

WOMEN IN DIGITAL ACADEMY

AI ACCELERATOR

BUILD, APPLY, LEARN

WEEK 5: USE CASE MAPPING & STRATEGIC IMPLEMENTATION

Wednesday 22 April 2026 | 12:00pm AEST

Dr Nici Sweaney | AI Her Way

ai
HERWAY 

YOU'VE BUILT THE TOOL.

**NOW LET'S PROVE THE
VALUE.**

QUICK RECAP & CHECK-IN

WHAT WE COVERED IN WEEK 3 AND HOW YOUR ASSISTANTS ARE GOING



CUSTOM ASSISTANTS

Persistent bots with Role Cards across platforms



ROLE CARDS

Six-section system instructions that work everywhere



TWO-TRACK APPROACH

Track A (paid) and Track B (free Clipboard Assistant)



TESTING PROTOCOL

10-query validation to refine your assistant

CHECK-IN:

- How's your assistant performing? Where does it shine, and where does it struggle?
- Have you tested it with real tasks from your role?
- What's the biggest time saver so far?

TODAY

01



USE CASE MAPPING

From task to strategy

02



GOVERNANCE DEEP DIVE

Building AI use policy

03



ROI & BUSINESS CASE

Proving the value

04



YOUR PITCH & ACTION

Your story & next steps

A top-down view of a workspace. In the bottom left, a white ceramic cup filled with dark coffee sits on a matching saucer. To its right and slightly behind, a pair of black-rimmed glasses lies on a light-colored, textured surface. Further to the right, the corner of a silver laptop is visible. The scene is lit from the top right, casting soft shadows.

01 | USE CASE MAPPING

FROM TASK TO STRATEGY

The maturity journey: prompts to assistants to workflows to strategy



▲ YOU ARE HERE

FROM INDIVIDUAL TO ORGANISATIONAL

By Week 3: You have a working assistant that helps you personally with one task.

By Week 5: You can identify the use cases that matter most to your team or organisation, and build a business case to get buy-in.

THE LOW-HANGING FRUIT FRAMEWORK

Prioritise the AI opportunities that give you the most bang for your buck

DO FIRST

High Impact / Low Effort

Email triage, report generation, routine comms

PLAN FOR

High Impact / High Effort

Strategic analysis, complex workflows, integrations

QUICK WINS

Low Impact / Low Effort

Formatting, templating, simple searches

SKIP

Low Impact / High Effort

High-touch client work, complex decisions

EFFORT →

WORKFLOW MAPPING: BEFORE YOU AUTOMATE

A 5-STEP PROCESS TO IDENTIFY WHERE AI ADDS THE MOST VALUE

1

**DOCUMENT
CURRENT PROCESS**

How do people do
this task today?

2

**IDENTIFY PAIN
POINTS**

What makes it slow,
repetitive, or error-
prone?

3

MAP TIME SPENT

Which steps take
the most time?

4

**FLAG AI
OPPORTUNITIES**

Where could AI
replace, speed up,
or improve quality?

5

**DESIGN FUTURE
STATE**

What does the
process look like
with AI?

RED FLAGS: WHEN NOT TO USE AI

SOME TASKS ARE WRONG FOR AUTOMATION—HERE'S HOW TO SPOT THEM



High-stakes decisions without human review (legal, financial, hiring)



Tasks requiring deep empathy or complex human judgment



Anything with legal liability if it gets it wrong



When the data is too sensitive or restricted to share with a third party



Before you understand the process yourself



Tasks where one error could damage your reputation or relationships

EXERCISE: MAP YOUR WORKFLOW

15 MINUTES | **USE THE WORKFLOW MAPPING TEMPLATE**

- 1** Pick ONE recurring task you or your team do weekly (or daily)
- 2** Map the current process: list every step in order
- 3** Identify time: which steps take the most time and effort?
- 4** Find pain points: where are the bottlenecks, errors, or frustrations?
- 5** Spot AI opportunities: which steps could an AI assistant handle?
- 6** Sketch the future state: what would this process look like with AI?

02

| GOVERNANCE
DEEP DIVE

WHY THIS WEEK MATTERS FOR GOVERNANCE

From cautionary to strategic: building or advocating for AI use policy

THE CHALLENGE

Most organisations default to 'no AI' because they're risk-averse. Your job: show them that responsible AI is LESS risky than no AI at all.

THIS WEEK'S SHIFT

Week 1-3: "Here's how to use AI safely for yourself."

Week 5: "Here's how to convince leadership that AI governance is a business enabler, not a risk mitigation checkbox."

WHAT A GOOD AI POLICY COVERS

Six elements that make a policy actually useful (not just a checkbox)

- | | | |
|-----------|----------------------------|--|
| 01 | APPROVED TOOLS | Which AI platforms are allowed, which require approval, which are banned |
| 02 | DATA CLASSIFICATION | What data types can and cannot be shared with external AI tools |
| 03 | QUALITY CONTROL | How to verify outputs before they go anywhere public or sensitive |
| 04 | ACCEPTABLE USE | What people can and can't use AI for (no legal advice, no firing people, etc.) |
| 05 | INCIDENT RESPONSE | What to do if someone accidentally shares confidential data with ChatGPT |
| 06 | REVIEW SCHEDULE | When to revisit the policy as tools and regulations change |

HOW TO MAKE THE CASE FOR RESPONSIBLE AI WHEN THE DEFAULT IS 'NO'

DONT SAY:

- "Everyone else is using AI, why can't we?"
- "AI will make our jobs easier."
- "We need to keep up with the competition."

SAY:

- "We can reduce error rates by 30% with quality controls in place."
- "This AI use policy mitigates the biggest risks."
- "We have a governance framework that protects us."

Frame it as: Risk management, compliance, quality control—not disruption.

THREE CATEGORIES OF WHEN HUMANS MUST REVIEW AI OUTPUT

ALWAYS REVIEW

Legal docs, financial decisions, external comms, contracts, anything public-facing

SPOT-CHECK

Internal reports, emails to stakeholders, data summaries—review first 10, then randomly

TRUST AFTER TESTING

Templates, formatting, scheduling, routine tasks—once validated, can run unsupervised

The goal: Release capacity from humans on low-risk tasks, keep humans in control of high-risk ones.

EXERCISE: DRAFT YOUR AI USE POLICY

15 MINUTES | **USE THE AI USE POLICY TEMPLATE**

- 1** Define approved tools for your team or organisation
- 2** List what data can and cannot be uploaded to external tools
- 3** Set quality control standards: what needs review before it's used?
- 4** Define acceptable use cases (what's AI good for here?)
- 5** Plan incident response: what if someone slips up?
- 6** Set a review date: when will you revisit this policy?

03

| ROI & BUSINESS
CASE



MEASURING WHAT MATTERS

THREE MEASUREMENT PILLARS THAT CONNECT AI TO BUSINESS VALUE



TIME SAVED

How many hours per week does this AI assistant save?

HOURS → \$ VALUE



QUALITY IMPROVED

Error rate reduction, faster turnaround, happier customers

DEFECT % OR NPS CHANGE



CAPACITY FREED

What high-value work can this person now do instead?

REVENUE IMPACT

Best ROI: combine all three. Time saved is easy to calculate. Capacity freed is the bigger win for leadership.

YOUR ROI CALCULATION TEMPLATE

The simple formula that convinces leadership

TIME SAVED × HOURLY RATE = \$ VALUE

Example: 5 hours/week saved × \$50/hour = \$250 value/week = \$13,000/year

PLUS QUALITATIVE BENEFITS:

- Faster turnaround on client/internal requests
- Fewer errors and rework cycles
- Employee satisfaction and retention (fewer tedious tasks)
- Competitive advantage (faster to market)

Use the ROI Calculation Template to plug in your numbers. It's the most powerful document you'll create this week.

BUILDING EXECUTIVE BUY-IN

What leadership actually wants to hear (not what you might think)

RISK MITIGATION

How this AI policy reduces legal and reputational risk

COMPETITIVE ADVANTAGE

Speed to market, faster decisions, better quality

EMPLOYEE SATISFACTION

People leaving? AI frees them up for meaningful work

PRODUCTIVITY DATA

The ROI calculation. Numbers. Hard evidence.

Lead with business value, not technology. Leadership doesn't care how AI works—they care what it does.

REAL EXAMPLES FROM ENTERPRISE

CASE STUDIES WITH ACTUAL NUMBERS

CUSTOMER SERVICE TRIAGE

40% FASTER RESPONSE TIME

Handled 2x volume with same team

REPORT GENERATION

3 HOURS → 20 MINUTES

\$500 per report saved in time

EMAIL MANAGEMENT

2 HOURS/DAY SAVED PER PERSON

Team redirected to strategy work

These are real outcomes from real organisations. You can achieve them too.

04 | YOUR PITCH & ACTION

YOUR 2-MINUTE PITCH STRUCTURE

THE FRAMEWORK YOU'LL USE FOR YOUR WEEK 7 PRESENTATION

PROBLEM

What's painful or slow today? Why does it matter?

SOLUTION

Your AI assistant (or workflow). How does it solve the problem?

EVIDENCE

Your ROI calculation, time savings, or real output example.

ASK

What do you need from leadership to scale this? Approval? Budget? People?

ENTERPRISE USE CASES

COMMON AI OPPORTUNITIES ACROSS INDUSTRIES



CUSTOMER SERVICE

Triage, FAQs, ticket routing, follow-up emails



DATA ANALYSIS

Synthesise reports, find patterns, create summaries



CONTENT CREATION

Social posts, emails, internal communications



MEETING MANAGEMENT

Agendas, notes, action items, follow-ups



REPORTING

Dashboard creation, executive summaries, visualisations



POLICY & COMPLIANCE

Policy docs, FAQ responses, audit trail creation

BY THE END OF WEEK 5

EVERY PARTICIPANT WILL HAVE:

- 1 A foundational understanding of AI – what it is, how LLMs work, the 2026 landscape (agents, regulation, models)
- 2 A personal prompt library of at least 5 tested ROSE-T prompts
- 3 Measured time savings data – "before AI" baseline vs "with AI" comparison
- 4 A working AI assistant they built themselves (Custom GPT, Claude Project, Copilot Agent, OR Clipboard Assistant)
- 5 A completed Role Card, knowledge documents, and tested validation log
- 6 A workflow map showing where AI adds value in their actual processes
- 7 An ROI calculation proving the business case for their assistant
- 8 A draft AI use policy recommendation for their team or organisation

YOUR HOMEWORK THIS WEEK



COMPLETE WORKFLOW MAP FOR YOUR AI ASSISTANT USE CASE

Use all 5 steps: document, identify pain points, map time, flag AI opportunities, design future state



CALCULATE TIME SAVINGS YOUR ASSISTANT GENERATES

Hours saved × hourly rate. Be realistic. Include qualitative benefits.



IDENTIFY ETHICAL & GOVERNANCE CONCERNS

What data sensitivities? What oversight does this need?



PREPARE A 2-3 MINUTE PITCH

Problem → Solution → Evidence → Ask. Practice on a colleague.



CONTINUE REFINING YOUR ASSISTANT

Test it. Make it better. Document what works and what doesn't.

Time estimate: 90-120 minutes | Post your pitch in Slack for feedback—peers are your best reviewers

RESOURCES FOR THIS WEEK

TEMPLATES AND GUIDES TO DO THE WORK



WORKFLOW MAPPING TEMPLATE

Map current state → pain points → AI opportunities → future state



ROI CALCULATION TEMPLATE

Time saved to dollar value. Include qualitative benefits.



AI USE POLICY TEMPLATE

Start with this structure. Adapt to your organisation.



PITCH FRAMEWORK WORKSHEET

Problem → Solution → Evidence → Ask. 2-minute version.



DATA CLASSIFICATION GUIDE

From Week 1. Reference before uploading documents.

NEXT WEEK

WEEK 6: AUTOMATIONS & MULTI-AGENT SYSTEMS

Hosted by Women in Digital

- Moving from single assistants to AI teams
- Automating workflows and reducing manual handoffs
- Real enterprise automation examples
- Building a roadmap for AI transformation

BRING YOUR PITCH. WE'LL WORKSHOP TOGETHER.

Wednesday 29 April 2026 | 12:00pm AEST



THANK YOU

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