



ADOPTION PLANNER · NINETY DAYS

The 90-Day Small-Business AI Adoption *Planner*

A smaller business does not need a three-year programme. It needs ninety controlled days that build evidence, capability and momentum. Work the three phases in order, and assign an owner to every line.

DAYS 1 TO 30 Understand

Get an honest picture before you touch a tool. Almost every failed adoption skipped this.

- Agree the leadership objective** OWNER
 What is AI in service of? One sentence everything later is judged against. _____

- Surface the AI already in use** OWNER
 Including the quiet, unofficial kind. Without blame: it is your best evidence of what helps. _____

- Run a light risk discovery** OWNER
 What data must never be pasted in, and where a confident wrong answer could do harm. _____

- List candidate workflows** OWNER
 The frequent, worthwhile, checkable tasks where AI is likely to help. _____

- Take a baseline measure** OWNER
 How long the chosen work takes today, or how often it goes wrong. No baseline, no proof later. _____

BY THE END OF PHASE ONE

A one-sentence objective, a map of current use, a written data rule, a shortlist of workflows, and a **baseline you can measure against.**



DAYS 31 TO 60 **Build**

One or two pieces of work actually change. Two is a deliberate ceiling, not a starting point.

- Select no more than two use cases** OWNER
The best balance of value and low risk from your phase-one shortlist. _____

- Create reusable instructions and context** OWNER
The standing prompt, house style, examples and definitions, so the work is owned by the business, not one person. _____

- Test with a small group** OWNER
Include someone sceptical, not just the enthusiasts. _____

- Record the failures honestly** OWNER
They are the most valuable output of the month: they show where human checks belong. _____

- Establish human approval** OWNER
Which outputs a person must check, and who that person is, before anything goes live. _____

BY THE END OF PHASE TWO

One or two workflows running on **reusable, owned instructions**, tested by real people, with the failure modes known and the human checks placed.



DAYS 61 TO 90 **Adopt**

Decide whether this survives contact with normal working life.

- Train the people who do the work** OWNER
Use your own real examples from the build phase, not a generic course. _____

- Formalise the workflow** OWNER
Write the short version of how it now runs, so it does not live only in one head. _____

- Measure results against the baseline** OWNER
Be honest if the answer is disappointing. That honesty is the point. _____

- Assign ownership** OWNER
A named person responsible for keeping the workflow healthy as the tools change. _____

THEN DECIDE, FOR EACH USE CASE

<p><i>Stop</i></p> <p>It did not earn its place. Say so plainly and free up the attention.</p>	<p><i>Improve</i></p> <p>Promising but not there. Run another short cycle on the weak point.</p>	<p><i>Scale</i></p> <p>It worked. Widen it deliberately, with the checks and ownership intact.</p>
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Discuss a 90-Day Adoption Build

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