

# The Advantage Check

*A ten-minute map of where an AI tool touches each person's standing*

Before you roll out a tool, map everyone it will touch against what they are known for. Where the tool operates in that space, expect resistance and lead the change before it lands. Do not read it as stubbornness. From where they are standing, it is the sensible reaction. Below is a completed example. On the next page, a blank version for your rollout.

### Worked Example: A Small Architecture Firm Rolling Out an AI Render Tool

Costa Arquitectos is a twelve-person firm about to roll out an AI tool that turns rough sketches into photoreal renders in minutes. The principal runs the Advantage Check for the four people the tool will actually touch, in ten minutes over coffee.

**TOOL** AI sketch-to-render for concept boards and pitches

ROLLOUT 3 weeks

| PERSON / ROLE                                       | KNOWN FOR                                                                  | TOOL TOUCHES IT? | EXPECTED RESISTANCE | LEAD-THE-CHANGE MOVE                                                                                                                              |
|-----------------------------------------------------|----------------------------------------------------------------------------|------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ana Costa</b><br>Principal architect             | Client relationships and winning pitches with a story, not just a picture. | <b>NO</b>        | <b>LOW</b>          | Brief her early so she can present the tool as her idea in pitches. Her authority carries the rollout.                                            |
| <b>Diego Reyes</b><br>Senior visualization designer | Photoreal renders that have won two competition boards for the firm.       | <b>YES</b>       | <b>HIGH</b>         | Put him in charge of the render review pass. His name on every AI render that ships to a client. Talk to him first, before any team announcement. |
| <b>Sara Vega</b><br>Junior drafter                  | Fast, precise CAD models and clean code. New to the firm.                  | <b>PARTIAL</b>   | <b>MEDIUM</b>       | Pair her with Diego on the review pass, so she learns the taste layer, not just the tool. Make it a growth move, not a demotion.                  |
| <b>Luis Hernandez</b><br>Office manager             | Keeping projects on schedule and clients calm.                             | <b>NO</b>        | <b>LOW</b>          | Loop him in so he can answer client questions about the new process. He is a channel, not a target.                                               |

*Notice the shape: four names, one clear map of where to spend the hard conversations, and one place to start them before the tool arrives.*

# Run Your Own Advantage Check

List everyone the tool will actually touch, not everyone at the company. For each person, name what they are known for, mark whether the tool operates there, rate the resistance you expect, and write one concrete move you can make before the rollout. Ten minutes, honestly done, saves weeks of quiet friction later.

TOOL \_\_\_\_\_ ROLLOUT DATE \_\_\_\_\_

| PERSON / ROLE | KNOWN FOR | TOOL TOUCHES IT? | EXPECTED RESISTANCE | LEAD-THE-CHANGE MOVE |
|---------------|-----------|------------------|---------------------|----------------------|
|               |           |                  |                     |                      |
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HOW TO SCORE

Tool touches it?

Expected resistance

Lead-the-change move

Yes = the tool does the work they are known for. Partial = it does a piece. No = it does not reach their standing.

High = tool overlaps with their standing directly. Medium = a real piece is touched. Low = the tool leaves their standing alone.

One concrete thing you will do before the rollout. Not a promise, an action with a date.

# Turn Your Check Into a Rollout Plan

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Paste the prompt below into your AI assistant, then paste in the table you filled out. It will not jump to advice. First it stress-tests your scores, then asks a few focused questions. Answer them, and it will hand you the one person to talk to first, the sentence to open that conversation with, and the early signal to watch after the rollout.

You are helping me act on an "Advantage Check" I ran before rolling out an AI tool. I mapped everyone the tool will touch against what they are known for, whether the tool operates in that space, the resistance I expect, and one move I plan to make before the rollout.

Below is what I filled in.

Do NOT jump to advice yet. First, do this:

1. Read my mapping and reflect back which two or three people look most at risk of resisting, and why.
2. Point out anyone I may have scored too low (someone I marked Low or Medium whose standing the tool actually reaches), or where the move I wrote does not match the resistance I expect.
3. Ask me up to three focused questions to sharpen the plan.

Then stop and wait for my answers.

Once I have answered, give me:

- The one person I should talk to first, and the first sentence I should open that conversation with.
- One early signal to watch for in the two weeks after the rollout that would tell me resistance is showing up before it becomes a problem.
- One thing I should not say to anyone in this group, because it would confirm the fear they already have.

Keep it practical and plain. Assume I run a small business and I am not technical.