

The AI Deployment Gap

A field guide for turning AI capability into workflow change, adoption, operating cadence, and measurable value.

Decision-Grade AI

Return on Intelligence

Workflow Before Tooling

CORE THESIS

AI capability is abundant. Deployment capability is scarce.

The hard part is no longer proving that AI can do something impressive in a demo. The hard part is helping an organization absorb that capability into real workflows, decision rights, trust boundaries, operating cadence, and measurable value.

DEFINITION

The AI Deployment Gap is the distance between what AI can do in a controlled demo and what an organization can safely, repeatedly, and measurably use in daily operations.

Useful question: Where does intelligence change the way work gets done?

FIVE QUESTIONS

A deployment conversation starts here.

01

What new capability exists now?

02

Which workflow should change because of it?

03

Who owns the decision, exception, or outcome?

04

What evidence makes the system trustworthy enough to use?

05

How does adoption create learning over time?

FAILURE PATTERNS

Where AI value usually gets stuck.

01

Demo-first thinking

The product proves capability before proving workflow fit.

02

Tool-first rollout

Users receive a tool without redesigned ownership, cadence, or incentives.

03

Unclear trust boundary

Nobody knows when to accept, reject, escalate, or audit the output.

04

No operating rhythm

The system never enters weekly reviews, handoffs, or performance measures.

05

Weak feedback loop

Mistakes, edits, and outcomes do not improve the next version.

DEPLOYMENT MODEL

The path from capability to value.

01

Capability

02

Workflow

03

Operating model

04

Enabling system

05

Adoption loop

06

Measurable value

WHAT TO LOOK FOR

Strong AI deployment opportunities usually have these signals.

SIGNAL A frequent workflow with visible friction.	SIGNAL A decision or handoff that benefits from better intelligence.	SIGNAL Clear owners, users, and exception paths.
SIGNAL Evidence that can be surfaced, trusted, or retained.	SIGNAL A feedback loop that improves the system.	SIGNAL A measurable outcome: cost, speed, quality, risk, revenue, or adoption.

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