED**
Where the company is going and what it will stop doing to get there. If this lives only in the owner's head, every decision below it gets made twice.
- 3 A priority order your leadership team agreed to** **REQUIRED**
Agreed, not circulated. The test is whether two leaders asked separately say the same thing comes first.
- 4 Who decides what** **REQUIRED**
Written down before the work starts, because the first real disagreement is a bad time to find out.

PART TWO Where AI fits

Where most strategies stop at a list of tools

- 5 The sort: what to fix, what to buy, what AI does with a person checking, what to leave alone** **REQUIRED**
Every task that eats real time goes in one of four piles. Fix the process when the process is the problem, because automating it only makes the broken version faster. Leave it alone when a wrong answer costs more than the hours saved.
- 6 What you have decided not to do, and why** **FILLABLE**
With the condition that would change the answer, so nobody reopens it every quarter. A strategy with no refusals has not made any decisions yet.
- 7 Priced options, set against the cost in item one** **REQUIRED**
A fixed price and a finish date for each thing worth building, weighed against what the problem costs you a year. Without item one there is nothing to weigh them against.

PART THREE How your people use it

About a day of work, and almost nobody has done it

- 8 Approved tools, on one company account** **FILLABLE**
One account for the team rather than ten personal ones. That is what makes the vendor's contract apply to your work instead of a setting each person has to find.
- 9 Data rules: one page on what never goes in, and a folder it can open** **FILLABLE**
One working folder it can reach and one it cannot. You cannot tell a model to look at less. You connect an account that can only see less.
- 10 People: who checks it, who owns it, and when you look at this again** **FILLABLE**
A named person who checks anything going outside the company, someone who owns AI internally, and a date to review the plan, because the tools will have changed by then.

WHAT PASSING ACTUALLY MEANS

Six of the ten decide whether you can responsibly start building: **items 1, 2, 3, 4, 5 and 7**. With those you know the problem, its cost, the direction, the order, who decides, what belongs in AI at all, and what each build is worth.

The other four matter and are quick to fill. Missing them does not stop you building. **If you want a second opinion on yours, two weeks with your leadership team is \$5,000, and the written assessment is yours either way.**

Closing a gap is priced by which part is missing, not by how many items: **most of part one \$15,000** (six more weeks with your leadership team), **the sort and the priced options \$7,500**, **part three on its own \$3,500**. If you pass, none of this applies and we start building.