A PRACTICAL GUIDE FOR OWNERS & TEAMS

# AI for Growing Businesses

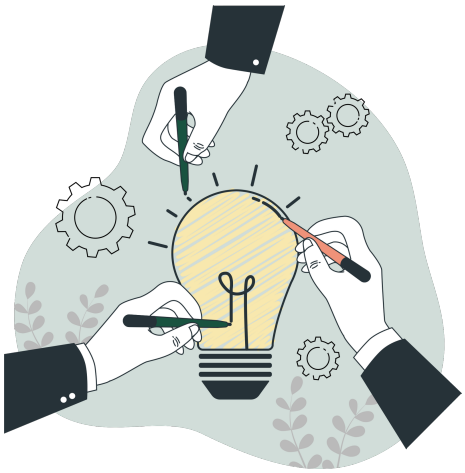
More possibilities.
A confident first step.



WELCOME

# A little understanding. A lot of opportunity.

Generative AI (GenAI) creates and transforms content, from email drafts to summaries and ideas. For owners and teams, it can make everyday work easier and leave more room for customers, creativity, and growth.



This guide brings together research, practical examples, and simple ways to begin. You do not need to be an AI expert. Start with curiosity, learn what works, and keep your team's judgment at the center.

EXPLORE THE GUIDE

03 The AI landscape →
04 Everyday benefits →
05 Common barriers →
06 Help your team succeed →
07 Better prompts →
08 Notice your progress →
09 What comes next →

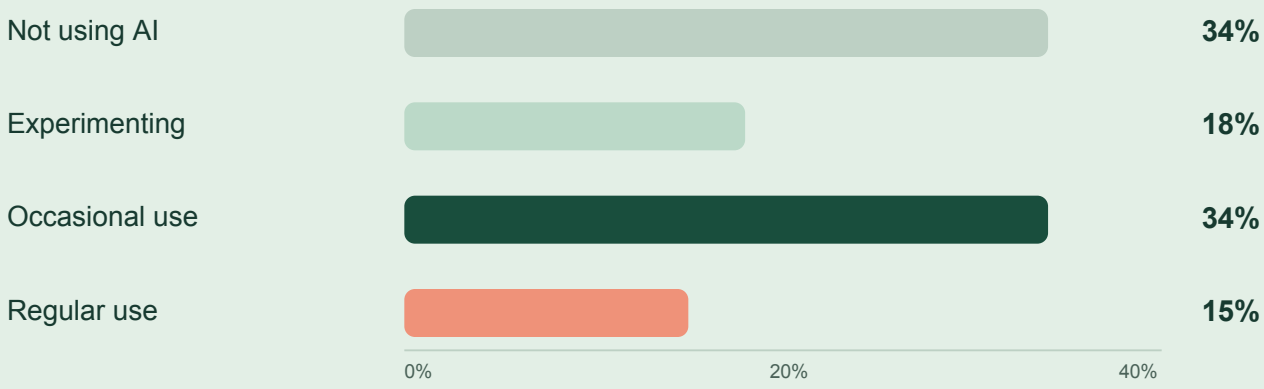
01 / THE LANDSCAPE

# Businesses are finding their footing

Many owners are trying AI in small ways before making it a regular habit. The opportunity is to move from curiosity to a few useful applications that fit how their team already works.

## Most are still exploring

GenAI use among surveyed small and medium-sized businesses, 2025




Rounded percentages total 101%. Third-party survey, 2025.




WHAT THIS MEANS FOR YOU

## You can learn as you go.

An experiment might be one email draft. Occasional use could mean summarizing notes when you need help. Regular use makes a proven task part of your routine.

Choose a familiar task, check the result, and improve your instructions. Confidence grows through useful experience.

Research context: July 2025 third-party survey of 1,480 U.S. small and medium-sized business owners on one payroll platform. Not Edizon research.

02 / THE VALUE

# More time. Better work. Room for new ideas.

Businesses are using AI to speed up routine tasks, strengthen communication, and explore ideas. These improvements can help a team take on work that once demanded more time or resources.

**4 in 5**

GenAI users reported productivity gains of 20% or more.

**61%**

GenAI users reported greater innovation in their business.

Third-party survey, 2025. Self-reported results; individual outcomes vary.

## EVERYDAY OPPORTUNITIES




### Communicate clearly

Draft a customer email, refresh product copy, or turn rough notes into a clear first draft.



### Make sense of information

Summarize a long document, organize research, or surface questions worth investigating.



### Create and improve

Brainstorm a campaign, explore a new service, or turn recurring know-how into a reusable guide.

**Illustrative example:** A team turns an experienced employee's notes into a draft procedure. A colleague tests the steps, corrects gaps, and saves the guide for the next person.

Research context: July 2025 third-party survey of 1,480 U.S. small and medium-sized business owners on one payroll platform. Not Edizon research.

03 / COMMON CONCERNS

# A few good questions can help you get started

Feeling unsure about AI is understandable. Technical confidence, privacy, tool choice, and the human touch are common concerns. Each becomes easier to address when you connect it to a specific task.

"Where do I start?"

"Is our data safe?"



"Which tool fits?"

"Will it feel personal?"

## Start with familiar work

You do not need a technical background to try a simple task. Begin with a draft or summary you can evaluate, and learn from what needs correcting.

## Understand the data settings

Before sharing business information, check how the tool stores it, who can access it, and whether it can be used for training. Use approved material while learning.

## Choose for the job

Define the result you need first, then compare tools on that task. Look at output quality, ease of use, cost, and how well the tool fits your existing routine.

## Keep the human connection

Use AI to prepare notes or first drafts so people have more time for customers. Add your own voice and keep sensitive conversations and important commitments with your team.

04 / PEOPLE & PRACTICE

# Confidence grows when people learn together

A simple plan gives people direction. Clear guidelines give them confidence. Time to practice helps useful habits spread. Together, these foundations help a team move from isolated experiments to shared ways of working.

## Make learning part of the working week.

Share one useful prompt at a team meeting. Show a result that needed fixing. Keep good examples in a shared document so the next person can build on them.



01

### Keep the plan simple

Agree where AI could help, how you will try it, and what improvement would matter. A shared starting point gives experiments a purpose.

02

### Make expectations clear

Explain which tools and information are approved, what needs review, and where people can ask for help. Clear boundaries reduce guesswork.

03

### Learn through practice

Give people room to experiment, trade tips, and learn from each other. Save useful prompts and examples as reusable team knowledge.

**IN PRACTICE / ILLUSTRATIVE EXAMPLE**

A team compares two AI-generated summaries, discusses what each missed, and agrees on a shared prompt and review standard. The next person starts with a tested example instead of a blank screen.

05 / YOUR FIRST USEFUL STEPS

# Better prompts. More useful results.

A useful prompt has four parts. Explain the work, define the output, show the style, and set boundaries. Combine the examples below into one prompt.

### 1 Context

Give AI your role, audience, and relevant source material.

“I manage a service business. Use these anonymized customer emails and our approved service policy to prepare a weekly issue summary.”

### 2 Task + format

Specify the steps, deliverable, and what to prioritize.

“Group recurring issues. Create a table with issue, frequency, supporting email IDs, and suggested next action. Finish with the three priorities for our team meeting.”

### 3 Tone + example

Name the audience and demonstrate the style you want.

“Write for busy team leads. Use plain language and specific observations, like: ‘Three customers asked for clearer arrival windows.’ Avoid vague advice.”

### 4 Boundaries

Limit the sources and decisions; say how to handle uncertainty.

“Use only the supplied material. Flag missing or conflicting facts. Do not invent counts, include personal details, send replies, or promise policy changes. Mark recommendations for review.”

**Refine and verify:** ask for missing details or a clearer version. Check the counts, source references, and recommendations before using the result.

06 / KEEP LEARNING

# Measuring AI's Impact. See the difference.

Record a baseline before using AI, then compare similar work over the same period. Track speed and quality together; faster work is only useful if it holds up.

| | |
|---|---|
| **Time on task** | Total staff minutes spent ÷ completed tasks. Include preparation, prompting, review, and rework; track waiting time separately.<br><br>Example: 60 min before; 15 min drafting + 5 min review = 20 min after. |
| **Error rate** | Tasks with at least one defined error ÷ tasks checked × 100. Use the same error definition and review method before and after.<br><br>Example: 4 incorrect records out of 100 checked = a 4% error rate. |
| **Revenue per employee** | Revenue for the period ÷ average full-time-equivalent employees in that period. Compare similar periods and account for seasonality.<br><br>Example: $150,000 monthly revenue ÷ 10 FTEs = $15,000 per employee. |

Examples are illustrative. Revenue per employee is a business-level signal, not proof that AI caused growth or a reason to reduce headcount.

### Cost per deliverable

Relevant labor, software, and outside-help costs divided by completed outputs.

### Customer response time

Elapsed time from a customer request to a useful response, including waiting.

## Try. Learn. Build on it.

1 **Try a task**

Pick frequent, low-risk work and record a baseline.

2 **Make it repeatable**

Save what works. Compare time and errors.

3 **Connect the work**

Expand to related tasks once results hold up.

07 / WHAT COMES NEXT

# From helpful answers to connected action

Build on what works: save useful instructions, test the results, and connect related tasks. Better workflows come from deliberate improvement, not an assumption that every tool learns from feedback.



## ASSISTANTS, WORKFLOWS & AGENTS

### Assistants

Work with you

- Find approved information and compare documents.
- Draft responses and help a person complete work.
- You guide the task and decide what to use.

### Workflows

Connect the steps

- Start with a trigger; follow a defined path.
- Extract details, check rules, update records, route approvals.
- Use AI to handle the unstructured parts.

### Agents

Adapt to a goal

- Choose next steps and use tools to pursue a goal.
- Investigate exceptions and gather missing context.
- Adapt the path within approved limits.

## AN ILLUSTRATIVE CONNECTED WORKFLOW

**Receive**
A customer request arrives.

→

**Understand**
AI extracts details and checks records.

→

**Coordinate**
Create the task, draft a reply, flag gaps.

→

**Approve + act**
A person approves; tools update and send.

**More capability, clear control.** Set access permissions, approval points, and action logs. Route uncertain cases to a person. A reliable workflow may be enough; add an agent when the next steps truly vary.

**Explore what connected AI could do for your business.** **edizon.tech**

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