

FOR LEADERSHIP TEAMS

10 Questions Every Leadership Team Should Ask About AI



A short guide for a meeting you already have. Talk through one question at a time. It's okay to disagree.

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The best conversations about AI happen before anyone buys anything.



01 What would we do with the time AI saves us?

WHY IT MATTERS

When AI saves your team time, that time can quickly fill up with more of the same work. Decide now what you actually want to use it for.

FOR EXAMPLE

A 40-person manufacturer uses AI to help write quotes and saves about six hours a week. Should that time go to sending more quotes, or to visiting customers like they've been meaning to?

OUR NOTES

02 Who should benefit when we get more done?

WHY IT MATTERS

When AI helps you get more done, someone benefits. It could be your customers (through lower prices), your staff, or the owners. Talk about who it should be, so it doesn't just happen by accident.

FOR EXAMPLE

A non-profit cuts its grant reporting time in half. Those hours could go to more grants, to the people it serves, or to giving staff their evenings back.

OUR NOTES

03 What do we know that isn't written down anywhere?

WHY IT MATTERS

Every team has things people just know: who to call, how to handle the odd case, which customer needs extra care. If the work changes, that know-how can quietly disappear.

FOR EXAMPLE

At a plumbing company, one dispatcher knows which crews work best in which buildings, and which customers need a call first. None of it is written down. When that person is away for a week, things start to slip.

OUR NOTES

04 What decisions should AI never make for us?

WHY IT MATTERS

Some choices should always have a person's name on them. AI might be able to make the call, but someone on your team should own it.

FOR EXAMPLE

A clinic might let AI send appointment reminders, while staff still decide which patients need a call first.

OUR NOTES

05 Where could automation make things worse for customers?

WHY IT MATTERS

Sometimes the slower, personal part is what customers value most: being recognized, being listened to, and reaching a real person who can fix the problem.

FOR EXAMPLE

A home insurance company moves its phone line to a chatbot. Checking your policy gets easier. Reporting a flooded basement at 11 at night gets harder.

OUR NOTES

06 What would our staff need to see to feel AI makes their work better?

WHY IT MATTERS

People get on board when they can see how AI improves their day: less busywork, more time for the parts of the job they enjoy, and knowing their skills still matter. Talk about what that looks like for your team.

FOR EXAMPLE

An accounting firm uses AI for data entry, so junior staff spend more time with clients and learning from senior partners. Soon they're the ones asking what else AI can help with.

OUR NOTES

07 What should we get better at because AI exists?

WHY IT MATTERS

Don't just think about what AI can save you. Think about what it could help you do better for the people you serve.

FOR EXAMPLE

A home care agency lets AI handle scheduling and paperwork. Now it wants to be known for caregivers who always have time to sit and talk with clients.

OUR NOTES

08 What information should AI never see?

WHY IT MATTERS

Some information is too private or sensitive for AI to touch. Decide where that line is now, before it becomes a problem.

FOR EXAMPLE

A school board might let AI summarize lesson planning, but keep it far away from private student records.

OUR NOTES

09 How would we know if AI was making things worse here?

WHY IT MATTERS

Pick the warning signs you'll watch for now, while it's easy to be honest. Once you've spent money on AI, it gets harder to admit it isn't working.

FOR EXAMPLE

A local hardware store tracks sales and wait times. But the first real sign of trouble is when staff stop knowing their regulars by name.

OUR NOTES

10 What kind of organization do we want to be?

WHY IT MATTERS

This is the big one. The other nine questions all come back to it. If AI moves you closer to who you want to be, that's progress. If it saves time but pulls you away from it, it isn't.

FOR EXAMPLE

An industry association wants to be the first place members call for help. If automation means members talk to real people less, that's not a win, no matter how much it saves.

OUR NOTES

AFTER YOUR MEETING

Tell us what you found.

We share what leaders tell us, so other organizations can learn from it too.



Scan to take part
thepathwechoose.ai/participate

01

Share a tension

02

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03

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