

The AI Transformation Playbook:

Your First 90 Days Done Right

A practical guide to lead AI initiatives with structure,
confidence, and measurable impact.



rreadyAI

Who is this guide for?

We're experiencing one of the biggest shifts in how organizations operate. AI is changing everything - fast. But while excitement runs high, too many efforts stay fragmented. **The real challenge?** Managing AI transformation with clarity, structure, and corporate governance. This guide is for AI Transformation Managers and Digitalization Leaders aiming to move past "business as usual" - turning AI from scattered initiatives into a powerful driver of change.

This 90-day plan will help you to:

- ✓ Navigate complexity in expectations, legacy systems, and evolving regulations.
- ✓ Accelerate adoption, uniting data, people, and processes into one coherent effort.
- ✓ Ensure your AI strategy remains resilient, evolving and improving over time.

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Phase 1



Goal:

Build an understanding of current AI efforts, opportunities, and gaps. Align stakeholders and departments.

☐ Conduct a stakeholder and workforce readiness assessment

Conduct interviews and surveys to map expectations, pain points, and ongoing AI initiatives while uncovering risks, resistance, and scattered efforts. Assess how employees use AI, their confidence, and overall sentiment to gauge cultural readiness and upskilling needs.

These conversations help identify AI champions (early adopters who model best practices), and reveal “shadow AI” use, which can highlight both innovation and risks.

Finally, review current training efforts and skill gaps, positioning training as a core enabler of adoption rather than a late-stage add-on, since neglecting upskilling can often lead to low utilization of AI.



Tip:

Use an AI-powered note-taker to cluster themes emerging from interviews or surveys.

Questions to ask include:

- What are the biggest inefficiencies you’d like to see solved?
- Where do you see AI adding value - and where could it cause harm?
- What AI initiatives are already underway? How are they tracked?
- On a scale of 1–5, how confident are you using AI today?
- Which AI tools do you use most frequently?
- What’s one repetitive task you’d gladly hand off to AI?

☐ Map all existing AI tools currently in use

Map all existing AI initiatives across the organization in a clear, centralized, and transparent format - ensuring leadership has a single, reliable view of efforts rather than fragmented, siloed projects.

☐ Run a comprehensive data and systems audit

Audit data quality, accessibility, and tech stack readiness to identify trusted sources and gaps.

Evaluate the current tech stack of the company and whether this is sufficient to integrate into AI workflows.



Identify:

- Which data sources do we trust most for decision-making?
- Where are there recurring issues with quality of data, existing silos, or lack of access to data sources?
- Is our current tech stack able to integrate with AI workflows?

☐ Spot cultural friction

Look for scepticism amongst employees which might have surfaced in your interviews. Address this proactively (e.g., fear of job loss).

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☐ Draft an AI principles charter

Draft a principles charter covering ethics, compliance, and regulatory alignment.

Conduct a quick scan of external guidelines, industry standards, and upcoming regulations (e.g., EU AI Act). Bring insights into the draft charter to ensure alignment from day one.

Questions to ask include:

- What principles must we never compromise on when deploying AI?
- Who should be involved in AI oversight?
- What are some guidelines to ensure that AI is being deployed responsibly?

☐ Define early KPIs to test in quick wins

Focus on 2–3 indicators you can realistically measure in 90 days (e.g., hours saved per week, employee adoption rate, cycle-time reduction, process accuracy, cost avoided).

When setting this up, ask:

- What metrics would convince you that an AI initiative is worth scaling?
- What pain points cost us the most time or money right now and could be optimized by integrating the right AI tooling?

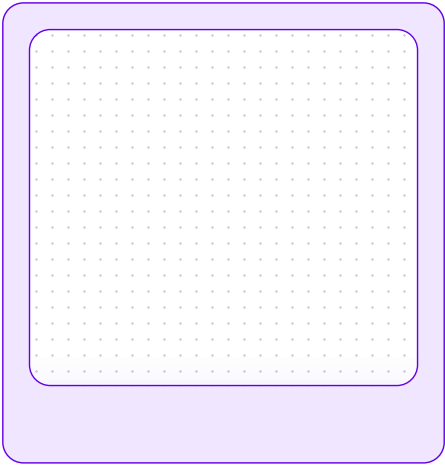
✓ Checkpoint | End of Week 4

Deliver an “AI Snapshot” to leadership

Create an overall snapshot that showcases the current state of AI in the organization. This can include stakeholder maps, a data/tech audit summary, an overview of the different tooling used and for what use-cases, a draft AI charter, and possibly first KPIs.

Also, create an overview of possible early wins i.e. ways in which AI can be implemented that would have immediate wins for the company.

Establish a re-assessment rhythm: Because AI developments move fast, build in regular checkpoints to question whether the current bets (tools, vendors, use cases) are still the right ones.



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Phase 2



Goal:

Validate your strategy by creating a pilot to engage users, test governance and measure impact.

☐ Launch an AI council

Form a cross-functional AI council (IT, legal, HR, ops, frontline).

☐ Launch and kick off an AI pilot

Select one department (e.g., marketing) to test an AI use case with clear success metrics. Ensure that all data and tech as well as necessary tooling is in place and accessible, to launch the pilot in the relevant department.

Try to determine:

- What blockers should we anticipate as we roll out a pilot?
- What do employees need from AI to trust it in their daily work?

☐ Run an AI awareness workshop in the pilot department

Ensure everyone is on board by running a hands-on AI workshop in the department or business unit selected to run the AI pilot in. Determine what the current weaknesses of the team are to support there.



Discuss and Identify:

- What's one manual task in your role that AI could reduce?
- What is your knowledge of AI tooling?
- What would make you feel comfortable trusting AI outputs?

☐ Test your governance process on the pilot

Take your pre-defined principal charter and test it on the pilot.



Tip:

Do a pre-mortem: "If this AI pilot failed in six months, why would that be?"

☐ Collect data and outcomes

To evaluate the efficacy of the AI pilot and to be able to track results accurately, create a simple dashboard that tracks both technical (accuracy, error rate) and business metrics (time saved, user adoption).

Frame the pilot as part of a continuous loop (Build–Measure–Learn). Use insights not just to validate but also to pivot or re-allocate efforts if the landscape or internal needs shift.



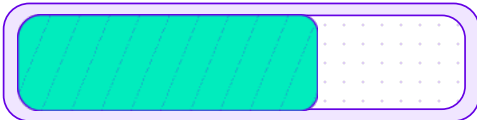
Try to identify:

- What baseline are we comparing against?
- What success metric would make this pilot worth scaling?

✓ Checkpoint | End of Week 8

Deliver a Pilot Progress Brief

Include early results, lessons learned, user feedback, and an updated AI adoption roadmap.



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Goal:

Optimize the pilot, scale where possible, and cement structures for sustainability and scalability.

☐ Hold a leadership review session

Host a dedicated session to inform leadership and other key stakeholders of the results of the pilot. Use this session to identify which departments or business units should be next to roll out the pilot in.



Tip:

Lead with impact stories (e.g., “This tool saved X hours for Y team”).

☐ Optimize and scale the pilot

Identify possible weak points of the pilot or areas for improvement. Identify “quick fixes” to see where adaptations for the pilot can be made easily and without too much effort.



Tip:

Scale in waves (e.g., next 50 users, next department) rather than all at once.

☐ Recognize and celebrate AI champions across the organization

Highlight and share success stories about individuals in the organization that are adopting AI to improve their daily achievable and to impact business outcomes positively. This motivates other employees to also increase adoption and might increase learning curves.



Tip:

Use peer recognition - “AI Pioneer of the Month.”

☐ Offer AI training classes/workshops

Position training as a continuous enabler. Beyond one-off workshops, create a structured, ongoing training loop to build confidence and ensure adoption across teams.



Tip:

Make use of peer-to-peer training models. Identify employees that already use AI extensively and expertly. Then have these employees train other employees using a “train-the-trainer” approach.

☐ Continue to update your measurements with ROI & adoption



Tip:

Visualize results in terms of business value — hours saved, cost avoided, revenue impact.

Type your text

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✔ Checkpoint | End of Week 12

At the conclusion of 90 days, you should be able to demonstrate to stakeholders and leadership:

- ☐ A **successful AI initiative scaled** beyond the initial pilot (or a clear decision made to discontinue/pivot if it didn't meet goals), with the solution delivering measurable business value at a larger scale.
- ☐ **Quantifiable impact metrics** starting to show improvement (e.g. productivity gain, cost savings, revenue uplift, quality improvement) attributable to the AI solution. For example, increased efficiency in a process or improved customer satisfaction scores.
- ☐ An **enterprise AI governance framework** in place – including defined ethical guidelines, oversight responsibilities, and integration with corporate governance – supporting the scaled AI use and any upcoming projects.
- ☐ **Organizational adoption and readiness:** a growing number of employees are trained or actively using AI-driven tools; a positive shift in culture where teams are more AI-aware and engaged (reflected in surveys or participation rates).

🗺 Roadmap | for next 6–12 months

Put together a forward-looking AI roadmap and resource plan, endorsed by leadership, for continuing the AI transformation after the 90-day mark. This includes the next projects to tackle, budget or talent needs, and a long-term vision for AI's role in the organization.



Tip:

Treat the roadmap as a living document that is revisited quarterly to ensure strategic alignment with external AI developments and internal adoption realities.

From strategy to action

You've learned how to structure your **90-day AI transformation**. Now put it into motion with the AI Transformation Canvas, a template for you to map priorities, stakeholders, and success metrics.

Scan the QR code to download your free canvas.

Once you're ready to move from planning to scaling, discover how ready's AI Hub helps you centralize projects, connect teams, and track real impact.



With the launch of the AI Hub by rready, we've empowered all Swisscom employees to explore our current AI Use Cases, get inspired, and contribute new projects. The feedback has been very positive, confirming the Hub's value as a practical and inspiring tool for our teams.



Silvan Lohri
Head of AI Transformation at Swisscom

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