

# AI Capability Practice Guide: Business & Entrepreneurship

Using AI to Build, Test, and Grow a Business — Without Burning Trust or Value

---

## Stage 1 — Orientation & Fast Start (Business & Entrepreneurship)

---

### Who This Guide Is For

This guide is for people using AI **to build or grow something in the real world**, including:

- solo founders and small business owners
- startup teams and intrapreneurs
- consultants, freelancers, and creators
- product, marketing, and operations leads
- innovation and venture teams

You are:

- making decisions that affect **money, reputation, jobs, and customers**
- under pressure to “move fast” or “leverage AI”
- aware that poor AI use can damage trust, brand, or compliance

You don’t need to be technical.

You **do** need to design AI use that supports your business rather than quietly undermining it.

---

## Who This Guide Is Not For

This guide is **not** designed for:

- casual personal use (e.g. writing hobby blog posts)
- purely internal “sandbox” experimentation with no real stakes
- deep technical work on model training or AI engineering
- “growth hacking” that ignores ethics, privacy, or customer trust

If your goal is **only** to squeeze as much output as possible from AI, this guide will feel intentionally restrictive.

If your goal is to build a **durable, trustworthy, and resilient** business with AI in the mix, this guide is for you.

---

## What You Will Be Able to Do in 30–60 Minutes

By working through this guide, you will be able to:

- decide where AI **adds real business value** (and where it doesn’t)
- design clear **human–AI workflows** for core business tasks
- reduce the risk of **brand damage, regulatory issues, or customer backlash**
- build **lightweight governance** into everyday commercial decisions
- avoid the trap of “AI everywhere” and focus on **AI where it matters**
- set up a simple **operating model** for using AI in your venture

You’ll also create at least one tangible artefact, such as:

- an AI use map across your business
- a co-agency workflow for a core process (e.g. sales, marketing, product)

- a short AI use note you can share with partners or staff
- 

## FAST START — USE THIS NOW

If you are **already using AI** for your business (or plan to this week), start here.

This Fast Start gets you from “AI as a shiny thing” to “AI as a controlled asset” in about **10 minutes**.

---

### When to Use This Guide

Use this guide when:

- you’re about to plug AI into a **customer-facing process**
- AI is shaping **offers, pricing, or messaging**
- AI is used for **screening, ranking, or shortlisting** people or opportunities
- investors or stakeholders ask, “How are you using AI?”
- you’re tempted to **automate a process that currently relies on judgement**
- you can’t quite explain why you’re using AI in a given area

If a misstep could cost you **money, customers, partners, or legal trouble**, treat the use case as in-scope.

---

# The 10-Minute Business AI Entry Workflow

Work through this **before** embedding AI into a business process or acting on AI outputs for real decisions.

---

## Step 1 — Name the Business-Critical Task

Write, in plain language:

*"I am using AI to help with: [task] so that: [business outcome]."*

Examples:

- qualifying inbound leads so that sales time is focused
- drafting outreach emails so that campaigns scale
- analysing feedback so that roadmap decisions improve

If you cannot explain the **business outcome**, pause. You're likely using AI for activity, not value.

---

## Step 2 — Decide the Business Role of AI (Co-Agency Check)

Ask:

- What part of this task can AI sensibly support?
- What part must remain **human judgement, responsibility, or relationship?**

Examples of **AI-support roles** in business:

- generating options / drafts / variations
- summarising existing information
- suggesting patterns or hypotheses

Examples of **human-only responsibilities**:

- final offers, pricing, and commitments
- anything that shifts legal or contractual responsibility
- high-stakes hiring, firing, or exclusion decisions
- tone and framing in sensitive customer interactions

If you can't clearly separate these, you're about to blur accountability.

---

### **Step 3 — Apply the Primary Capability Check**

Ask:

1. **Do I understand, at a basic level, how this AI produces answers?**
2. **Do I know what it is likely to get wrong in this task?**

If the honest answer is “Not really” to either:

Use AI only for **internal drafts and ideation**, not for decisions or direct publication.

---

### **Step 4 — Run the Business-Risk & Reputation Screen**

Ask:

- Who could be misled, offended, or unfairly treated by this output?
- Could this damage **trust** with customers, staff, partners, or regulators?
- Would I be comfortable showing this process to a key client or investor?

If the answer to the last question is “no” or “I don’t know”, your AI use is reputationally fragile.

---

## Step 5 — Decide the Action

Choose one of three paths:

1.  Proceed (with constraints)

- AI used for support roles only
- human signs off
- risk and usage documented

2.  Redesign

- narrow the task
- tighten AI's role
- add human review or small-scale piloting

3.  Do not use AI here (for now)

- risk or ambiguity is too high
- non-AI methods are safer and adequate

Write down which you chose and why — even 3–4 lines. That note is part of your **business defence** later.

---

# Worked Fast-Start Example — Business Context, Three Outcomes

## Task

Using AI to draft outbound messages for a new B2B service.

---

### Acceptable, Controlled Use

- AI generates first drafts based on **clear, accurate input**
- Founder or marketer vets each message for:
  - truthfulness of claims
  - tone and fit with brand
  - any promises or implications
- AI is not allowed to “invent” customers, metrics, or case studies

#### Why this works:

AI accelerates writing, but business risk remains under human control.

---

### Commercially Risky Use

- AI drafts email copy with minimal review
- Claims are “probably fine” but not fully checked
- Brand voice is inconsistent; some messages feel generic or slightly off

#### Why this is risky:

Short-term productivity gains may be outweighed by brand damage or trust erosion.

---

## ⊖ Unacceptable Use

- AI is told “Write high-converting emails promising big results”
- Emails go out **as generated**, with invented metrics and case studies
- No human validates claims, legal exposure, or fit with positioning

### Why this fails:

You've outsourced integrity to a system that has none. Legal and reputational risk is high.

---

## Your First Business AI Artefact (Create This Now)

Write a short **Business AI Use Note** (5–7 lines) for one real task:

- **Task:**
- **Business outcome sought:**
- **AI role (support only / suggestion / draft):**
- **Human responsibility:**
- **Main risks considered (trust, accuracy, fairness, compliance):**
- **Decision (proceed / redesign / do not use AI yet):**

This is enough to:

- clarify your own reasoning
- show investors/partners you're not using AI blindly
- build a pattern you can repeat across functions

You have already improved your business AI capability.

---

# How This Guide Works (Business & Entrepreneurship)

This guide is built to support **practical, commercially aware judgement**, not maximal automation.

You will use it to:

- **map where AI fits** in your business model and workflows
- **prevent silent risks** in sales, marketing, operations, product, HR, and finance
- **keep control of positioning, promises, and accountability**

You are not expected to apply all six domains for every trivial task.

You are expected to:

- expand AI use **only** where you can defend it commercially and ethically
- scale AI support **after** you understand the impact on customers, processes, and reputation

At a high level, in business contexts the six domains become:

- **Awareness & Orientation** — What can this system actually do for my business, and where will it fail?
- **Human–AI Co-Agency** — How do we ensure founders/managers remain fully responsible?
- **Applied Practice & Innovation** — Where can AI safely accelerate value creation or learning?
- **Ethics, Equity & Impact** — How do we avoid exploiting or misleading customers, staff, or communities?
- **Decision-Making & Governance** — How do we document and defend AI-shaped decisions?
- **Reflection & Renewal** — How do we refine our AI use as the business and environment change?

## Stage 2 — How This Guide Works & Situational Entry Points

This stage helps you **use the guide under real business conditions**: time pressure, uncertainty, growth targets, and competing incentives.

It answers two questions founders and business leaders actually face:

1. *Where do I start with AI right now?*
2. *Which capability lens matters most in this situation?*

You are not expected to follow this guide linearly.

You are expected to **enter where the risk or opportunity is live**.

---

## How This Guide Is Designed to Be Used

This guide is:

- **situational**, not sequential
- **decision-focused**, not tool-focused
- **business-realistic**, not best-case hypothetical

You do **not** need to apply all six domains every time.

You **do** need to know:

- which domain prevents the most risk
  - which domain unlocks the most value
  - when speed is appropriate — and when it is dangerous
-

# The Six Domains as a Business Workflow

In business contexts, the AI Capability Framework operates as a **dynamic operating loop**, not a checklist.

## Business Capability Flow

Awareness → Co-Agency → Value Creation → Ethics & Trust → Governance → Reflection → Renewal

Each domain activates when a **specific business tension** appears:

- pressure to move fast
- ambiguity about responsibility
- temptation to scale prematurely
- uncertainty around trust or compliance
- investor, customer, or regulator scrutiny

Skipping domains does not save time — it usually defers cost.

---

## How to Use This Guide Under Commercial Pressure

### If You Have 5–10 Minutes

- Use the **Fast Start** from Stage 1
- Clarify AI's role and human accountability
- Run the reputation & trust screen
- Document the decision briefly

This alone dramatically reduces founder risk.

---

## If You Have 20–30 Minutes

- Identify your **situational entry point** (below)
- Apply 2–3 relevant domains
- Use one mapping or decision tool
- Capture one learning insight

This is the recommended minimum for **customer-facing or revenue-impacting work**.

---

## If Stakes Are High

Examples:

- public launch
- hiring or pricing decisions
- investor materials
- regulated industries

Then:

- work across all six domains
  - slow the decision down
  - increase documentation and review
  - assume you will be asked to justify the process later
-

# Situational Entry Points (Business Reality–First)

Start here — **not** with the framework language.

---

## Entry Point 1 — “We need to move fast.”

You feel urgency: launch pressure, limited runway, competitive fear.

### Primary domains to apply

- Human–AI Co-Agency
- Decision-Making & Governance

### What to do now

- Identify what *must* remain human judgement
- Limit AI to support, not commitment
- Document decisions before acting

### Common failure mode

- Speed substituting for thinking
- “We’ll clean it up later” logic

---

## Entry Point 2 — “AI looks like it could scale this.”

You see AI as a multiplier for marketing, sales, ops, or support.

### Primary domains

- Applied Practice & Innovation
- Ethics, Equity & Impact

## **What to do now**

- Start with *internal* use or small-scale pilots
- Identify where scale increases harm or trust risk
- Resist default automation

## **Common failure mode**

- Scaling bad assumptions faster
  - Optimising efficiency at the cost of trust
- 

## **Entry Point 3 — “This affects customers directly.”**

The output will be seen, felt, or relied on externally.

## **Primary domains**

- Ethics, Equity & Impact
- Governance

## **What to do now**

- Ask who is most vulnerable to mistakes
- Check claims, tone, fairness, and exclusion risks
- Decide what disclosure or review is appropriate

## **Common failure mode**

- Treating “non-technical” outputs as low-risk
-

## **Entry Point 4 — “We’re letting AI rank, filter, or recommend.”**

AI influences who gets seen, prioritised, or excluded.

### **Primary domains**

- Awareness & Orientation
- Ethics, Equity & Impact

### **What to do now**

- Identify what criteria AI uses implicitly
- Watch for bias amplification
- Ensure humans can override outputs

### **Common failure mode**

- Assuming algorithmic decisions are neutral
- 

## **Entry Point 5 — “An investor, client, or partner asked about our AI use.”**

Scrutiny is explicit or implicit.

### **Primary domains**

- Decision-Making & Governance
- Human–AI Co-Agency

### **What to do now**

- Clarify boundaries and accountability
- Show intentional, restrained AI use
- Avoid vague or inflated claims

### **Common failure mode**

- Overselling AI sophistication
  - Inability to explain risk management
- 

### **Entry Point 6 — “We want to be genuinely better, not just faster.”**

You care about building a **durable business**, not short-term hacks.

#### **Primary domains**

- Reflection, Learning & Renewal
- Applied Practice & Innovation

#### **What to do now**

- Identify patterns in what AI improves vs degrades
- Adjust prompts, workflows, and boundaries
- Treat AI capability as a strategic asset

### **Common failure mode**

- Repeating shallow usage patterns without learning
-

# Why This Entry-Point Approach Matters in Business

Businesses fail with AI not because:

- the tools weren't powerful
- people lacked enthusiasm

...but because:

- responsibility drifted
- trust eroded quietly
- risks were discovered too late

Situational entry points ensure:

- judgement precedes automation
- trust precedes scale
- governance precedes regret

---

## How the Rest of This Guide Is Structured

From here, the guide moves into **hands-on business practice**, where each domain is treated as an operational lever.

Each domain section will:

- explain **what it protects or enables** in business terms
- show **how to apply it immediately**
- surface common **commercial failure modes**
- include a short reflection moment

You can engage with:

- one domain for a specific problem
- several domains for a workflow
- all six domains when stakes are high

## Stage 3 — Core Practice Workflow: Domains 1–3

Domains 1–3 determine **whether AI genuinely creates business value or quietly erodes it.**

In entrepreneurial and commercial settings, these domains shape:

- how risk enters your business
- where accountability sits
- whether AI accelerates learning or multiplies bad assumptions

These domains are about **productive use without loss of control.**

---

## Domain 1 — AI Awareness & Orientation

**Knowing What AI Can (and Cannot) Do for Your Business**

### What This Domain Protects

This domain protects your business from:

- over-claiming capability to customers or investors
- relying on outputs that *sound* commercial but aren't grounded
- making decisions based on incomplete or fabricated information
- assuming AI understands your market, context, or strategy

AI does not “understand”:

- your positioning
- your customers' lived realities
- legal or regulatory nuance
- strategic intent

Awareness keeps AI in its lane.

---

## Apply Now — Business Awareness Questions

Before you act on AI outputs, ask:

- What data, context, or constraints does this model *not* have?
- Where might it invent plausible but false claims?
- Which outputs could mislead customers, staff, or partners?
- What mistake here would be most expensive?

If you cannot answer these clearly, AI output should be treated as *exploratory only*.

---

## Tool in Use — Commercial Awareness Check

Use this before using AI beyond drafts:

### Commercial Awareness Check

- This AI is strong at:
- This AI is weak at:
- A commercially damaging error would be:
- This must be verified by a human:

One line each. Precision matters more than completeness.

---

## Common Business Failure Modes

- inventing metrics, testimonials, or customer segments
  - overstating certainty in forecasts or claims
  - treating generic market advice as strategy
  - assuming fluency equals accuracy
- 

## Quick Reflection

*If this output were challenged by a customer or investor, where would it fall apart?*

---

## Domain 2 — Human–AI Co-Agency

### Keeping Commercial Responsibility Where It Belongs

#### What This Domain Protects

This domain protects:

- founder and leadership accountability
- ethical responsibility toward customers and staff
- clarity of ownership for decisions that affect money or trust

AI can contribute, but:

**AI cannot carry commercial responsibility.**

---

## Apply Now — Co-Agency Boundary Questions

Ask explicitly:

- What can AI *suggest* versus what must humans *decide*?
- Where does liability or reputational risk sit?
- Who signs off before anything customer-facing happens?

If the answer is “the model suggested it,” co-agency has failed.

---

## Tool in Use — Business Co-Agency Map

Define roles clearly:

### Business Co-Agency Map

- AI may support by: drafting, ideation, summarising, comparison
- AI may not: commit, promise, price, hire, fire, or evaluate conclusively
- Human remains accountable for: accuracy, tone, compliance, trust

Keep this visible for your team.

---

## Common Business Failure Modes

- letting AI frame options in persuasive but biased ways
  - accepting outputs under pressure to move fast
  - attributing poor outcomes to “what the AI said”
-

## Quick Reflection

*Could I clearly explain this decision without mentioning AI at all?*

If not, too much judgement has drifted to the system.

---

## Domain 3 — Applied Practice & Innovation

### Using AI to Accelerate Learning — Not Lock in Mistakes

#### What This Domain Enables

This domain enables:

- faster iteration and experimentation
- exploration of ideas and alternatives
- cost-effective drafting and synthesis

But innovation is only valuable when:

- mistakes are reversible
  - learning is captured
  - risks are bounded
- 

### Apply Now — Safe Business Experimentation Questions

Before scaling AI use, ask:

- Is this experiment reversible?
- Who will act on the output?
- Could this materially affect customers or revenue?

- What signal tells us to stop or adjust?

If an experiment can change outcomes permanently, it needs governance, not speed.

---

## Tool in Use — Safe Experiment Prompt Frame

When experimenting, constrain AI explicitly:

*“Generate options or drafts for internal testing.*

*This output will not be used externally or acted on without human review.”*

This language reduces authority creep.

---

## Common Business Failure Modes

- allowing pilots to “quietly become production”
  - scaling workflows before validating outputs
  - conflating efficiency with improvement
- 

## Quick Reflection

*Am I optimising for short-term output, or long-term business capability?*

---

## Domains 1–3 in Combination — The Business Value Gate

Before AI influences real business decisions, confirm:

- AI limitations are understood
- human accountability is clear
- experimentation is controlled and reversible

If any condition is missing, pause.

Moving fast is not a virtue if you are moving **blindly**.

---

### Transition to Stage 4

Domains 1–3 answer:

*Can AI add value safely here?*

Domains 4–6 ask:

*Should it, and under what ethical, governance, and renewal conditions?*

Stage 4 focuses on:

- trust and equity
- compliance and defensibility
- scaling without reputational collapse

## **Stage 4 — Risk, Responsibility & Renewal: Domains 4–6**

Domains 4–6 determine whether AI use in business **scales trust or quietly destroys it**.

Most business harm from AI does **not** come from bad intentions.

It comes from:

- unchecked claims
- subtle bias
- responsibility drift
- decisions no one can later defend

These domains are where **commercial maturity with AI** is demonstrated.

---

### **Domain 4 — Ethics, Equity & Impact**

**Protecting Trust, Customers, and Fairness**

#### **What This Domain Protects**

This domain protects your business from:

- misleading customers (deliberately or accidentally)
- discriminatory or exclusionary practices
- reputational damage and loss of legitimacy
- backlash, regulatory interest, or legal challenge

In business contexts, ethics is not abstract morality.  
It is about **who pays the price when things go wrong**.

AI can:

- exaggerate benefits
- flatten nuance
- amplify hidden bias
- treat people as segments rather than individuals

Ethical capability ensures growth does not come at others' expense.

---

## Apply Now — Business Ethics Questions

Before releasing AI-influenced outputs externally, ask:

- Could this mislead or over-promise to customers?
- Are any groups unfairly advantaged or disadvantaged?
- Would the people affected recognise themselves fairly in the output?
- Is consent, transparency, or disclosure required?
- Would we stand by this decision if it became public?

If you hesitate, ethics needs to move earlier in the workflow.

---

## Tool in Use — Commercial Impact & Trust Scan

Use this rapid scan:

### Business Impact & Trust Scan

- Customer trust risk:
- Fairness / bias risk:
- Reputational exposure:
- Regulatory or legal sensitivity:

One sentence per risk is sufficient.

---

### Common Business Failure Modes

- inflating claims because “marketing always does”
  - assuming efficiency gains justify ethical shortcuts
  - treating fairness concerns as “edge cases”
  - copying competitors’ AI practices without scrutiny
- 

### Quick Reflection

*If a customer affected by this decision were in the room, what would worry them most?*

---

# Domain 5 — Decision-Making & Governance

## Making Commercial AI Use Defensible

### What This Domain Protects

This domain protects:

- founders and leaders from personal liability
- the business from inconsistent or ad-hoc decisions
- credibility with investors, partners, and regulators
- organisational memory as the business scales

Governance is not red tape.

It is **the minimum structure needed to move fast without losing control**.

---

### Apply Now — Business Governance Questions

Ask:

- Is it clear where AI influenced this decision?
- Who approved its use?
- What assumptions were accepted?
- Could we explain this process to an investor or auditor?
- Would another team make the same decision using this guidance?

If decisions depend on *who happens to be in the room*, governance is missing.

---

## Tool in Use — Business AI Decision Record

For any meaningful AI-influenced decision, capture:

### Business AI Decision Record

- Decision being made:
- Business objective:
- Role of AI (support / suggestion / analysis):
- Human decision-maker:
- Risks considered (trust, fairness, compliance):
- Review or escalation required:

This can be lightweight — but it must exist.

---

### Governance Triggers (Practical Rules)

Increase scrutiny or require sign-off when AI affects:

- customer-facing messaging or claims
- hiring, screening, or performance evaluation
- pricing, eligibility, or access decisions
- regulated industries or sensitive data
- brand, reputation, or investor communications

If the impact expands, governance must scale too.

---

## Common Business Failure Modes

- “We’ll document it later”
  - governance existing only in one person’s head
  - teams inventing their own AI rules
  - decisions justified post-hoc rather than designed
- 

## Quick Reflection

*Could this decision be defended clearly if questioned six months from now?*

---

## Domain 6 — Reflection, Learning & Renewal

### Turning AI Use into a Strategic Capability

#### What This Domain Sustains

This domain sustains:

- long-term competitive advantage
- ethical and reputational resilience
- adaptive use of AI as tools and markets change
- organisational learning beyond individuals

Without reflection:

- mistakes repeat
- shallow usage patterns harden
- AI becomes noise, not leverage

Renewal is what prevents today's optimisation from becoming tomorrow's liability.

---

## Apply Now — Business Reflection Questions

After AI-influenced work, ask:

- What did AI genuinely improve?
- Where did it add friction, confusion, or risk?
- Which assumptions proved false?
- What should we stop doing next time?
- What should we formalise or refine?

If these answers stay implicit, learning is lost.

---

## Tool in Use — Business Learning Loop

Use this loop:

**Reflect → Adjust → Reapply**

- Reflect on outcomes and signals
- Adjust prompts, workflows, or boundaries
- Reapply only what works reliably

Schedule this:

- monthly for startups
  - quarterly for established teams
-

## Common Business Failure Modes

- chasing new tools without consolidating learning
  - treating failures as embarrassment rather than signal
  - ignoring near-misses
  - capability living only with one founder
- 

## Quick Reflection

*What business assumption about AI do we need to revisit next?*

---

## Domains 4–6 Combined — The Trust & Scale Test

Before scaling AI use across your business, ensure:

- customer and equity risks are understood and mitigated
- AI-influenced decisions are documented and defensible
- learning cycles are active and shared

If any condition is missing, scaling is premature.

Growth without trust is fragile growth.

---

## Transition to Stage 5

Stage 5 consolidates everything into:

- a **Business AI Capability Self-Check**
- a **worked entrepreneurial scenario**
- a **Business AI Operating Model** you can reuse immediately

This is where capability becomes **portable and durable**.

## Stage 5 — Capability Self-Check, Worked Business Scenario & Operating Model

This final stage converts business-oriented AI thinking into a **repeatable operating system**.

You will:

- assess your current business AI capability
- see how all six domains operate together in a commercial scenario
- leave with a **Business AI Operating Model** you can apply immediately

This stage focuses on **speed with safety, and growth with legitimacy**.

---

# PART A — BUSINESS AI CAPABILITY SELF-CHECK

This self-check is **diagnostic, not evaluative**.

It answers:

*“Where could our AI use cause harm, confusion, or loss of trust as we grow?”*

Complete in **under five minutes**.

---

## Domain 1 — Awareness & Orientation

Ask:

- I understand how AI generates outputs used in our business
- I know where those outputs are likely to be unreliable
- We avoid making claims we cannot substantiate

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Restrict AI to internal drafts only.

---

## Domain 2 — Human–AI Co-Agency

Consider:

- Humans retain final authority for decisions affecting customers, staff, and money
- We do not attribute responsibility to AI
- Roles are clear even under pressure

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Accountability is drifting — address immediately.

---

## Domain 3 — Applied Practice & Innovation

Reflect:

- AI experiments are reversible
- We learn before we scale
- We know which uses actually improve outcomes

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Innovation may be producing hidden risk.

---

## Domain 4 — Ethics, Equity & Impact

Ask:

- Customer and staff trust is protected
- We consider fairness and inclusion impacts
- We pause when harm or misrepresentation is possible

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Ethical debt is accumulating.

---

## Domain 5 — Decision-Making & Governance

Check:

- AI influence is documented
- Decisions can be explained later
- Review and escalation thresholds are known

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Business defensibility is weak.

---

## Domain 6 — Reflection, Learning & Renewal

Finally:

- We deliberately review AI use
- Prompts and practices evolve
- Learning spreads beyond individuals

Mostly yes     Mixed     Mostly no

**If mixed/no:**

Capability will stall.

---

## How to Read Your Results

- Gaps in **Domains 1–2** → pause customer-facing AI use
- Gaps in **Domains 4–5** → strengthen safeguards before scaling
- Gaps in **Domain 6** → risk repeating mistakes

Business AI capability grows through **design, not accumulation**.

---

## PART B — WORKED BUSINESS SCENARIO (END-TO-END)

A realistic example showing the six domains operating together.

---

### Scenario

A growing B2B consultancy plans to use AI to:

- generate marketing content
- qualify inbound leads
- assist proposal drafting

This affects:

- brand perception
  - client trust
  - revenue
-

## **Domain 1 — Awareness in Action**

Leaders recognise:

- AI can invent metrics or exaggerate success
- Generic positioning may dilute differentiation

They restrict AI to:

- draft generation
- idea exploration

All claims require human verification.

---

## **Domain 2 — Co-Agency in Action**

Roles are defined:

**AI may:**

- generate outlines
- propose alternative wording
- summarise past work

**AI may not:**

- claim results
- describe clients without consent
- commit pricing or scope

**Humans:**

- own final messaging

- approve every external output
- 

## Domain 3 — Applied Practice in Action

The team:

- tests AI outputs internally
- compares with human-only drafts
- uses feedback to refine prompts

Scaling follows **learning**, not novelty.

---

## Domain 4 — Ethics & Impact in Action

Before release, the team checks:

- tone is respectful and accurate
- content does not mislead
- exclusions or assumptions are minimised

They decide where disclosure is appropriate.

---

## Domain 5 — Governance in Action

They create a **Business AI Decision Record**:

- which tasks allow AI support
- who approves outputs
- what reviews are mandatory

This record guides future hires and partners.

---

## Domain 6 — Reflection & Renewal in Action

Monthly reviews capture:

- what AI actually improved
- where it caused confusion or rework
- which practices to stop, standardise, or expand

AI use becomes a managed capability.

---

## What This Scenario Shows

AI contributes to growth when:

- humans remain accountable
- claims remain honest
- learning guides scale
- governance protects trust

This is **business maturity with AI**.

---

## PART C — BUSINESS AI OPERATING MODEL

This is your **repeatable system**.

Complete once. Revisit as the business grows.

---

### **1** Where AI Adds Business Value

AI supports us in:

---

---

---

### **2** Non-Negotiable Boundaries

AI may:

---

---

---

AI may not:

---

---

---

### **3** Trust & Ethics Red Lines

We pause or stop AI use when:

---

---

---

## **4** Decision & Documentation Rules

We document AI use when it affects:

- customers
- staff
- money
- reputation

Format used:

---

---

## **5** Review & Learning Rhythm

We review AI use:

- monthly    quarterly    per project
- 

## **6** Renewal Commitments

To maintain healthy AI capability, we will:

- revisit assumptions regularly
  - update prompts and workflows
  - share learning across the team
-

## THE BUSINESS AI COMMITMENT

*We use AI to enhance value — not to obscure responsibility.*

*We protect trust as a strategic asset.*

*We scale learning before we scale automation.*

*We renew our practices as our business evolves.*