

THE LOW-HANGING FRUIT MATRIX

Find your next three AI projects.

Most teams pick AI use cases by gut feel and end up with the loudest idea, not the smartest one. This 2x2 forces the decision. Map every candidate task by how much time it eats versus how hard it is for AI to do well – then walk the priority ladder from top-left to bottom-right.

01 LIST · 3 DAYS

Collect every candidate.

Over the next three days, write down every task that drains your time or annoys you – yours and your team's. No filtering. Repetitive admin, formatting, summarising, lookups, copy-paste, drafting. Aim for 30+ entries.

02 SCORE · TWO AXES

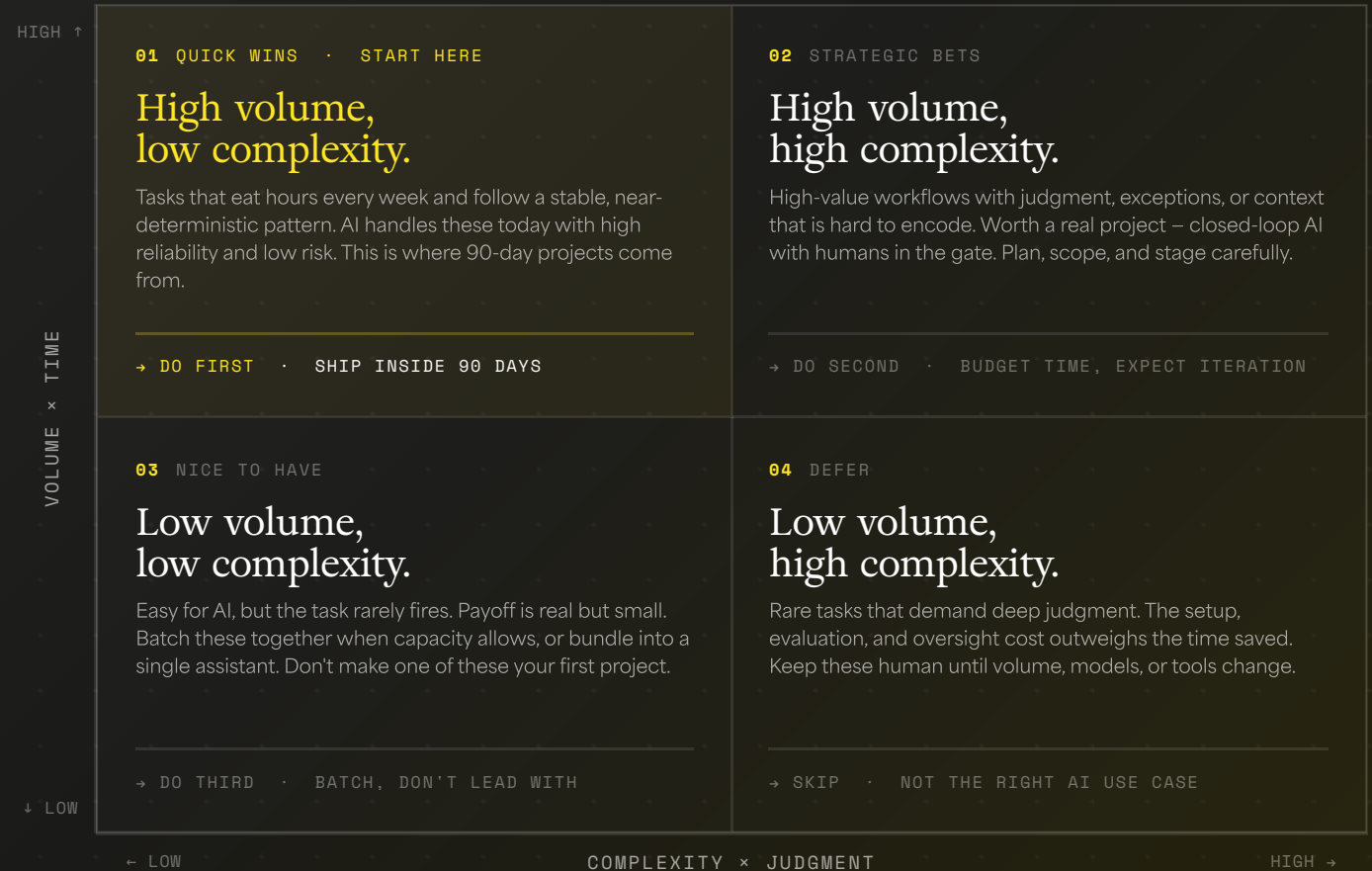
Score each task twice.

Per task, rate **Volume × Time** (frequency × minutes per run, weekly) and **Complexity × Judgment** (steps, exceptions, tacit knowledge). Use a blunt 1-5 each.

03 PLACE · THEN PICK

Drop into the matrix.

Plot every task into a quadrant below. Walk the priority ladder. The top three tasks in **Quick Wins** become your 90-day candidate list – the starting line for your first AI project.



THE PRIORITY LADDER

WALK IT FROM 01 TO 04.

Inside the Quick Wins quadrant, sort all tasks by descending **Volume × Time** and ascending **Complexity**. The top three are your **90-day candidates**. Pick one, scope it, ship it, then move down the ladder. Strategic Bets next, Nice-to-Haves third, Defer is a no. The discipline is in saying no to ideas that did not make the top three – they will still be there next quarter.

IF YOU WANT A HAND

Three ways forward.

Once you have the matrix filled and a top three, you can run it yourself – most people do. If you want company on the way, this is how we work.

01 – DISCOVERY

AI Implementation Discovery.

60 MINUTES · ONE CALL

We look at your matrix together, pressure-test the top three, check funding fit, and pick the workflow that should ship first. You leave with a clear next step.

02 – OPERATOR

90-Day AI Operator Program.

12 WEEKS · ONE OPERATOR

Weekly working sessions with our team. We help your operator ship the first Quick Win end-to-end – scope, build, rollout, adoption – until your team actually uses it.

03 – LEADERSHIP

Leadership Circle.

CLOSED PEER COHORT

A small room for SME founders and executives. Quarterly portfolio reviews, monthly tactical clinics, shared playbooks. Stop reinventing the wheel between projects.

Not sure which one fits? Send the filled matrix and we'll come back with an honest read inside one business day.

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