

THE SEQUENCE

95% of AI projects fail. Not because of the AI.

Source: MIT State of AI in Business 2025

From board pressure to compounding ROI. One path. Five stages. The order is the strategy.

01 AI pressure

The board wants AI. Competitors are moving. The clock started without you.

02 Operating gaps

Decisions don't close. Ownership is fuzzy. The workflow the model needs isn't documented.

03 Fix the order

Vision, Outcomes, Ownership, Cadence, Systems. Install the operating model AI runs on.

04 AI, deployed

Voice agents, knowledge assistants, call-center QA, automation, on workflows that hold.

05 Compounding ROI

3.8x to 5.1x in 6 to 9 months. Measured in margin, not adoption.

Stage 3 is the one everyone skips. It is the only one that makes the rest pay off.

Operations first. AI second.

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