

# STANDOUT AI IMPLEMENTATION

What we build for your agency

The STANDOUT AI Audit gives us the understanding of your team, constraints and AI depth to prioritise the right pillars and design implementations that actually work.

## PILLAR & SERVICE

## WHAT WE BUILD

### S

**SALES**  
Accelerating New Business

ICP scoring system · Proposal generator · Outreach automation · Content repurposing pipeline

### T

**TEAM**  
AI Capability & Adoption

Tailored training programmes · Workflow education · Incentive and culture design · Capability tracking

### A

**AMBITION**  
Strategic AI Positioning

Sequenced implementation roadmap built around your constraints, team and opportunities · Strategic position, direction and leadership alignment

### N

**NUMBERS**  
Measuring Impact

Time-saving dashboards · Capacity and margin reports · Automated timesheet analysis · AI impact tracking

### D

**DEVELOPMENT**  
Growing Existing Revenue

Client visibility dashboard · Upsell and cross-sell signal alerts · Pain point identification · Automated reports and follow-ups

### O

**OPERATIONS**  
AI-Enhanced Delivery

SOP-embedded AI workflows · Brand voice systems · Context files for any AI tool · Workflow automation builds · Company Brain

### U

**UNIQUENESS**  
Differentiation With AI

Client-facing AI tools · Internal dashboards · Productised IP · Thought leadership at scale · Custom skills that set you apart

### T

**TECHNOLOGY**  
Tool Selection & Governance

Tool evaluation and stack design · Creating and maintaining governance · Data organisation · AI as your employee (developer, assistant, researcher, etc.)

**THE STANDOUT AI AUDIT IS THE STARTING POINT**

Book a discovery call at [weareagentsofchange.com](https://weareagentsofchange.com) or email [callum@weareagentsofchange.com](mailto:callum@weareagentsofchange.com)