

MANAGE AI

AI THAT ACTUALLY WORKS

**Your 90-Day Quick Start
Guide to AI Adoption**

A Note From Our CEO

Hello,

Thank you for turning to Manage AI as you begin your AI adoption journey. Over the past several years, we've worked hands-on with companies of all sizes and across every stage of AI maturity. While this guide is designed for teams just getting started, the principles apply to any organization that wants AI to create real business impact.

Across industries, we see the same pattern repeat. Many organizations rush into AI by buying tools, running pilots, and layering new technology onto already busy teams. Activity and complexity increase but results don't.

We call this the **"complexity trap"**.

It happens when companies skip the foundational steps required to make AI actually work strong management foundations and the right custom infrastructure.

The organizations that succeed treat AI less like software and more like a new type of workforce.

Because that's what it really is.

AI behaves more like a new teammate than a new tool. And just like any new hire, it needs:

- Access to the right information
- Clear responsibilities
- Structured training
- Feedback and guidance

This guide is not theory. It's a practical 90-day jump start checklist. If you check the boxes provided, you won't waste months experimenting. The teams who prepare properly pull ahead and stay ahead. Let's get started.



Dave Albertson

Co-Founder & CEO, Manage AI

Who This Guide Is For

This playbook is designed for leaders and organizations who recognize the potential of AI but need a structured path forward.



You haven't started with AI yet



You've tried tools but haven't seen real results



You want to move faster safely and responsibly

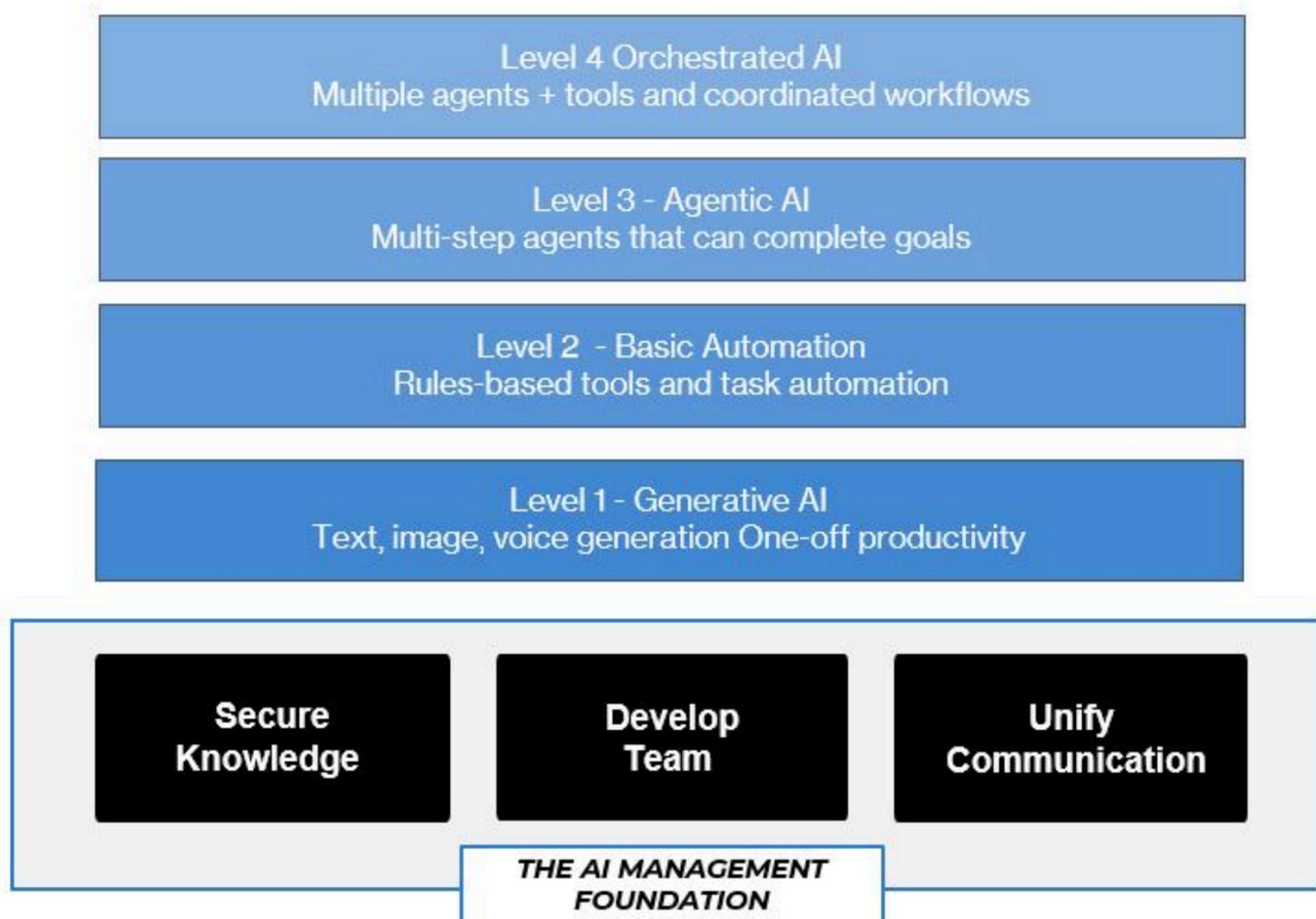
WHAT YOU'LL GAIN

- ✓ A clear starting point for your organization
- ✓ A simple management checklist to track progress
- ✓ A practical 90-day plan to operationalize AI
- ✓ Early wins you can measure and scale

The 5% Formula

Most companies think AI starts with buying tools first.

It doesn't. The top 5% of successful AI adopters start by building strong management and infrastructure foundations before scaling technology.



When these foundations are in place, AI begins to compound. Each assistant, workflow, and initiative becomes faster, safer, and more valuable than the last. Progress accelerates. Results stack. Confidence grows.

That's how organizations move from experiments to real advantage. And that's how you join the 5%.

What AI Really Means for Your Business

To succeed with AI, leaders need to shift their mental model from "software adoption" to "workforce management".

Stop Thinking...	Start Thinking...
A chatbot	A member of your AI workforce
A single tool	A business capability
A tech project	Managed infrastructure
A replacement for people	A scalable extension of your team

THE SIMPLE TRUTH:

AI is like bringing on a new employee. Without onboarding, clear responsibilities, training, and guidance, it underperforms. With the right management, it becomes a powerful extension of your team.

You're still the manager.

How AI Evolves From Thinking Partner to Scalable Workforce Capability

There are different types of AI that show up inside an organization. All of them rely on the same foundation for success: secured knowledge, team development, and effective communication.

Orchestrated AI

~5% of companies

A coordinated AI workforce

Multiple assistants operate together across departments, sharing knowledge and managing end-to-end workflows. AI becomes embedded into operations and creates compounding competitive advantage.

Agentic AI

~10-15% of companies

Thinks and acts with guardrails

AI assistants can reason, use company knowledge, and execute multi-step work on behalf of teams. Tasks begin getting completed autonomously, not just faster.

Automation AI

~40-50% of companies

Acts, but doesn't decide

Rule-based workflows automatically complete repetitive tasks and move information between systems. This increases efficiency, but humans still define every step.

Generative AI

~70-80% of companies

Thinks, but doesn't act

AI helps people write, research, and create content faster, improving individual productivity. Impact is real but isolated to personal use.

The Wrong Way vs The 5% Way

Most organizations fail because they focus on the wrong things. They prioritize speed of adoption over quality of infrastructure.

Most Companies

X Buy tools first

X Launch random pilots

X Hope for adoption

X Experiment endlessly

The 5% Approach

✓ Clarify strategy first

✓ Focus on 1-2 high-impact workflows

✓ Assign ownership & governance

✓ Build repeatable systems

Without strong foundations, tools don't create progress—they create noise.

AI Readiness Starts With Management

Before AI can perform well, it must be placed into an environment that is ready to support it.

The organizations that succeed with AI don't rush into tools. They make sure leadership, teams, and foundations are prepared to manage AI effectively.

AI feeds on context.

It learns from how your organization thinks, how goals are defined, how success is measured, and how decisions are made.

In many ways, AI adoption is less about the technology and more about the management system that surrounds it.

When you treat AI like a new teammate instead of a new tool, you naturally begin asking the right questions:

- What information does it need access to?
- Who is responsible for its performance?
- How do we measure success?
- What boundaries exist to keep it safe and effective?

These are management questions, not technical ones. And they determine whether AI creates value or chaos.

Align Leadership & Set Direction

OPERATE IN FAST, FOCUSED ITERATIONS AND COMMUNICATE PROGRESS ACROSS THE ORGANIZATION. IF A STEP IS ALREADY COMPLETE, CHECK THAT BOX AND CONTINUE WITH OTHERS.

Days 1-30: Foundation & Alignment

- Explain why AI matters to your business in plain, non-technical terms
 - Name one executive business owner accountable for AI outcomes (not just IT)
 - Align leadership through a short AI strategy or training session to build shared language
 - Define 2-3 measurable business outcomes AI should improve (speed, cost, quality, revenue, or risk)
 - Clarify who owns strategy, who approves use cases, and who is accountable for results
 - Set simple guardrails for safe use (approved data, restricted data, and when human review is required)
 - Identify your highest-friction or time-wasting workflows
 - Choose 1-2 priority use cases to focus on first
 - Address team concerns early and set expectations that AI supports—not replaces—their work
 - Define success metrics and schedule a monthly leadership review
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THINGS TO AVOID (DAYS 1-30)

- Buying tools or vendors before defining outcomes
- Delegating AI ownership solely to IT or technical teams
- Launching multiple pilots at once instead of focusing on 1-2 workflows
- Treating AI like a side project without executive accountability
- Allowing AI use without clear boundaries for data access and human oversight
- Ignoring team concerns or assuming adoption will happen automatically/organically
- Chasing use cases that aren't clearly tied to business impact

Build Foundation and Structure

Days 31-60: Infrastructure & First Wins

- Identify the critical knowledge AI will rely on (SOPs, playbooks, CRM data, contracts, FAQs)
 - Connect that information into AI-enabled structures (e.g., a secure RAG, Vector DB)
 - Ensure AI answers using your company's approved knowledge—not public or unverified sources
 - Set up your AI environment so it securely references internal data before generating responses
 - Assign clear ownership for each workflow AI will support
 - Define what AI will do, what humans will do, and when handoffs occur
 - Build or configure your first AI assistant tied to the priority use case
 - Test it internally with a small group before rolling it out broadly
 - Document how the workflow operates and what success looks like
 - Prepare training materials that explain the workflow—not just the tool
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THINGS TO AVOID (DAYS 31-60)

- Skipping knowledge preparation and expecting AI to "figure it out"
- Using AI without a secure connection to your company's information
- Building workflows without clear ownership or accountability
- Rolling out AI to everyone without testing internally first
- Focusing on tools instead of teaching people how workflows change

Launch, Measure, and Iterate

Days 61-90+: Scaling & Improvement

- Launch your first AI-supported workflow in real daily operations (not just a pilot)
 - Train teams by roles and responsibilities, not by specific tools
 - Assign a clear owner accountable for workflow performance and adoption
 - Track measurable outcomes (time saved, speed, quality, cost, or revenue impact)
 - Hold weekly feedback and improvement check-ins with users
 - Fix issues quickly and refine the process through fast iteration
 - Share early wins and progress updates across the organization
 - Identify the next 1-2 workflows to expand AI into
 - Begin building repeatable templates for onboarding new workflows
 - Schedule a leadership review to assess results and plan the next phase
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THINGS TO AVOID (DAYS 61-90+)

- Treating launch as the end goal instead of the beginning
- Measuring activity (logins, messages) instead of business outcomes
- Ignoring feedback or waiting too long to make adjustments
- Expanding too fast before the first workflow is stable and adopted
- Losing momentum by not celebrating wins or communicating progress

From Strategy to Execution

With a strong foundation, organizations are ready to move forward with confidence. Let Manage AI be your partner in this journey.

Our role is not to introduce tools or act as a traditional technical vendor.

We help organizations manage AI as a core business capability, designing and building secure, custom AI infrastructure that integrates into your existing stack and remains fully owned and controlled by you

Think of this as a combination of:

- Strategic consultant
- Custom infrastructure builder
- Implementation partner
- Management system designer

Get started now!

Use this 90-day checklist as your quick start roadmap. When ready for support along the way, we're here to help.

Reach out to use at hello@manageai.io