

# The Professional Services Leader's AI Playbook

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Your guide to safe, governed, productive AI adoption

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## CHAPTER 01

# Executive Summary

AI is already here. Your professionals are already using it, whether you know it or not.

According to recent research, 71% of professional services firms have adopted generative AI tools — up from just 33% two years ago. But adoption rates mask a critical gap. Across legal, accounting, consulting, financial advisory, and insurance firms, employees are pasting client data into free chatbots, running financial models through unvetted platforms, and making decisions based on outputs that nobody is reviewing. The tools are powerful. The risk is real. And the gap between "using AI" and "using AI well" is where most firms get stuck.

This playbook exists to close that gap.

**WHAT YOU'LL LEARN**

- ✓ What AI is and what it can do for your firm today
- ✓ How professional services firms are using AI to recover billable hours and reduce errors
- ✓ The security and governance questions you must answer before scaling AI
- ✓ A clear, phased roadmap for AI adoption: the Crawl-Walk-Run Framework
- ✓ How Managed Framework AI provides the platform, methodology, and partner to execute
- ✓ A 45-item governance readiness checklist to assess where you stand today

Over the following chapters, you'll learn what AI actually is and what it can do for your firm today — not in some theoretical future. You'll see how firms in legal, consulting, financial services, accounting, insurance, and engineering are using AI to recover billable hours, reduce administrative overhead, and build competitive advantages that compound over time. You'll understand the security and governance questions your firm needs to answer before scaling AI, and you'll walk away with a clear, phased roadmap.

This playbook is a leader's guide to making AI work inside your firm: safely, with structure, and with measurable results.

## CHAPTER 02

# About the Author



## Adam Barney

*President and Managing Partner, Framework IT*

Adam Barney is President and Managing Partner of Framework IT, a premier managed IT and telecommunications firm based in Chicago. With more than 15 years of executive experience in managed services and telecommunications, Adam leads with a core philosophy that technology should be user-friendly and approachable, empowering businesses to thrive in their respective industries. He holds a Bachelor of Science in Finance and Business Administration from the University of Illinois Urbana-Champaign, where he graduated Summa Cum Laude.

Since assuming the presidency in April 2022, Adam has led a team of over 40 professionals spanning sales, information technology, operations, marketing, human resources, and fulfillment. Under his leadership, Framework IT remains committed to its inverted-pyramid approach, which ensures clients' needs and aspirations are always the company's top priority.

*"People say we're a technology company. I think we're a customer service organization first and foremost that serves companies' technology needs."*

In recent years, Adam has spearheaded the adoption of artificial intelligence in Framework IT's internal operations and service delivery, positioning the company at the forefront of AI-driven IT management. He pioneered the launch of Managed Framework AI to help clients implement AI and AI-based automation in their own businesses. Adam is also a founding member of The Forge AI Alliance of MSPs, an alliance of managed service providers working to accelerate AI adoption.

Under Adam's leadership, Framework IT earned a spot on the **Inc. 500 Fastest Growing Private Companies in America** twice and the **Inc. 5000** list at least 5 times. The company ranked as one of the **Best and Brightest Places to Work in Chicago** for 5 consecutive years and in the **Nation** twice. Framework IT has maintained a BBB complaint-free record since 2008. Adam's insights have appeared in the **Harvard Business Review**, the **Washington Post**, and **Fox 32 Chicago**.

## CHAPTER 03

# AI Is Here. The Question Is How You Use It.

*Understanding the technology that's changing how firms operate*

## What Is AI, Really?

Strip away the hype and AI is a category of software that can process language, recognize patterns, generate content, and make decisions based on data. The most visible form of AI today is the Large Language Model (LLM), the technology behind tools like ChatGPT, Claude, and Gemini. These models were trained on massive amounts of text and use statistical pattern recognition to predict what comes next in a sequence. In practice, they can understand context, follow complex instructions, and produce human-quality writing, analysis, and code.

But AI goes well beyond a chatbot. Modern AI platforms combine multiple capabilities into a single environment:

**Conversational AI (Chat).** Ask questions, draft documents, summarize reports, brainstorm ideas, analyze data, and get research-backed answers in seconds. This is the capability most firms encounter first, and it's immediately useful.

**Workflow Automation.** Connect AI to your existing business systems — your practice management software, CRM, document management, email, and more — and build automated processes that run on their own. No coding required.

**AI Agents.** Purpose-built AI assistants trained for specific tasks: drafting contract clauses, analyzing financial statements, coaching business development calls, responding to client inquiries. Agents go beyond chat by following structured processes with built-in guardrails.

**AI Phone Agents.** Voice-based AI that handles inbound and outbound calls, understands natural language, routes calls intelligently, and integrates with your business systems. Available around the clock.

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## The Human-in-the-Loop Principle

One of the most important concepts to understand about AI is that it is a tool designed to augment human judgment, not replace it. The best results come from a model called human-in-the-loop, where AI handles the heavy lifting and a qualified professional makes the final call.

Not every AI task needs the same level of oversight. A useful framework for professional services:

**Light touch.** Low-risk, repetitive tasks like summarizing meeting notes, drafting internal emails, or formatting data can often run with minimal review. Spot-check periodically.

**Review before action.** Client-facing content, financial analysis, and operational decisions should always be reviewed by a qualified person before acting on the output. AI does the first draft; a human verifies accuracy and applies judgment.

**Human owns the outcome.** Legal filings, compliance documentation, audit work papers, and anything with significant financial or reputational consequences should treat AI as a research assistant only. A human owns the final product.

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## Why This Matters Now for Professional Services

The window for competitive advantage is open, but it's narrowing. Firms that build AI capability now will compound those gains over the next 2 to 3 years. Those that wait will face a steeper learning curve, higher costs, and competitors who have already baked AI into their operations.

Consider the math. If AI saves a single professional 30 minutes per day on routine tasks, that's 10 hours per month, or 120 hours per year. Multiply that across a team of 20, and you're looking at 2,400 hours recovered annually. At a blended billing rate of \$200 per hour, that's \$480,000 in recaptured professional capacity from a single use case. Now multiply that across 5 or 10 use cases. The numbers get serious fast.

## The Real Risk: Unmanaged AI

The biggest threat to your firm comes from professionals already using AI without your knowledge, approval, or oversight.

This is called Shadow AI, and it's happening in most professional services firms today. Associates are pasting client contracts into free chatbots. Accountants are running client financial data through consumer tools with no data protection guarantees. Consultants are generating client deliverables with platforms that may train on your proprietary content.

The intentions are good. The risk is enormous.

<h1>71%</h1>	<h1>44%</h1>	<h1>\$1.24 M</h1>	<h1>15-20 %</h1>
of Professional Services firms have adopted AI tools	have zero formal AI governance policies	avg breach cost with unmanaged AI	of billable staff time lost to admin overhead

***Managed Framework AI helps professional services firms move from shadow AI and uncertainty to safe, governed, productive AI adoption — replacing ungoverned, unmanaged access with a structured, partner-led program. Same productivity. Zero exposure.***

## CHAPTER 04

# What AI Can Do for Your Firm

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*Practical applications across every function*

AI is a set of tools your professionals can use today, for work they're already doing, to get better results in less time. The key is knowing where to point it.

Below is a practical look at how AI applies across core functions of a professional services firm, with specific examples drawn from legal, consulting, financial services, insurance, accounting, and architecture and engineering practices.

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## Client Delivery and Deliverable Production

Across every professional services vertical, the largest time sink is creating the first draft of client work product. AI collapses that burden.

**Contract and document drafting.** Generate first drafts of agreements, memos, engagement letters, and SOWs grounded in your templates and past work product. What used to take 3 hours now takes 45 minutes.

**Research and analysis.** Conduct preliminary legal research, market analysis, financial modeling support, and regulatory tracking with cited sources. AI covers the research burden so senior professionals can focus on judgment.

**Report and presentation generation.** Produce 80%-complete drafts of client reports, pitch decks, audit summaries, investment memos, and project updates grounded in your actual data and findings.

**Review and quality control.** Flag inconsistencies, missing elements, and potential errors in documents before they reach clients. AI as a second reviewer catches things that slip through human review under deadline pressure.

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## Business Development

Business development in professional services is relationship-driven, but it's also time-intensive. AI reduces the non-relationship overhead so your team can focus on the work that actually closes business.

**Prospect research.** Compile verified business intelligence on target prospects and key contacts in minutes, including company details, leadership profiles, recent news, and relevant industry context.

**Proposal and pitch generation.** Draft tailored proposals, one-pagers, and capability statements grounded in your firm's past work and the prospect's specific situation.

**Outreach and follow-up.** Draft personalized outreach emails, LinkedIn messages, and follow-up sequences based on actual prospect research — not generic templates.

**RFP response management.** Analyze incoming RFPs, build structured evaluation rubrics, and generate compliant, high-quality responses that align with the firm's stated capabilities.

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## Knowledge and Research Management

Professional services firms accumulate enormous bodies of institutional knowledge: templates, past work product, precedents, playbooks, and regulatory guidance. Most of it is inaccessible to the people who need it. AI fixes this.

**Knowledge base agents.** Build AI agents that answer questions grounded in your firm's own documentation — past work, policies, procedures, and reference materials. New hires stop reinventing the wheel.

**Precedent and template retrieval.** Surface relevant past documents, clauses, analyses, or approaches based on the current matter or engagement context.

**Research acceleration.** Reduce the 2-3 hours per week professionals spend searching for information or recreating past work. AI retrieves and synthesizes; professionals apply judgment.

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## Compliance and Risk Management

Compliance work is labor-intensive, rule-bound, and high-risk when missed. AI handles the research and documentation burden so your professionals can focus on judgment and strategy.

**Regulatory tracking.** Monitor regulatory updates, flag changes that affect your clients or practice, and summarize implications across jurisdictions.

**Conflict checks and intake.** Screen new matters or engagements for conflicts, missing information, and intake requirements before work begins.

**Audit documentation.** Generate SOX sample selections, testing workpapers, and control assessments with defensible methodology. What took days now takes hours.

**NDA and contract triage.** Classify incoming agreements as standard, counsel review, or full legal review based on clause analysis and deviation detection.

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## Finance and Administration

Administrative and financial overhead consumes 15-20% of billable professional time across the industry. Recapturing even half of that time pays for AI many times over.

**Time capture and billing.** AI can identify billable activity from calendar entries, emails, and document history — recovering time that would otherwise go unbilled. One pilot at a 50-person firm recovered \$1.1 million annually.

**Invoice processing.** Automate invoice review, coding, and approval routing. Firms report 85-90% reduction in manual invoice processing time.

**Financial analysis.** Upload P&L; statements and get variance analysis, trend identification, and scenario modeling with the rigor of a seasoned financial analyst.

**Expense management and reconciliation.** Reconcile accounts, identify discrepancies, and prepare supporting documentation for audit and compliance.

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## Operations and Project Management

Operations teams in professional services firms keep engagements on track and clients informed. AI makes them faster and more consistent.

**SOP creation.** Turn tribal knowledge into professional, audit-ready Standard Operating Procedures through structured interviews. What used to take days now takes hours.

**Project plan management.** Build comprehensive project plans with work breakdown structures, RACI charts, risk registers, and milestone timelines.

**Client status reports.** Generate structured status updates from project data, meeting notes, and milestone tracking. Consistent format, every time, without the manual work.

**Vendor and resource management.** Evaluate vendors with structured frameworks, risk-based research, and side-by-side comparison analysis.

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## Measuring AI Return on Investment

One of the most common questions firm leaders ask is "How do we know AI is actually working?" The answer is measurement, but the right metrics depend on the use case. Not every AI win shows up the same way.

**Time savings.** The most direct metric. Measure how long a task takes before and after AI. If a proposal that took 3 hours now takes 45 minutes, the savings are concrete and calculate across your team.

**Error reduction.** Track error rates in data entry, compliance checks, contract review, and financial analysis before and after AI. Count the number of issues caught by AI that would have been missed.

**Revenue acceleration.** Some AI use cases generate revenue directly: faster proposal turnaround, better lead qualification, recovered unbilled time. These are often the highest-value wins.

**Cost avoidance.** A single avoided compliance violation, malpractice claim, or data breach can justify years of AI investment. This is especially relevant for regulated professional services.

Start simple. Pick one use case, measure the baseline, deploy AI, and measure again after 30 days. That first data point is worth more than any theoretical projection.

## CHAPTER 05

# AI Agents: Your Digital Workforce

## *Beyond the chatbot*

Most professionals' first experience with AI is a chatbot: you type a question, you get an answer. That's useful, but it barely scratches the surface. The real power of enterprise AI lives in agents and automated workflows.

An AI agent is a purpose-built assistant designed for a specific task or process. Unlike a general chatbot, an agent comes pre-loaded with instructions, structure, guardrails, and domain expertise. It knows what questions to ask, what format to follow, what mistakes to watch for, and when to stop and ask for human input.

Think of the difference between handing someone a blank notepad and handing them a detailed checklist with step-by-step instructions. Both can get the job done. Only one does it consistently, every time, without missing steps.

## What Makes an Agent Different from a Chat?

**Structure.** An agent follows a defined process. A contract review agent, for example, doesn't just "summarize the agreement." It checks against your negotiation playbook, flags deviations by severity, generates redlines, and produces a business impact analysis. Every time.

**Guardrails.** Agents include built-in quality controls. A legal research agent will flag confidence levels, cite sources, and explicitly note when it's operating outside its reliable knowledge. An HR policy agent will only answer from the connected knowledge base and will refuse to speculate.

**Consistency.** When 10 different professionals use the same agent, they get consistently structured outputs. The quality doesn't depend on who wrote the prompt or how experienced they are with AI.

**Integration.** Agents can connect to your business systems. They can read from your document management platform, write to your practice management software, pull data from your CRM, and trigger actions in other applications — all without manual copy-and-paste.

## Workflows: Agents That Run Themselves

If an agent is a skilled assistant, a workflow is a skilled assistant that works on autopilot. Workflows connect multiple steps into automated processes that run on a schedule, respond to triggers, or execute on demand.

A workflow that takes a new client intake form submission, creates the matter record in your practice management system, assigns onboarding tasks to the right team members, and sends a personalized welcome email.

A workflow that pulls weekly billable hours from your time tracking system, generates a utilization report, and posts it to your team's communication channel every Monday morning.

A workflow that monitors regulatory update feeds, identifies changes relevant to your practice areas, and delivers a weekly digest to the relevant team members.

You build workflows using a visual, drag-and-drop interface. No coding required. You describe what you want, connect the data sources, define the steps, and let it run.

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## The Framework IT Standard Library: 100+ Ready-to-Use Agents and Workflows

When you deploy Managed Framework AI, you don't start from scratch. Framework IT has built a library of over 100 agents and workflows, purpose-built for the types of work professional services firms do every day. These are tools we've designed, tested, and refined based on years of working with legal, consulting, financial, and advisory organizations.

The library spans every major firm function:

**Business development and marketing:** Prospect research, proposal drafting, outreach personalization, RFP response generation, campaign planning, and content creation.

**Client delivery:** Contract drafting and review, legal research, financial analysis, audit support, report generation, and deliverable quality control.

**Finance and administration:** P&L; analysis, forecasting, invoice processing, journal entries, variance analysis, and break-even ROI calculation.

**Human resources:** Job description creation, candidate evaluation, interview preparation, onboarding checklists, performance reviews, and development plans.

**Operations:** SOP writing, project planning, knowledge base architecture, change management, vendor assessment, and scenario planning.

**Legal and compliance:** Legal research, contract review, NDA triage, compliance checks, and vendor agreement management.

***These 100+ tools are available on day 1 of your deployment. They're in addition to the 500+ community-built apps already available on the platform. Your team can start getting value immediately while you build toward custom solutions tailored to your specific firm.***

## CHAPTER 06

# The Major AI Models and Providers

## *One platform, 67 models*

One of the most common mistakes firms make when adopting AI is locking themselves into a single provider. They sign up for ChatGPT and assume they've "covered AI." In reality, different AI models have different strengths, and the landscape changes fast.

Managed Framework AI, powered by Hatz AI, gives your organization access to 67 Large Language Models (LLMs) from the leading AI providers, all through a single secure platform. No separate subscriptions. No vendor lock-in. When a new model launches, it's added to the platform automatically.

## The Major Providers

**OpenAI** builds the GPT family, including GPT-5, GPT-5.1, GPT-5.2, and GPT-5.4. These are the most widely recognized AI models and excel at general-purpose tasks including writing, analysis, coding, and creative work.

**Anthropic** builds the Claude family, including Claude 4 Opus, Claude 4.5 Opus, Claude 4.6 Opus, and Claude Sonnet 4.6. Claude models are known for strong reasoning, nuanced analysis, and careful handling of complex instructions. Particularly well-suited for long-form client deliverables and detailed research.

**Google** builds the Gemini family, including Gemini 2.5 Pro, Gemini 3 Pro, and Gemini Flash 3. Google's models bring strong multi-modal capabilities and tight integration with Google's search and data infrastructure.

**Meta** builds the Llama family of open-source models, including Llama 4 Maverick and Llama 4 Scout. These models offer strong performance at lower cost.

**xAI** builds Grok 3 and Grok 4, high-capability models with strong reasoning and conversational abilities.

**Amazon** offers Nova Micro and Nova Lite, cost-efficient models well-suited for high-volume, routine tasks where speed matters more than peak capability.

**Specialized models** include advanced reasoning models designed for mathematical problems, coding challenges, and multi-step logical reasoning — useful for complex financial modeling and analytical work.

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## How to Choose the Right Model for Your Work

You don't need to become an AI model expert. The practical guidance is straightforward:

**High-stakes work:** Use frontier models from OpenAI, Anthropic, or Google for client deliverables, strategic analysis, and complex reasoning. They cost more per query but produce the highest quality output.

**High-volume work:** Use value models from Amazon, Meta, or the faster tiers from Google and OpenAI for routine drafting, simple Q&A, and data formatting.

**Complex reasoning:** Use reasoning models for tasks involving complex financial math, multi-step logic, or structured analysis. These models show their work and produce more reliable results.

**Image generation:** The platform includes Nano Banana (powered by Gemini) for creating custom marketing images and presentation visuals from text descriptions.

A good rule of thumb: start with a frontier model to get the quality right, then test whether a cheaper model can produce comparable results. Often it can, especially for simpler tasks.

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## The Power of Model Flexibility

This is one of the most underappreciated advantages of a multi-model platform. When your agents and workflows are built on a platform that supports dozens of models, you can swap the underlying model with a single click. Your solutions are never locked to a specific vendor or a specific moment in time.

When a new model launches that is faster, cheaper, or better at a specific task, you do not need to rebuild anything. You change the model selection and your existing agent or workflow immediately runs on the new model. For professional services firms that invest in custom AI workflows, this protection from vendor obsolescence is critical.

## CHAPTER 07

# Prompt Engineering: Getting Better Results from AI

*The skill that multiplies everything else*

AI is only as good as the instructions you give it. A vague prompt produces a vague answer. A specific, well-structured prompt produces output that's immediately useful, sometimes startlingly so.

Prompt engineering is the practice of writing effective instructions for AI, and it's a communication skill more than a technical one. A few core principles go a long way.

## The Fundamentals

**Be specific about what you want.** Instead of "Draft a client email," try "Write a 3-paragraph follow-up email to a general counsel who attended our AI governance workshop. The tone should be professional but direct. Reference the workshop content and end with a clear call to action to schedule a 30-minute next-steps call."

**Assign a role.** AI performs better when you tell it who to be. "You are a senior attorney with 15 years of experience in commercial contract review" produces dramatically different output than a bare request to "review this agreement."

**Provide examples.** If you want output in a specific format or style, show the AI what good looks like. Paste in a past deliverable you liked, a report structure you want replicated, or a client communication that matched your firm's voice.

**Break complex tasks into steps.** Instead of asking AI to "write a due diligence report," walk it through the process: "First, analyze the target company overview I've pasted. Then identify the 5 most significant risk categories. Then draft a one-paragraph summary for each." Step-by-step instructions produce step-by-step quality.

**Iterate, don't start over.** Your first prompt rarely produces a perfect result. That's normal. Refine the output by giving follow-up instructions: "Make the tone more formal." "Add a section on regulatory risk." "Shorten each paragraph to 2 sentences." Iteration is faster than starting from scratch.

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## Advanced Techniques

**Chain of thought prompting.** Ask AI to show its reasoning before giving a final answer. "Walk me through your analysis step by step before providing your recommendation." This produces more thoughtful, accurate outputs and makes it easier to spot errors — critical in professional services work.

**Few-shot prompting.** Provide 2 or 3 examples of the input-output pattern you want, then ask AI to follow the pattern with new input. Especially powerful for standardizing formats across your team — contract summaries, client updates, engagement letters.

**Constraint-based prompting.** Tell AI what not to do. "Do not include legal conclusions. Do not exceed 300 words. Do not cite cases without verifying they exist." Constraints sharpen the output and prevent common professional services pitfalls.

**Template prompts.** Build reusable prompt templates for tasks your team performs regularly. A standardized prompt for writing client status updates, drafting proposals, or summarizing meeting notes ensures consistent quality across the team. Managed Framework AI supports shared prompt libraries so your best prompts become organizational assets.

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## Hallucinations and AI Accuracy

One of the most important things to understand about AI is that it can be confidently wrong. AI models sometimes generate information that sounds plausible but is factually incorrect. The industry calls these hallucinations, and they happen because the model is predicting what text should come next based on patterns — not consulting a verified database of facts.

Hallucinations are more likely when you ask AI about specific facts (case citations, statutes, names, dates), niche topics with limited training data, or questions that require real-time information. They are less likely when you give the model reference material to work from or use it for tasks like summarization, drafting, and analysis where the source material is right there in the conversation.

## Reducing the Risk

**Ground your prompts in source material.** When you paste a contract and ask AI to analyze it, the model works from your source material rather than generating from memory. This dramatically reduces hallucination risk.

**Ask the model to flag uncertainty.** Add a line like "If you are unsure about any fact, say so rather than guessing" to your prompts. Most models will flag uncertainty when explicitly asked.

**Request sources and reasoning.** For high-stakes outputs, ask AI to provide sources or reasoning for key claims. If it cannot point to where it got the information, treat the claim with skepticism.

**Always verify critical facts.** The most effective hallucination prevention is a qualified professional who reads the output critically. AI should draft; humans should verify. This is especially important for anything client-facing, legally significant, or financially consequential.

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## Evaluating AI Output Quality

Knowing how to write a good prompt is half the skill. The other half is knowing how to evaluate whether the output is actually good. Building a habit of critical review is essential in professional services.

When reviewing AI-generated content, ask:

**Is it factually accurate?** Does the output contain any claims you cannot verify? Any case citations, statutes, or financial figures that seem too perfect? Check before sending to a client.

**Is it appropriately detailed?** Is the output at the right depth for the audience? Does it include the right details without unnecessary padding?

**Does it match your firm's voice?** Does it match the tone, terminology, and style your firm uses with clients? AI defaults to a generic professional tone unless you direct it otherwise.

**Is the reasoning sound?** If AI is analyzing a contract, performing calculations, or drawing conclusions, trace the logic. Would you reach the same conclusion from the same inputs?

**Would you sign your name to it?** Would you be comfortable putting this in front of a client, a court, a regulator, or a board? If not, it needs more work.

The goal is not perfection on the first try. The goal is an 80% draft that a qualified professional can refine in a fraction of the time. That is where the real productivity gain lives.

## CHAPTER 08

# AI Security, Privacy, and Governance

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*Protecting your firm and your clients in the age of AI*

Security is the foundation everything else sits on. Every other benefit of AI — the productivity gains, the cost savings, the competitive advantages — means nothing if your client data is exposed, your compliance posture is compromised, or your firm faces a breach because someone pasted privileged information into an unsecured tool.

## The Shadow AI Problem in Professional Services

Shadow AI is almost certainly happening in your firm right now. Associates are using ChatGPT to draft briefs. CPAs are running client financial data through Gemini. Consultants are pasting proprietary client strategy into Claude without your knowledge or approval.

The risk is not employee curiosity. The risk is what they're putting into those tools. When someone pastes a client contract, a tax return, or a proprietary engagement plan into a free AI tool, that data may be used to train the model. There's no visibility, no audit trail, and no legal recourse.

In professional services, this creates exposure far beyond a typical data breach. Attorney-client privilege may be waived. CPA confidentiality obligations may be violated. Fiduciary duties may be breached. And when your cyber insurance carrier or auditor asks how your firm governs AI, you need a documented, auditable answer.

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## Professional Services-Specific Compliance Considerations

**Legal firms:** The ABA Model Rules of Professional Conduct require competence with technology (Rule 1.1) and client confidentiality (Rule 1.6). ABA Formal Opinion 512 (2023) specifically addresses generative AI, noting attorneys must understand the tools they use and safeguard confidential client information.

**Accounting firms:** AICPA professional standards require protecting client confidentiality and maintaining audit documentation standards. AI-generated work product must meet the same documentation and defensibility requirements as manually prepared work.

**Financial advisory firms:** Fiduciary duty requires that AI-assisted recommendations be in clients' best interests, with full documentation of the basis for advice. SEC and FINRA guidance on AI use is evolving and requires ongoing monitoring.

**Insurance firms:** State licensing requirements, unfair trade practices rules, and NAIC model laws govern how AI can be used in underwriting and claims. Documentation of AI-assisted decisions must be maintained.

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## The 5 Pillars of an AI Governance Framework

- 1. Policy.** A written AI use policy defining approved tools, prohibited data types, and acceptable use cases. Without a policy, you cannot enforce your position or defend it legally, professionally, or to your clients. It does not need to be a 50-page document. It needs to exist, be communicated, and be enforceable.
- 2. Access Control.** Role-based permissions ensuring the right people have access to the right AI capabilities. A junior associate should not have the same AI access as a managing partner. A well-designed permission structure prevents confusion, limits risk, and ensures appropriate guardrails from day 1.
- 3. Data Protection.** Contractual zero-data-training guarantees and Data Processing Agreements (DPAs) with every AI provider. If it is not in writing, it does not exist. Your platform should guarantee that your data is never used to train any public AI model, full stop.
- 4. Auditability.** Full, searchable logs of who used AI, what prompts were entered, and what was returned. This is required by most compliance frameworks, increasingly by cyber insurers, and is essential for professional liability defense.

**5. Training.** Ongoing education so your policies are understood and followed, not quietly worked around by well-meaning professionals. Real training means structured onboarding, recurring support sessions, and a culture where people know the rules and the reasons behind them.

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## The Security Architecture Behind Managed Framework AI

Managed Framework AI is built on Hatz AI, a platform that has achieved SOC 2 Type I, SOC 2 Type II, and SOC 3 certifications. Independent auditors have verified enterprise-grade security controls across infrastructure, application security, access management, encryption, monitoring, and incident response.

**Your data is never used for AI model training.** Managed Framework AI has contractual agreements with all AI model providers (OpenAI, Anthropic, Google, Meta, xAI, Amazon, and others) that explicitly prohibit training on your data. This is a contractual guarantee.

**Encryption.** All stored data encrypted using AES-256. All data in transit uses TLS 1.2+ encryption. Encryption keys managed separately and rotated regularly.

**Data isolation.** Your firm's data is logically isolated from all other clients' data. Administrators have full visibility into usage, workflows, credit consumption, and audit trails.

**Compliance.** The platform supports compliance with GDPR, CCPA, HIPAA (with Business Associate Agreement), and SOX. DPAs and BAAs are available upon request.

**24/7 monitoring.** Security monitoring with intrusion detection and anomaly detection, backed by an incident response plan. Regular third-party penetration testing.

***Managed Framework AI is SOC 2 Type I and II certified, SOC 3 certified, and HIPAA and GDPR ready. It includes contractual zero-data-training guarantees, and Business Associate Agreements and Data Processing Agreements are available for every deployment.***

## CHAPTER 09

# Your AI Adoption Roadmap

*The Crawl-Walk-Run Framework: from zero to measurable return on investment*

The firms that succeed with AI follow a deliberate methodology — one that meets professionals where they are, builds confidence through early wins, and progressively expands capability.

Gartner research shows 80% of AI licenses go unused without structured adoption support. The Crawl-Walk-Run framework makes sure your investment produces results, not shelfware.

## Why Crawl-Walk-Run?

**Reduces risk.** Resolve governance and security questions before AI reaches a broad audience, not after something goes wrong with a client matter.

**Builds confidence.** Give professionals time to learn the basics before asking them to do something complex. They adopt tools more readily and with greater enthusiasm when they have early wins.

**Delivers measurable wins early.** Target a high-value, low-complexity pilot workflow in the Walk phase to create tangible proof of value that funds further investment.

**Creates internal expertise.** Each phase develops champions, power users, and eventually an internal community of practice, so the firm is never solely dependent on external help.

**Scales sustainably.** By the time you reach the Run phase, the governance, cultural habits, and technical skills are already in place to support broader, more ambitious AI initiatives.

Phase	Timeline	Key Milestones
FOUNDATION	Weeks 1-4	Set up and activate. 100% access live. 90%+ onboarded. AI Champion identified. Baseline measured.
CRAWL	Months 1-2	Build daily habits. 80%+ daily users. 10+ uses/user/week. 3+ quick wins documented.
WALK	Months 2-4	Create workflows. 5-10 use cases. 3+ automations live. 10-20 hours saved/week.
RUN	Months 4-6+	Scale and automate. 10+ workflows. 100+ hours saved/month. 3-5x ROI achieved.

## Phase 1: Crawl — Building the Foundation

*Timeline: Weeks 1-4*

The Crawl phase lays the groundwork. Before anyone builds a workflow or automates a process, the firm needs to answer fundamental questions: Who is allowed to use AI, and under what rules? How will access be governed? Where will people go for help?

- 1. Establish an AI Acceptable Use Policy.** Create or update a formal AI policy covering data handling, client confidentiality obligations, privacy, access controls, and compliance requirements specific to your practice area. It does not need to be perfect on day 1. It needs to exist and be communicated.
- 2. Define roles, permissions, and user structure.** Define who will use the AI platform and what they'll be able to do. A typical structure includes administrators, workflow-builder users, general users, and chat-only users. Organize users into logical groups by department or practice area.
- 3. Onboard professionals and deploy general-purpose AI.** Bring professionals onto the platform through a controlled, deliberate process. Deploy a curated set of general-purpose tools: writing assistants, summarization utilities, research helpers.
- 4. Identify and develop AI Champions.** Select a small group of enthusiastic, influential professionals and invest in their skills early. Champions complete the AI Champion Certification and serve as internal resources for their colleagues.

**5. Launch recurring support sessions.** Establish Office Hours — recurring, low-pressure sessions where professionals can ask questions, troubleshoot prompts, and share discoveries. These accelerate individual learning and surface the use cases that will inform the Walk phase.

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## Phase 2: Walk — Guided Exploration and First Wins

*Timeline: Months 1-4*

The Walk phase is where AI moves from curiosity to capability. The firm tackles real workflows with guidance, selecting the right problems, building solutions collaboratively, testing in controlled environments, and measuring results.

**1. Review and deploy pre-built applications.** Review the library of available agents and workflows (including Framework IT's 100+ Standard Apps) and deploy the ones relevant to your firm's practice areas.

**2. Customize for specific practice groups.** Introduce specialized applications tailored to specific departments. Schedule working sessions to walk through how each tool would be used in practice with real client work examples.

**3. Identify your first pilot workflow.** Working with your AI Champions and your Framework IT team, identify the first workflow to target for AI-powered automation. The ideal pilot is high value, low complexity, visible, and measurable. Document the current state in detail before building anything.

**4. Test with a controlled pilot group.** Deploy the solution to a small group first. This group uses the solution in real conditions, surfaces edge cases, and provides feedback before broader rollout.

**5. Measure and document your first win.** After the pilot has run long enough, measure results against your baseline. How much time was saved? How many errors were avoided? Share the results widely. This first documented win turns skeptics into supporters.

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## Phase 3: Run — Scaling, Independence, and Continuous Improvement

*Timeline: Months 4-6+*

The Run phase marks the transition from guided experimentation to organizational self-sufficiency. The guardrails are still in place, but the firm is driving.

- 1. Develop power users.** Identify professionals with strong AI skills and a willingness to help others. Invest in their development through advanced training and a clear role as departmental AI leads.
- 2. Explore custom integrations.** Connect AI to other business systems: practice management software, document management platforms, CRMs, billing systems, and communication tools. Treat each integration as a mini-project with clear objectives.
- 3. Build custom AI applications.** Your team is now capable of building custom agents and workflows that go beyond the standard library to solve challenges unique to your firm.
- 4. Track ongoing value and adoption metrics.** Continuously monitor adoption rates, active users, time savings, cost reductions, and professional satisfaction. Report regularly to firm leadership.
- 5. Establish a continuous improvement and governance loop.** Create a formal, recurring forum where leadership, power users, and program managers review adoption metrics, prioritize new use cases, share wins, and plan upcoming training.

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## The People Side of AI Adoption

Every successful technology rollout is a change management exercise. AI is no different, and in professional services it is harder because it touches how people think about their own expertise and value.

**Win over the skeptics with relevance, not hype.** Skeptics often become the strongest advocates once they see AI solve a problem they personally care about. Give them a use case that saves time on a task they find tedious. Let the tool speak for itself.

**Channel the enthusiasts.** Enthusiastic early adopters can accidentally create risk by moving faster than governance allows. Channel their energy into the AI Champion role where they can lead by example within established guardrails.

**Make it participatory.** If professionals feel like AI is something being done to them rather than something being built with them, adoption will stall. Involve practice group leaders early. Let teams identify their own use cases. Make adoption feel like an opportunity, not a mandate.

**Celebrate wins publicly.** When someone saves 3 hours a week using AI, share that story widely. Visible wins create social proof and make AI feel accessible rather than abstract.

## CHAPTER 10

# Managed Framework AI

*The complete, managed AI adoption program built for your firm*

Managed Framework AI is a full managed AI adoption program that combines the most powerful multi-model AI platform available with a proven adoption methodology, structured training, and the ongoing guided support that turns platform access into measurable business outcomes.

You get enterprise-grade tools, governance, and a named Framework IT team accountable for your results.

## Three Pillars: Safe. Governed. Productive.

**Safe.** We help firms adopt AI in a way that reduces risk around security, data exposure, inappropriate use, and professional liability, so that leadership can approve AI with confidence and professionals can use it without creating invisible exposure.

**Governed.** We give leadership and IT greater visibility, control, standards, and guardrails so AI use is managed intentionally rather than emerging chaotically. When a cyber insurance carrier, auditor, or managing partner asks "How is AI governed here?" your firm has a documented, defensible answer.

**Productive.** We turn AI into practical business outcomes through enablement, use-case alignment, workflow improvement, and measurable gains in efficiency and execution, so that the investment in AI compounds over time instead of quietly gathering dust.

## Everything Included

Feature	What It Means for Your Firm
67 AI Models	ChatGPT, Claude, Gemini, Llama, and more. Never locked into one vendor.
Unlimited Users	No per-seat pricing surprises. Every professional included.
100+ Standard Agents	Purpose-built tools covering business development, client delivery, finance, HR, ops, legal, and compliance. Ready on day 1.
500+ Community Apps	Additional workflows created and shared by the user community.
No-Code Workflows	Build powerful automations with drag-and-drop. 50+ native integrations plus thousands via Zapier.
AI Phone Agent (ADEL)	Voice AI for call handling: consistent, governed, available around the clock.
AI Champion Certification	Structured training that takes your team from first-time users to confident power users.
AI Navigator Training	Advanced training for power users who want to create agents, workflows, and automations.
Office Hours (3x/week)	Live coaching, use case workshops, and peer learning sessions with the Framework IT team.
Monthly AI SBR	Strategic Business Review (SBR) to track adoption, identify opportunities, and update your AI roadmap.
SOC 2 Type I and II	CPA-audited over 6+ months. Independently certified.
Zero Data Training	Your prompts and data never train any public model. Contractually guaranteed.

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## Office Hours: 3 Sessions Per Week

Most AI platforms hand you a login and wish you luck. Managed Framework AI includes 3 live Office Hours sessions per week, and they're one of the most valuable parts of the entire program.

**Live Coaching and Q&A.;** Bring your questions. Whether you're struggling with a prompt, trying to figure out which model to use for a specific deliverable, or wondering how to approach a workflow, our team works through it with you in real time.

**Use Case Workshops.** Structured sessions where we work through building a specific workflow, agent, or automation together. Your team can bring their own use cases and we'll help architect and build custom solutions right there in the session.

**Show and Tell and Peer Learning.** Professionals share wins, discoveries, tips, and creative applications with each other, facilitated by our team. This is where the best ideas spread organically across your firm.

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## Monthly AI Strategic Business Review (SBR)

Every month, your Framework IT team conducts a Strategic Business Review (SBR) dedicated to your AI program. This is a structured strategic session designed to keep your AI adoption on track and continuously expanding.

**Review adoption metrics.** Active users, usage patterns, credit consumption, and engagement trends. We identify who's using AI heavily, who has dropped off, and where the opportunities are to re-engage.

**Assess progress against your AI adoption roadmap.** Where are you in the Crawl-Walk-Run framework? What milestones have you hit? What's the next phase of work?

**Identify new use cases.** Based on what your team has learned, what new workflows should be built? Which practice groups are ready for deeper adoption?

**Update and refine your AI roadmap.** Your roadmap is a living plan that evolves as your firm's AI maturity grows. Each SBR produces an updated roadmap tailored specifically to your firm and practice areas.

## How Managed Framework AI Compares

Feature	Microsoft Copilot	ChatGPT Team	Managed Framework AI
Users Included	25 seats	25 seats	Unlimited
AI Models	1 model	1 model	67 models
Adoption Support	None included	None included	Crawl-Walk-Run framework
Data Training	May use your data	May use your data	Zero training, guaranteed
Contract	Annual	Annual	Month-to-month available
Dedicated IT Partner	No	No	Named Framework IT team
Ongoing Enablement	No	No	Office Hours 3x/week, monthly SBR
Pre-Built Agents	Limited	Limited	100+ Framework IT + 500+ community

## The Transformation

**Before Managed Framework AI:** The firm is operating in the dark. Professionals are using AI tools nobody approved. Leadership has no visibility into what client data is being exposed. The pressure to "do something with AI" is growing without a clear plan.

**After Managed Framework AI:** The firm has a named partner, a documented roadmap, and a trained team actively using governed AI every day. Outputs are consistent and trusted. Workflows are automating what used to take hours. Leadership can see adoption dashboards and prove ROI to clients and partners. The anxiety is gone, replaced by confidence and momentum.

***The platform is Hatz AI. The methodology is Crawl-Walk-Run. The difference is Framework IT.***

## CHAPTER 11

# AI Governance Readiness Checklist

*Use this checklist to assess where your firm stands today*

Use this checklist to assess your firm's AI governance readiness. If you cannot confidently check every box, you have gaps that need to be addressed before scaling AI adoption. Score yourself honestly. Most firms start with fewer than half of these checked, and that's normal.

## Policy and Leadership

- We have a written AI use policy that defines approved tools and prohibited data types
- Our leadership team has formally endorsed our AI strategy
- We have designated an internal AI Champion to lead adoption
- Our AI policy has been communicated to all professionals and staff
- Professionals have acknowledged receipt and understanding of the AI policy
- Our AI policy is reviewed and updated at least annually
- Leadership actively uses AI tools and visibly supports the initiative
- Our AI policy addresses professional responsibility obligations specific to our practice area

## Data Protection and Client Confidentiality

- We have contractual zero-data-training guarantees from our AI providers
- We know which AI tools our professionals are currently using (including free tools)
- Sensitive data categories (client data, confidential information, privileged matter content) are defined as off-limits for public AI tools
- We have Data Processing Agreements in place with every AI vendor
- We have a Business Associate Agreement in place if we handle protected health information
- We have a defined process for classifying data sensitivity levels for AI use
- Professionals know which types of data they can and cannot enter into AI tools

## Access Control and Permissions

- AI access is role-based, not everyone has the same permissions
- We maintain searchable logs of AI usage (who, what, when)
- We can produce an AI governance report if asked by an auditor, insurer, or regulator
- We have a process for reviewing and approving new AI tools before deployment
- User permissions are reviewed and updated when roles change
- Administrative access is restricted to authorized personnel only
- We have a defined offboarding process that includes revoking AI platform access

## Training and Adoption

- Our team has received formal AI training, not just a policy memo
- We have shared prompt templates and best practices documented
- We are tracking AI adoption metrics (usage, time saved, ROI)
- We have a structured plan to expand AI usage over the next 6 months
- New professionals receive AI onboarding as part of their standard orientation
- We maintain a use case repository documenting AI wins and lessons learned
- Our team has access to recurring support (Office Hours, coaching, help desk)

## Compliance and Professional Responsibility

- We can answer "How does your firm govern AI?" with a documented response
- Our cyber insurance provider is aware of our AI usage and governance framework
- Our AI governance aligns with our existing compliance requirements (bar rules, AICPA standards, fiduciary obligations, etc.)
- We have reviewed whether our profession has specific AI regulations or guidelines
- Our vendor management program includes AI-specific evaluation criteria
- Client engagement letters or agreements address AI use where relevant

## Workflow and Automation Maturity

- We have identified our top 3 to 5 high-value AI use cases
- We have documented baseline metrics (time, cost, error rates) for at least 1 target workflow
- We have completed at least 1 AI pilot and measured results
- We have a pipeline of future automation opportunities
- We have mapped which pre-built agents and workflows align with our highest-value use cases
- Our AI automations include human review checkpoints for critical outputs

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## How to Read Your Results

**0-15 boxes checked:** You're in the early stages. Most firms start here. The Crawl phase of the Crawl-Walk-Run framework is designed exactly for this.

**16-30 boxes checked:** You have meaningful progress but significant gaps remain. You're likely ready to move into the Walk phase.

**31-40 boxes checked:** Your firm has a mature AI governance posture. You're in or approaching the Run phase.

**41+ boxes checked:** You're operating at a high level of AI maturity. Focus on continuous improvement and deepening the complexity of your automations.

***If you have unchecked boxes, you're not alone. Most firms do. Managed Framework AI was built to help you check every one of them. As a managed AI adoption program, our team handles the platform, the governance framework, the training, and the ongoing enablement so you can adopt AI with confidence, with a named partner who stays accountable for results.***

## CHAPTER 12

# Next Steps

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You have the playbook. The question now is what you do with it.

If your firm is ready to move from unmanaged AI usage to a structured, governed, productive AI program, here's how to start:

## Request a Consultation

We'll walk through where your firm stands today, identify the highest-value opportunities in your specific practice area, and show you exactly how Managed Framework AI works. No pressure, no pitch deck. Just a conversation about what makes sense for your firm.

## Take the Readiness Checklist to Your Leadership Team

Use it to start an internal conversation about AI governance, professional responsibility, risk, and opportunity. The checklist alone is often enough to surface gaps that nobody was talking about.

## Stop the Bleeding on Shadow AI

Every day your professionals use unmanaged AI tools is another day your client data and firm reputation are at risk. Getting onto a governed platform is the single highest-impact step you can take, and it does not require a long procurement cycle.

## Start Where You Are

You do not need a perfect plan to get started. You need a first step. Pick one high-value, low-risk use case. Measure the baseline. Deploy AI. Measure the result. That first data point is worth more than any theoretical projection, and it gives you the evidence to expand.

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## Framework IT

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Framework IT has spent more than 16 years helping small and mid-sized businesses get technology right. AI is the next chapter, and we're here to help you write it.