

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.