Worksheet

Value Definition Worksheet

Define what value looks like — before your pilot starts. Not after.

Value Definition Worksheet

The tool that ensures your pilot produces something you can actually measure — and act on

About This Tool

START Element
T — Turn into Value

Maturity Level
Level 2 — Preparing

Who's Involved
Leader and pilot owner

Time to Complete
30–45 minutes

What you'll leave with: A clear, agreed definition of value — and the baseline metrics you need to measure it.

Leadership Alignment Scorecard

Define what value looks like — before your pilot starts. Not after.

What is it?

A structured worksheet completed before your pilot begins — defining what value means for this specific use case, establishing your baseline, and agreeing how you'll measure success..

Why Use it?

Only 29% of organisations can measure AI ROI confidently. Not because the value isn't there — but because they never defined what they were measuring before they started.

Benefits

A clear, agreed value definition and baseline — so when your pilot ends, you can say with confidence whether it worked, by how much, and what to do next.

Where this fits in your journey

Complete this alongside your Pilot Brief — before anything else starts.

Before the pilot — not after

The single biggest measurement mistake SMEs make is trying to define value after the pilot has started. By then your baseline is gone and your results have nothing to compare against. This worksheet is completed in the same session as your Pilot Brief.

Who completes it

Leader and pilot owner together. 30–45 minutes. Bring your Prioritisation Matrix scores — particularly your Impact and Data Readiness scores — as your starting reference point.

What happens next

Your completed worksheet feeds directly into three things: the success metric section of your Pilot Brief, the value indicator in your Experiment Log, and the ROI calculation in your ROI Tracker. Everything connects.

You can't measure what you didn't define. Define it now — before a single test is run.

Why Define Value Before You Start?

You can't measure what you didn't define.

Establish a Baseline

Without knowing the current state, you cannot prove improvements like faster processing times achieved through AI.

Align on What 'Value' Means

Value can be time, cost, quality, or revenue. An agreed definition ensures everyone measures consistently.

Avoid Common Pitfalls

Many AI pilots fail not due to the technology, but because they skip the crucial step of defining and measuring value upfront.

Protect Your Investment

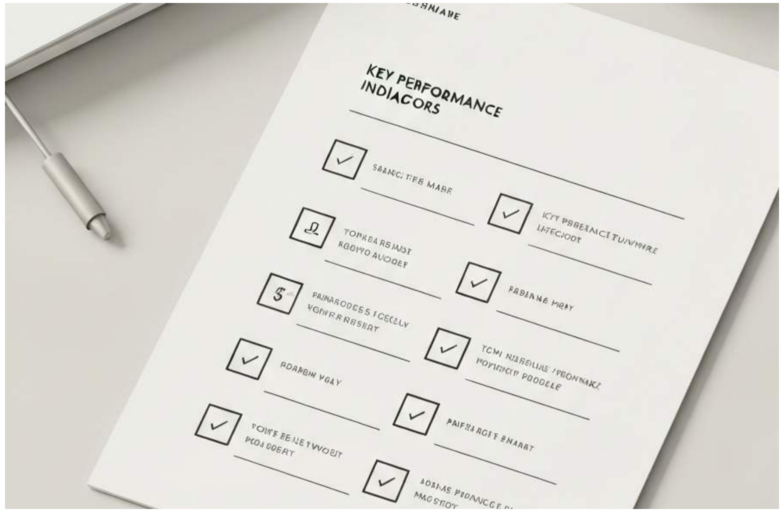
A clear value definition provides evidence to justify continuing, scaling, or stopping projects, moving beyond gut feelings.

Define it before. Measure it during. Prove it after.

Pre-Pilot Value Definition

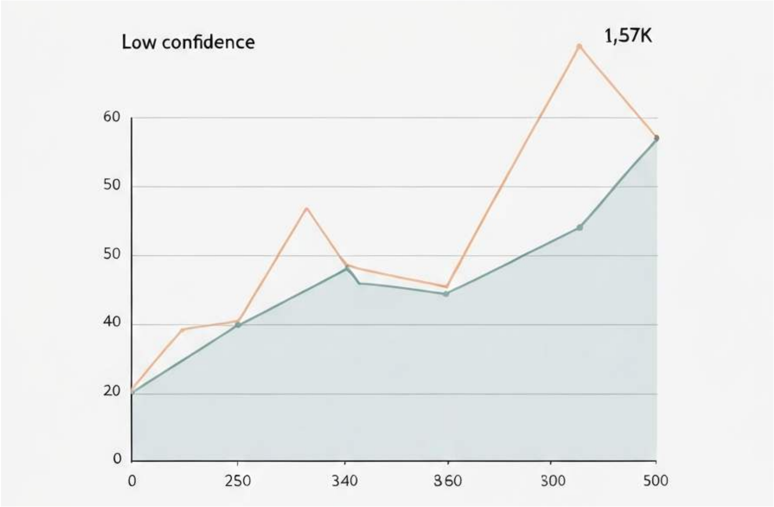
Ensure AI Pilot Success with Clear Value Metrics

What is it?



A structured worksheet completed before your pilot. It defines value, establishes a baseline, and agrees on how success will be measured.

Why use it?



Only 29% of organizations confidently measure AI ROI. This is often due to a lack of pre-defined metrics, not a lack of value.

What you'll gain

A clear, agreed-upon value definition and baseline. This allows you to confidently assess pilot success and quantify its impact.

The Four Questions

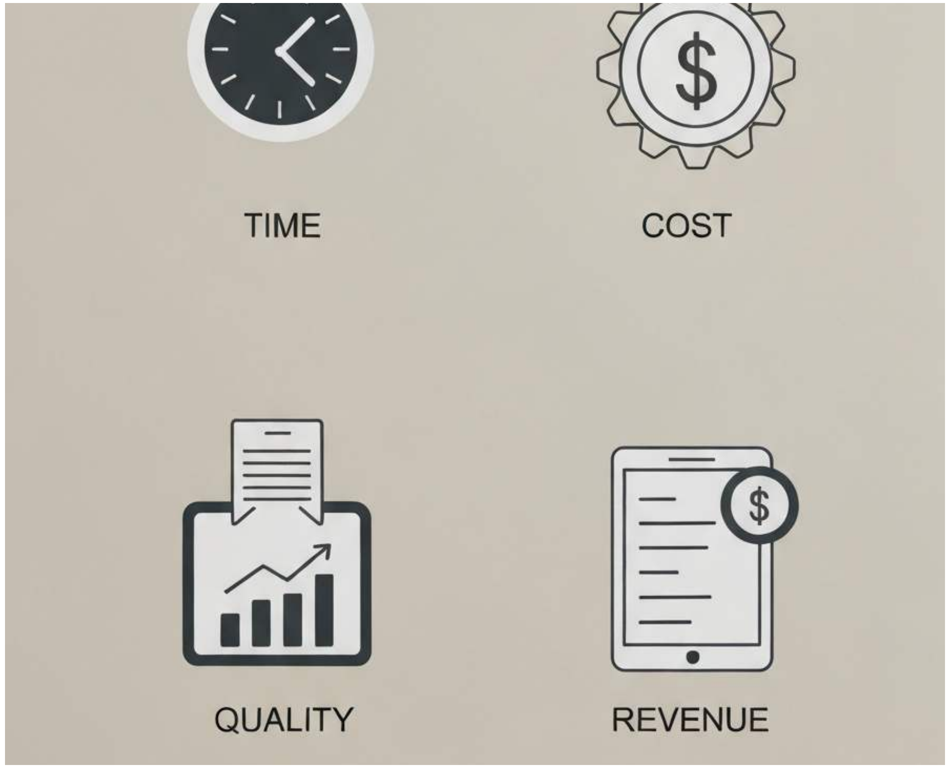
Answered before your pilot starts.

1. **What does value mean?**
   Be specific: time, cost, quality, or revenue.
2. **What is your baseline?**
   Where are you starting from? Measure it now.
3. **What is your target?**
   What does success look like in numbers — not feelings?
4. **How will you track it?**
   What data, how often, who captures it?

All four. Before the pilot starts. No exceptions.

Question 1: What Does Value Mean?

Be specific about what you're trying to move.



- **Time**

  How long does this take today? The most visible and easiest to measure. Example: Reducing proposal drafting from 3 hours to 1 hour.

- **Cost**

  What does this currently cost to produce? Direct or indirect savings. Example: Reducing weekly report production cost by automating data collection.

- **Quality**

  How good is the output today? Fewer errors, more consistency. Example: Reducing errors in client documents from 3 per report to zero.

- **Revenue**

  Does faster delivery or more capacity enable more revenue? Example: Taking on 20% more clients with the same team.

Small businesses should start with time. Medium businesses can consider tracking multiple value types but not all at once. Pick the value type that matters most; don't try to claim all four.

Question 2: What is Your Baseline?

Measure where you are now — before AI changes anything.

- **Current State Assessment**
  Document who performs the task, frequency, duration, cost, and quality standards.
- **Baseline Data Capture Methods**
  Utilize time logs, cost records, error counts, and satisfaction scores, specifying data points.
- **Baseline Measurement Duration**
  Dedicate one to two weeks for current-state measurement before the pilot commences.
- **Baseline Validation**
  Confirm if the baseline reflects a real, recurring problem that warrants a solution.
- **Example Scenarios**
  Small businesses may use weekly time logs for one week; medium businesses may use team time logs over two weeks with multiple members.

A good baseline is specific, recent, and captured before the pilot — not estimated after.

Question 3: What is Your Target?

Set Clear Goals and Failure Conditions

Metric	Target Range
Time	25–50% Improvement
Cost	15–30% Reduction
Quality	50–100% Fewer Errors
Revenue	10–20% Capacity Increase

A target without a failure condition is just optimism. Define both.

Question 4: How Will You Track It?

Agree how you'll capture the evidence — before anyone starts.

- **What data will you collect?**
  Directly linked to your value type. Name the specific data points.
- **How often?**
  Weekly is usually right for a 2–4 week pilot.
- **Who captures it?**
  Name one person. The pilot owner is the default — but make it explicit.
- **Where is it stored?**
  A shared spreadsheet is fine. Scattered emails are not.
- **Tracking Options**
  Spreadsheet time log, Task management tool, Before/after comparison, Weekly 5-minute check-in.

The best tracking system is the one your team will actually use. Simple beats perfect.

The things that most often go wrong.

1

Estimating instead of measuring

"We think it takes about two hours" is not a baseline. Measure for one week before starting.

2

Targets too vague

"Improve quality" is not a target. "Under 1 error per report by week 3" is.

3

Tracking too many things

One primary value type. Track it consistently. Add more in the next pilot.

4

Forgetting to ask what happened to the time

If AI saves 10 hours — what did the team do with them? Time absorbed back into admin is worth less than time redirected to billable work. Ask the question.

Simple, honest, and measured. That's what a good value definition looks like.

Your Value Definition Completed

Before your pilot begins — confirm all four are in place:

Value type agreed

We know what we're trying to move and why it matters.

Baseline captured

We know where we're starting from. The data exists and is recorded.

Target set

Minimum viable, stretch, and failure condition all defined.

Tracking agreed

Data, frequency, owner, and storage all confirmed.

Signed off by leader and pilot owner — before the pilot starts.

What Happens Next

Your Actions After the Worksheet

In the next 48 hours

Start your baseline: Brief your team to log time or track metrics starting today. Put it in their calendar. Do not wait.

This week

Complete your Pilot Brief: Your value definition feeds directly into the success metric section. Complete both in the same session.

Before your pilot starts

Pre-pilot go/no-go check: Answer five questions. All must be yes - Baseline captured? Target agreed? Tracking set up? Data owner named? Review date in the diary?

The Strategic Mind

START SMART. STAY STRATEGIC