



Could vs Should AI Decision Framework

Strategic AI & Automation Implementation | Episode 2510

Use this framework to determine whether you should implement AI or automation for your business challenges

Step 1: Assess Your Organization

Can your team use basic technology efficiently?

Computers, Excel, Teams/Zoom, standard business applications?

✗ If NO → **Start with foundational technology training before AI**

✓ If YES → **Proceed to Step 2**

Step 2: Identify Your Problem Type

Use Automation For:

- Repetitive tasks
- Rule-driven processes
- Consistent, predictable workflows
- Compliance & audit needs
- Approvals, resets, checks
- Data analytics (not predictive)

Use AI For:

- Ambiguity & nuance
- Pattern recognition
- Messy, unstructured data
- Forecasting & predictions
- Predictive analytics
- Complex decision support

Step 3: Build vs. Buy

Third-Party AI Tools:

67% success rate (MIT research)

✓ **Recommended for most businesses**

Internal AI Builds:

33% success rate (MIT research)

⚠ **Only if it's core to your competitive advantage**