

INBOUND

Scaling AI: Moving Beyond Experimentation without Team Burnout

A Step-by-Step Playbook

by **Melissa Reeve**

Melissa Reeve

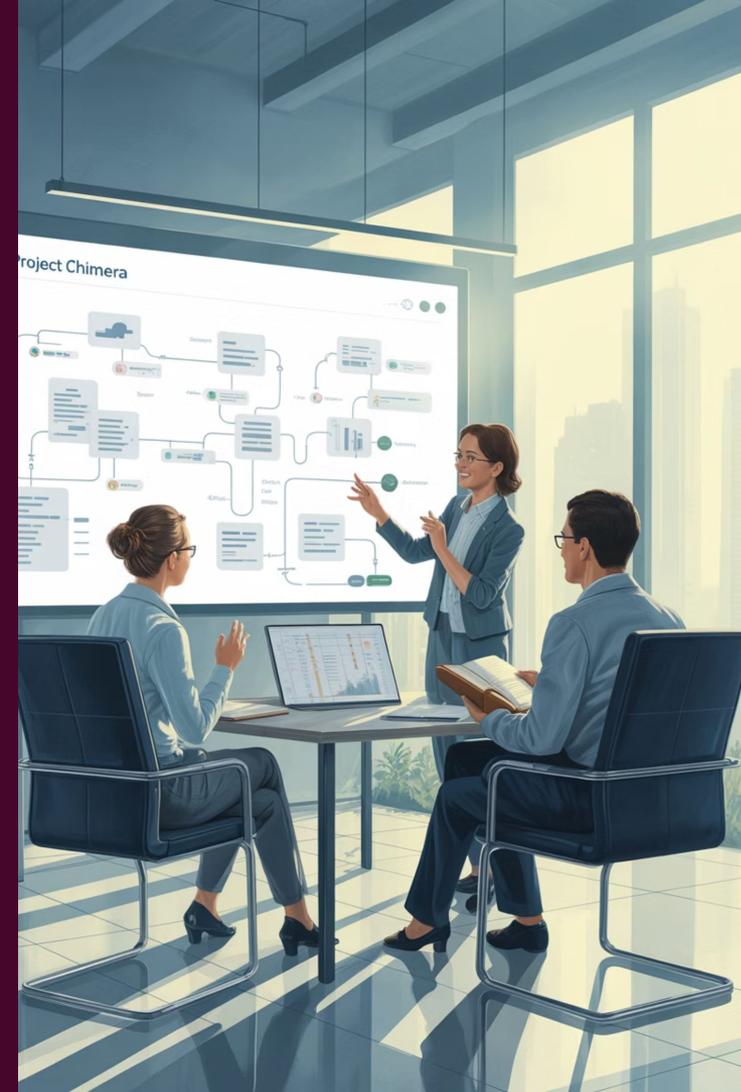
Founder,
Hyperadaptive Solutions



Agenda

1. State of AI
2. Hyperadaptive Model
3. AI Activation Canvas
4. Operationalizing AI
5. Resources & Support

From AI Chaos... to Clarity



The State of AI



Random Efforts

Initiatives disconnected from business goals



Team Resistance

Staff buried in daily tasks, reluctant to learn new skills



Leadership Confusion

Executives overwhelmed by hype, struggle with strategy alignment



The Cost of AI

Zillow's Catastrophe
They scaled too quickly, removed human oversight... a staggering \$421 million quarterly loss.

Danger Zone
Random AI experiments lead to costly missteps

Turn & Talk: Share Your Experience

Share with Neighbor

What is Your Current
State of AI



Where are You Getting Stuck?

What is keeping you from
doing more?



What is it Costing You?

What could you be doing if
you got unstuck?



Introducing: The Hyperadaptive Model

What Does the Model Do?



From Chaos

Random experiments
without direction



To Clarity

Step-by-step playbook for
operationalizing AI



To Action

Build your personalized 90-day
roadmap today

AI Integration isn't A Point in Time



Continuous Journey

AI integration isn't a linear project. It's an ongoing, adaptive process requiring flexibility.



Learning Process

Like preparing a holiday feast, you'll adjust as you go. Progress comes through iteration.



Improvisational Dance

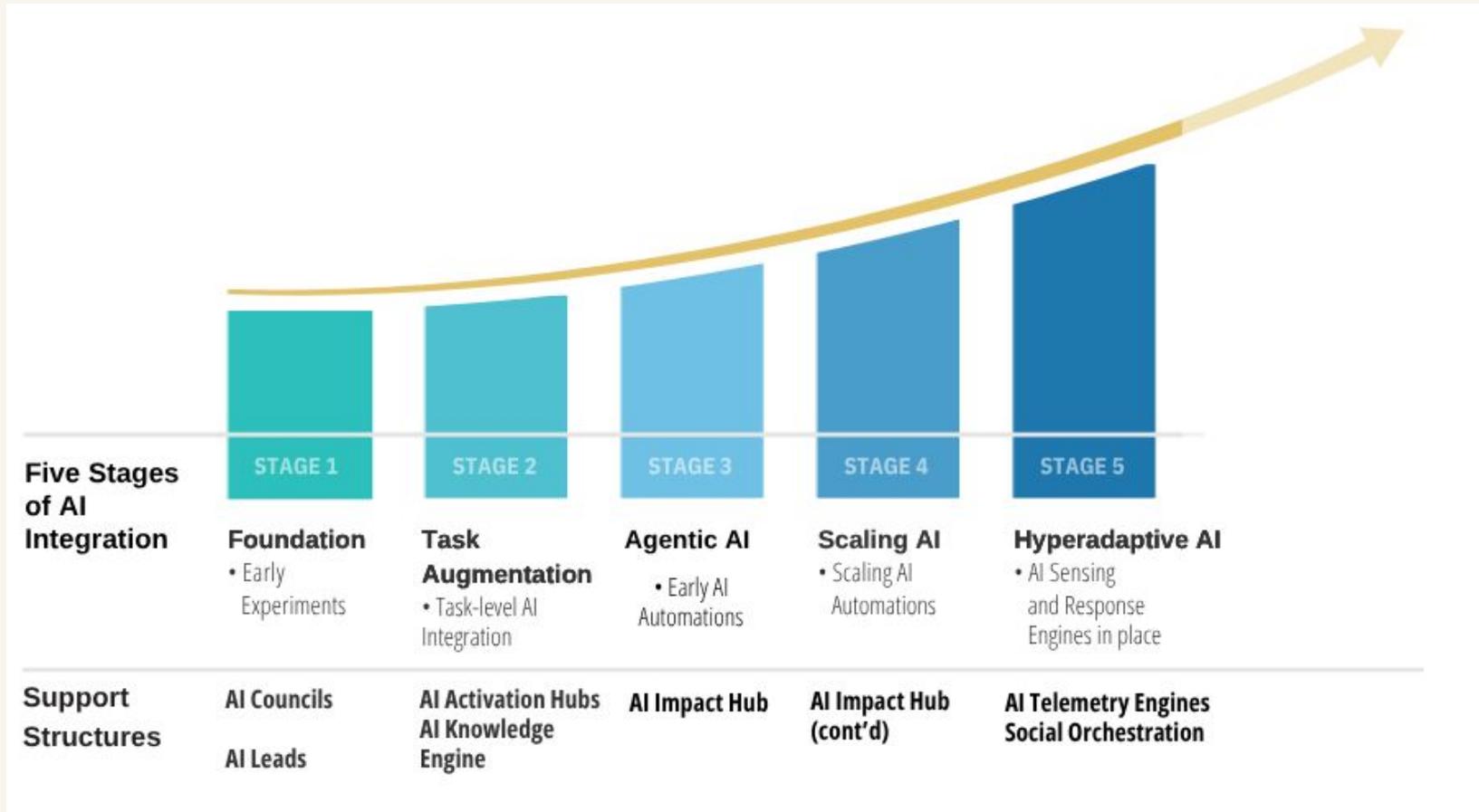
Successful organizations balance structure with flexibility. They evolve their approach based on results.



Collective Growth

The goal isn't perfect execution. It's building organizational capability through continuous learning.

Our North Star: The Hyperadaptive Model



The Antidote to AI Chaos: The AI Activation Canvas

AI Activation Canvas

This canvas helps AI Leads to narrow in on the most important aspects of AI activation in their organization



Your Guide to Activating AI

Define the plan for strategically engaging people with AI

TIP

Right click to lock the table to the background so it doesn't move by accident.

Rate Your AI Activation

On a scale of 1-5, rate your level of activation (five is high)



Activation Goal

What will 'good' look like 90 days from now?



First Movers

Which individuals, roles, or teams are best positioned to integrate AI into their workflows? Why?



High-Value Workflows

Name 3 workflows where AI could eliminate 20% of cost or time.



Your AI Activation Canvas



Strategic Planning

Your roadmap for engaging people with AI



Interactive Tool

Fill in your own canvas as we progress



Actionable Results

Walk away with a concrete implementation plan

Your AI Activation Canvas



Setting the Stage: Baseline, Goals, & Starting Points

#1 - Rate Your AI



1. Rate Your AI Activation:

On a scale of 1–5, how would you rate your current level of AI activation (5 = high)?

	1	2	3	4	5	
	<input type="radio"/>					
Low						High

1

Just Starting
No live AI
implementations

3

Experimenting
Some pilots but limited
impact

5

Fully Activated
Multiple high-impact AI
solutions

2 - Activation



Define

SUCCESS

What will good look like in 90 days?



From a Tech

Standpoint

What solutions will be in place?



From a

Human

Standpoint

What will human activation look like?

2. Activation Goal

What will "good" look like 90 days from now in terms of AI activation?

Your answer

3 - Metrics



What

Matters?

What outcomes are you trying to impact?



Measure

Impact

How will you know you've succeeded?



Set

Checkpoints

When are your 30/60/90 day milestones?

3. Metrics that Matter Section

Which single metric, aligned with your business objectives, best measures AI's impact?

Your answer _____

F

FIT:
How does this fit with
your strategic priorities?

O

ORGANIZATIONAL PULL:
Will this get used? What
impact will it make?

C

CAPABILITY READINESS:
Do we have the tools? Can we
integrate the tools?

U

**UNDERLYING DATA &
RESOURCES:**
Is data available and ready
to be used?

S

SUCCESS METRICS:
Can we baseline
current state and
measure impact?

#4 High-Value Workflows: FOCUS Framework

4. High Value Workflows

Which workflow could AI help you streamline or shave at least 20% off cost or time?

Your answer

#4 - High Value Workflows

Identify One Workflow

What high value workflow would you target?

What is Your Rationale?

Why would this workflow benefit from AI?

Capture Your Experiment

Try first your canvas

F

FIT:
How does this fit with your strategic priorities?

O

ORGANIZATIONAL PULL:
Will this get used? What impact will it make?

C

CAPABILITY READINESS:
Do we have the tools? Can we integrate the tools?

U

UNDERLYING DATA & RESOURCES:
Is data available and ready to be used?

S

SUCCESS METRICS:
Can we baseline current state and measure impact?

Turn & Talk: Share Your Workflow

Share with Neighbor

What high-value workflow did you target?



Explain Your Reasoning

Why did you think this workflow would benefit from AI?



Share Insights

Note learnings you uncovered.



Empower & Enable: Unleashing Human Potential

#6 - First Movers

Who are your natural AI enthusiasts or AI Leads?

Jot down their names

#7 - Empowerment

1 Signal

Importance

What can leaders do to show AI is a priority?

2 Create Space

How can you allocate time for exploration?

3 Remove

Barriers

What obstacles can you eliminate?

4 Provide

Resources

What tools and training can you offer?

Live Poll: Top Empowerment Move

Protected Time

Dedicated hours for AI exploration

1

2

Removing Barriers

Making AI easy to access

4

3

Executive Modeling

Leaders using AI visibly

AI Training

Access to learning resources

Stand to vote for your top one (stretch break!)

#8 - Social Learning

Hooks

Success Spotlights

How will you showcase AI wins?



Community Building

What forums can you create for sharing?



Impact Stories

How will you quantify and communicate results?



Introducing GPT-5

ChatGPT now has our smartest, fastest, most useful model yet, with thinking built in — so you get the best answer, every time.

I am in a large organization and trying to generate "learning contagion" around AI. I have enthusiasts and resistors. What kind of programs can I create to spark learning |



Protect & Support: Building Smart Guardrails & Operationalizing AI

#9 - Guardrails That Flex



Establish

Principles

Create flexible guidance for responsible AI use



Identify

Constraints

Recognize organizational roadblocks



Build Support

Structures

Create resources teams can access for help



Balance Safety and

Innovation

Guide exploration without stifling creativity

#10 - Constraints



Data Quality

Organizations with poor data readiness



Legacy Systems

Companies limited by outdated technology



Skills Gap

Teams lacking necessary AI knowledge



ROI

Pressure

Businesses demanding immediate returns

Support Structures

- 01 AI Council**
Cross-functional guidance team
- 02 AI Activation Hub**
Experts, training, success patterns
- 03 AI Knowledge Engine**
Best practices repository
- 04 AI Impact Hub**
Support role evolution

Your Next Step

Getting The Support You Need

Getting the Support You Need

How can we support you on your AI journey?

- Sign me up for the weekly AI Integration Newsletter
- Add me to the book waitlist for *Hyperadaptive: Rewiring Your Organization to Become AI-Native*
- I'm interested in a 60-minute Current State Analysis session

Congratulations!

AI Activation Canvas

Congratulations, you now have a roadmap for AI Activation!

Access more tools and templates at <http://hyperadaptive.solutions>

[See previous responses](#)

[Edit your response](#)

[Submit another response](#)

What's Next?

Launch a Micro-Experiment

- 1 Choose One Experiment**
Pick small, low-risk, based on your canvas
- 2 Commit to Timeline**
Begin next week, set 30-day checkpoint
- 3 Gather Feedback**
Collect user experiences and data
- 4 Iterate**
Refine based on what you learn

Turn & Talk: What Are You Excited to Try?

One Thing You'll Try

What is one thing you will action on Monday morning?



Why this?

Why did you choose this?



Thank Your Partner!

Express appreciation for them!



Three Things to Remember

AI change is human change.

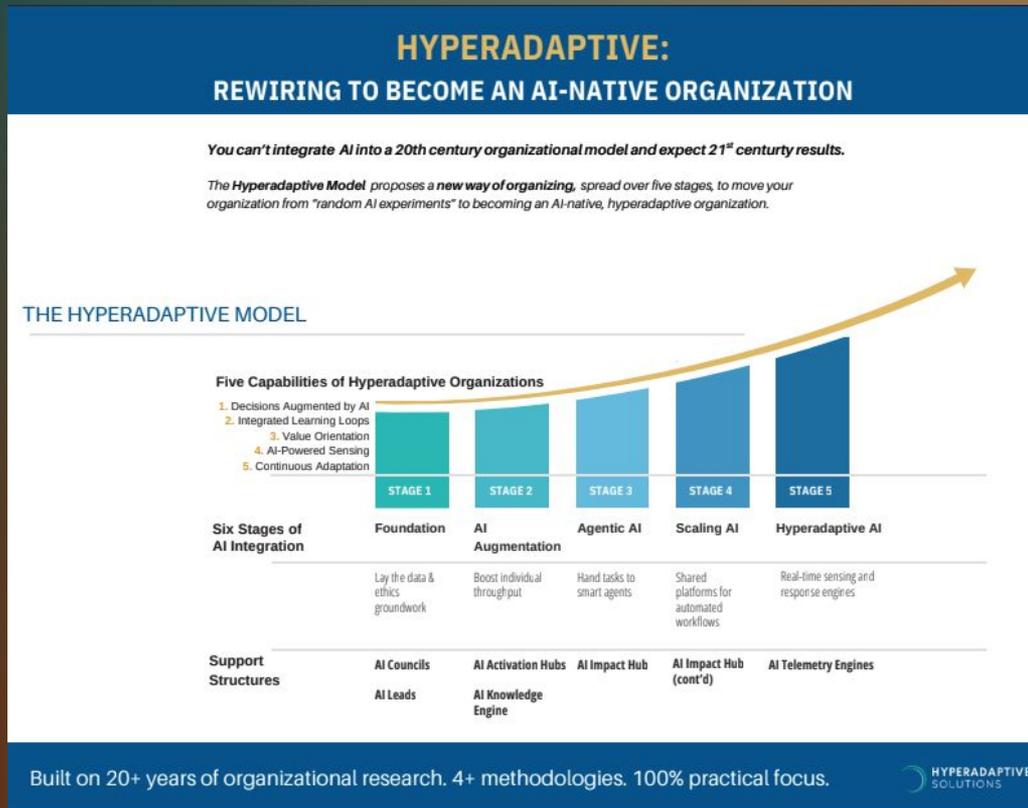
AI doesn't happen on its own.

AI requires new capabilities, not just skills.

INBOUND APP Downloads

Model Overview PDF

- 60 Minute Session (limited spots)
- Abbreviated Current State Analysis
- Support Structure Review



INBOUND APP Downloads

Hyperadaptive Ebook

- First Three Stages of *Hyperadaptive*
- Real-world Stories from Accenture, Zillow and others
- Overview of the support structures

YOUR GUIDE TO

ENTERPRISE AI INTEGRATION

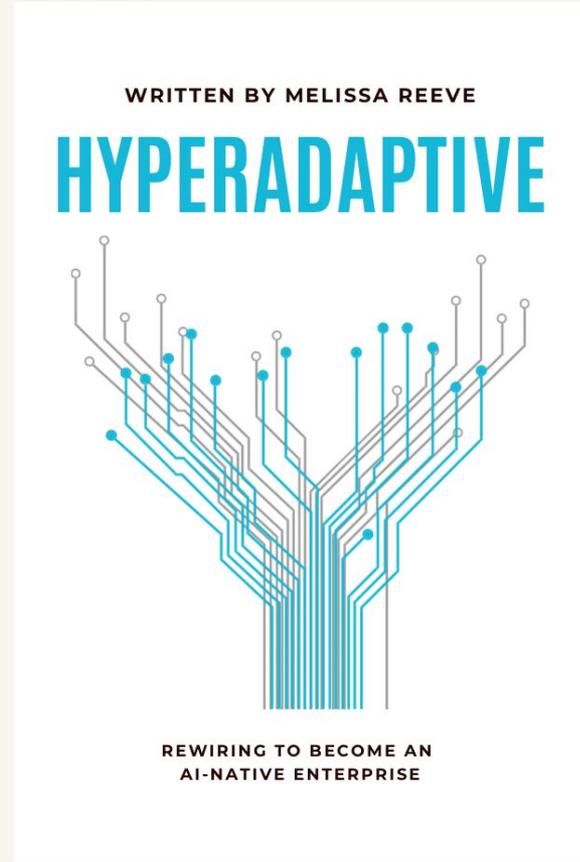


Join the Waitlist

Tools, templates and
more



Coming Spring
2026





Q&A

INBOUND

Thank You!

 <http://hyperadaptive.solutions>

 <https://www.linkedin.com/in/melissamreeve/>



Please Rate My Session

**We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**