

*“Human comprehension is new speed limit, not computational power”.*

# “Driving Business Growth with AI”

Empowering Leaders to Make Informed Decisions, Integrate AI, and Lead Responsibly

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# Why AI Matters for Your Business?

## **AI is no longer optional!**

It's now a key factor or even the primary factor in remaining competitive. If your competitor can use it to work faster, cheaper, and more effectively, they'll come out on top.

**Arm yourself with AI to stay in the game and master it to secure your victory.**



# What is AI?

**AI or Artificial Intelligence** refers to technology that can do “human-like thinking”. The technologies include neural nets, Large Language Models (LLMs), and expert systems.

**Remember NEVER share confidential information, social security info, banking, HIPAA or PPI with these unsecure AI tools**

*“True AI” or “General artificial intelligence” or Human-Equivalent AI does not exist yet.*



# Good AI tools

Here are my top free & paid AI tools.

1. Perplexity.AI
2. Microsoft Co-Pilot
3. ChatGPT
4. GROK.COM
5. Google Gemini
6. Claude.AI

*“The REAL innovators won't be the ones who know the most about AI, but those who leverage it best.”*



# 1. Get your Feet Wet \*24 hour goal\*

## 1. Create a list of basic problems, goals and/or needs that is very likely to be impacted by AI

\* if you don't know which can be solved by AI you can ask the AI for examples.

\*\* You can ask AI for likely examples given your business type.

## 2. Pick Low Hanging Fruit. Pick just ONE that feels the fastest/easiest to make an impact on you and/or your team.

## 3. Try it out, FAST! Implement it as quickly as possible, try it out and find the wins and failures.

## 4. Review the IMPACT of the success or fail.

*\*1- Repeat this process & get comfortable with AI basics.*

*\*\*2- Move to the next step after 2 to 5 small successes*



# Examples of AI Low Hanging Fruit

- 1. Content Generation for Social Media:** Use AI to generate social media posts or updates about business activities, infographics, events, or educational content, helping maintain a consistent online presence.
- 2. Legal.** Review/Assess current/proposed legal documents (doesn't eliminate legal) accelerates the process **Training Material Creation:** Use AI to quickly generate or update employee training materials on safety protocols, procedures, or equipment operation.
- 3. Research.** Summarize, compare, filter - literally any human readable computer data set. Find PUBLIC comparable business data.
- 4. Document Summarization:** Use AI to summarize long documents, such as contracts or reports, highlighting key points and important details for easier review.
- 5. Restructure Existing Data.** Turn a huge detailed report into a report for customers, or report for an internal audience (marketing, manufacturing).

*\*1- All of these are FREE tools, but will cost \$ if you want to protect your data or want more advanced features.*

*\*\*2- Depending on your business this could be dozens of items long.*



## 2. Moderate AI Adoption (Step 2)

- ✓ **You have your targets:** Use your list and of short and long-term goals and challenges (expand if needed).
- ✓ **You have tried a couple small applications.**

Now its time to tackle bigger AI projects.

**You will need to establish your AI team or in the case of a small business involve everyone and explain your goals and share/demonstrate successes from #1.**



## 3. Moderate Adoption Steps

- 1. Reassess the Goals List:** The entire team reviews your goals, problems and needs and updates it.
- 2. Pick the Goal.** Pick the likely “good candidate” from the list. This could be prioritized based on: ease of implementation OR ROI. *Avoid High-Risk High-Cost at this point.*
- 3. Build Your Plan:** Work collaboratively with your team to create a basic plan within a short planning cycle (4 hours to 1 day), defining the desired outcome and steps to achieve it.  
*\*include training for everyone \*\*Assess costs if any (ROI) Remember - automation does not always give an ROI ie. provide real value (if ROI is likely positive move to #4 otherwise back to #2)*
- 4. Implement, Track, and Evaluate:** Put your AI pilot project into action, measure the results against your initial goals, and learn from both successes and mistakes.
- 5. Return to Step 1:** Use the knowledge gained to refine your targets and approach, continuing the cycle to progressively improve and expand your AI initiatives.





# Example “Moderate” AI initiatives

1. **Content Generation:** \$0-\$50/month (e.g., ChatGPT, CoPilot - free version or paid plans)
2. **Email Automation:** \$10-\$50/month (e.g., Brevo, HubSpot etc)
3. **Data Entry Automation:** \$20-\$100/month (subscription-based AI tools)
4. **Meeting Note Summarization:** \$0-\$12/month (Fireflies.ai)
5. **Visual Content Creation:** \$0-\$40/month (Canva)
6. **Social Media Management:** \$20-\$100/month (AI-powered social media tools)
7. **SEO Optimization:** \$100-\$300/month (Semrush etc)
8. **Financial Management:** \$20-\$100/month (QuickBooks with AI features)

*\*Costs are estimates only, you will have other costs including: external and internal training costs + labor in “setup”, backups, security and maintenance. Also per user licensing increase these costs*



## 4. Internal Data Assessment for AI

### **High-quality data is the FUEL for AI applications**

*The reliable and accurate flow of information enables AI to dynamically adapt to organizational shifts and environmental changes, continuously refining its performance to deliver timely insights and drive agile business outcomes.*



## 4. AI Internal Data Examples

1. **Customer information:** Contact details, purchase history, and preferences
2. **Sales data:** Transaction records, revenue figures, and product performance metrics
3. **Inventory levels:** Stock quantities, reorder points, and supplier information
4. **Financial data:** Cash flow, profit margins, and expense tracking
5. **Marketing Info:** Click-through rates, conversion rates, and ROI for various channels
6. **Employee data:** Performance metrics, schedules, and skillsets
7. **Customer service records:** Ticket resolution times, common issues, and satisfaction ratings
8. **Supplier information:** Delivery times, pricing, and quality metrics
9. **Operational efficiency data:** Production times, resource utilization, and workflow bottlenecks

And many others...



# 4. Guide for Internal Data Assessment for AI

- 1. Identify data and information that is critical for operations and goals.**
- 2. Evaluate Data Quality:** Assess the accuracy, completeness, and consistency of your existing data to ensure reliability.
- 3. Identify and Consolidate Data Sources:** Locate relevant data across departments and integrate it into a centralized location for easier access.
- 4. Clean and Prepare Data:** Remove duplicates, correct errors, and format data to ensure it is ready for AI processing.
- 5. Assess Data Quantity and Gaps:** Determine if you have sufficient data volume for AI use and identify any missing information critical to your objectives.
- 6. Ensure Accessibility, Privacy, and Security:** Verify that data is accessible, complies with privacy regulations, and document datasets for future AI applications
- 7. Repeat as required.** The criticality and importance determines the frequency.



# 5. Advanced AI Adoption Steps

- 1. Reassess the Goals List:** The entire team reviews your goals, problems and needs and updates it.
- 2. Pick the Goal.** Pick a likely “good candidate” from the list. You are now tackling higher risk and higher cost projects.
- 3. Build Your Plan:** Work collaboratively with your team to create a basic plan within a short planning cycle (4 hours to 1 day), defining the desired outcome and steps to achieve it.  
*\*include training for everyone \*\*Assess costs if any (ROI) Remember - automation does not always give an ROI ie. provide real value (if ROI is likely positive move to #4 otherwise back to #2)*
- 4. Implement, Track, and Evaluate:** Put your AI pilot project into action, measure the results against your initial goals, and learn from both successes and mistakes.
- 5. Return to Step 1:** Use the knowledge gained to refine your targets and approach, continuing the cycle to progressively improve and expand your AI initiatives.



# Example “Advanced” AI initiatives

1. **Predictive Analytics:** Custom AI-driven forecasting models cost \$6,000–\$100,000 annually, requiring 2–6 months to train and 5–10 hours/month to maintain.
2. **Intelligent CRM:** Subscription-based AI-enhanced CRM systems like HubSpot cost \$600–\$2,400/year, needing 2–4 weeks to train and 2–5 hours/month for updates.
3. **Supply Chain Optimization:** AI inventory/logistics tools (e.g., Zoho Inventory) cost \$1,200–\$3,600/year, with 1–3 months for training and 5–15 hours/month for monitoring.
4. **Cybersecurity AI:** Custom threat detection systems cost \$20,000–\$100,000/year, requiring 1–2 months to train and 10–20 hours/month for updates and audits.
5. **Financial Automation:** AI fraud detection/bookkeeping tools (e.g., QuickBooks AI) cost \$500–\$5,000/year, needing 3–6 weeks to train and 2–4 hours/month for maintenance.
6. **AI Product Development:** Generative AI tools (e.g., ChatGPT) cost \$0–\$3,600/year, with minimal training (1–2 weeks) and 1–3 hours/month for optimization.

*\*Note additional costs include: training costs + labor in “setup” + maintenance + backups + security etc. Per user licensing can dramatically increase these costs. There could also be data “cleaning” costs as these more advanced products required clean-accurate and timely data (this could be ongoing).*



# Building AI Aptitude Across Your Organization

**Goal: Create an AI-savvy workforce that drives innovation and efficiency**

1. Foster a culture of AI experimentation (share successes and failures to learn from BOTH)
2. Provide accessible AI tools for all teams
3. Develop an AI training plan (with MEASURES/goals)
4. Regularly update your plans based on team feedback and new AI developments
5. Assess your training plan based on measured progress (update and repeat)



# Building AI Aptitude Across Your Organization

1. Use AI to identify emerging trends and new market opportunities including in AI and Robotics.
2. Work toward using AI to deliver personalized, seamless interactions that build loyalty.
3. Use AI to optimize operations and reduce costs as you grow.
4. Repeat the goal cycle, as AI technology, robots, digital assistants advance, their ability to impact business operations changes.





# APPLY AI FOR SUCCESS

1. Apply AI to solve YOUR real business problems and achieve YOUR goals.
2. Integrate AI into your strategy and tactics.
3. Lead responsibly and build AI aptitude (acceptance of using AI, risk acceptance and training)
4. Drive growth leveraging AI innovation.

***ACTION PLAN: Begin with one use of AI before the end of today if possible (low hanging fruit). \*DO NOT WAIT, YOUR COMPETITORS WONT\****



# Questions & Answers



your digital future in  
northeast wisconsin

[august@nevermanconsulting.com](mailto:august@nevermanconsulting.com)

414-380-9701

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[august@nevermanconsulting.com](mailto:august@nevermanconsulting.com)

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