

Who in your company do people already ask about AI?

Picture a seventy-person distributor. Someone in finance has quietly cut the Monday cash report from a morning to twenty minutes. She showed two colleagues. Six months later it is still her method, not the company's, while the rest of the staff use AI tools the owner has never seen. Your AI plan starts with that person, a written scope, and someone who owns what happens the day after.

THREE SIGNALS THAT FIND THE RIGHT PERSON

- ☐ **They use AI well without being told to.** Nobody assigned it. It shows in their work.
- ☐ **Colleagues already go to them.** "Ask her how she does the renewal summary."
- ☐ **Their manager will give them time.** Two names with no hours attached is a list, not a plan.

Also look for: moves people without authority, knows the business, takes initiative, stays curious.

FOUR NOMINATIONS THAT FAIL

1. **A senior person nominating themselves.** They belong on the steering side, deciding priorities, not building and training.
2. **The busiest person.** Often the best user, never the one with hours.
3. **Nomination as a reward.** Strong performer, average user.
4. **A new hire.** The job is spotting use cases, which takes knowing how the work actually happens.

WHAT THEY MAY BUILD, IN ORDER

Shared written instructions → A reusable playbook →
An automation → A system that acts on its own

Stop at the simplest thing that solves the problem. Most of what a good champion finds never needs the last step.

SIX THINGS WRITTEN DOWN BEFORE ANYONE BUILDS

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|---|--|
| 1 Who it is for.
"Everyone" is nobody. | 2 What it must know, and where that lives. |
| 3 How people will actually use it. | 4 What it must never do. Start here; it clarifies the rest. |
| 5 Who checks the output, and when. | 6 How you know it works, tested on real cases first. |

THREE THINGS NEVER TO LET ANYONE BUILD

1. Anything that sends money, signs, or makes a promise to a customer without a named person's approval.
2. Anything that reads company records it was not given on purpose, including records pasted into a public tool.
3. Anything nobody in the building can explain or switch off.

THE DAY AFTER

Most champion programs fail after the kickoff, when nobody owns the continuation. Four things keep one alive: someone senior who sets priorities and clears the path on approvals, access and tools; a monthly routine; a short session so managers know what their champion can do; and an easy way to step out or join.

The three signals, the four mistakes and the six questions come from Nufar Gaspar's work setting up champion programs inside large companies, described on The AI Daily Brief in October 2026. The never-build list and the distributor scene are 013 Labs' own, written for owner-led companies; the scene is a composite, not a client.

What 013 Labs does with this. We find the two people already running AI experiments on your quotes, invoices or schedules, write the guardrails they need, and own the sign-off so what they built reaches the rest of the team. First step: an AI Board Briefing. Within a week, the two names with written scopes, where AI is already in use in your company without a decision, and your never-build list. Fixed fee, from \$2,500, credited against a Strategy Sprint.

Darren Weiss, founder. Ran operations, growth and legal at a company that scaled from regional to national in a heavily regulated industry; lawyer by training; still builds the systems. Pricing and timing confirmed in writing; a request does not create an engagement.

Book a 30-minute strategy call

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