

AI BUSINESS OPERATING SYSTEM

90-Day Implementation Roadmap

A structured DECIDE - BUILD - SUSTAIN roadmap for the first ninety days.

The 90-Day Roadmap

Ninety days builds the load-bearing part of the Business Brain — not all thirteen artefacts, but the seven the business cannot safely operate without, plus the review that keeps them honest. The remaining six are scheduled from the ranked queue after day 90. This is a roadmap for one function running the Spine end to end, and for the memory that survives it.

Days 1-30 — DECIDE, and the first artefact

The 30-Day Action Plan. Gates 1 to 5 passed. Artefact 1, the Approved Documents Register, exists with at least one scored source.

Days 31-60 — BUILD, and the artefacts that measure and verify

Chapters 6, 7 and 8, plus the function you chose. About three hours a week.

Week	Build	Artefact
5	Start the Source Register and Findings Log for anything external your task relies on — every entry with Tier, source, date and expiry (Ch 6). Gate 6 passed when every source in use has a filled Tier and Expiry	2 · Source Register and Findings Log
6	Complete the KPI Definition Sheet for the function, not just the one task: every number, its formula, its owner (Ch 7). Dashboards show aggregates only	3 · KPI Definition Sheet
7	Map your chosen task's workflow stage by stage on paper before wiring any further AI step (Ch 8 is the template; the map is the artefact). Gate 7 passed. Name the human checkpoint and its owner in writing. Gate 8 passed	—
8	If the function publishes anything, write the Content Pillars and Voice Guide, including the prohibited-language list built by someone with direct regulatory knowledge (Ch 8). Test the whole workflow on a stated minimum of real historical cases and record the pass rate. Gate 9 passed	4 · Content Pillars and Voice Guide

End of day 60: one function through BUILD. Four artefacts. Every source tiered and dated; every number defined; a named person at the gate; a recorded pass rate.

Days 61–90 — SUSTAIN, and the artefacts that keep the business standing

Chapters 16, 17, 19 and 20. About three hours a week.

Week	Build	Artefact
9	Write the Escalation Standard: the never-automate list first — every complaint, every crisis, every request to access, correct or delete personal data — then the named path and response time for each (Ch 16). Gate 10 passed	12 · Escalation Standard
10	Record the person who runs the function narrating it. Transcribe. Edit into procedure, checklist or rule. Have someone who has never done it follow it exactly, and add every question they ask. Assign OACI roles (Ch 17). Gate 11 passed	13 · Role Handbook (started)
11	Run the consequence audit against what now exists: which knowledge is still in one person's head? Assemble the cover pack. Set up the one weekly view a single person can review in one sitting (Ch 19). Calendar the review. Gate 12 passed	Review, not an artefact
12	Inventory every tool holding a piece of the Brain. Test — actually test — the export path for each and record the date. Write the exit criterion for the automation you built (Ch 20). Gate 13 passed	Inventory (Worksheet 20.1)

End of day 90: one automation through all thirteen steps of the Spine, with a written exit criterion. Six artefacts in the Business Brain — 1, 2, 3, 4, 12 and 13 — plus the weekly review and a tested tool inventory. The business would survive the sudden absence of the person who ran the function.

After day 90

The ranked queue from week 2 tells you the next function. The Spine is the same. The artefacts still to build — 5, 6, 7, 8, 9, 10 and 11 — arrive as their chapters are applied: Knowledge Assets and the Social Operating System when content is next; the Recording Plan and Visual Specification when media is; the Qualification Standard, Messaging Library and Commitment Log when the pipeline is. Build them in chapter order within each function. Never add a fourteenth.