



BEFORE YOU BUY · A CALM CHECKLIST

5 questions to ask before buying *another* AI tool

Most teams don't need more tools - they need more confidence with the ones they have. Before the next licence, the next pilot, the next login, run through these five.

1 What decision or workflow will this actually change?

If you can't name the work it improves, it's another login - not a capability. Tie it to a real task before you tie it to a budget line.

2 Who owns it after the pilot?

A tool with no owner quietly becomes shelfware. Decide who runs it, who answers questions, and what "working" should look like in 90 days.

3 What happens to our data?

Know what it trains on, where data goes, and what must never be pasted in. Write the do-not-paste rule down in plain English, before anyone needs it.

4 Does it fit the tools we already have?

New tools should reduce sprawl, not add to it. Check it works with what the team already opens every day - or be honest that it replaces something.

5 How will we know it worked?

Agree one measure before you buy: time saved, quality lifted, or risk reduced. A measure, not a vibe - and a date to check it against.

The honest version

The right answer is often "not yet" - or "use what we have, better." That's usually where the fastest, calmest gains are. My 1-to-1 lessons are built for leaders: beyond the tool skills, you build a real understanding of AI and shape your own AI vision and action plan for the business.

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