

1 Your AI maturity score

Identify where you and your team are today, then one action to help move to the next stage.

01

Accelerator

You and your team use AI to do the same things faster.

02

Augmentor

You and your team use AI to do things that only specialists did before.

03

Transformer

You and your team use AI to create entirely new products, services, or ways of working.

GATE 1

Does anyone use AI on purpose, every week?

On purpose means somebody uses it as part of how work gets done.

☐ YES, KEEP GOING ☐ NO

GATE 2

Is anyone doing work they used to hand to someone else?

Have you or someone on your team used AI to accomplish something that previously had to go to someone else to do.

☐ YES, KEEP GOING ☐ NO

GATE 3

Is there something you now make, offer, or do that simply did not exist before?

A new thing on the menu, or a way of working that wasn't possible until now.

☐ YES, KEEP GOING ☐ NO

In which mode of thinking are you and your team currently functioning?

OUR MODE

ONE ACTION TO MOVE UP

2 Transformation or efficiency?

Three questions to help you assess your project before hitting go. Fill this in for one project.
Yes or no on each. No maybes.

WRITE YOUR PROJECT IN ONE SENTENCE

QUESTION 1 • THE SCORER

Can you tell a good answer from a bad one, automatically, a thousand times?

Every breakthrough had a referee. The future arrives every six hours and grades the weather model. Sensors read the plasma. NotCo had a glass of cow's milk.

☐ YES ☐ NO

QUESTION 2 • THE COVERAGE

Is there something you only do for a few, that this would let you do for all of them?

Somebody is picking right now. The top 80 accounts, the 40 resumes anyone actually reads, the machines that get inspected. If the number barely moves, this one may not be worth it.

TODAY → AFTER ☐ YES, ALL OF THEM ☐ NO

QUESTION 3 • THE JOB

If this works, what does your team get to stop doing?

Not do faster. Stop, for good. A meeting that comes off the calendar, a list nobody has to build, a judgment call nobody has to sweat. If nothing gets to stop, nobody's job changed.

☐ YES, AND I JUST WROTE IT DOWN ☐ NO

NOW CIRCLE YOUR VERDICT

YES / YES / YES

Real project

Name one owner and one week.
Not a team, not a quarter.

NO ON Q1

Scorer first

Write the rubric. That's real work,
and usually the better start.

YES / NO / NO

Efficiency trap

Ship it if it's cheap. Stop calling it
transformation.

NO / NO / NO

Not an AI project

Go find the decision nobody has
made yet.

THREE THAT SOUND SMART AND DIE HERE

"Summarize our meetings." No scorer, and nothing stops. You've made more reading.

"Get first drafts out faster." Good draft lives in one head. Same work, same person, fewer hours.

"A chatbot for our internal docs." Nothing stopped. Just a new place to ask the same thing.

3 The AI Super Skills

Three lenses for spotting work you couldn't do before. You're not hunting for tasks to speed up. You're hunting for a question your organization gave up on because the answer cost too much. Attempt to identify at least one possible idea for each one before you discuss any of them.

A Expensive truth, cheap signal

What do you pay to find out, that something cheap already knows?

Something cheap rides along with every item in the pile and carries most of the same answer. **AlphaFold** found the shape in the sequence. **Kaiser** found the crash in the chart. If you stall, ask what you only do for the top few because doing it for all of them would cost too much.

B The record already knows

What have you been recording for years, along with how it turned out?

You have the before and the after, and nothing could ever read both until now. **GraphCast** beat 150 years of physics with 40 years of watching. **Freeport** read its own sensors and got a new concentrator for free. The second half is the hard half. No outcomes, no prediction.

C Say the win, not the steps

What do you know is good when you see it, but have never written down?

Here the scorer isn't how you check the work. It **is** the work. **NotCo** measured a glass of milk and searched 300,000 plants against it. It came back with pineapple and cabbage. Look for the thing where the answer to "how do we do this" is "ask one particular person."

THE THING ALL THREE HAVE IN COMMON

Each one had a way to tell a good answer from a bad one, automatically, at scale, with nobody checking each one. That's why page 2 comes first. **No referee, no project**, no matter how good it sounded in the room.

4 The prompt

One prompt that runs the whole session with your team. Forty-five minutes, two or three people, somebody driving. Copy the entire prompt and paste it into your AI.

01

Get people, not just a laptop

Two or three, from different corners of the work. The person who knows what's in the records usually isn't the one who knows what they're worth.

02

Answer out loud first

When it asks a question, talk about it before anyone types. The typing is the easy part.

03

Let it kill things

It's told to be strict, and most candidates should fail. If it kills all of them, that's a real result. Go back to lens B.

SET UP

You are running a 45 minute working session with me and my team. We are looking for AI projects that change what we can do, not projects that make us faster at what we already do.

Rules for you, the whole way through.

Ask me questions before you generate anything. One at a time, and wait for my answer.

Be strict. Most ideas should fail. Do not be encouraging.

Never suggest anything whose only benefit is time saved.

Do not invent data I have not told you we have.

ROUND 0 • GET YOUR BEARINGS

Ask me what my team does, how many people, who we serve, and what we spend most of our week on. Then ask anything else you need. Do not move on until you can describe my work back to me in three sentences I would agree with.

ROUND 1 • EXPENSIVE TRUTH, CHEAP SIGNAL

Ask me this. What do we pay to find out, that something cheap already knows?

If I stall, prompt me. What do we only do for the top few, because doing it for all of them would cost too much? What rides along with every single one of those things?

Push for specifics. A pile, a number, and the thing that costs money per item.

ROUND 2 • THE RECORD ALREADY KNOWS

Ask me this. What have we been recording for years, along with how it turned out?

The second half is the hard half, so make me answer it. If I only have the before and not the after, say so plainly and tell me what we would need to start writing down.

ROUND 3 • SAY THE WIN, NOT THE STEPS

Ask me this. What do we know is good when we see it, but have never written down?

Look for the thing where the answer to how do we do this is ask one particular person. Then get me to describe what good actually contains, not the steps to get there.

ROUND 4 • BUILD THE CANDIDATES

From everything I said, give me up to six project candidates. For each one, exactly this.

What the team gets to stop doing. One sentence, and it has to be something a person does today.

Today we can do this for how many. After, how many.

The cheap signal, or the record, or the scorer. Named specifically, and where it lives.

ROUND 5 • SCREEN THEM, BE BRUTAL

Put every candidate through three tests.

Test 1, the scorer. Can we tell a good answer from a bad one, automatically, a thousand times, with no person checking each one? If no, tell me what the scorer would have to be.

Test 2, the coverage. Is there something we only do for a few, that this would let us do for all of them? How many today, how many after. If the second number is not at least ten times the first, it fails.

Test 3, the job. What does the team get to stop doing, and whose job moves up a level? If nothing stops, it fails.

Give each one a verdict. Real project, build the scorer first, efficiency trap, or not an AI project. If nothing survives, say so, and tell me which candidate is worth building a scorer for.

ROUND 6 • PICK ONE AND MAKE IT REAL

Rank the survivors by which one could show something visible in two weeks with the people I already have. Recommend one. Say why, in two sentences.

Then write the first week. Who does what on which day, and what exists on Friday that did not exist on Monday. Be specific enough that I could send it to someone.

ROUND 7 • REHEARSE THE ASK

Ask me who has to say yes to this, what they are measured on, and what they already believe about AI.

Then play that person. Stay in character, be as hard on me as they would really be. I will pitch you. Run it to a real yes or a real no.

When we are done, drop character and tell me three things. Where I lost them, the sentence that landed best, and the one thing to cut.

Start with Round 0. Just the first question.

ONE PROJECT

ONE OWNER

BY THIS FRIDAY