

The AI Playbook

How to turn AI into productivity, output, and a real competitive edge.

Businesses have put an estimated \$30 to 40 billion into generative AI, and for most of them nothing about how work gets done has changed. The technology is not what is failing. The outcome is decided after the tools are bought. This playbook covers where AI investments die, and what the companies getting real results do differently.

95%

of corporate AI pilots produce no measurable profit impact.

MIT NANDA, State of AI in Business, 2025

74%

of companies struggle to achieve and scale real value from AI.

BCG, Where's the Value in AI?, 2024

75%

of knowledge workers already use AI at work, largely unmanaged.

Microsoft & LinkedIn, Work Trend Index, 2024

/ THE PROBLEM

Where AI investments die

The tools are good enough. What fails is everything around them: how AI is connected to real work, whether people are trained to use it, and who owns the result after launch. Four patterns account for nearly every stalled initiative we see.

01

No context

Employees paste into raw chatbots that know nothing about the company, its clients, or its standards. Output stays generic, trust stays low.

02

No training

Tools get bought, habits never change. Usage spikes for two weeks, then the team quietly drifts back to the old way of working.

03

No ownership

A pilot launches and nobody is accountable for it after month one. The AI market shifts monthly; a static setup decays fast.

04

Unmanaged spend

Overlapping subscriptions pile up with no one watching the return. The AI budget grows while the impact stands still.

/ THE PATTERN

What the successful 5% do differently

One workflow at a time. They do not launch an AI strategy. They pick one painful workflow, fix it end to end, and expand from there. Value shows in days, not quarters.

AI grounded in their context. Their tools know the company: its documents, standards, and clients. A generic chatbot answers like an intern. A grounded system answers like a colleague.

Someone owns adoption. Usage is managed like a business function, not left to enthusiasm. MIT found implementations run with an accountable partner succeed roughly twice as often as internal builds.

/ WHAT WE DO

An AI department, on retainer

NordSpark AI is that accountable partner. We implement AI into how your business actually runs, train your people to use it well, and stay on to manage it. Three parallel streams, one ongoing relationship.



Enablement

Workshops, SOPs, and adoption coaching so the team genuinely uses AI in daily work. Behaviour change is where value is won or lost.



Implementation & automation

AI integrated into the tools you already use, grounded in your company's own knowledge, with the heavy administrative work automated.



Budget & stack management

The right spend on the right products. Overlapping subscriptions consolidated, the stack kept current. Tool-agnostic, no commissions.

/ OUR APPROACH

How we work

01

Map

WEEK 1

We start inside your business, mapping how work gets done today and where AI makes the biggest difference first.

02

Implement

WEEKS 1 TO 4

We set up your AI systems and first automations, connected to your tools and grounded in your company's own knowledge.

03

Train

ONGOING

Workshops and hands-on coaching, weekly or every other week, until working with AI is second nature for your team.

04

Improve

ONGOING

We stay on to ship new automations, onboard new people, and manage your AI tools and spend as you grow.

We start with the CEO's own daily workflow. The buyer feels the result personally in week one, then it scales to the team. No deck, no theory, a working system.

/ ACCOUNTABILITY

What you see every month

Workshops delivered Sessions run, who attended, what changed.	Automations shipped What went live and the hours it saves.	Spend report What you pay for, what it returns, what to cut.	Adoption check Who uses what, where the team needs support.
---	--	--	---

/ FIT

Who this is for

A strong fit + Owner-led companies, roughly 10 to 50 people. + Meaningful repetitive admin, document, and coordination work. + You know AI should be part of how you work, but it has not happened. + You want an accountable partner, not a course.	Not a fit if you want - One-off automations that break and stay broken. - A team left untrained, with adoption as your problem. - Generic setups that know nothing about your business. - AI spend with no oversight and no clear return.
---	--

/ THE ALTERNATIVES

Not another automation agency

Hire a head of AI	Automation agency	NordSpark AI
Roughly \$150,000 per year before anything is built. One person, a long ramp, and the knowledge leaves when they do.	Ships a few automations against a big invoice, then moves on. Nothing updates as your workflows change, and nobody gets your team using it.	We implement, train the team, manage the spend, and stay accountable month after month, for a fraction of the cost of the hire.

Sources: MIT NANDA, The GenAI Divide: State of AI in Business (2025). Boston Consulting Group, Where's the Value in AI? (2024). Microsoft and LinkedIn, Work Trend Index Annual Report (2024). Figures refer to the studies' surveyed populations; full reports available from the respective publishers.

NordSpark AI

Put AI to work in your business.

Book a free intro call. We will map where your team loses time and show you what an AI-native version of your company looks like. If we are not the right fit, you keep the map.

nordspark.ai | team@nordspark.ai