



**what are
these?**

AI is not an NFT.

It is not going away.

If you're struggling to make AI actually change how your people work — I have a methodology for that.

HOW DID I GET HERE

Jeff Busdieker

Entrepreneur, Operator, People Person

What I do:

I help organizations build and launch an internal cross-functional team that surfaces real pain points, sets priorities, and drives AI adoption from the inside out. You end up with a self-sustaining team and a clear process, and less dependency on a consultant.

THE PROBLEM

AI is not a technology problem. It's an ownership problem.

The Typical Approach

- × Leadership mandates AI adoption top-down
- × IT buys a tool and announces it company-wide
- × Employees dabble with no guidance
- × No one tracks what's working — or what's risky
- × Initiative quietly dies in 90 days

Why This Doesn't Work

AI touches every role — not just IT

The people who know where it hurts aren't in the room

Mandates without buy-in create quiet avoidance

Tools without guidelines create legal exposure

No ownership = no accountability = no results

WHAT I FOUND WHEN I ASKED

Over half your employees are already using AI.

Did you know how? Are you comfortable with that?

93%

worried about AI
quality & accuracy

The #1 concern by a wide margin

52%

needed clear guidelines
before they'd engage

Not more tools — clarity

29%

worried about
job replacement

Significant — but not the majority

Employees knew where it hurt. Leadership didn't.

THE INSIDE-OUT PRINCIPLE

Flip the model. Build a Task Force.

Build your internal team first

A cross-functional group that sees friction leadership never will.

Surface the real pain

Collect “time sucks” from the people doing the work — then prioritize.

Guidelines before tools

52% of employees need clarity on what's approved before they'll engage.

Pilot → prove → scale

Start fast, show wins early, build momentum before expanding.

Change built from the inside, working outward. Not handed down.

WHAT THIS LOOKS LIKE

Six phases. One functioning internal team.

Leadership

Sponsors the initiative.
Approves direction.
Gets credit.

Task Force

6–8 cross-functional members.
Surfaces pain, sets priorities,
drives adoption.

You (us)

Architecture, facilitation,
guidelines. We build it,
train the team, then step back.

0

1

2

3

4

5

Discovery

Foundation

TF Formation

TF Launch

Pain Points

POC Selection

Wk 1–2

Wk 2–4

Wk 3–5

Wk 5–6

Wk 6–9

Wk 9–11

Phase 6: AI Guidelines Document + 30/60-day check-ins — included in every engagement.

Result: A self-sustaining internal team that owns AI adoption — not a vendor dependency.

The Time Suck

Kicking off a new client project and creating a creative brief can take weeks.

There are a lot of unique stakeholders — all with different opinions on what should be built. Getting alignment before the work can begin is slow, expensive, and often produces an average result.

If there were a way to condense that timeline and still produce quality work — that would be worth finding.

CASE STUDY

The Tool: A Power Dot Exercise



01 Gather the images

80+ photos of architectural spaces relevant to the project type. Printed and pinned on boards.

02 Give everyone dots

Each stakeholder gets colored dot stickers — one color per role (parent, teacher, admin, student).

03 Let them vote

Stakeholders place dots on images that resonate. No debate. No persuasion. Pure preference.

04 Read the patterns

The dots reveal what the group values — before any design decisions are made.

CASE STUDY

Then We Let Claude Read It

We built a prompt asking Claude to analyze the imagery for common themes, visual tones, structural composition, and more — ultimately producing a creative brief.

5 min

To produce a 7-page brief

Design drivers, programming elements, architectural guidelines, material direction, and implementation strategies — all referenced back to the imagery.

Side by side

Manual vs. AI comparison

We sat with the chief creative and ran the process the old way. Then we compared both outputs directly.

< 1 hr

To clean up and client-ready

The AI brief surfaced elements and suggestions the manual process missed. Cleanup before sharing with the client took less than an hour.

"The results were shocking — often picking up elements and making suggestions we would never have thought of."

CASE STUDY

Cheaper. Faster. Better.

You no longer have to pick two.

BEFORE

Time to complete	~40 hours
Time to deliver	2–4 weeks
Who did it	Creatives + PM
Output quality	Standard brief
Project impact	Delayed kickoff

AFTER

Time to complete	< 1 hour
Time to deliver	Same day
Who did it	AI + Creative
Output quality	Better than standard
Project impact	2+ weeks earlier to client

What once took 40+ hours and up to 4 weeks can now be done in a single day — with arguably better quality.

THIS SCALES TO YOU

You don't need a large company to build a Task Force.

The approach is what matters — not the headcount.

Every team is cross-functional.

Even a 10-person shop has someone in ops who sees things the client-facing person doesn't. That's your task force.

The friction is already there.

Your people have time sucks they haven't told you about — because no one's asked with the right structure.

The question isn't what tool to buy.

It's: what problem am I actually solving, and who in my company knows where it hurts?

Inside-Out AI

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