

BEFORE YOU BUILD

# 95% Fail.

MIT studied enterprise AI and found **95% of companies got no measurable return**. The reason wasn't the model.

It's not the model, and it's not the prompt.

The 95% and the 5% use the **same AI**. What separates them is what happens **before they build**.

## THE ONE MOVE

**The 5% fit the AI to one real workflow first. That step is the audit we are doing today.**

**"Most GenAI systems do not retain feedback, adapt to context, or improve over time."**

— The GenAI Divide, MIT NANDA report

**"About 5% of AI pilot programs achieve rapid revenue acceleration; the vast majority stall, delivering little to no measurable impact on P&L."**

— Fortune, Aug 2025

# Mental Inventory.

Get everything you do out of your head. Don't sort it, just list it, work and life.

## How to use this.

- 1** Set a timer for five minutes.
- 2** Write down everything you do — work and life. Don't filter, don't judge. Just get it out.
- 3** Take this list to the audit and score each one.

### What I'm working on now

The projects and tasks on your plate today.

	IMPACT	RISK

### What I should be working on

The things you keep putting off.

	IMPACT	RISK

### What I do over and over

Every day, every week. The repeating work.

	IMPACT	RISK

### What eats my time

The tasks that drain you or never seem to end.

	IMPACT	RISK

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### What I'm working on now

The projects and tasks on your plate today.

	IMPACT	RISK
Write my social posts	4.5	3
Draft replies to leads	4.5	3.5
Coach my 1-on-1 client	2	4.5

### What I should be working on

The things you keep putting off.

	IMPACT	RISK
Invoice + chase payments	4	4
Weekly numbers report	4	2
Follow up with contacts	2	4

### What I do over and over

Every day, every week. The repeating work.

	IMPACT	RISK
Summarize my inbox	4	1
Turn meetings into notes	4	1
Tag and clean my contacts	1.5	1.5

### What eats my time

The tasks that drain you or never seem to end.

	IMPACT	RISK
Tidy my desktop folders	2	1
Plan the week's meals	2	1.5
Negotiate a partnership	2.5	4.5

# The AI workflow audit — worksheet.

List what you do, score it, and put each one in its box.

## How to use this.

- 1 List the things you do — work and life.
- 2 Score each one on **impact (1–5)** and **risk (1–5)**. Score the risk as if the AI ran it with nobody watching.
- 3 Write each one in its box.
- 4 Build the safest, most useful one first.



# The AI workflow audit — worksheet.

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# How I scored **my five.**

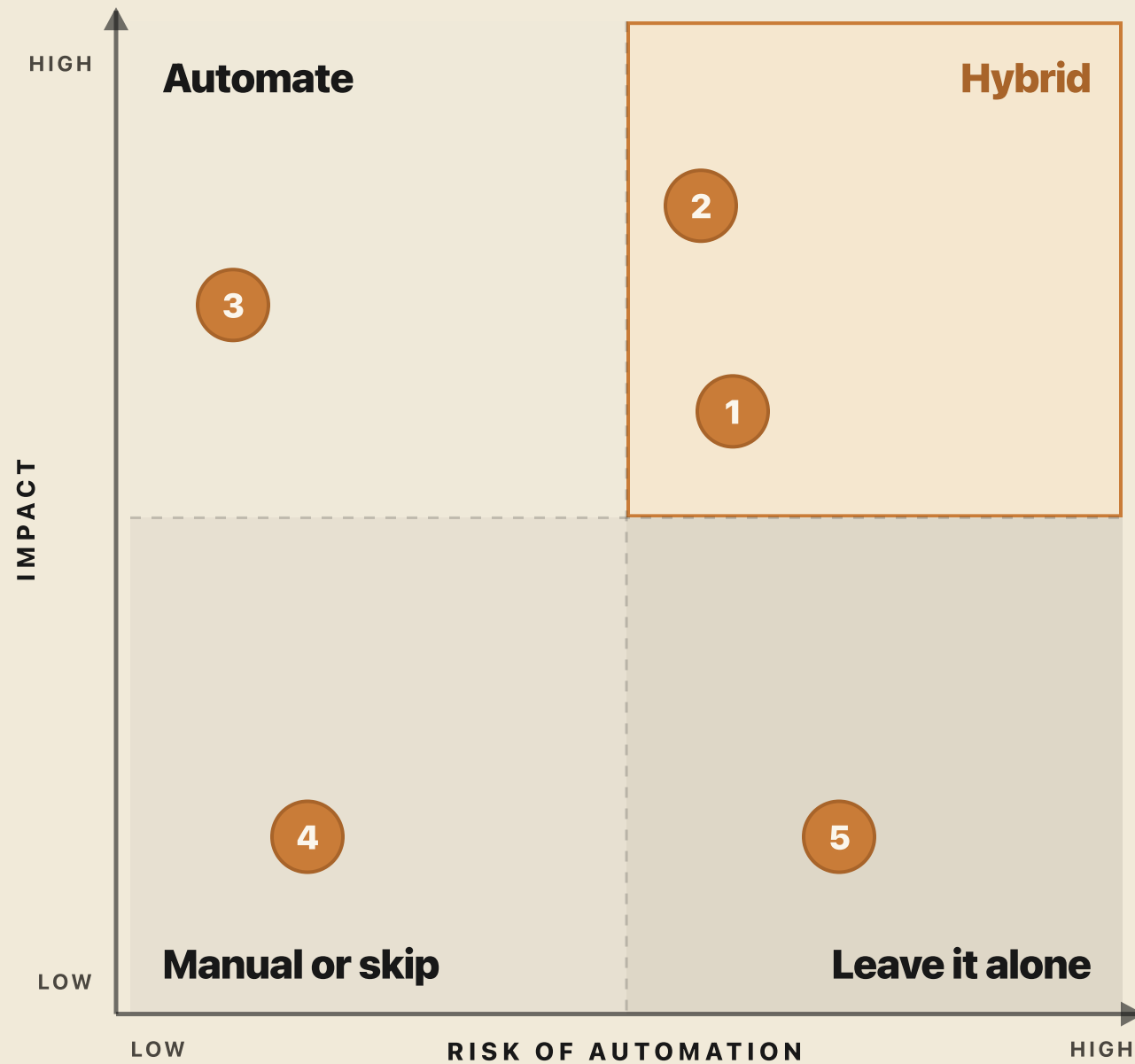
My own work and life, run through the audit. Impact and risk, 1 to 5. Risk scored as if AI ran it with nobody watching.

WHAT I DO	IMPACT	RISK	DECISION
<b>Inbox manager</b> AI reads, sorts, and surfaces. I make the calls.	<b>3.5</b>	<b>3.5</b>	Hybrid
<b>Social media</b> AI drafts and posts in my voice. I keep an eye on it.	<b>4.5</b>	<b>3</b>	Hybrid
<b>Weekly cleanup</b> Built once. Runs every Sunday at 6 AM. I never touch it.	<b>4</b>	<b>1</b>	Automate
<b>Contact tagging</b> Wouldn't get used enough to matter. I just search.	<b>1.5</b>	<b>1.5</b>	Manual or skip
<b>Client call scheduling</b> A coaching relationship is a trust relationship. Not worth the risk.	<b>1.5</b>	<b>4</b>	Leave it alone

- **Five workflows, four different answers. That's the whole point.**

# Where they landed.

Each one plotted by impact and risk. The box it falls in is the decision.



- 1 Inbox manager**  
Impact 3.5 · Risk 3.5 Hybrid
- 2 Social media**  
Impact 4.5 · Risk 3 Hybrid
- 3 Weekly cleanup**  
Impact 4 · Risk 1 Automate
- 4 Contact tagging**  
Impact 1.5 · Risk 1.5 Manual or skip
- 5 Client call scheduling**  
Impact 1.5 · Risk 4 Leave it alone

WHAT TO DO NOW

# Your next step.

You filled out your audit. Here is what to do with it.

1

## Dump it.

List everything you do, work and life.  
Don't filter.

MENTAL INVENTORY



2

## Score it.

Rate each one on impact and risk. Put it  
in its box.

THE AUDIT



3

## Hand it to Alphryd.

Give your scored audit to Alphryd and  
**build the Automate and Hybrid ones  
first.**

NOW

- **Your audit tells Alphryd exactly what to build first.**