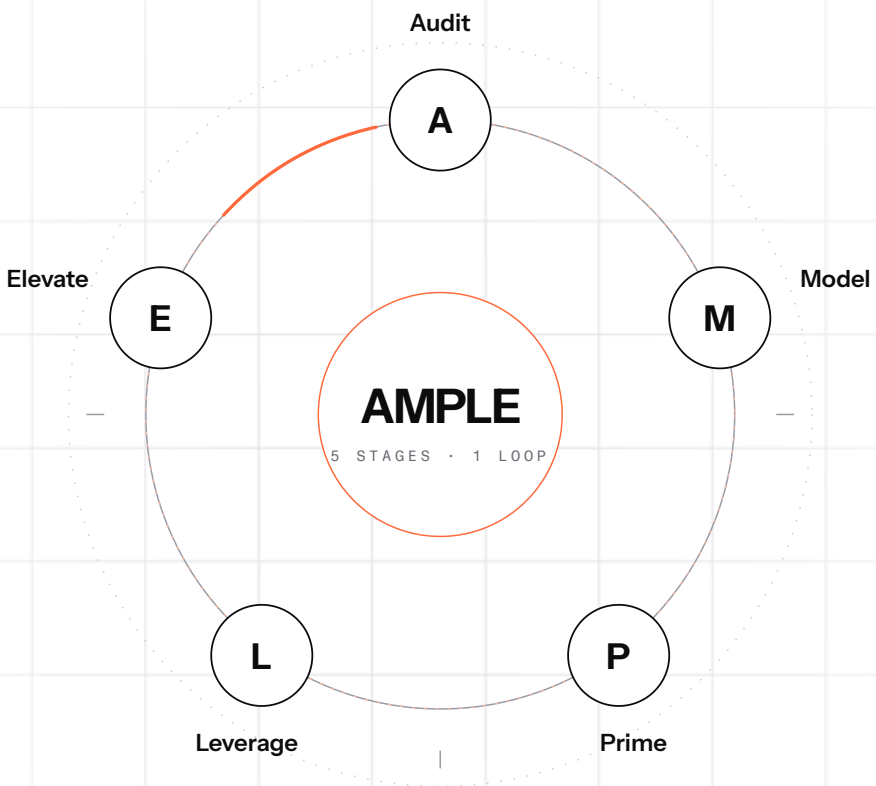
# The AMPLE Workbook

## From AI rollout to real *outcomes*

A free, work-through guide for individuals, teams and organisations.






v1.1, November 2026. Built on AMPLE v4 (a framework I'm working on).

# Before you start

Most AI efforts stop at “licences bought, people trained”. This workbook is for the part after that: setting a goal, finding the right work to change, deciding how much AI each task gets, turning the change into value, and checking it against the goal. Then doing it again.

Each sheet has a grey example under its fields. Two worked examples are at the back: one person on their own, with every sheet filled in, and a team.

AMPLE IN ONE LINE

Audit: set the goal, then see how the work really happens

Model: decide how much AI each task gets

Prime: work out what you need, then set it up

Leverage: turn the change into value

Elevate: measure against your goals, then go round again

RULES OF THUMB

- Start from the outcome, not the tool. Set the goal first: what do I want more of?
- Work at task level, not job or team level. One task is fine as a start.
- Start small: one goal, one workflow (yours or your team’s), one to three tasks, one thing to add.
- Freed time is the point. Point it at the goal, or it turns into more of the same work.
- Measure against the goal, not hours saved.

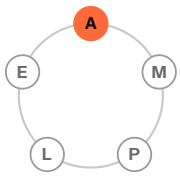
# Choose your path

| | ☐ On your own | ☐ As a team | ☐ Across an organisation |
|---|---|---|---|
| **Who** | Anyone who uses AI at work | A team lead and their team | A sponsor, an AI owner, and one pilot team first |
| **Time** | About 2 hours, then a 4-week check | 4 short sessions over 4 weeks, then a check | One full round with a pilot team (about 6 weeks), then expand |
| **Start with** | Your own week | One workflow the team shares | One team, one workflow, before anything company-wide |
| **Use these pages** | All | All | All, plus the organisation notes |

ORGANISATION NOTES

Run one complete round with a pilot team before rolling out. Name a sponsor who protects the team’s time, and one person who owns the data rules and tool access. Expand only what passed the four-week check.

# A Audit: set the goal, then see how the work really happens




GOAL one to three goals, and a task list showing where effort goes.

## GOAL

**I want more of** _____

**I want less of** _____

**I'd know it's working when** _____

e.g. More of: time on next-phase proposals · less of: late Fridays · working when a proposal goes out on time and Friday finishes on time

**I need to** _____ (the thing you make or do),

about _____ times a ☐ day ☐ week ☐ month

It involves ☐ just me ☐ a few teammates ☐ other teams ☐ clients or other stakeholders

e.g. I need to send a status update to each of my 4 clients, about once a week, every Friday. It involves just me.

One task is fine. Most tasks turn out to be a few steps. List them below.

## TASK LIST

Break it into the steps you actually do, e.g. collect the numbers, paste them into the template, write the summary, chase approval.

| # | Task | Who | How often | How long | AI used today? which tool | Low-value? copying, chasing, reformatting, re-checking |
|---|---|---|---|---|---|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |

e.g. Gather updates from my calendar, email and the project board · me · weekly · 40 min · none · copying, re-checking

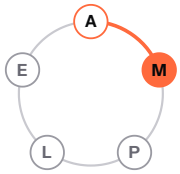
**AI I already use** (or we use, including tools people use on their own)

e.g. None on this workflow yet.

## TEAM / ORGANISATION

Fill this with the people who do the work, not about them. They know which tasks are wasted.

# M Model: decide how much AI each task gets




GOAL a short list of changes, each with an answer, an outcome, a starting number and an owner.

**Task finder questions.** Answer for your own work first, then with your team if you're running it as one.

1. What do I do every week that I put off?
2. What do I copy, retype or reformat from one place to another?
3. What do I write from scratch that follows the same shape every time?
4. What do I check by hand that a simple rule could check?
5. What do I wait on, when the information already exists somewhere?
6. What would I do more of if I had the time? → KEEP IT HUMAN
7. What do I skip, or wait on someone else for, because I don't have the skill? → ADD
8. Where would a working prototype, a better visual or a clearer story change the outcome? → ADD

TASK FINDER SHEET

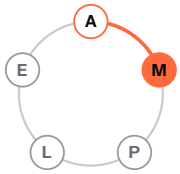
**Human** = you do it, AI stays out · **Augmented** = you and AI together, you in control · **Automated** = AI does it, you check

| # | Task | How often, how long | What's it for? | Stop / Human / Augmented / Automated | Why, and what's the risk? | If this was taken care of, I could focus on… |
|---|---|---|---|---|---|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |

e.g. The first draft of each update · 25 min each, ×4 · telling each client where things stand · Augmented · same shape every week; risk: a wrong date, so I check · the next-phase proposals

**Before handing a task to AI, ask:** Why should AI do it? Is the risk worth it? Should a person stay in control? How much you do yourself, with AI or hand off changes with every task.

# M Model: decide how much AI each task gets




ADD SHEET: SOMETHING NEW YOU CAN NOW DO

| Something I can't do yet | Where it would change the result | First small version I'll make |
|---|---|---|
| | | |
| | | |
| | | |

e.g. A clear "what I need from you" line · clients reply faster · one line at the end of next Friday's updates

**Pick** one to three tasks (frequent, time-consuming, low risk if AI gets it wrong) and one thing to add.

**Write each outcome in one sentence, with today's number.**

1 By _____ _____ goes from _____ (today) to _____ .

2 By _____ _____ goes from _____ (today) to _____ .

3 By _____ _____ goes from _____ (today) to _____ .

e.g. By the end of the month, Friday updates go from 2.5 hours (today) to 1 hour.

**Where the freed time goes** (point it at your goal)

e.g. The next-phase proposals.

Who checks AI output (can be you) _____

e.g. Me.

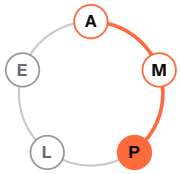
Owner of each opportunity (can be you) _____

e.g. Me.

TEAM

The team lead decides, and the team fills in the task finder together.

# Prime: work out what you need, then set it up




GOAL tools, connections, context, rules and checks for the chosen tasks, nothing more.

Answer for the tasks you chose. Tick each one once it's set up, nothing more.

- [ ] **What tools do I need?**

e.g. The AI assistant I already have.

- [ ] **What data or systems do I connect?**

e.g. My calendar, email and the project board.

- [ ] **What context does the AI need?** who I am (or we are), how I (we) write, what good looks like

e.g. A context file with the update template.

- [ ] **What never goes in without approval?** client data, personal data, anything confidential

e.g. Client names, in any tool that isn't approved.

- [ ] **What check does each task need, and who does it?**

| Task | What must be true before it's used | Who checks (can be you) |
|---|---|---|
| | | |
| | | |
| | | |

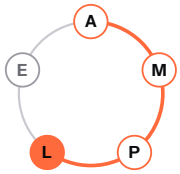
e.g. Each client update · every date and number matches the project board · me

ORGANISATION NOTES

The data rules come from whoever owns data and security. Keep them to one page people will actually read.

# L

# Leverage: turn the change into value




GOAL freed time and new skills going into the goal every week, and a record of what it added.

**Where the freed time and new skills go (from your goal)** _____

e.g. The next-phase proposals.

## PRACTISE ON REAL WORK, NOT FEATURES

**The real task I'll practise on (or we'll train on)** _____

e.g. Next Friday's real updates.

**What I'll finish (something that runs)** _____

e.g. All four updates, drafted with AI, checked and sent.

**Where I'll use it straight away** _____

e.g. This Friday's round.

Spend as long on *where to use it* as on *how*.

## WEEKLY CHECK-IN (15 MINUTES WITH YOURSELF OR YOUR TEAM)

| | Week 1 | Week 2 | Week 3 | Week 4 |
|---|---|---|---|---|
| 1 What I made or used AI for | | | | |
| 2 Where the freed time actually went | | | | |
| 3 What value it added | | | | |
| 4 What went wrong or I had to fix | | | | |
| 5 One thing I'll try next week | | | | |

e.g. Week 1: drafted all four from my notes · an hour on the proposal · the outline is done · one date was wrong, the check caught it · pull notes from the board

**Where I'll keep or share what's working** _____

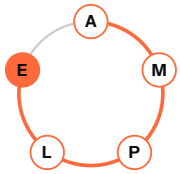
e.g. My notes file, next to the template.

## TEAM

The team lead runs the weekly check-in, and everyone finishes something that runs.

# E

# Elevate: measure against your goals, then go round again




GOAL evidence of what changed against the goal, and the list for the next round.

## GOALS CHECK

| Goal<br>from Audit | What I'd see if it worked | What happened | Grow / fix / drop |
|---|---|---|---|
| | | | |
| | | | |

e.g. More time on next-phase proposals · a proposal goes out on time · one proposal sent that used to slip · Grow

## FOUR-WEEK CHECK

| Opportunity | Measure | Today's number<br>from Model | Number now | Where the freed time actually went<br>vs plan | Grow / fix / drop |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

e.g. Friday updates · time per Friday · 2 h 30 min · 1 h 20 min · the next-phase proposal · Grow

| | |
|---|---|
| **Good measures** | the goals from Audit first · cycle time · rework · still used a month later · where the freed time went · wins or revenue where honestly linked. |
| **Weakest measure** | hours saved. Saved time only counts once it turns into something. |

## NEXT ROUND

**What I'll (or we'll) grow**
e.g. Pull notes from the project board.

**Fix**
e.g. The tone for one client.

**Drop**
e.g. Nothing.

**New opportunities to Audit**
e.g. Not chosen yet.

## TEAM

The team lead runs the four-week check, with whoever owns the numbers.

# Your one-page AMPLE plan

## A — AUDIT

My goals

e.g. More time on next-phase proposals, fewer late Fridays.

The workflow, and where the time goes

e.g. Weekly status updates to 4 clients, every Friday. About 2.5 hours, most of it gathering and rewriting.

## M — MODEL

Stop

e.g. Reformatting each update for each client.

Human

e.g. The judgement calls and the risks.

Augmented

e.g. The first draft of each update.

Automated

e.g. Gathering notes from the board and calendar.

Add

e.g. A "what I need from you" line.

The outcome (with today's number)

e.g. By the end of the month, Friday updates take 1 hour instead of 2.5.

Where the freed time goes

e.g. The next-phase proposals.

## P — PRIME

Tools · connections · context · rules (never without approval) · checks and who checks

e.g. The AI assistant I have · my calendar, email and the board · a context file with the template · no client names in unapproved tools · every date and number checked against the board, by me.

## L — LEVERAGE

Where the freed time and new skills go

e.g. The next-phase proposals.

The real work I'll practise on (or we'll train on)

e.g. Next Friday's real updates.

My weekly check-in (day, time, and who, if it's a team)

e.g. Friday, after sending, 15 minutes with myself.

## E — ELEVATE

Goals and 2–3 measures, with today's number · who checks · when (4 weeks from)

e.g. A proposal on time, Fridays on time · time per Friday (2.5 hours today) · checked by me · four weeks from this Friday.

INVENTED, FOR ILLUSTRATION

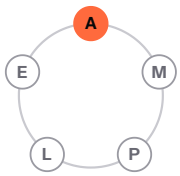
# Worked example 1: on your own

Every sheet, filled in by one person working on their own.

| | |
|---|---|
| **The goal** | *More time on next-phase proposals, fewer late Fridays.* |
| **Who** | *Someone who sends a status update to each of their 4 clients, once a week, every Friday. Just them.* |
| **Where it comes from** | *Their calendar, email and the project board.* |
| **The steps** | *Gather (40 min) · write each update (25 min × 4) · format · check · send.* |
| **The outcome** | *"By the end of the month, Friday updates take 1 hour instead of 2.5."* |

The answers are set in italic, so they read as the example, not as your sheet. Worked example 2, a team, follows.

# Audit: set the goal, then see how the work really happens




GOAL one to three goals, and a task list showing where effort goes.

## GOAL

**I want more of** *time on next-phase proposals*

**I want less of** *late Fridays*

**I'd know it's working when** *a next-phase proposal goes out on time, and Friday finishes on time*

**I need to** *send a status update to each of my 4 clients (every Friday)* (the thing you make or do),

about *1* times a ☐ day ☑ week ☐ month

It involves ☑ just me ☐ a few teammates ☐ other teams ☐ clients or other stakeholders

One task is fine. Most tasks turn out to be a few steps. List them below.

### TASK LIST

Break it into the steps you actually do, e.g. collect the numbers, paste them into the template, write the summary, chase approval.

| # | Task | Who | How often | How long | AI used today? which tool | Low-value? copying, chasing, reformatting, re-checking |
|---|---|---|---|---|---|---|
| 1 | *Gather updates from my calendar, email and the project board* | *Me* | *Weekly* | *40 min* | *None* | *Copying, re-checking* |
| 2 | *Write each client's update* | *Me* | *Weekly, ×4* | *25 min each* | *None* | *Rewriting the same points* |
| 3 | *Format each update* | *Me* | *Weekly, ×4* | *A few minutes* | *None* | *Reformatting* |
| 4 | *Check dates and numbers* | *Me* | *Weekly* | *A few minutes* | *None* | *Re-checking* |
| 5 | *Send* | *Me* | *Weekly, ×4* | *A few minutes* | *None* | |

**AI I already use** (or we use, including tools people use on their own)

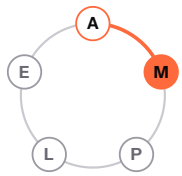
*None on this workflow yet.*

### TEAM / ORGANISATION

Fill this with the people who do the work, not about them. They know which tasks are wasted.

WORKED EXAMPLE · ON YOUR OWN · INVENTED, FOR ILLUSTRATION

# Model: decide how much AI each task gets




GOAL a short list of changes, each with an answer, an outcome, a starting number and an owner.

**Task finder questions.** Answer for your own work first, then with your team if you're running it as one.

1. What do I do every week that I put off?
2. What do I copy, retype or reformat from one place to another?
3. What do I write from scratch that follows the same shape every time?
4. What do I check by hand that a simple rule could check?
5. What do I wait on, when the information already exists somewhere?
6. What would I do more of if I had the time? → KEEP IT HUMAN
7. What do I skip, or wait on someone else for, because I don't have the skill? → ADD
8. Where would a working prototype, a better visual or a clearer story change the outcome? → ADD

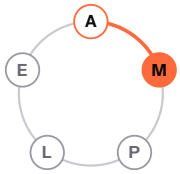
TASK FINDER SHEET

**Human** = you do it, AI stays out · **Augmented** = you and AI together, you in control · **Automated** = AI does it, you check

| # | Task | How often, how long | What's it for? | Stop / Human / Augmented / Automated | Why, and what's the risk? | If this was taken care of, I could focus on… |
|---|---|---|---|---|---|---|
| 1 | *Reformatting each update for each client* | *Weekly, ×4* | *Matching each client's layout* | *Stop* | *Clients read the content, not the layout. Low risk.* | *Writing clearer updates* |
| 2 | *Gathering notes from the board and calendar* | *40 min weekly* | *The raw material for each update* | *Automated* | *It's copying. Risk: something missed, so I skim it.* | *The judgement calls* |
| 3 | *The first draft of each update* | *25 min each, ×4* | *Telling each client where things stand* | *Augmented* | *Same shape every week. Risk: a wrong date or number, so I check.* | *The next-phase proposals* |
| 4 | *The judgement calls and the risks* | *Weekly, inside each update* | *Where clients' trust comes from* | *Human* | *Needs what only I know about each client.* | |

**Before handing a task to AI, ask:** Why should AI do it? Is the risk worth it? Should a person stay in control? How much you do yourself, with AI or hand off changes with every task.

# M Model: decide how much AI each task gets




ADD SHEET: SOMETHING NEW YOU CAN NOW DO

| Something I can't do yet | Where it would change the result | First small version I'll make |
|---|---|---|
| *A clear "what I need from you" line* | *Clients reply faster and decisions don't stall* | *One line at the end of next Friday's updates* |
| | | |

**Pick** one to three tasks (frequent, time-consuming, low risk if AI gets it wrong) and one thing to add.

**Write each outcome in one sentence, with today's number.**

1 By *the end of the month* *Friday updates* goes from *2.5 hours* (today) to *1 hour* .

2 By _____ _____ goes from _____ (today) to _____ .

3 By _____ _____ goes from _____ (today) to _____ .

**Where the freed time goes** (point it at your goal)

*The next-phase proposals.*

Who checks AI output (can be you) *Me.*

Owner of each opportunity (can be you) *Me.*

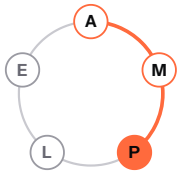
TEAM

The team lead decides, and the team fills in the task finder together.

P

WORKED EXAMPLE · ON YOUR OWN · INVENTED, FOR ILLUSTRATION

# Prime: work out what you need, then set it up




GOAL tools, connections, context, rules and checks for the chosen tasks, nothing more.

---

Answer for the tasks you chose. Tick each one once it's set up, nothing more.

☑ **What tools do I need?**

*The AI assistant I already have.*

☑ **What data or systems do I connect?**

*My calendar, email and the project board.*

☑ **What context does the AI need?** who I am (or we are), how I (we) write, what good looks like

*A context file with the update template.*

☑ **What never goes in without approval?** client data, personal data, anything confidential

*Client names, in any tool that isn't approved.*

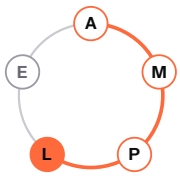
☑ **What check does each task need, and who does it?**

| Task | What must be true before it's used | Who checks (can be you) |
|---|---|---|
| *Each client update* | *Every date and number matches the project board* | *Me* |
| | | |

ORGANISATION NOTES

The data rules come from whoever owns data and security. Keep them to one page people will actually read.

# L Leverage: turn the change into value




GOAL freed time and new skills going into the goal every week, and a record of what it added.

**Where the freed time and new skills go (from your goal)** *The next-phase proposals.*

PRACTISE ON REAL WORK, NOT FEATURES

**The real task I'll practise on (or we'll train on)** *Next Friday's real updates.*

**What I'll finish (something that runs)** *All four updates, drafted with AI, checked and sent.*

**Where I'll use it straight away** *This Friday's round.*

Spend as long on *where to use it* as on *how*.

WEEKLY CHECK-IN (15 MINUTES WITH YOURSELF OR YOUR TEAM)

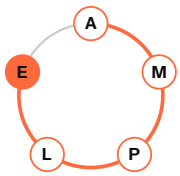
| | Week 1 | Week 2 | Week 3 | Week 4 |
|---|---|---|---|---|
| 1 What I made or used AI for | *Drafted all four updates from my notes.* | *Added the "what I need from you" line to all four.* | | |
| 2 Where the freed time actually went | *An hour on the next-phase proposal.* | *The rest of the proposal.* | | |
| 3 What value it added | *The proposal outline is done.* | *A proposal sent that used to slip.* | | |
| 4 What went wrong or I had to fix | *One date was wrong. The check caught it.* | *One client's update read too formal.* | | |
| 5 One thing I'll try next week | *Pull my notes straight from the project board.* | *Fix that client's tone in the context file.* | | |

**Where I'll keep or share what's working** *My notes file, next to the template.*

TEAM

The team lead runs the weekly check-in, and everyone finishes something that runs.

# Elevate: measure against your goals, then go round again




GOAL evidence of what changed against the goal, and the list for the next round.

## GOALS CHECK

| Goal from Audit | What I'd see if it worked | What happened | Grow / fix / drop |
|---|---|---|---|
| *More time on next-phase proposals* | *A proposal goes out on time* | *One proposal sent that used to slip* | *Grow* |
| *Fewer late Fridays* | *Friday finishes on time* | *Updates take 1 h 20 min* | *Grow* |

## FOUR-WEEK CHECK

| Opportunity | Measure | Today's number from Model | Number now | Where the freed time actually went vs plan | Grow / fix / drop |
|---|---|---|---|---|---|
| *Friday updates* | *Time per Friday* | *2 h 30 min* | *1 h 20 min* | *The next-phase proposal* | *Grow* |
| *"What I need from you" line* | *How fast clients reply* | *Slow* | *Faster* | | *Grow* |

| | |
|---|---|
| **Good measures** | the goals from Audit first · cycle time · rework · still used a month later · where the freed time went · wins or revenue where honestly linked. |
| **Weakest measure** | hours saved. Saved time only counts once it turns into something. |

## NEXT ROUND

| | |
|---|---|
| What I'll (or we'll) grow | *Pull notes from the project board.* |
| Fix | *The tone for one client.* |
| Drop | *Nothing.* |
| New opportunities to Audit | *Not chosen yet.* |

## TEAM

The team lead runs the four-week check, with whoever owns the numbers.

# Your one-page AMPLE plan

## A — AUDIT

My goals

*More time on next-phase proposals, fewer late Fridays.*

The workflow, and where the time goes

*Weekly status updates to 4 clients, every Friday. About 2.5 hours, most of it gathering and rewriting.*

## M — MODEL

Stop

*Reformatting each update for each client.*

Human

*The judgement calls and the risks.*

Augmented

*The first draft of each update.*

Automated

*Gathering notes from the board and calendar.*

Add

*A "what I need from you" line.*

The outcome (with today's number)

*By the end of the month, Friday updates take 1 hour instead of 2.5.*

Where the freed time goes

*The next-phase proposals.*

## P — PRIME

Tools · connections · context · rules (never without approval) · checks and who checks

*The AI assistant I have · my calendar, email and the board · a context file with the template · no client names in unapproved tools · every date and number checked against the board, by me.*

## L — LEVERAGE

Where the freed time and new skills go

*The next-phase proposals.*

The real work I'll practise on (or we'll train on)

*Next Friday's real updates.*

My weekly check-in (day, time, and who, if it's a team)

*Friday, after sending, 15 minutes with myself.*

## E — ELEVATE

Goals and 2–3 measures, with today's number · who checks · when (4 weeks from)

*A proposal on time, Fridays on time · time per Friday (2.5 hours today) · checked by me · four weeks from this Friday.*

INVENTED, FOR ILLUSTRATION

# Worked example 2: a team

A five-person team that produces a monthly performance report for clients.

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## A

AUDIT

Goal: more time with clients. 9 tasks; about 3 days a month. Low-value: copying numbers from three tools, reformatting charts, chasing two people for comments.

## M

MODEL

Stop: the internal review meeting that only reads numbers aloud. Automated: pulling and formatting the numbers. Augmented: the first draft of the summary. Human: the analysis and recommendations. Add: a one-page visual summary clients can forward. Outcome: “By month 2, the report takes 1 day instead of 3, with one review round instead of three.”

## P

PRIME

Licences for the two people who build the report; client data stays out of public tools; a context file with the report template and tone; a check that every number matches its source, checked by the team lead.

## L

LEVERAGE

The freed time goes to a short call with each client about the recommendations. One session building the report with AI on last month’s real data; a 15-minute Friday check-in.

## E

ELEVATE

At four weeks: 1.5 days, two review rounds, client calls happening for half the clients. Grow the number pulling, fix the summary prompt, keep going.

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AMPLE is a framework I’m working on. Steven Smith · stevensmith.dev. Free to use and share.