

AI Adoption That Actually Works

A 30-60-90 Day Executive Plan for Turning AI Interest into Measurable Business Value



AI Adoption with Business Discipline

AI alone does not create value.

Value comes from applying it to the right processes, in the right order, with the right oversight. Move too fast, and you automate confusion.

Move strategically and you create efficiency, consistency, and scale.

Executive Summary: From AI Interest to Operational Impact

Before organizations can automate effectively, they need visibility into how AI is already being used, where workflows are being influenced, and which opportunities are worth pursuing. That begins with discovery, opening with employees, and establishing practical guardrails for responsible adoption.

This plan outlines a 30-60-90 day approach to AI adoption built around three principles: build visibility and alignment, validate targeted use cases, and scale proven results.

Rather than pushing broad deployment too early, this framework helps organizations focus on readiness, measurable value, and operational control.

The outcome is not just AI activity. It is smarter adoption supported by clear priorities, defined ownership, and a stronger foundation for growth.

59% of employees admit to using AI tools at work without their employer's approval, putting sensitive company data and intellectual property at risk.
(Source: Cyber News)



High Level Overview

Days 1–30: Discovery and Alignment

- Understand how AI is already being used across the organization
- Create visibility into current workflows, experimentation, and early opportunities
- Open conversations with employees and leaders to surface needs and concerns
- Establish practical guardrails for responsible AI use
- Identify high-value areas for pilot exploration and next-step planning

Days 31–60: Validate Targeted Use Cases

- Launch focused pilots in clearly defined workflow areas
- Apply AI to targeted tasks, not full-process automation
- Measure results against baseline time, effort, and quality
- Maintain human review and oversight where needed
- Use early results to refine the model for scale

Days 61–90: Scale What Works

- Standardize successful AI-supported workflows
- Define ownership, governance, and quality expectations
- Scale based on proven results, not speed alone
- Expand into adjacent use cases with similar value and risk profiles
- Build a roadmap for disciplined, long-term adoption

0–30 Days: Discovery and Alignment

Build visibility, establish guardrails, and start the right conversations

The first 30 days should focus on **discovery before deployment**. Create visibility into how AI is already being used, where teams are experimenting, and which workflows may be impacted.

Start conversations with employees as **partners, not suspects**. The people closest to the work often provide the best insight into where AI is helping, where concerns exist, and where opportunities are emerging.

Establish **simple, human-readable AI guidelines**. The goal is not complex governance, but practical guardrails around responsible use, data awareness, and expectations. The objective is not a broad AI rollout. It is **organizational clarity**. Before moving into pilots or wider adoption, organizations should understand current usage, workflow readiness, employee sentiment, and potential areas of value.

By the end of 30 days, you should have:

- Visibility into current AI usage
- Employee feedback and sentiment
- Clear, lightweight guardrails
- A shortlist of high-value opportunities to explore next



Phase 1: Success Criteria

Visibility

- ☐ Identify what AI tools are already being used across the organization
- ☐ Document where teams are informally experimenting with AI
- ☐ Assess which workflows are already being influenced by AI
- ☐ Identify early use cases, friction points, and repeatable tasks

Policy

- ☐ Establish simple, human-readable guardrails for AI use
- ☐ Define expectations around responsible use and data awareness
- ☐ Clarify where human review is still required
- ☐ Communicate early guidance clearly across teams

Conversation

- ☐ Meet with department leaders to understand opportunities and concerns
- ☐ Talk with employees closest to the work about how AI may support their roles
- ☐ Surface questions, risks, and resistance
- ☐ Capture insights that will inform pilot planning

30–60 Days: Pilot and Validation

Test targeted use cases, evaluate the right tools, and measure early results

The second 30 days should focus on **controlled pilot execution**. Apply AI to a small number of targeted use cases where the opportunity is clear, the workflow is understood, and results can be measured.

Evaluate AI platforms based on **business fit, security, usability, oversight, and scalability**. The right tool should support the process—not drive it.

The goal is not full automation. It is **practical improvement**. Focus on specific tasks that are repetitive, time-consuming, and easy to evaluate before expanding to broader workflows.

Establish clear standards for where AI supports the work and where **human judgment remains essential**. Early success depends on structure, accountability, and validation.

By the end of 60 days, you should have:

- At least one validated AI pilot
- A clearer understanding of the right AI tools
- Measurable results and lessons learned
- Increased team confidence and adoption
- A roadmap for standardization and scale



Phase 2: Success Criteria

Tool Selection

- ☐ Evaluate AI tools based on business fit and workflow alignment
- ☐ Compare usability, security, oversight, and integration needs
- ☐ Identify which platform best supports current and future use cases
- ☐ Select the tool that best balances value, control, and scalability

Pilot

- ☐ Launch one or two focused AI pilots in defined workflow areas
- ☐ Apply AI to specific tasks rather than full-process automation
- ☐ Prioritize use cases that are repetitive, measurable, and low risk
- ☐ Test AI in a controlled environment with clear scope

Measurement

- ☐ Compare pilot performance against baseline metrics
- ☐ Track time savings, effort reduction, and output quality
- ☐ Gather feedback from users involved in the pilot
- ☐ Refine the process based on results and real-world use

60–90 Days: Standardization and Scale

Document what works, establish governance, and prepare to scale.

The final 30 days should focus on turning successful pilots into a **repeatable operating model**. Take what has been learned, formalize what works, and create the structure needed for responsible growth.

Document successful workflows, define ownership, and establish **clear standards for AI use**. What works in a pilot should become a process the organization can consistently support and improve over time.

Strengthen governance with expectations around **quality, review, approvals, privacy, and accountability**. The goal is not to slow adoption, but to scale with confidence and control.

Identify the next wave of opportunities based on **proven results**, not momentum. Focus on adjacent use cases with similar value, workflows, and manageable risk.

By the end of 90 days, you should have:

- Documented pilot results and business outcomes
- Standardized AI-enabled processes
- Clear governance and accountability
- Defined ownership and operational standards
- A roadmap for broader AI adoption



Phase 3: Success Criteria

Standardization

- ☐ Document successful AI-supported workflows
- ☐ Define ownership for each approved use case
- ☐ Create repeatable processes teams can follow
- ☐ Standardize how AI is used across pilot areas

Governance

- ☐ Establish expectations for quality, review, and approvals
- ☐ Clarify privacy, accountability, and risk management requirements
- ☐ Define where human oversight remains necessary
- ☐ Communicate governance standards across the organization

Expansion

- ☐ Identify the next set of high-value use cases
- ☐ Prioritize opportunities based on proven results and readiness
- ☐ Build a roadmap for broader adoption across the business
- ☐ Scale strategically with control, consistency, and confidence

A Note from Will

What I Learned Navigating AI as a Business Owner

As I have worked through AI adoption in my own business, one thing has become clear: this is not a sprint. It is much closer to a marathon.

That matters for three reasons. First, we need to be moving. No business benefits from standing still at the starting line, waiting for perfect clarity while the market, the technology, and internal behaviors continue to change. Second, we need consistency more than speed. Long-term progress does not come from chasing every new tool or pushing too hard too early. It comes from steady, disciplined adoption over time. Third, we need to pay attention to form. The habits, policies, and workflows we put in place now will shape whether AI becomes a real business advantage or just another unmanaged layer of complexity.



I created this guide because I know how easy it is to get stuck in that moment of decision. There are too many options, too much noise, and no shortage of opinions. In my experience, that can create hesitation. But not deciding is still a decision. If leadership does not move with intention, AI will often begin spreading informally across the organization without visibility, standards, or direction.

What this means in practical terms is simple. Spend time with it. Use the tools. Even 5 to 10 minutes a day creates familiarity, and over time that compounds. Look closely at the repetitive, low-value tasks inside the business and ask where AI can reduce friction or save time. Keep the focus on real work, real gains, and real habits.

I will be direct: this is not effortless. It takes discipline to learn new tools, test new workflows, and change how work gets done. But that is true of any meaningful business capability. Once you gain some fluency, the value becomes hard to ignore.

My goal in sharing this is straightforward: help other leaders learn from my mistakes, avoid unnecessary delay, and move forward with more clarity than I had at the start.

Best,

Will Slappey



AI adoption doesn't have to be figured out in isolation.

If you would like to talk through your options, our team is here.

Contact IT Voice at 1-804-IT-Voice or visit
itvoice.com/securechoice-ai