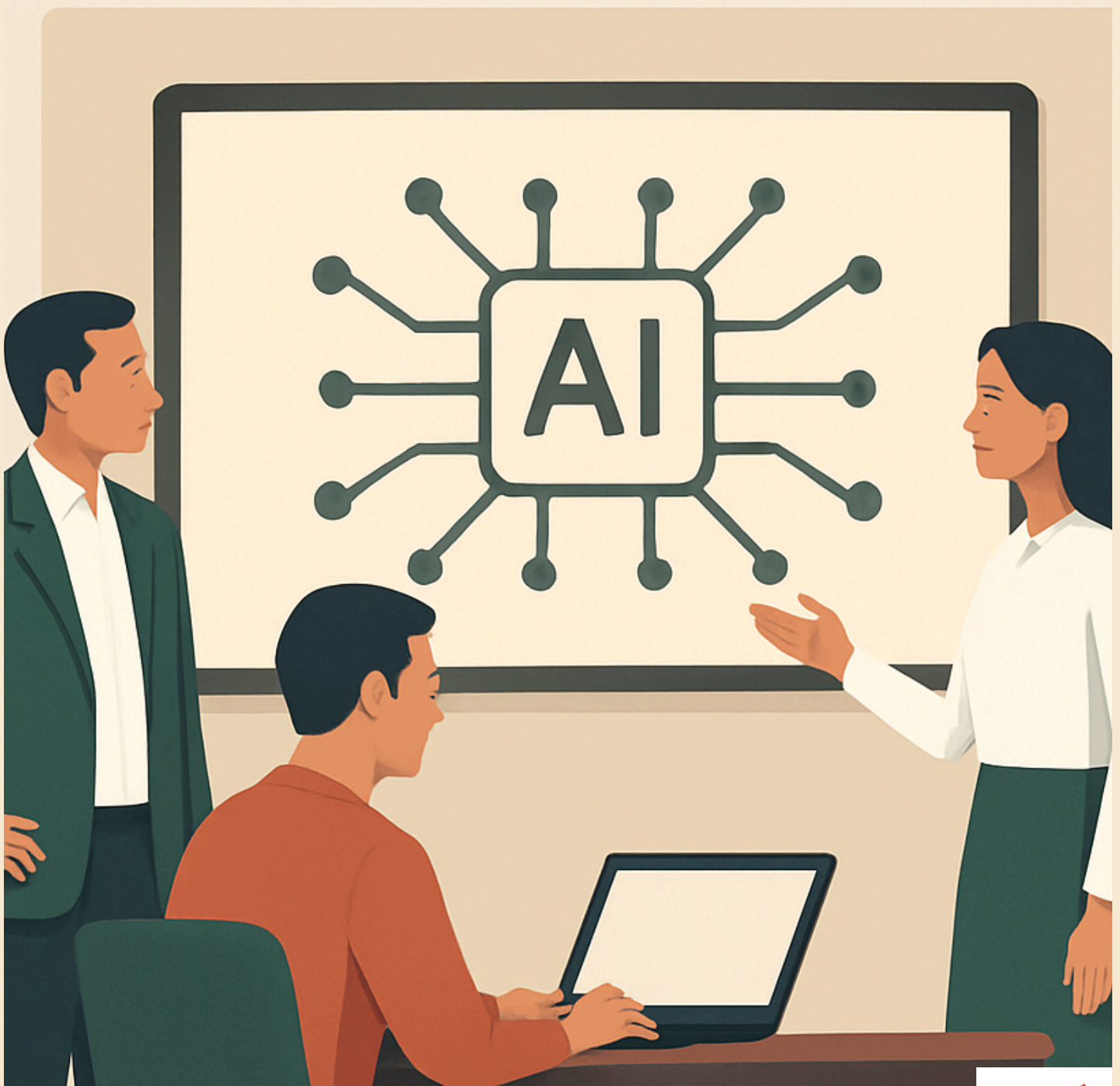


AI for Ambitious SMEs

A Simple Starting Point



Brought to you by Elansio Ltd



This guide is for:

- Owners, directors and team leaders in small and medium sized businesses
- People who are curious about AI but do not want hype, jargon or false promises
- Teams who want to get started safely and sensibly

In the next few pages you will:

- Understand some reasons AI has not taken off in your business yet
- See simple, practical habits any team can build in 20 minutes a day
- Get fresh ideas for how AI could help in your sector
- Decide one small action to take this week

What to do next:

- Pick one activity that feels most relevant
- Try one habit or one use case
- Share with your team and talk about what you learn

Address common challenges

We don't know where to start with AI



We haven't seen any benefits yet



We're too busy



We don't know enough about it.



We are fearful of getting it wrong.



AI feels huge and abstract.



Try these...

Get senior management involved

Run an internal session – find regular users and let them lead

Create a small focus group – weekly meetups

Free your mind, consider “what if we had”scenarios

Brainstorm with your chatbot (eg CHAT GPT)

Pick easy use cases, how may AI help, what do you need?

Build small, consistent habits before complexity

Grasp the very basics of AI for context and confidence

Be clever with your use cases and success metrics

Experiment and collaborate with cross functional teams

Give people the tools to experiment – SAFELY AND RESPONSIBLY

**We're taking
action**



**We're learning
and building
knowledge**



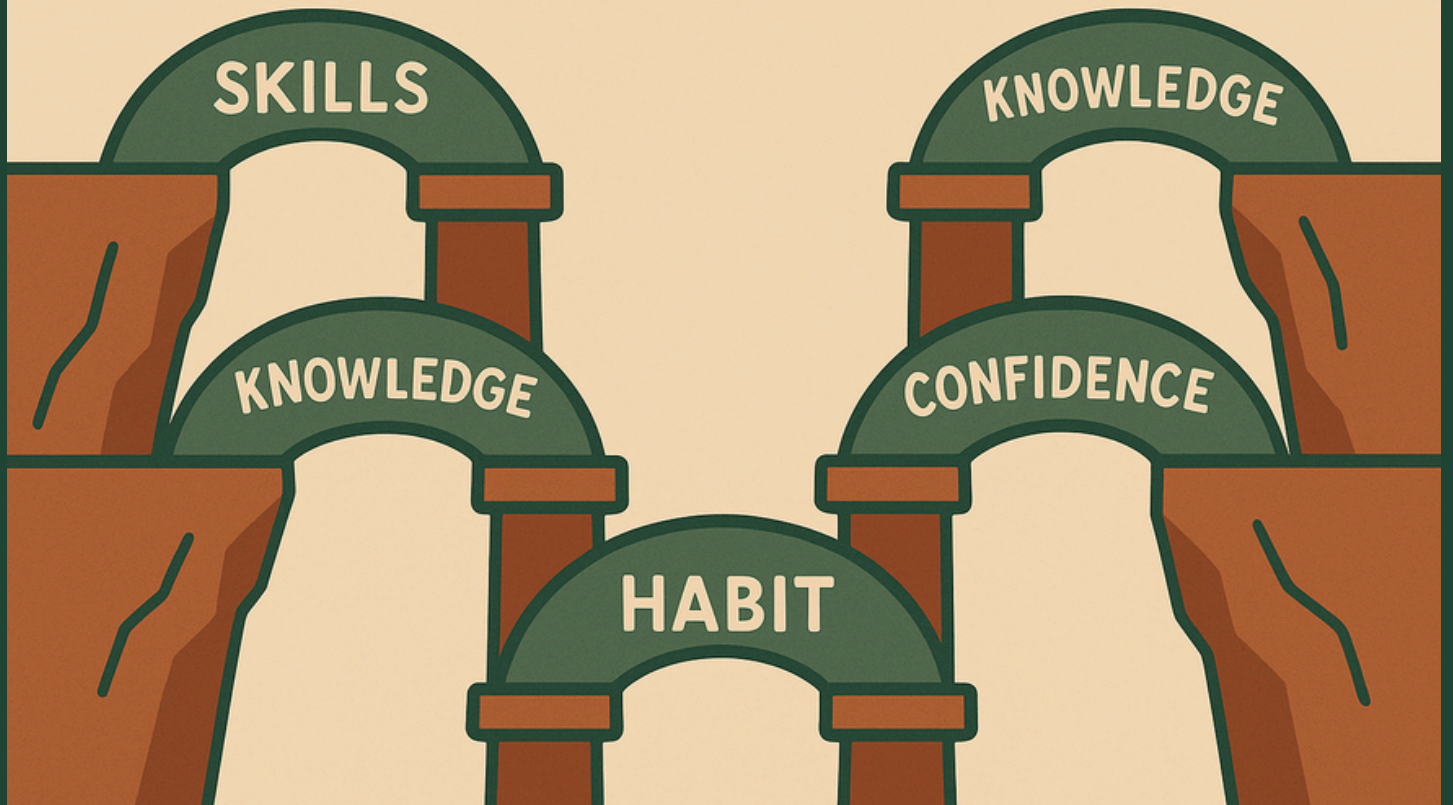
**We're running
hack sessions**



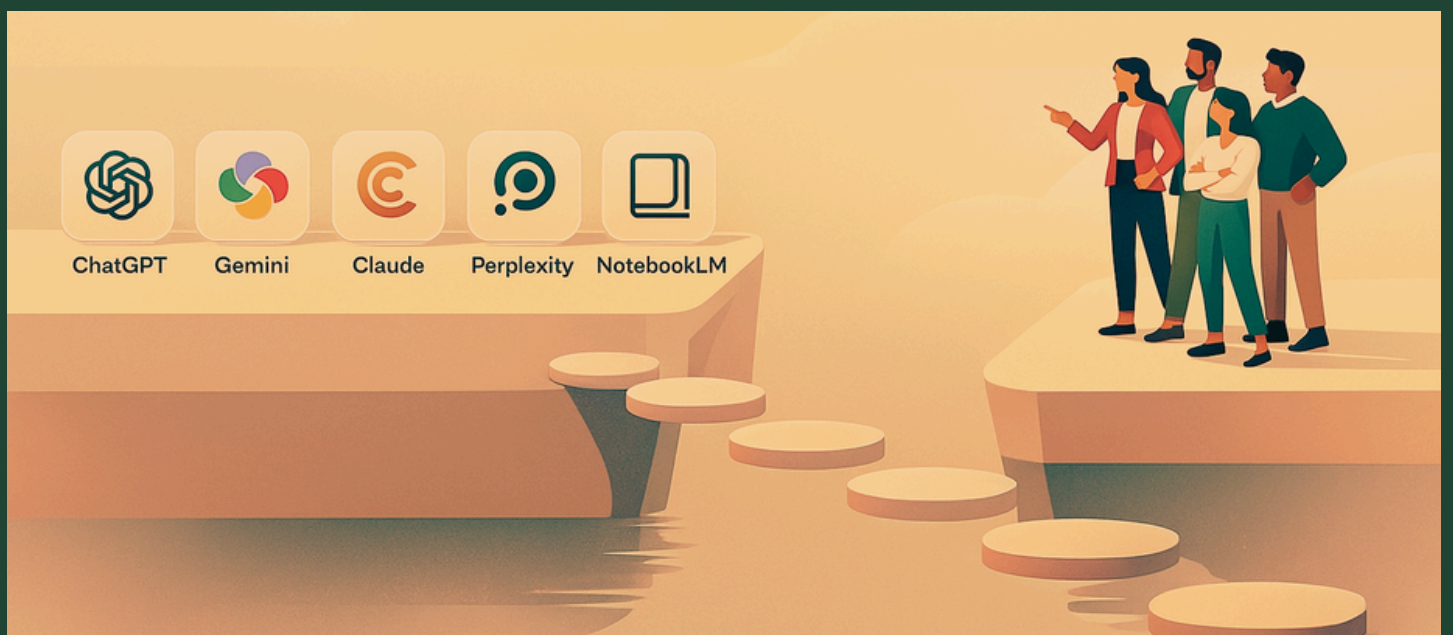
**We're being
creative and
experimenting**



BRIDGE THE GAPS



Build capability and use free versions before buying tools



Habit builders

**Draft content
(eg emails,
research)**

**Summarise and
synthesise
documents**

**Ask for document
rewrites, clarity,
audience, structure**

**Generate 3 alternative
outputs and compare**

**Iteratively improve
messages,
ask for 'world-class'**

**Ask for key points /
red flags /
areas for concern**

**Construct a reusable
prompt template
and contextualise
with sample data**

**Collaborate on ideas
with teammates
across department**

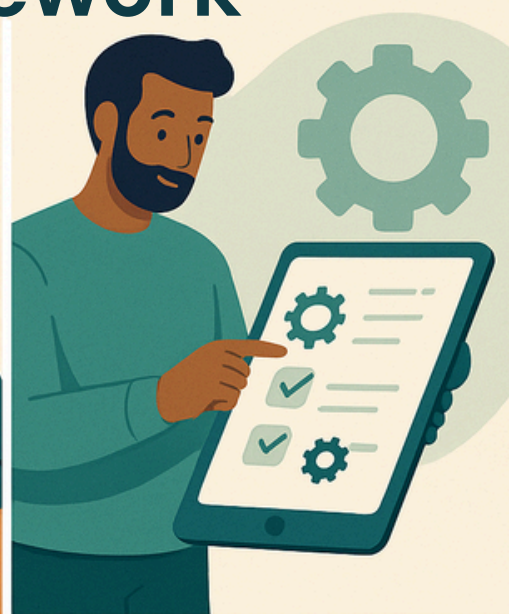


Think about continual improvement
Consistent behaviours = long term adoption.
20 minutes a day builds real confidence.
**Teams learn faster when they experiment
together and share discoveries.**

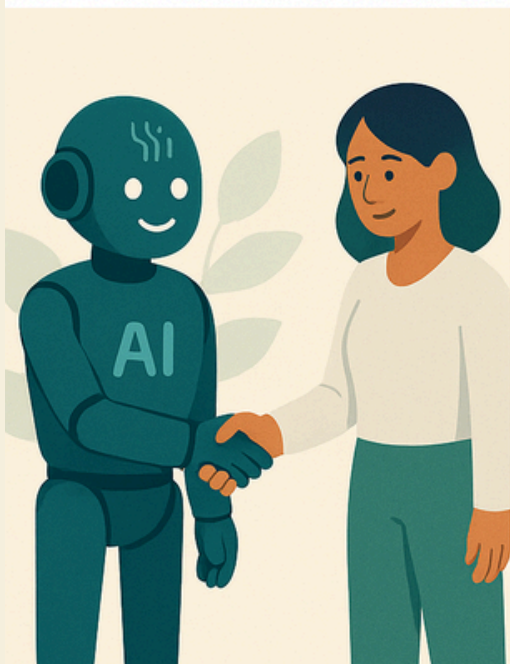
The Demystify to Deploy™ framework



LEARNING



ADAPTING



ADOPTING



LEADING

Achieved through a customised workshop pathway:

**Boardroom Alignment
AI as a Teammate
AI Fluency and Adoption**

Get creative

Don't just mimic the bland, generic use cases you see everywhere.

What can you not do now that would really make a positive difference?

Something perhaps that you have excellent data and insights for.

Something that could elevate your use case to something really valuable



Retail & Ecommerce

Buying brain
Ethical stylist
Micro story studio



Professional Services

Meeting memory
Proposal on rails
Client radar



Hospitality + Leisure

Shift whisperer
Moments that matter
Experience designer



Property + Construction

Risk storyboard
Design decision memory
Site to boardroom



Creative

Idea pulse
Audience resonance
Asset time manager



Manufacturing

Quality whisperer
Demand sculptor
Machine mood map



Logistics

Shift whisperer
Moments that matters
Experience designer



Food & Beverage

Flavour forecaster
Batch guardian
Zero waste alchemist

Experimenting with AI, building skills



Are your people empowered to explore, experiment, and build small wins they can trust?

Are you learning how to work with a new teammate?

A teammate who can draft, summarise, suggest, and unlock ideas that were not possible before.

This is not a technical measure.

It is a people measure.

Because confident people drive confident adoption.

One small action...



A single 10 minute action today can shift how your whole team thinks about AI.

Choose one repetitive task that doesn't require a lot of manual checking.

Ask your AI assistant to outline how it could help, be creative.

Small steps create real momentum, keep experimenting.

Your next steps



ELANSIO

To help your team get confident with AI,
book a free 20 minute discovery call.

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[visit elansio.com](https://elansio.com) for more information