

Rolling It Out to Your Team

Five steps, in order. Thirty days. One workflow at a time.

Most AI rollouts fail the same way. Somebody buys seats, sends an announcement, and waits. Nothing happens, and six weeks later the owner decides AI does not work for their business.

The tool was never the problem.

It was the order. Here is the order that works.

1 Pick the workflow with the loudest complaint

Not the biggest opportunity. The loudest complaint. Something one specific person gripes about out loud, every week.

You want a job that is repetitive, predictable, and annoying enough that people will help you change it instead of defending how it works now.

The workflow we are starting with

Who complains about it, and what they say

Roughly how many hours a week it takes today

2 Name one owner, and make it your most trusted person

Not your most technical person. Your most trusted one.

| *Adoption is a trust problem wearing a technology costume.*

If the person leading this is someone the team already goes to when they are stuck, they will ask questions. If it is the person who is good with computers but nobody talks to, they will not.

WHAT THE OWNER IS RESPONSIBLE FOR

The owner runs the first setup, answers the "is this okay to use for" questions, and reports back at day 30. That is it. This is not a second job.

Owner	Hours per week we are giving them

3 Build the first one together, out loud, in a room

Do not send instructions. Do not record a training video yet. Get the people who do the work in one room, open the tool on a screen everyone can see, and build the thing together while talking through it.

People need to see someone fumble with it. A polished demo teaches them that it works for you. A live build teaches them that they could do it.

RULES FOR THE SESSION

- One screen, everyone watching
- Questions welcome mid-build
- Nobody takes notes, because you are saving the result

Date scheduled	Who is in the room

Where the finished setup gets saved so everyone can reuse it

4 Wait thirty days before you measure

You will want a verdict in week one. Do not take one.

The first two weeks are people forgetting to use it, using it badly, and quietly deciding whether it is worth the trouble. A number pulled at day 10 tells you about the learning curve, not the workflow.

Start date

Day 30 review date

DO THIS NOW

Put the review date on the calendar now, with the owner invited. What you will measure is in section 4 of this packet: four numbers, one workflow.

5 Read silence as confusion, not resistance

At some point it will go quiet. Nobody is using it, nobody is complaining, nothing is happening.

The instinct is to read that as pushback. It is almost always something simpler: people do not know what to use it for. That is a you problem, not a them problem, and it usually gets fixed in one meeting where somebody asks the question they were embarrassed to ask.

► THE ONE QUESTION TO ASK WHEN IT GOES QUIET

What did you try to use it for that did not work?

Ask it out loud, to the room, and wait. Do not fill the silence.

Notes from the quiet period

After thirty days

Three outcomes, three responses.

IT WORKED

Write down what the setup was and who owns it. Then run this checklist again on the next loudest complaint. One workflow at a time is not slow. It is the only pace that sticks.

IT HALF WORKED

Usually the workflow was too big. Cut it in half and run another thirty days on the smaller piece.

IT DID NOT WORK

Ask whether the tool was wrong for the job before you conclude the job cannot be done. Check the decision guide in section 1. Picking the wrong tool for the work is the single most common reason a pilot stalls.