

The 1% Rollout SOP

Stop swinging for the fences with AI. Get everybody on base.

THE PLAY (ONE LINE)

Give every person on your team one small job each week: make one part of their own work 1% better with AI, then say out loud what worked. Nobody owns AI centrally. Fifty-two weeks of that compounds to 68% more done.

Why this matters

"And if everybody in a small business gets 1% better each week, you calculate that over 52 weeks and you get 68% productivity gains. 68% more done."

— Brett Schklar, AI First Leadership

Brett has asked more than 1,800 CEOs how AI adoption is actually going. Most of them took one big swing at a flagship AI project and missed. The businesses that are winning did the opposite: lots of tiny gains, everywhere, every week.

1%

better, per person, per week

52

weeks of compounding

68%

more done in a year

95%

of AI pilots fail (MIT)

The 6 steps

1

Do not put anyone in charge of AI

No AI department. No handing it to IT. Brett is blunt: giving AI strategy to the IT department is a formula for failure. You set the rule as the owner, then get out of the way. There is no way to centralize the gains.

2

Give each person one headache, not one tool

Ask every team member to name one recurring annoyance in their own week and spend an hour trying to solve it with AI. Their headache, their fix. That hour is the 1%.

3

Start in the back office. Customer-facing goes last

Proposals, research, drafting, internal reporting. Brett's rule is that anything touching a customer is the last place you deploy AI, not the first.

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The 6 steps (continued)

4

Set the guardrails before anybody starts

Write down what data may go in, and what may never go out without a person reading it first. Publishing unverified AI output is not a style problem, it is misinformation about your own company under your own name.

5

Keep a human in the loop on anything that ships

Brett's proof point: an RFP response that used to take 30 to 40 hours now takes about two, and 90 minutes of those two hours is a human reviewing what AI wrote. AI researches and drafts. Judgment stays human.

6

Share what worked every week, in the open

Create somewhere people post what is working and what is not, as close to real time as possible. This is the step that makes it compound. One person's 1% becomes everybody's 1%.

Run it this week

The one headache I am handing my team this week: _____

Where we will post what worked: _____ Day we review it: _____

☐ Named nobody as the AI owner

☐ Every person picked one headache

☐ Back office first, customers last

☐ Guardrails written down and shared

☐ Human review before anything ships

☐ Weekly share-out on the calendar