

THE 5 LEVELS OF AI IN YOUR BUSINESS

For any service business with 5–20 employees.

The businesses that use AI with a plan and a purpose are growing faster, selling more, and getting time back. Where do you fit?

85%

report increased sales using AI

84%

saw higher profits

8–15 hrs

saved per week: client comms, scheduling, reporting, follow-ups

U.S. Chamber of Commerce (2025) • Implementation data from multiple engagements

The difference is not the tools. It is how they are used.

5

AI-NATIVE

AI runs operations. The team focuses on relationships, strategy, and growth.

Like doubling your capacity

40+ hrs/wk

4

THE OPERATOR

Proposals, follow-ups, and reports run themselves. The team reviews instead of creates. More clients, same team.

Like adding a team member

20–40 hrs/wk

3

THE PRACTITIONER

The team has a shared playbook: templates, guidelines, and a clear policy on what is safe. Everyone uses AI consistently. But workflows are still manual.

Over 1 day/week freed up

10–15 hrs/wk

► MOST BUSINESSES ARE HERE

2

THE EXPERIMENTER

A few people get results. No shared approach. If they leave, the knowledge leaves too.

A few hours back

2–5 hrs/wk

1

THE AD HOC

Everyone uses ChatGPT, Claude, Gemini, or Copilot their own way. No guidelines, no visibility, no control.

Individual value only

* Estimates based on industry benchmarks. Results vary by team, industry, and workflows.

FIND YOUR LEVEL

- Does your team have a documented, shared set of AI prompts?
- Do you have a written AI use policy that your team follows?
- Are any recurring workflows automated end-to-end?

All No = Level 1–2

First two Yes = Level 3

All Yes = Level 4+

Beyond = Level 5

T.A.G. Training. Automation. Governance.

PHOENIX EDGE
GROUP

Book a 30-minute discovery call.

See what AI can actually do for your business with the team you have.

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