

# AI Transformation Starts With Invisible Work.

My Main Takeaway From Lina Mikolajczyk At Experimentation Elite



# TL;DR

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## Stop Starting With The Tool.

- Find the work nobody measures.
- Put a cost against it.
- Start with small internal use cases.
- Prove payback fast.
- Decide where people go next.

# AI Value Starts Before AI Tooling.



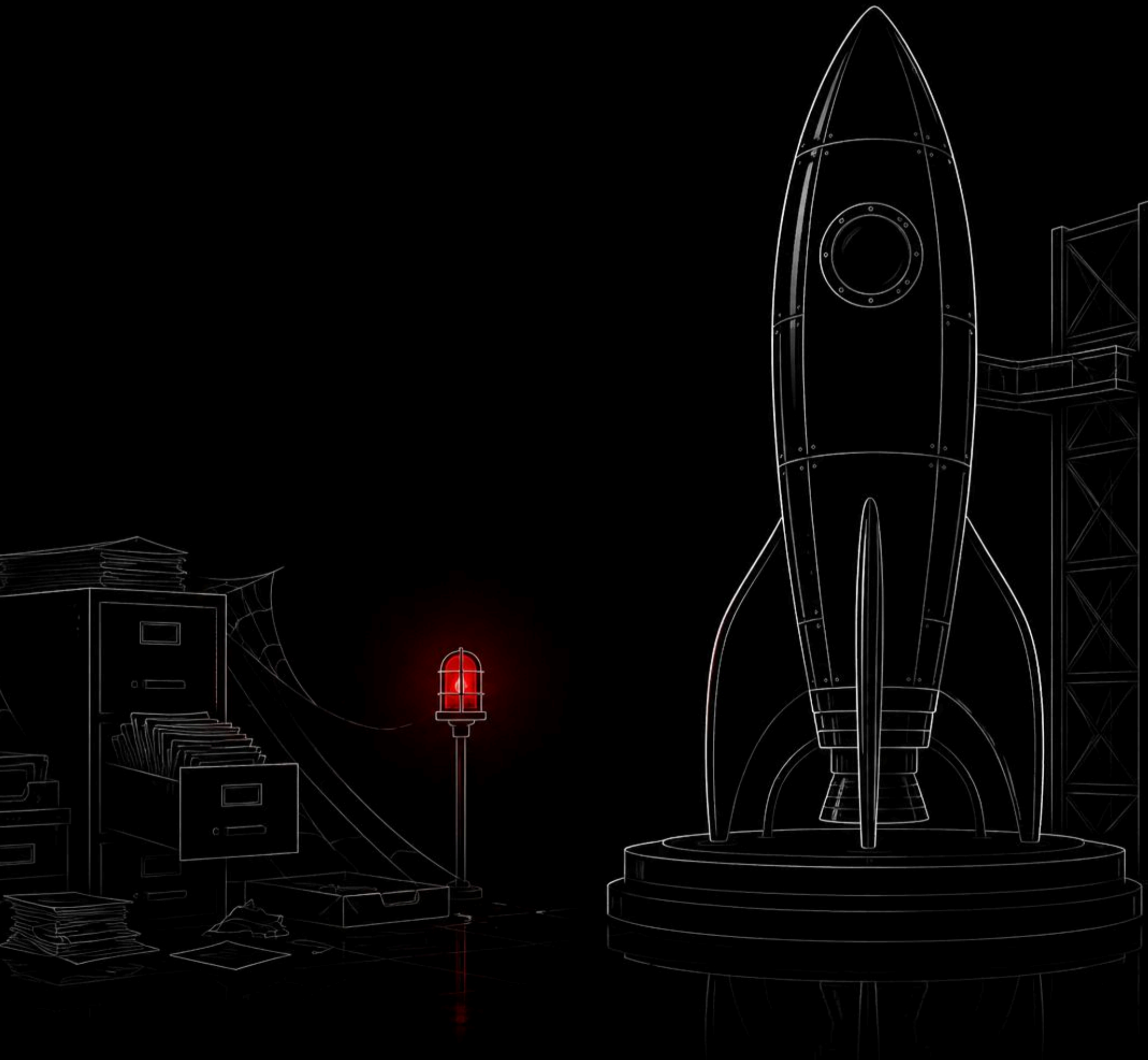
# Most AI Plans Start In The Wrong Place.

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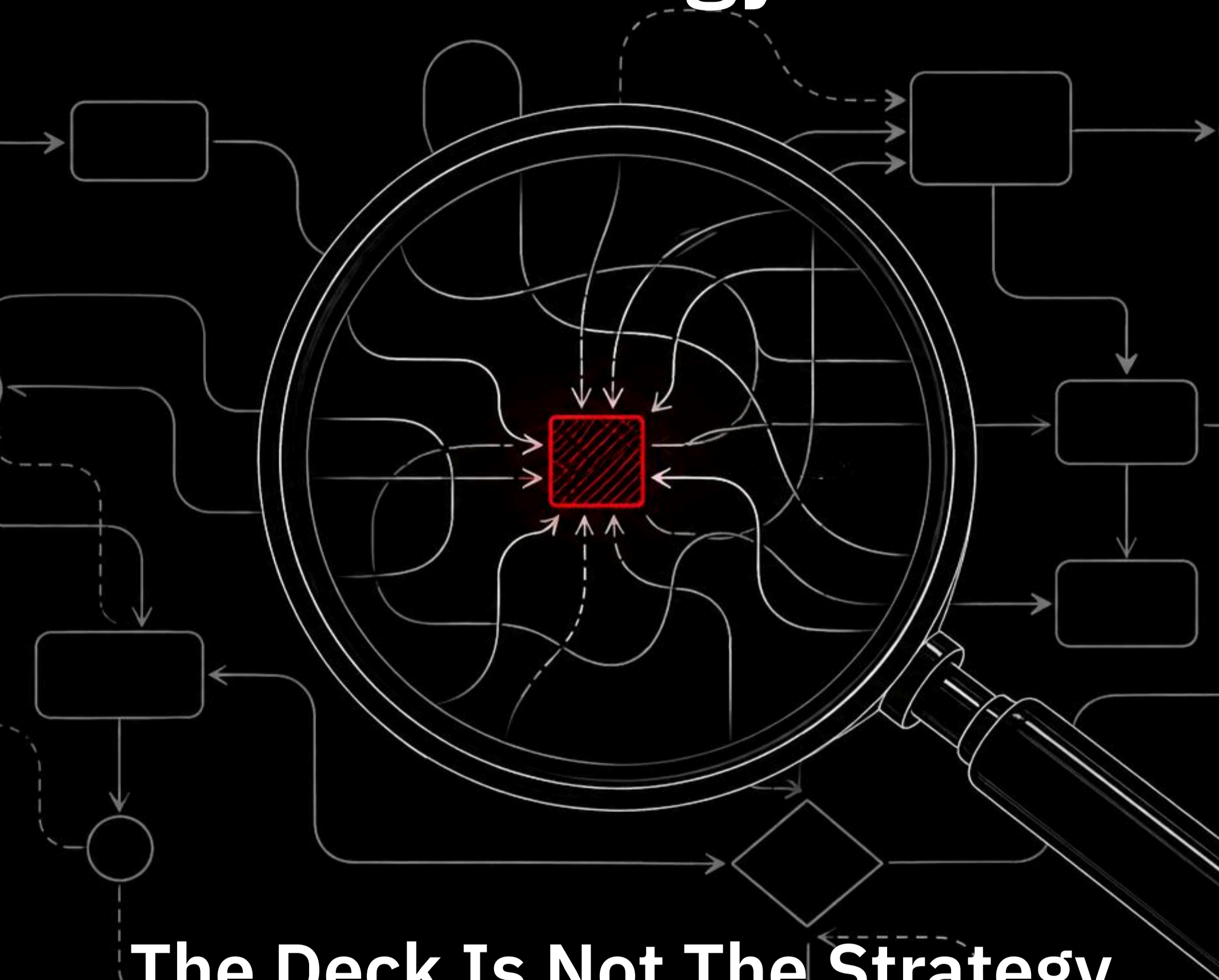
With The Thing Someone Wants  
To Buy, Build, Or Announce.

- A model.
- A platform.
- A chatbot.
- A transformation deck.
- A moonshot.

# None Of That Is The Business Case.



# The Tool Is Not The Strategy.



The Deck Is Not The Strategy  
Either.

**Cost The Work First.**

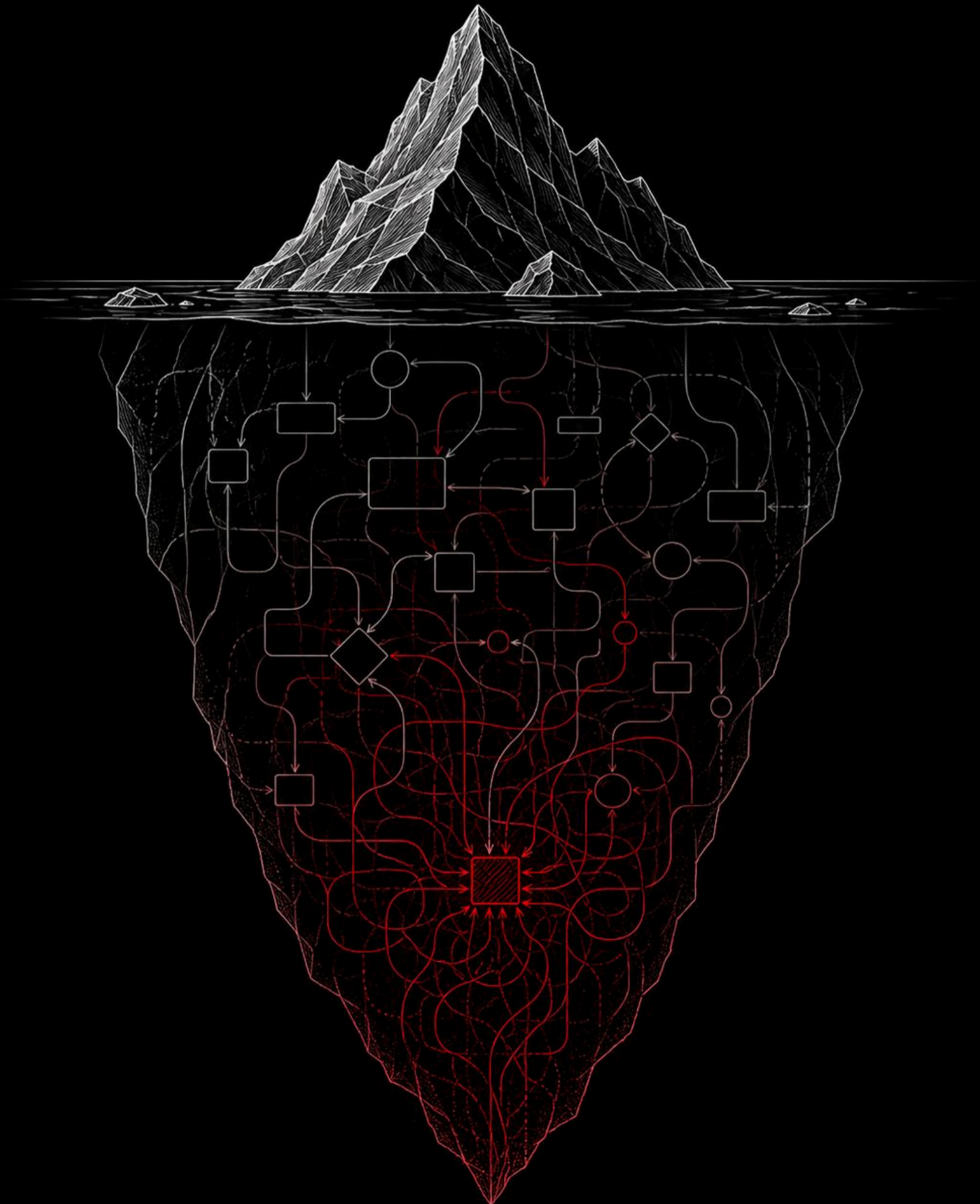
# Lina's Better Starting Point: Invisible Work.

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## The Stuff That Keeps The Business Moving, Badly.

- Reporting.
- Rekeying.
- Brief writing.
- Note taking.
- Spreadsheet orchestration.

# Boring Does Not Mean Low-Value.



# She Measured The Sludge.

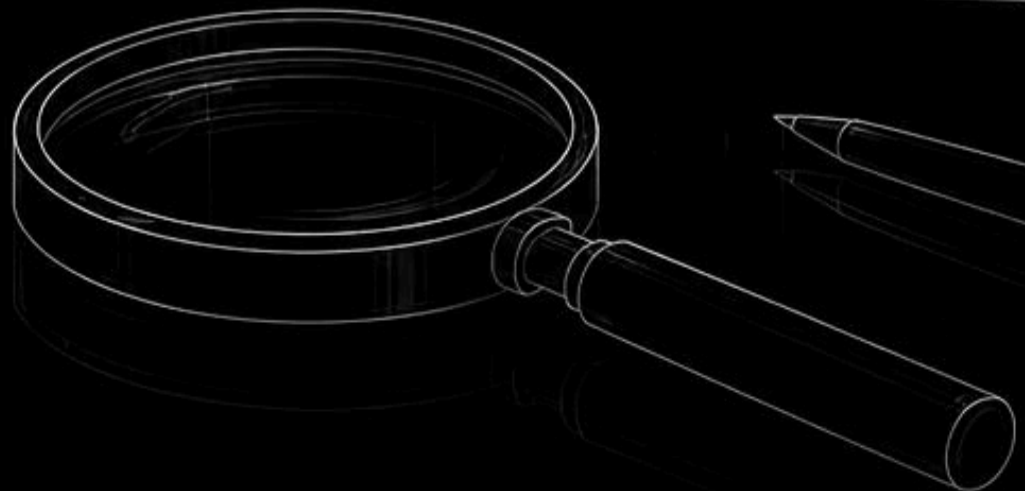
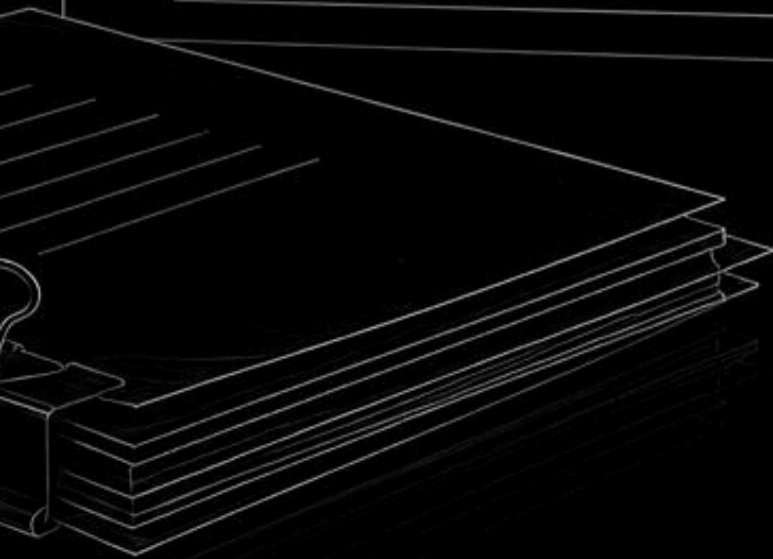
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**Not With A Huge Platform. With  
A Spreadsheet.**

- Five days.
- Around 50 people.
- Shared task categories.
- Hours mapped to salary cost.
- Automation potential estimated.

# Scrappy Evidence Created Movement.

			$\Sigma$	\$
Do —	02:15	————	2.25	\$112
Do —	01:40	————	1.67	\$83
Do —	03:05	————	3.08	\$153
Do —	01:15	————	1.25	\$62
Do —	02:45	————	2.75	\$136
Do —	00:55	————	0.92	\$45
Do —	02:20	————	2.33	\$115
Do —	01:35	————	1.58	\$78
Do —	03:30	————	3.50	\$172
Do —	01:05	————	1.08	\$53
TOTAL			20.38	<b>\$1,009</b>



# Scrappy Data Beats Executive Anecdote.



**Perfect Measurement Is Lovely.  
No Measurement Is Expensive.**

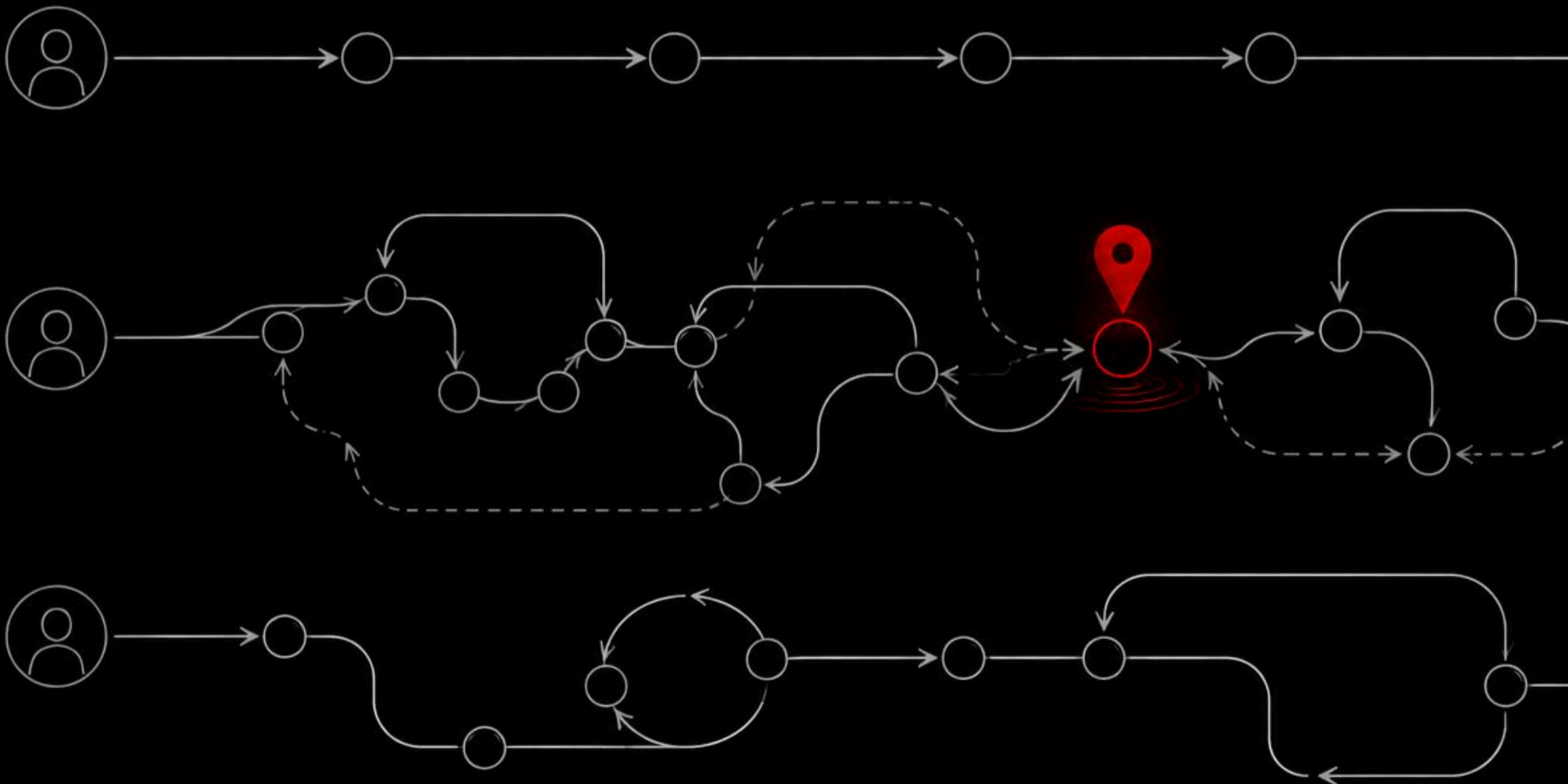
# The Findings Were Not Cosmetic.

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## Revenue Teams Were Not Always Doing Revenue Work.

- Sales time was diluted.
- Ad ops were buried in orchestration.
- Regions worked differently.
- Costs varied by workflow.
- Bottlenecks became visible.

# The Work Pattern Was The Business Problem.



**Bespoke Can Become  
Expensive Theatre.**



**Especially When The Same  
Question Gets Rebuilt From  
Scratch Every Time.**

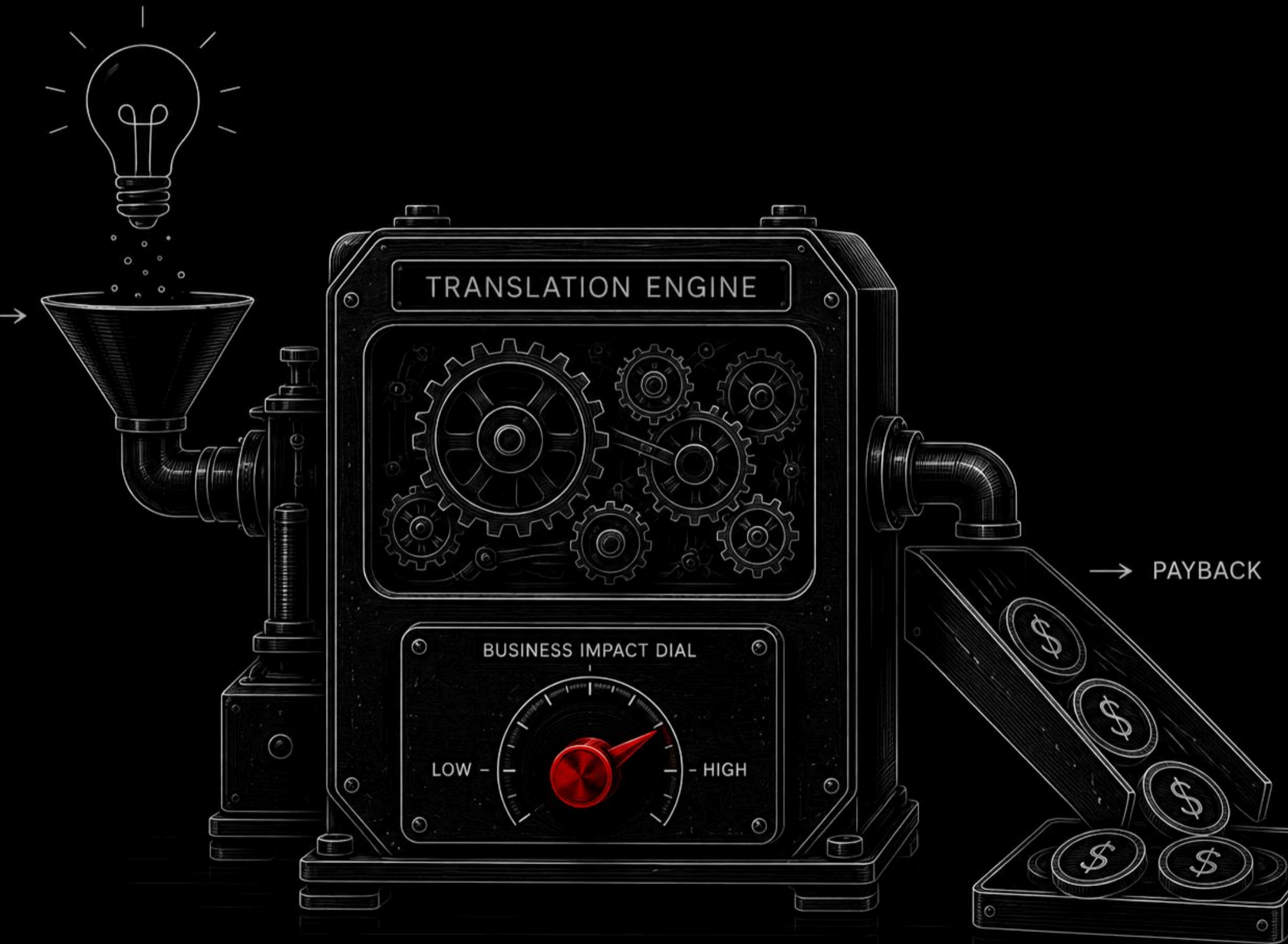
# Boards Do Not Fund Enthusiasm.

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**They Fund Outcomes They Can  
Defend.**

- Cost saved.
- Time returned.
- Payback period.
- Throughput improved.
- Revenue capacity created.

# Show What Changes, Not What Sparkles.



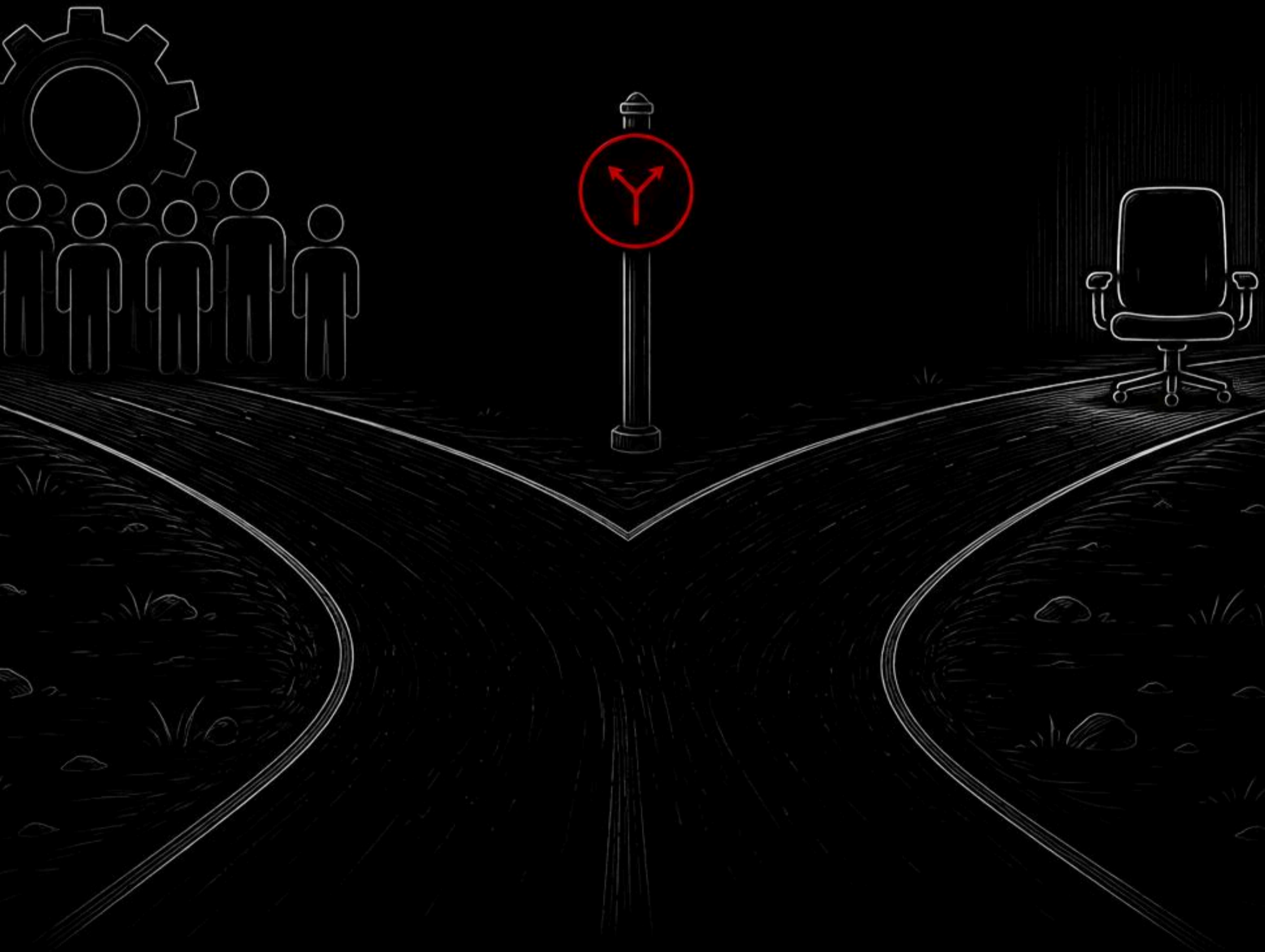
# Then It Gets Uncomfortable.

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**Once You Attach Cost To Time,  
You Create A People Decision.**

- Saved time can become capacity.
- Saved time can become cuts.
- The spreadsheet does not decide.
- The leadership story does.

# Saved Time Is Not Neutral.



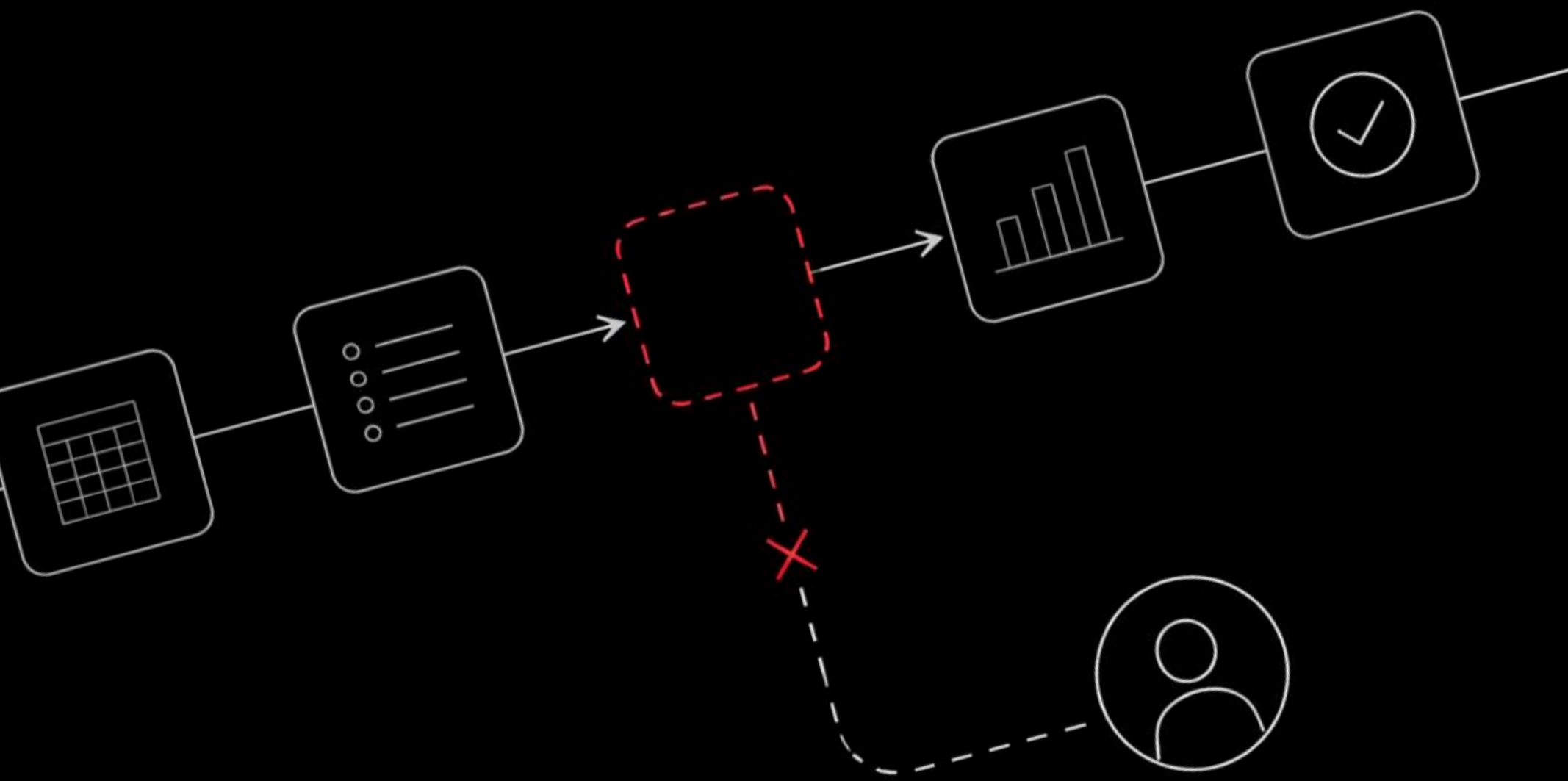
# **“AI Replaces Work, Not People” Is Too Easy.**

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**It Sounds Comforting. It Is Not Enough.**

- What work disappears?
- What value remains human?
- What new work becomes possible?
- Who benefits from the saved time?
- Who decides?

# The Model Needs A People Plan.



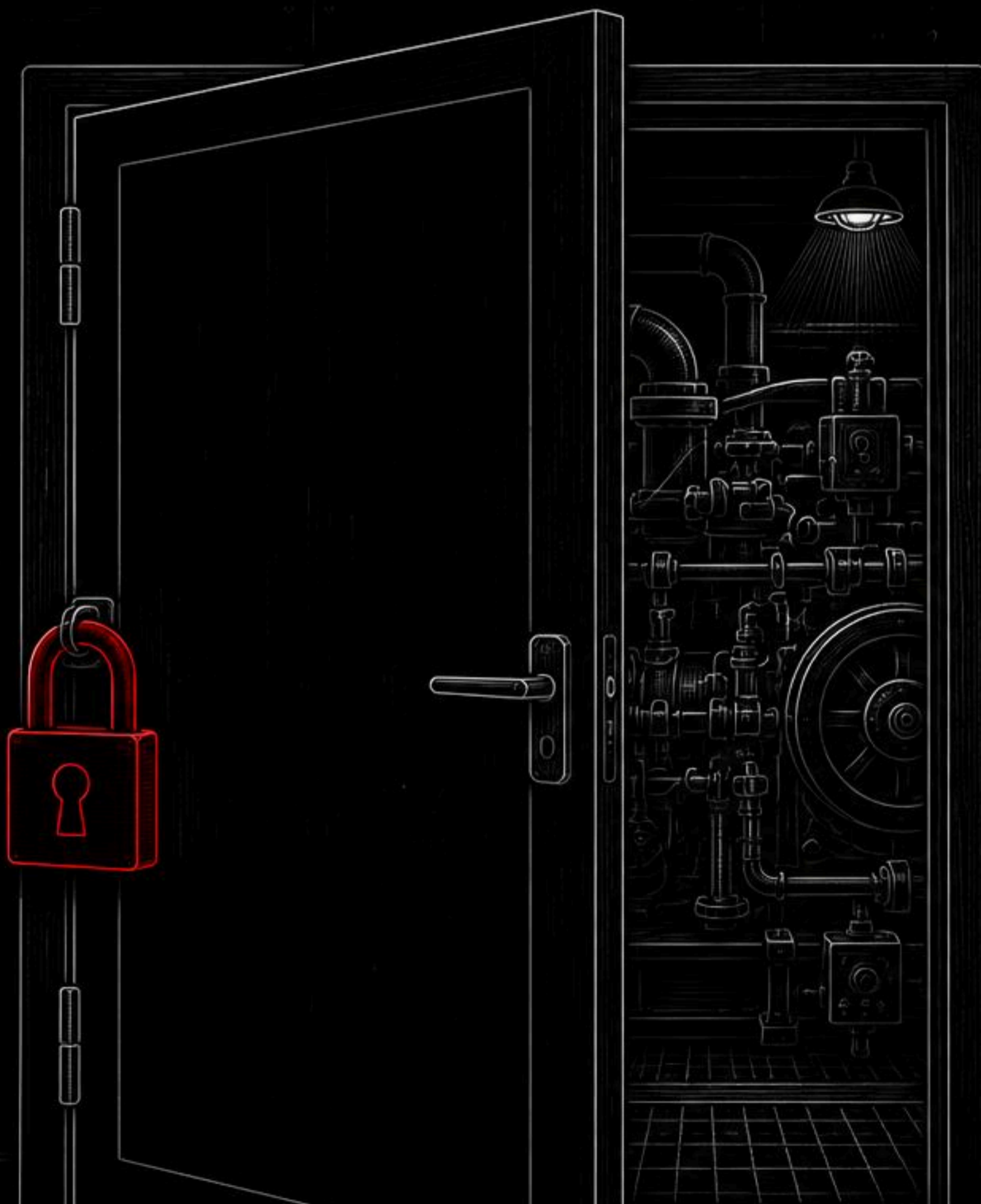
# Start Internally.

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## Customer-Facing AI Carries Extra Risk.

- Higher trust stakes.
- More brand exposure.
- More control anxiety.
- More need for human review.
- More ways to damage trust.

# Learn Where Damage Is Containable.



# People Do Not Adopt Your Excitement.

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## Your Enthusiasm Is Not A Rollout Plan.

- They have habits.
- They have fears.
- They have workarounds.
- They have spreadsheets.
- They have reasons.

# Adoption Is Designed, Not Wished Into Existence.



# Resistance Is Data.

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## Not All Resistance Means The Same Thing.

- Some people fear job loss.
- Some distrust the hype.
- Some built the old system.
- Some are exhausted.
- Some are right.

# Listen Before You Automate.



# The Useful AI Playbook Is Less Glamorous.

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**But Much More Likely To Work.**

- Talk to the people doing the work.
- Map the invisible tasks.
- Attach time and cost.
- Pick small internal use cases.
- Publish the numbers.

# Make The Hidden Work Visible.



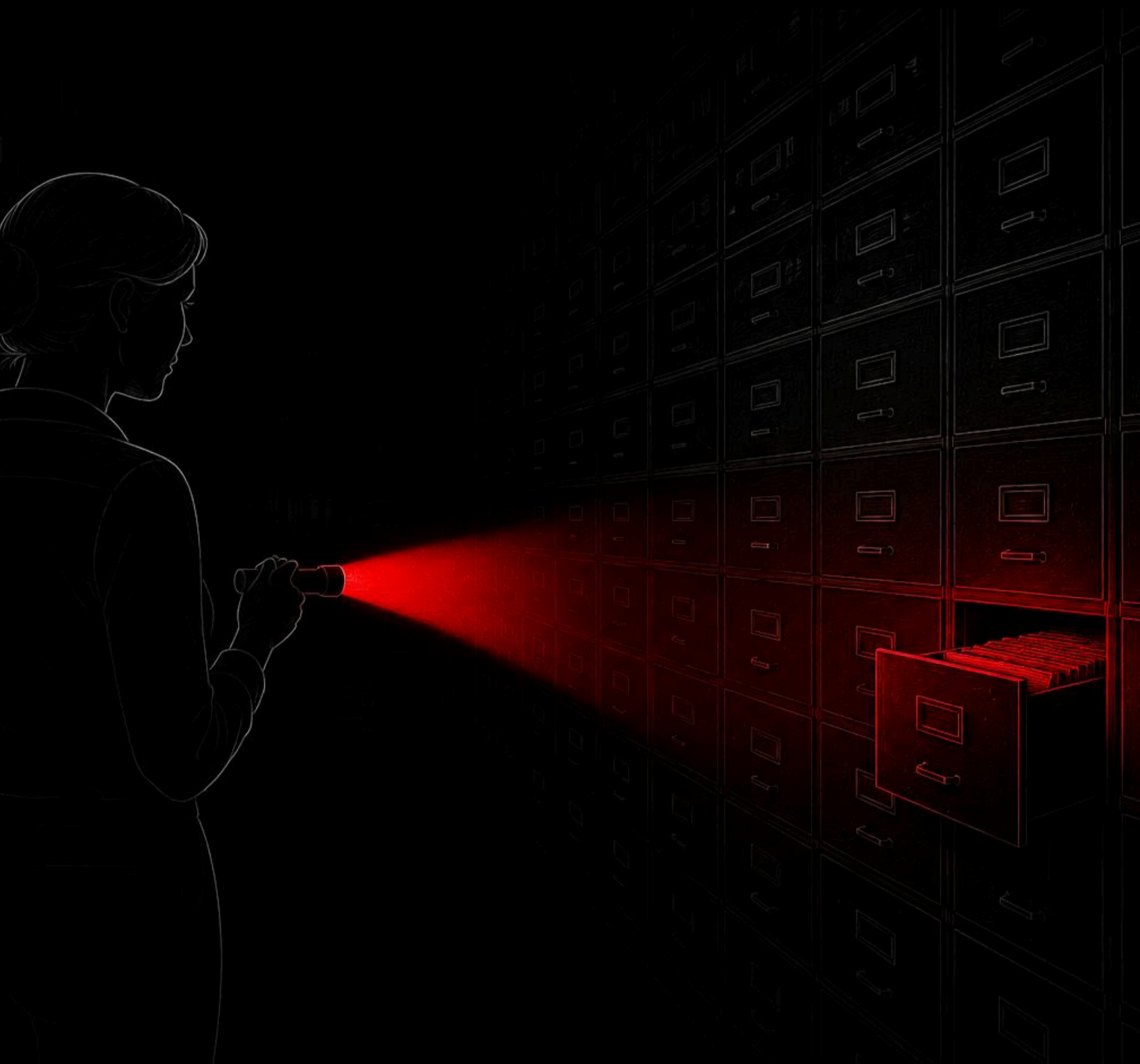
# Look Where The Work Is Hiding.

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## Not Where The Hype Is Pointing.

- The repeated deck.
- The copied data.
- The meeting notes.
- The manual report.
- The spreadsheet empire.

# That Is Where AI Gets Real.



# **This Is The Bit I Care About.**

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## **Not AI Theatre. Evidence-Led Clarity.**

- Find the hidden friction.
- Separate signal from performance.
- Show what is actually happening.
- Decide what to fix first.
- Measure whether it worked.

**Clarity Before Machinery.**

# Hi. I'm Abi.

I'm the founder of **WeAreCorpus**.

We help teams make better digital decisions through sharper UX, research and upstream optimisation: understanding the signals, assumptions and expectations that shape behaviour before people reach your website.

I also write up the best things I hear at conferences, so people who couldn't be in the room can still learn from them.

If this was useful, share it with someone who'd appreciate the notes.

**Good ideas travel further when we pass them on.**