

Hands-On AI Implementation

For teams that have finished AI training: we make AI produce reliable, checkable work in the tools you already use.



Applied
Relevance

PRODUCTION AI, BUILT TO ADAPT

WHAT WE DO

The 90/10 Accelerator lands the idea that matters: AI does the volume, but the **10%** your people bring (judgment, standards, context) is the lever that steers all of it. Get that 10% right and a small, well-aimed input controls an enormous amount of work. That's the foundation everything else stands on.

Steering it that well is a craft: **governance, guardrails, grounding, context, testing**. It's the one we've spent years in. We bring it to the people you've trained, hands-on, in the tools you already use, so their judgment truly commands the AI and they stay sharp as it changes. Not a separate technical project: the same 10%, made far more powerful.

WHERE AI FALLS SHORT

- Holding the 10% isn't the same as wielding it. Without the craft, people get thin, generic output, and can't tell when it's wrong.
- AI floods you with plausible text faster than anyone can read it. Volume isn't value: output nobody absorbs is just expensive noise.
- Reliable AI takes governance, grounding, and testing. Skip them and the output drifts, and nobody can vouch for it.
- The techniques that give you control keep changing. What worked six months ago doesn't now.
- Most AI advice is a vendor selling a platform. The recommendation serves the seller, not you.

HOW WE FIX IT

- We work alongside the people you've trained, bringing the modern craft of steering AI: governance, guardrails, grounding, context, and testing.
- We tune for signal, not volume, so what reaches a person is worth their limited attention, not slop they'll never read.
- We meet you in the tools you already run: Microsoft, Google, whatever. If you have none in place yet, we are glad to recommend the stack and tools that suit your organization best. No platform to sell.
- We help them hand more work to the AI with confidence, and catch it when it drifts.
- We keep them at the leading edge as the state of the art moves, which, lately, is always.

FOUR SERVICES

1 The Strategy Workshop: Half Day, Online *the whole leadership team*
Your strategic, tactical, and operational leads on one video call, agreeing where AI belongs in the business, who owns it, and which process to start with. No platform to sell.
Half day, virtual

2 The Blueprint: Assessment and Costed Plan *for leadership*
We read how your team actually works and where AI can take real load off them, and come back with the highest-leverage place to start, including what not to build and what to wait for. Costed, sequenced, no platform to sell. Valuable on its own.
1-2 weeks

3 The Build: Hands-On Implementation *in your key workflows*
We sit with your people and put the craft to work where it counts: context, grounding, guardrails, and tests that let their judgment drive the AI reliably, with the access, logging, and audit trail to prove it. They keep the leverage; we make it hold.
5-10 weeks

4 The Standing Program: Ongoing Support *upkeep and updates*
The craft keeps changing. We keep your people at the leading edge (new techniques, model upkeep, refreshers) so their control compounds instead of going stale. The spine, not the upsell.
Monthly

WHO DOES THE WORK



George Everitt, Founder | Applied Relevance

George builds production AI that keeps working long after the demo is over, and he does the work himself, end to end. After 30 years in enterprise technology, he knows what good looks like because he's been accountable for it at every level. He works alongside the people you've trained so they can put AI to work with confidence and keep their footing as the ground shifts.

PLANNING FOR CHANGE

Where this goes, nobody knows: not the analysts, not the vendors, not the people who built the models. Everyone predicting confidently is guessing. So we don't sell certainty. We build you to adapt.

**Changes aren't permanent.
But change is.**

AI USE VS. RESULTS (2025)

**88% use AI.
6% get value.**

Only 21% have redesigned a single workflow around it. Adoption is not transformation.

McKinsey, The State of AI 2025

**75% have a policy.
36% have governance.**

A usage policy is not an enforced framework.

Pacific AI, 2025 Governance Survey

**80% use it.
57% hide it.**

And only 44% have had any training. The capability is already in the building, ungoverned.

Gallup, 2025

BOOK A STRATEGY WORKSHOP

You've done the training. The Strategy Workshop is the next step: a half day, on video, with your leadership team. Not sure it is worth their time? Book a Napkin Sketch first, a short call to decide.

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