

THE AI PAYOFF SCORE

Would AI actually pay off in your business today?

Ten yes-or-no questions, five minutes, one number. Answer honestly: nobody sees this but you. Every "yes" is a piece of your business that AI can't see, because it isn't written down anywhere. These are the same questions we ask at the start of paid engagements.

- | | | | |
|----|--|------------------------------------|-----------------------------------|
| 01 | Is there one person your team goes to when nobody else knows the answer? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 02 | If that person took two weeks off with no phone, would something break? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 03 | Do your best people make judgment calls no procedure covers: pricing exceptions, which customer gets flexibility, when a rule bends? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 04 | Has anyone ever left and taken months of "figuring it out again" with them? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 05 | Do new hires learn the job mostly by shadowing someone, because the training documents don't cover how it's really done? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 06 | Is anyone within five years of retiring holding knowledge nobody else has? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 07 | Have you tried AI tools and gotten answers too generic to actually use? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 08 | Are there customers only one person really knows: their history, their quirks, what keeps them? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 09 | If you sold the business tomorrow, would the buyer be paying partly for what's in people's heads, and would that scare them? | <input type="button" value="yes"/> | <input type="button" value="no"/> |
| 10 | Does work pile up behind one person's availability: approvals, quotes, the hard questions? | <input type="button" value="yes"/> | <input type="button" value="no"/> |

YOUR COUNT

0–2: rare. AI has most of what it needs to work for you today. **3–5:** normal. AI can help, but the best parts of your business are invisible to it. **6+:** the reason AI hasn't paid off yet is on this page. The average business runs with **42% of its working knowledge undocumented:** in heads, not systems. The higher your Score, the less AI can do for you today, and the more it could if you captured what it's missing.

Bring your number on August 11. We'll show you what capturing it actually looks like, live.

kept.

AI THAT HOLDS ONTO WHAT MATTERS