

The ROI Tracker

One workflow. Thirty days. Four numbers.

Owners try to measure AI across the whole business, get a mess of numbers they do not trust, and quit. Measure one workflow instead. Four boxes. Thirty days.

That is a number you can take to your accountant.

The four numbers

1 Hours returned

How long the job took before, minus how long it takes now. Per week. Measure the same job, not the department.

2 Line items eliminated

Real money that stopped leaving. A canceled subscription, contractor hours you no longer bill, an overtime shift that went away.

3 Work that now happens that did not before

The hardest to count and usually the largest. The report nobody had time to build. The follow-up nobody got to. Put a dollar value on it even if the number is rough, because a spreadsheet that only counts time saved will always undercount this.

4 What the tools cost

Every seat, including the ones nobody uses. This is where people cheat. Do not.

Worked example

Workflow: Monday renewal outreach at a 12-person insurance agency

Tool: ChatGPT Work, scheduled task, Mondays at 7 AM

Started: March 3 · **Reviewed:** April 2

LINE	RESULT
Hours before, per week	2.0
Hours after, per week	0.25
Hours returned per week	1.75
Value of that time, at \$35/hr loaded	\$61/week, or \$265/month
Line items eliminated	Canceled a \$49/mo scheduling add-on
Work now happening that did not before	Renewal calls go out to every client, not just the ones somebody remembered. Two retained policies in month one, roughly \$900 in commission.
Tool cost	3 seats at \$30 = \$90/month
Net, month one	+\$1,124

READ THIS ROW TWICE

The commission number is the honest one and the one that would have been missed. Hours saved was \$265. The work that started happening was three times that.

Seat pricing in this example is illustrative. Use your real invoice.

Your tracker

Copy this section for each workflow. One at a time.

Workflow

Tool

Who owns it

Start date

Day 30 review

BEFORE AND AFTER

	BEFORE	AFTER
Hours per week		
Who does it		
How often it gets skipped		

Hours returned per week

Your loaded hourly cost for that person

Salary plus taxes and benefits, divided by 2,080. If you do not know, use 1.3 times the hourly wage.

Value of hours returned, per month

LINE ITEMS ELIMINATED

WHAT STOPPED	MONTHLY AMOUNT

Work now happening that did not happen before

Rough monthly value of that work

TOOL COST

TOOL	SEATS	PER SEAT	MONTHLY
Total			

Month-one net

	AMOUNT
Value of hours returned	
Line items eliminated	
Value of new work	
Subtotal	
Less tool cost	
Net	

Reading the result

CLEARLY POSITIVE

Write down what the setup was, then pick the next workflow. Do not scale to five at once.

CLOSE TO BREAKEVEN

Look at number 3 before you conclude anything. New work is the one people undercount, and it is often sitting right there unrecorded.

NEGATIVE

Two likely causes. Either you are paying for seats nobody uses, which is a purchasing problem you can fix this week, or the tool was wrong for the job. Check section 1 of this packet before you decide AI does not work for your business.

*Do not try to measure the whole business. Do not measure at day 10.
Do not count a number you cannot explain to your accountant in one sentence.*