

A ROLE-BY-ROLE BREAKDOWN

Who Does What in Your First Ninety Days of AI.

The seven-stage plan tells you the order. This is the companion that tells you exactly who on your five-person team does what, at every single stage.

BY TERENCE KOK

Seven stages, thirteen weeks.

01

Name your leader

Weeks 1–2

02

Pick one task

Weeks 2–3

03

Set your starting point

Weeks 3–4

04

Build the first version

Weeks 4–6

05

Add a safety check

Weeks 6–8

06

Run it on real work

Weeks 8–11

07

Score it and decide

Weeks 11–13

WHO DOES WHAT

THE CORE CONCLUSION

03 / 10

5

Roles with real work at every single stage, not just one.

If only the technical lead is busy, a stage is usually going wrong. Most plans stall for one reason: nobody was sure which of the five people owned a task inside a stage.

WHO DOES WHAT

THE FIVE ROLES

04 / 10

One job each, all thirteen weeks.

01

Executive Sponsor

Owns the outcome

02

Data Owner

Knows what is real

03

Frontline User

Knows where it breaks

04

Governance Owner

Owns the rules

05

Technical Lead

Knows what is possible

WHO DOES WHAT

WEEKS 2 TO 3 · PICK ONE TASK

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Three of five roles exist to say no.

Executive Sponsor picks one task using three tests, not the biggest idea in the room.

Data Owner gives an honest yes or no on whether the data is reachable inside ninety days.

Governance Owner vetoes anything that touches a regulated, high-stakes decision before it gets picked.

WHO DOES WHAT

WEEKS 6 TO 8 · ADD A SAFETY CHECK

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The stage most teams underinvest in.

Governance Owner finalises the one-page rule with concrete examples, not a long policy nobody reads.

Frontline User becomes the first line of the check, reviewing output before it goes anywhere.

Technical Lead builds the mechanism, then tries to break it before anyone else does.

WHO DOES WHAT

THE PATTERN UNDERNEATH

07 / 10

7 of 7

Stages where the frontline user has real work to do.

The governance owner is drafting, reviewing, or signing off in six of the seven. If either one disappears from a stage on your own plan, that is usually the first sign it is drifting off order.

WHO DOES WHAT

WEEKS 11 TO 13 · SCORE IT

08 / 10

"A sponsor who only ever says grow it is not really running a test."

WHO DOES WHAT

BEFORE WEEK ONE ENDS

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Name all five people, by name.

01

Name the sponsor and confirm the thirteen-week deadline in writing.

02

Name the other four people by name, not by job title, in one message everyone can see.

Confirm the frontline user has a standing hour or two a week, for all thirteen weeks.

WHO DOES WHAT

LET'S TALK

10 / 10

The stages were never the confusing part.

The confusion is almost always about who owns which task inside a stage. Read the full role-by-role breakdown at terencekok.com.



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