AI ROLLOUT

5-step AI rollout checklist

How to take AI from a demo to something a client actually uses. Checklist by Pichardo Marketing.

1. **Pick one real job**
   Choose one painful, repeated task: lead follow-up, reporting, content. Not "use AI everywhere".

2. **Write down how it works today**
   Who does it, how long it takes, where it goes wrong. This is your before.

3. **Build it on real cases**
   Run it on last week's real examples, not a demo.

4. **Test before it goes live**
   Have the client's team grade the output. Fix what fails.

5. **Go live and measure**
   Put one owner on it, track time saved and mistakes for 30 days, then expand.

Why it matters: Anthropic is putting $100M into training 10,000 engineers by the end of 2027 because people who can make AI work inside a real business are the hardest talent to find.

News source: anthropic.com/news/claude-frontier-academy