

THE AI BOSS

The CEO's 90-Day AI Roadmap

A practical guide to becoming an AI-forward leader in 90 days. It starts with you. Then your team. Then your business.

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Why 90 Days

Ninety days is long enough to build a real habit and short enough to stay focused. This is not a plan to transform your entire company in three months. It is a plan for you to become someone who uses AI every day, understands what it can and cannot do, and has enough firsthand experience to make smart decisions about where it fits in your business.

The order matters. Phase 1 is about you personally. You cannot lead an AI-forward organization if you do not use AI yourself. Phase 2 is about your leadership team. Once you have experience, you bring your team along. Phase 3 is about your business. You pick one function and run a real experiment with real results.

Most companies try to do all three at once. They announce an AI initiative, buy a bunch of tools, and hope for adoption. It does not work. The CEO has never used the tools. The team has no context. The initiative stalls. This roadmap fixes that by starting where it matters most: with you.

This is not a technology rollout plan. It is a leadership development plan that happens to involve AI.

Before You Start

Three things to have in place before Day 1. None of them are complicated.

1. Get a paid AI account

Claude Pro, ChatGPT Plus, or Gemini Advanced. \$20/month. Free tiers are too limited and will give you a bad first impression of what these tools can do. This is the most important \$20 you will spend this quarter.

2. Block 30 minutes every morning

For the first 30 days, you are going to use AI as part of your morning routine. Not as a side project. Not when you get around to it. Every morning. Thirty minutes. Put it on the calendar.

3. Pick a partner

One other person on your team who will do this with you. Not a committee. Not a task force. One person you trust who is curious. You will compare notes, share what works, and keep each other honest.

That is it. No enterprise software procurement. No IT approvals. No steering committee. A paid account, time on your calendar, and one other person.

PHASE 1: DAYS 1-30

You First

The goal of Phase 1 is simple: you personally use AI for real work, every day, for 30 days. By the end of this phase, AI should feel like a normal part of how you work, not something you are experimenting with.

Week 1: Start Using It for Everything

The first week is about volume. Use AI for as many tasks as you can, even if the output is not perfect. The goal is to build the habit and start understanding what it is good at.

- Draft your emails with AI. Paste in context, tell it what you want to say, edit the output. It will not sound like you at first. That is fine. You are learning the tool.
- Summarize long documents. Take that 40-page report or board deck and ask AI to pull out the key points. Then compare it to what you would have highlighted. See where it nails it and where it misses.
- Prep for meetings. Before your next important meeting, give AI the context and ask it to help you think through the agenda, anticipate questions, or draft talking points.
- Ask it to explain something you do not fully understand. A market trend, a technical concept, a competitor's strategy. Use it like a very fast, very patient research assistant.

Week 2: Get Better at Asking

Most people's first experience with AI is underwhelming because they give it vague instructions. Week 2 is about learning to be specific.

- Give it more context than you think it needs. Instead of "write me an email," try "I need to email my board chair about pushing our next meeting. The tone should be respectful but direct. Here is the background..." The more you give it, the better the output.
- Tell it what role to play. "You are a CFO reviewing this P&L. What questions would you ask?" or "You are a customer who just had a bad support experience. Write the complaint."
- Iterate. Do not accept the first output. Say "make it shorter," "more direct," "add specific numbers," "rewrite this for a technical audience." The back-and-forth is where the value is.
- Upload real documents. Contracts, financial reports, strategy decks, customer feedback. See what AI does with your actual business data.

Week 3: Find Your Use Cases

By now you have two weeks of experience. You know what AI handles well and where it falls short. Week 3 is about identifying the 3-5 tasks where AI saves you the most time or produces the best results.

- Make a list of every task you used AI for over the past two weeks. Rank them by how useful the output was (1-10).
- Circle the top 3-5. These are your personal AI use cases. They should become part of your daily workflow permanently.
- Compare notes with your partner. What worked for them? Are there use cases you have not tried?
- Try a second AI tool for your top use cases. If you started with ChatGPT, try Claude (or vice versa). Different tools have different strengths. Find the right tool for each task.

Week 4: Make It Permanent

Week 4 is about locking in the habit. AI is no longer something you are trying. It is part of how you work.

- Your top use cases should now be automatic. You do not think about whether to use AI for them. You just do.
- Start thinking about your team. Where do you see your direct reports doing work that AI could help with? Make a list. Do not share it yet. Just observe.
- Write down what surprised you. What was better than you expected? What was worse? What changed about how you think about AI after 30 days of daily use? This reflection will be valuable when you bring your team along in Phase 2.

Phase 1 Definition of Done: You have used AI every day for 30 days. You have 3-5 personal use cases that are now part of your routine. You can explain, from firsthand experience, what AI is good at and where it falls short. You have a list of places where your team could benefit.

PHASE 2: DAYS 31-60

Bring Your Team Along

You have 30 days of personal experience. You know what works. Now you bring your leadership team into the process. The goal is not to roll out AI across the company. It is to get your key leaders to the same level of comfort and understanding that you have.

Weeks 5-6: Get Your Leaders Using It

- Give every direct report a paid AI account. Same \$20/month investment you made. Make it clear this is not optional. You are asking them to try it, not asking if they want to.
- Share your personal experience. Tell them what you used it for, what worked, what did not. Be specific. Show them real examples from your own work. This is 10x more effective than sending them an article about AI.
- Give each leader a simple assignment: use AI for one task every day for two weeks. Any task. Their choice. The only requirement is daily usage.
- Set up a weekly 30-minute check-in (or a shared Slack channel) where people share what they tried and what happened. Keep it casual. The goal is peer learning, not a formal report.

Weeks 7-8: Map the Opportunities

Your leadership team now has hands-on experience. Time to look at the business.

- Use the Slowinski Pyramid Worksheet (see the separate PDF). Have each leader map the work in their function across the three tiers: Automate, Augment, Elevate.
- Focus on Tier 1 first. Where is the highest volume of repetitive, rules-based work? Customer support, data entry, report generation, scheduling, FAQ responses. These are the easiest wins.
- As a leadership team, pick ONE function for a real experiment in Phase 3. Not three. Not five. One. Pick the one where the volume is highest, the work is most repetitive, and the team is most open to trying something new.
- Identify who will own the experiment. One person, with clear accountability, who will run the Phase 3 pilot.

Phase 2 Definition of Done: Your leadership team has 2+ weeks of personal AI usage. The Slowinski Pyramid is mapped for each function. One function is selected for a Phase 3 pilot. An owner is assigned.

PHASE 3: DAYS 61-90

Run One Real Experiment

Phase 3 is where AI moves from personal productivity into the business. But the scope is deliberately small: one function, one experiment, 30 days. You are testing whether AI works for this specific use case, not transforming the entire company.

Weeks 9-10: Set Up and Launch the Pilot

- Define the pilot clearly. What specific tasks will AI handle? What tool will you use? What does success look like? Write it down in one page.
- Capture your baseline. Before you start, measure the current state: how long do these tasks take? How many are there per week? What is the quality like? You need a starting point to compare against.
- Launch the pilot. Give the team the tools and the instructions. Make it clear that this is a real test with a defined timeframe, not a permanent change. People are more open to trying something when they know it is an experiment.
- Check in daily for the first week. Not to micromanage. To learn. What is working? What is not? What adjustments does the team need? Early feedback loops are everything.

Weeks 11-12: Measure and Decide

- Pull the numbers. How much volume did AI handle? How long did tasks take compared to the baseline? What was the quality? Ask the team directly: was this better, worse, or about the same?
- Identify what worked and what did not. Be honest. If AI handled 60% of the work well and 40% poorly, that is useful data. It tells you where to focus improvement.
- Decide: expand, iterate, or try something else. If the pilot worked, make a plan to keep it running and consider which function to test next. If it was mixed, give it another 30 days with adjustments. If it failed, learn from it and pick a different use case.
- Document everything. What you tested, what tools you used, what the results were, and what you would do differently. This becomes your company's first AI playbook.

Phase 3 Definition of Done: One pilot completed with measurable results. A clear decision on whether to continue, adjust, or try a different use case. A documented playbook of what you learned.

What to Track

Keep it simple. You are not building a dashboard in the first 90 days. You are tracking a few things that tell you if this is working.

Metric	What to track
Personal usage (Phase 1)	Are you using AI every day? For how many tasks? Track it like you would track a workout habit. Consistency matters more than volume.
Team adoption (Phase 2)	How many of your leaders are using AI at least 3x per week? Who is getting value and who is struggling? Where are the early wins?
Pilot results (Phase 3)	Volume handled, time saved, quality of output. Compare everything to the baseline you captured before the pilot started.
What surprised you	This is the most underrated metric. Keep a running list of things AI did that you did not expect, both good and bad. This list shapes your strategy going forward.

The Three Groups

Every organization has the same three groups when it comes to AI. Knowing who they are and what they need will save you a lot of frustration.

THE CURIOUS ONES (15-20%)

They have already been playing with AI on their own. They built things before you asked. They are your early adopters and your best source of real-world use cases.

What they need from you: Give them room. Let them experiment. Have them show the team what they are building. They are your proof of concept and your internal teachers. Do not slow them down with approval processes.

THE SKEPTICS (15-20%)

They have concerns. Some are legitimate (data privacy, accuracy, reliability). Some are about comfort with change. They are the ones who will ask the hard questions.

What they need from you: Listen to them. Address the legitimate concerns directly. For data privacy, explain what tools you are using and how data is handled. For accuracy, acknowledge that AI makes mistakes and show them how you catch and correct them. Most skeptics come around once they see results firsthand. Do not argue with them. Show them.

THE WAIT-AND-SEE MAJORITY (60-70%)

Not opposed, not excited. Waiting for someone to show them why this matters and how to do it. They will follow whatever direction feels safe.

What they need from you: This is where your personal experience from Phase 1 matters most. When you show them real examples from your own work, it is not a sales pitch. It is a peer showing them what works. Pair them with your curious ones. Give them specific tasks with clear instructions. They convert quickly once they see themselves getting results.

Mistakes to Avoid

These are the patterns that kill AI momentum. If you recognize any of them forming, change course.

Delegating without doing

The CEO announces AI is important and hands it to someone else. The team reads this correctly: it is not actually important. If you are not using AI yourself, daily, visibly, nothing else in this document matters.

Buying tools before building habits

Someone signs up for 10 AI subscriptions. Nobody gets good at any of them. Six months later the team concludes that "AI tools are not ready yet." The tools are fine. The adoption approach was wrong. Start with one tool. Get good at it. Then expand.

Starting too big

The instinct is to launch a company-wide AI initiative. Resist it. Big launches create big expectations and big disappointment when results take time. Start small. One person. One team. One function. Let results build momentum instead of announcements.

Giving up after a bad output

AI will produce wrong answers. It will write things that are off-base. This is normal. The question is not "did AI make a mistake?" It is "is AI plus my review still faster than doing it from scratch?" Usually it is, by a lot.

Waiting for the perfect tool

There is always a better model coming next month. A new tool launching next quarter. A competitor that might be better. The companies that win are not the ones who picked the best tool. They are the ones who started using something and got good at it while everyone else was still evaluating.

Making it optional

"Everyone should try AI when they get a chance." Nobody gets a chance. Calendars are full. Inboxes are overflowing. If AI usage is optional, it will not happen. Block the time. Assign the tasks. Make it part of the work, not an addition to the work.

After Day 90

Day 90 is not the finish line. It is the end of the getting-started phase.

What should be true on Day 91:

- You personally use AI every day as a normal part of how you work.
- Your leadership team has hands-on experience and can have informed conversations about where AI fits in your business.
- You have completed one real pilot with measurable results.
- You have a documented playbook from the pilot that others can follow.
- You know what your curious ones, skeptics, and wait-and-see majority look like, and you have a sense of how to move each group forward.
- You have enough experience to make smart decisions about where to invest next, instead of guessing or following hype.

What comes next:

Use your 90-day experience to build a 6-month plan. Expand the pilot if it worked. Run pilots in additional functions. Start thinking about which processes across your business would benefit most from AI assistance. Bring more of the organization along using the same approach: personal experience first, then team adoption, then business application.

The companies that figure this out are not the ones that started with the best strategy. They are the ones whose leaders got their hands dirty first.

"The best AI strategy starts with a CEO who uses AI every morning before making a single decision about it for anyone else." — The AI Boss

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