

# The 90-Day AI Execution Blueprint

A CEO-owned, 12-week checklist across four phases — Assess, Architect, Activate, Accelerate. Each phase ends with an explicit go/no-go decision. Use this as the running scorecard for your steering committee.

## Phase 1 · Assess · Weeks 1–3

*Build the readiness baseline and a P&L-grounded; use case inventory.*

- Score the six pillars (strategy, data, infrastructure, governance, talent, culture) on the 4-stage scale
- Map P&L; exposure: top revenue, cost, and risk lines AI could move
- Generate a top-10 candidate use case list, each tagged Revenue / Cost / Risk-Adjacent
- Identify the 3–5 pillars requiring remediation before Phase 3
- Confirm executive sponsor and weekly steering cadence are in the calendar

Go / No-Go: Do we have a defensible readiness score and a credible use-case shortlist?

## Phase 2 · Architect · Weeks 4–6

*Pick 2–3 lighthouse pilots and stand up the governance + metrics scaffolding.*

- Down-select to 2–3 lighthouse use cases (kill the rest, in writing)
- Sign the AI usage policy (data, employee, customer, vendor clauses)
- Assign one executive sponsor and one operational owner per pilot
- Define one target metric per pilot — with baseline and 90-day target
- Write the explicit go/no-go rule for the end of Phase 3
- Make the build-vs-buy call for each pilot using the capital-allocation matrix

Go / No-Go: Are we ready to put these pilots in front of real users and customers?

## Phase 3 · Activate · Weeks 7–9

*Run the pilots in production against real users — the only phase where tools touch the business.*

- Launch each pilot to a real (not synthetic) user population
- Capture weekly metric readings against the baseline
- Hold a 30-minute weekly steering review — decision required, not status
- Log every override, escalation, and policy edge case
- Confirm CFO can produce a one-page outcome statement per pilot

Go / No-Go: For each pilot independently — scale, kill, or extend with a defined end date?

## Phase 4 · Accelerate · Weeks 10–12

*Convert wins into a repeatable method and queue up cycle two.*

- Document the method: what we did, what worked, what we'd change

- Scale the green-lit pilot(s) with named owners and budget
- Retire or archive the killed pilots — capture the lessons
- Refresh the six-pillar score; identify what improved and what didn't
- Draft cycle two use-case candidates and steering cadence

Go / No-Go: Do we have a repeatable 90-day method our board can defend?

Companion to *How to Build a 90-Day AI Execution Blueprint* at [aisavvy.io/insights/90-day-ai-execution-blueprint](https://aisavvy.io/insights/90-day-ai-execution-blueprint). To pressure-test your plan with an operator, book a strategic conversation at [aisavvy.io](https://aisavvy.io).