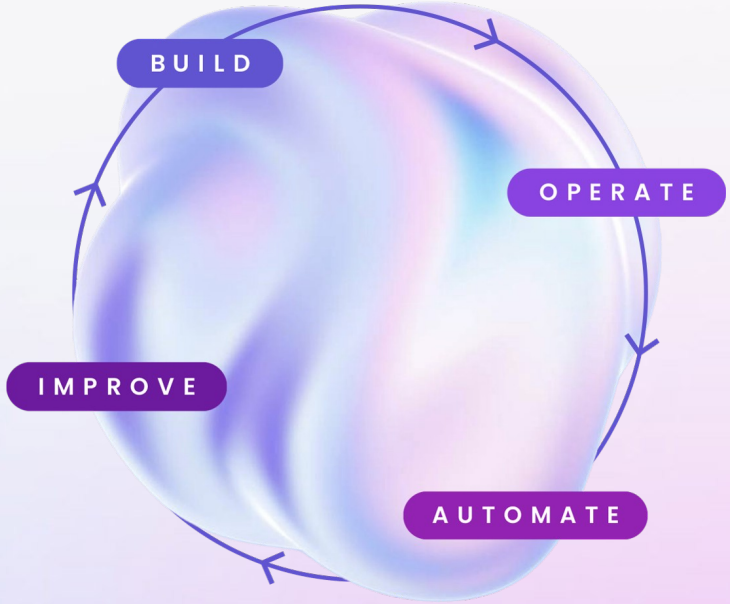
GUIDE · VINT TECHNOLOGIES

Getting started with AI



Six steps, with the reasoning behind each.

A guide for leaders of service companies starting their AI journey.

Vint

WHO THIS GUIDE IS FOR

A guide for service-company leaders

This guide is for service-company leaders who are starting to adopt AI and want to understand why each step is taken.

It answers three questions:

- Where do we start?
- Why are guidelines and a plan needed?
- How do we prove the benefit before a large investment?

CONTENTS

How the guide progresses

01 Why AI needs guidelines and direction
Starting point and risks

02 Basic glossary
Key terms in brief

03 The path
Six steps

04 Pitfalls
What to avoid

05 Start this week
First steps

Vint

01

PART 1

Why guidelines and direction?

From experiment to shared way of working.

STARTING POINT

Why AI needs guidelines and direction

In a service company, AI usually arrives first as an experiment by individual experts. That is a good start, but on its own it does not become an organizational capability. Typical challenges include:

- nobody knows what customer and company data is being fed into AI
- the benefit can be neither measured nor justified
- the know-how stays with a few people.

Guidelines and direction turn an experiment into a shared way of working.

COMPARISON

AI experiments without and with guidelines

Without guidelines

- Everyone decides for themselves what data to enter
- Usage and benefit stay invisible
- Quality varies from person to person
- Management cannot decide anything

With guidelines

- Shared boundaries define what is allowed
- Usage and benefit are visible to management
- Proven practices spread
- Decisions are based on data

RISKS

Three risks when experiments go unguided

1

Security and confidentiality

Confidential customer information may end up in a service the organization has not assessed.

2

Wasted benefit

The impact on billable and non-billable work remains unknown. Investments cannot be justified.

3

Dependency on individuals

When the know-how is in a few people's heads, it leaves with them.

BASIC GLOSSARY

Six AI terms worth knowing

Term	Meaning
Language model (LLM)	AI that produces text based on an instruction
Prompt	The instruction or question you give to a language model
Hallucination	A plausible-sounding but incorrect answer
Agent	AI that carries out multiple steps on its own
Ground rules	A shared guideline on how AI is used
Pilot	A limited experiment that proves the benefit

Vint

02

PART 2

The path: six steps

Each step has a rationale and a clear criterion for completion.

OVERVIEW

Six steps in about 90 days

1

WEEKS 1–2

Current-state mapping

You see what is already in use.

2

WEEKS 2–4

Ground rules

You agree on safe boundaries.

3

WEEKS 3–4

Ownership and goals

You name responsibility and direction.

4

WEEKS 4–7

Benefit and prioritization

You choose the first target.

5

WEEKS 8–12

Limited pilot

You prove the benefit on a small scale.

6

AFTER 90 DAYS

Scaling

You expand what has been proven.

Vint

SUMMARY

The steps at a glance

Step	Recommendation	Outcome	Effort
1 Current state	Strong recommendation	Picture of current use	Small
2 Ground rules	Strong recommendation	One-page guideline	Small
3 Ownership	Strong recommendation	Responsibility and goals	Small
4 Prioritization	Strong recommendation	First target selected	Moderate
5 Pilot	Strong recommendation	Measured result	Moderate
6 Scaling	Direction	Expansion plan	Grows gradually

Timeline and effort are indicative. Adapt them to the size of your organization.

STEP 1 · STRONG RECOMMENDATION · WEEKS 1–2

Current-state mapping

Why

You cannot guide what you cannot see. Mapping reveals who uses what, for what, and with what data. It also brings out those who already have know-how.

What to do

- Run a short survey or interviews with users
- List the tools in use
- Record use cases and the data entered

Done when: you have a one-page summary of current use.

STEP 1 · TOOL

What to ask in the mapping

A question template for a survey or interview:

- Which AI tools do you use, and with which account (personal or company)?
- What tasks do you use them for?
- What kind of information do you enter into AI?
- What benefits or problems have you experienced?
- Where would you like AI to help?

The answers reveal both the risks and the best opportunities.

STEP 2 · STRONG RECOMMENDATION · WEEKS 2–4

Ground rules

Why

Use without boundaries is a significant risk. One clear page removes guesswork: people know what is allowed and are not left to wonder alone.

What to do

- Write a one-page guideline
- Include approved tools, data classification and the duty to review
- Go through the guideline with the whole staff

Done when: the guideline is published and everyone has heard it.

STEP 2 · TEMPLATE

Data traffic lights

Level	Typical content	Rule
Green	Public information, general text drafts	May be used in approved tools
Yellow	Internal, non-sensitive material	Only in separately approved tools
Red	Customer and personal data, secrets	Not entered into AI

A template. The organization defines its own limits. Always review AI-generated content before use.

STEP 3 · STRONG RECOMMENDATION · WEEKS 3–4

Ownership and goals

Why

Without named responsibility, a matter becomes everyone's job and therefore goes undone. A goal tells you what AI is being advanced for and what results are compared against.

What to do

- Name a sponsor from the management team
- Name a practical owner
- Record 1–3 goals, such as time saved or better quality

Done when: the owner and goals are recorded.

STEP 3 · ROLES

Three roles are enough to start

1

Management representative

Makes decisions, removes obstacles and communicates why AI is being advanced.

2

Owner

Holds the whole together: guidelines, pilots and follow-up.

3

User community

A few active users who share good practices with others.

Vint

STEP 4 · STRONG RECOMMENDATION · WEEKS 4–7

Identifying benefit and prioritizing

Why

Time savings and non-billable work are often unknown. Without that knowledge, AI is taken where it is easy, not where it brings the most benefit.

What to do

- List recurring tasks and estimate the time they take
- Score the items against four criteria
- Choose one first target

Done when: you have a prioritized list and one chosen target.

Vint

STEP 4 · SCORING

Four criteria for choosing the first target

1

Frequency

Is this done daily or weekly?

2

Time spent

How much work does the task take in total?

3

Risk

What happens if the AI makes a mistake? Start with low risk.

4

Data readiness

Is the necessary data available and safe to use?

Vint

STEP 5 · STRONG RECOMMENDATION · WEEKS 8–12

Limited pilot

Why

A small pilot teaches more than a broad plan. The risk is small, the benefit is visible, and the organization learns by doing before a larger investment.

What to do

- One target, a small group
- Record the baseline before starting
- Evaluate the result against the goals

Done when: a decision is made to expand, change or stop.

STEP 5 · PROCESS

The four steps of a pilot

1

Choose

One target from step 4.

2

Measure the baseline

E.g. time per task before AI.

3

Try

A small group, a limited period.

4

Decide

Expand, change or stop.

STEP 6 · DIRECTION · AFTER 90 DAYS

Scaling

Why

Ways of working spread only once the benefit has been shown. Then expansion rests on results, not on belief.

What to do

- Train others using the pilot's experience
- Update the guidelines based on lessons learned
- Choose the next target in the same way

Direction: capability grows one target at a time.

Vint

ILLUSTRATION · FICTIONAL COMPANY

How the steps could proceed in a service company

Step	How it might go
1 Current state	Four people use a language model with a personal account, e.g. for drafting proposals.
2 Ground rules	A one-page guideline: customer data does not go into AI.
3 Ownership	The CEO as management representative, the COO as owner. Goal: less time spent on proposals.
4 Prioritization	Drafting proposals and meeting minutes is chosen (recurring, low risk).
5 Pilot	Three people, four weeks. Time per proposal is measured before and after.
6 Scaling	Benefit confirmed, so training for others. Next target: reporting.

A fictional illustration, not a real customer. Results are deliberately not quantified.

Vint

03

PART 3

Putting it into practice

Pitfalls and the first week.

PITFALLS

Four typical pitfalls

1

Starting from the tool

Choose the problem first, then the tool.

2

The guideline is sidelined

A guideline that is not communicated does not change behavior.

3

No metric

Without a baseline, the benefit cannot be proven.

4

First target too big

Start with a limited, low-risk task.

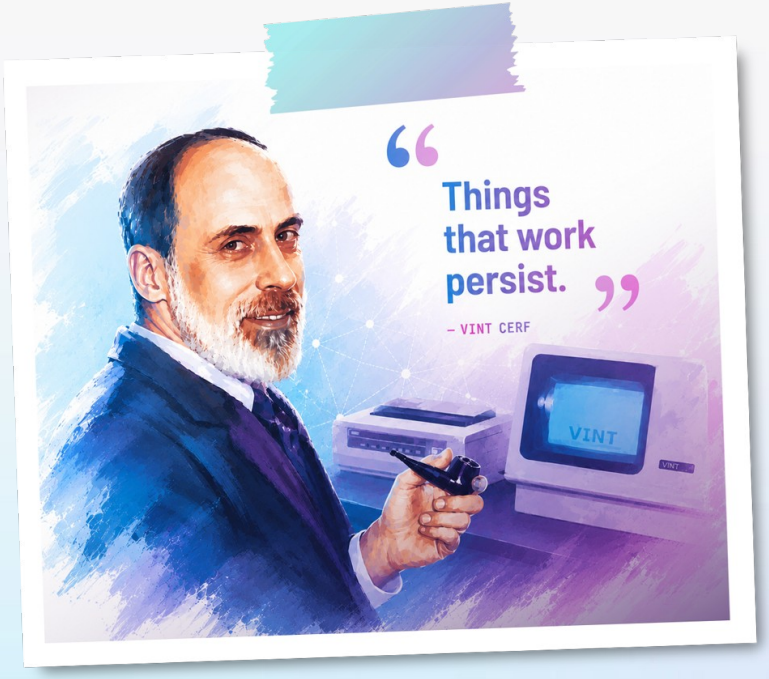
Vint

START THIS WEEK

Five steps for the first week

- Name an owner for the current-state mapping
- Send users a short survey
- List the current tools and accounts
- Book 30 minutes with the management team to go through the ground rules
- Decide when the step 1 summary will be ready

A small first step is enough.



VINT TECHNOLOGIES

Thank you

Start with one step: map the current state this week.

Vint