

BEFORE YOU SPEND ANOTHER \$ ON AI

# YOU DIDN'T FAIL AT AI. YOU AUTOMATED THE **WRONG** **THING.**

42% of companies scrapped most of their AI last year — up from 17%. Not because AI doesn't work. Because they pointed it at the wrong process. Here's how to find the right ones.

Source: S&P Global Market Intelligence, 2025

RUN EVERY PROCESS THROUGH THIS

# THREE **YES** = HAND IT TO AI.

**1** Does it **repeat at least 3x a week?** Rare tasks cost more to build than they save.

**2** Is there a clear **“done right” you can measure?** No measure → no way to trust the output.

**3** If AI slips, do you **catch it before a client does?** If the first to notice is your customer, keep a human in the loop.

Any **“no”** → keep it human, or fix the process first. And never automate one that's already broken — *“automating a mess yields an automated mess.”* — **Michael Hammer, HBR**

YOUR PROCESS AUDIT, AT A GLANCE

# GROW WITH AI — OR LEAVE IT ALONE.

✓ GROW WITH AI	– DON'T BOTHER
✓ Lead intake & first replies	– Who to hire or let go
✓ First-draft emails, docs & summaries	– What your brand stands for
✓ Booking, reminders & follow-up	– Closing & negotiating deals
✓ Order status & FAQ, 24/7	– Rare or one-off tasks
✓ Qualifying leads before sales	– Anything with no clean data
✓ Assembling reports from data	– A process that's still broken



Want this scored for your **real business**? We map it free — and on ~1 in 5 calls we tell you not to build it.

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