AI INSIGHT SERIES · EP 1

Starting with AI in your projects?

Start with a problem, not a tool.

5 steps to find your first AI use case.



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Swipe →

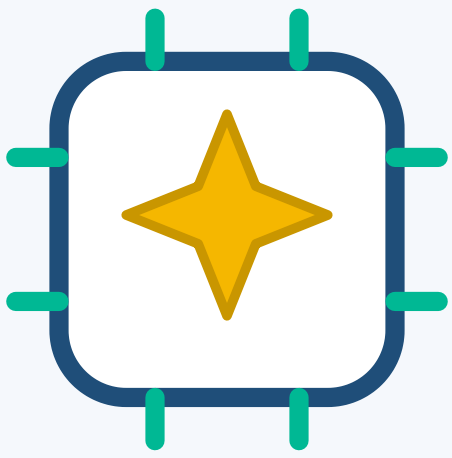
Step 1 of 5

Start with the work, not the tool

List the tasks your team finds slow, repetitive or error-prone. Ignore the tools for now.

ASK YOUR TEAM:

“Which task takes the most time without needing judgement?”



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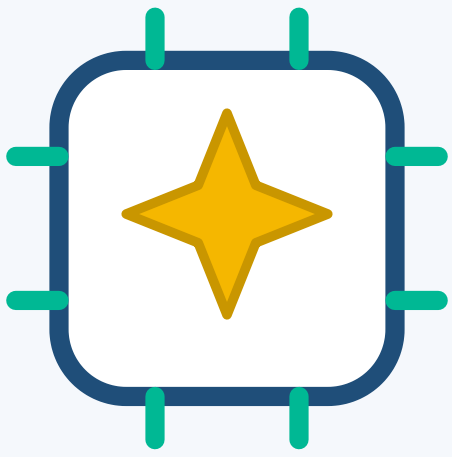
Step 2 of 5

Find where inconsistency costs you

Status reports, minutes and risk logs that change with each author are strong candidates.

ASK YOUR TEAM:

“Where does inconsistent work cost us time or credibility?”



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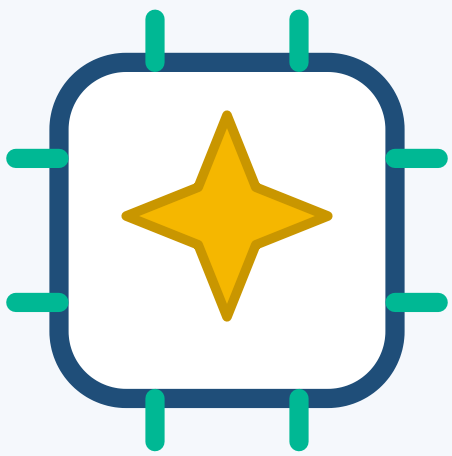
Step 3 of 5

Ask what better information would change

AI earns its place when it improves a decision, not when it only produces more output.

ASK YOUR TEAM:

“What would we decide differently with better information?”



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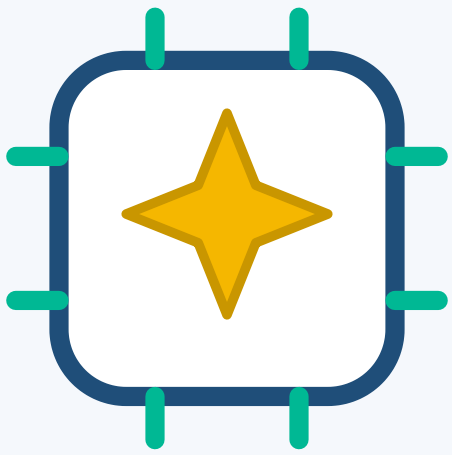
Step 4 of 5

Score pain and readiness

Rate each task 1 to 5 for pain, and 1 to 5 for how defined and repeatable it is today.

ASK YOUR TEAM:

“Is this task done the same way every time?”



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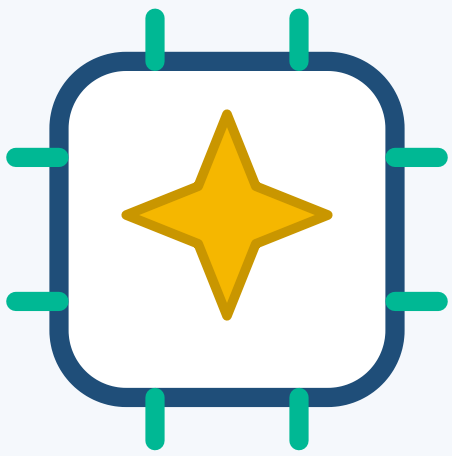
Step 5 of 5

Check the data and the rules

Confirm the data is available and allowed to be used, especially personal or client data.

ASK YOUR TEAM:

“Are we permitted to put this data into an AI tool?”



The fix

Where to start: pain × readiness

High pain, ready
Start here: quick wins

High pain, not ready
Define the process first

Low pain
Schedule later

- **Pick one task and one tool** for your first pilot.
- **Run it for 4 to 6 weeks** with a clear success measure.
- **Keep a person in the loop** for decisions and sign-off.
- **Check your AI and data policy** before you begin.

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YOUR TURN

Which project task would you hand to AI first?

Tell us in the comments.

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