



G U I D E

The AMC AI SPRINT™ Guide

A practical framework for AI adoption — with best practices and monthly cadence tools

Provided by Stellis AI · AMCI's exclusive Strategic AI Partner

About this guide

AI enablement isn't a one-time IT project — it's a new operating model for your firm. The AI SPRINT™ framework provides a clear, actionable roadmap for AMCs to transform how they work, one phase at a time. At its core is a repeatable monthly cadence of Sprints that deliver real progress without disruption. Each Sprint builds learning, confidence, and momentum across your team.

AMCs have a unique advantage: AI can pay off on two levels at once. Use it to run a leaner, more competitive firm — winning new association clients and protecting margins. And use it to deliver more to every association you manage: stronger member growth, engagement, and operations.

How to use this guide

Work through the six SPRINT phases in order. Each phase begins with a brief description of what you're trying to accomplish, followed by a practical checklist of actions that make it stick. Not everything happens at once — some items take shape in the first weeks; others follow as your adoption matures. At the end, you'll find Monthly AI SPRINT Review email templates to keep leadership aligned and progress visible.

What is the AI SPRINT?

The AI SPRINT is both the cultural rhythm and the project plan for operationalizing AI successfully in any organization. Developed by Trent Gillespie and Stellis AI through hands-on client work and years of practitioner experience, the AI SPRINT offers the clearest and most effective path to becoming an AI-enabled company.

The rhythm begins with a simple premise: create a culture of monthly experimentation, learning, and sharing around AI. Leaders set the expectation that AI should be used to improve work, teams are empowered to find new ways to do that, and a lightweight sharing mechanism ensures what's learned doesn't stay siloed. Every month, new discoveries are documented and distributed so the entire organization benefits and builds on what came before.

This cadence is anchored by a monthly AI SPRINT meeting, which drives accountability and surfaces impact across the organization, from team-level sharing sessions to leadership-level strategic reviews. When run consistently, it becomes the engine that sustains AI progress long after the initial excitement fades.

Beyond the rhythm, the AI SPRINT is also a six-step company transformation framework, each step corresponding to a letter in the acronym: S—Spark, P—Position, R—Rally, I—Integrate, N—Enable, T—Trailblaze. Stellis AI has developed a set of best practices for implementing each step, and what follows is that guidance adapted specifically for the AMC operator.

S SPARK Action with Leader Education

This step gives leaders hands-on AI experience, aligns strategic priorities, and builds a shared vision. It ends with a clear transformation plan, a defined first Sprint, and accountable owners — turning intent into execution from Day One.

- Assign an Executive Sponsor (typically an owner or principal)
- Assign an AI Champion to lead adoption and run the monthly sprint
- Train the leadership team on AI — together, if possible
- Set a monthly AI sprint review cadence with leadership
- Allocate an AI adoption budget
- Set a clear adoption goal (e.g., % of staff who are daily AI users by a target date)

P POSITION Your Company to Win with AI

Evaluate your business strategy to identify where AI can amplify your unique strengths, address hidden risks, and position you to lead. The goal is to focus your efforts where AI creates real advantage — and set the foundation to win in an AI-enabled future.

- Identify where AI strengthens your competitive position — winning new association clients and serving them better
- Document a short strategic positioning brief and a target date
- Gain leadership consensus on direction before scaling effort

R RALLY Your Employees to Use AI Daily

This step helps teams build confidence and habits around AI by creating a safe, supported environment. With clear policies, hands-on training, and smart incentives, leaders make AI a natural, trusted part of everyday work.

Set adoption goals

- 100% of managers complete AI training by a target date
- A defined % of staff complete AI training by a target date
- Teams share AI “wins” on a regular cadence
- Role-specific AI guidelines created for key roles
- AI use built into performance expectations

Establish safety & guardrails

Especially important for AMCs — your AI policy must account for multiple clients’ confidential data.

- Run an initial AI risk review — contracts, insurance, client-data obligations — and let it inform your policy

- Create an AI Acceptable Use Policy and an AI Agent Policy, covering:
 - Clear data boundaries — what can and cannot be shared with AI tools, especially client and member data
 - Output review requirements, especially for client- and member-facing content
 - Approved tools and approved uses
 - A clear escalation path for questions or concerns
- Create a communication plan that frames AI as augmentation, not replacement
- Build a “safe to experiment” culture with a clear learning mindset
- Equip managers to support their teams’ questions and concerns

Select tools & provide access

- Select the AI tool(s) for firm-wide adoption
- Define a paid vs. free seat strategy
- Establish a process for staff to request access or upgrades
- Complete technical setup and provisioning
- Set a process to reclaim unused seats

Train & enable

- Stand up an internal AI knowledge hub (examples, FAQs, documentation)
- Build prompt libraries and templates for common tasks
- Create a simple AI help process for staff
- Name peer champions or power users as informal coaches
- Run 30/60/90-day adoption check-ins
- Collect and share early “AI win” stories

INTEGRATE AI Into Your Core Processes

These functions offer the highest return and lowest risk for early AI adoption. Start here to unlock quick wins in revenue and productivity, then expand to remove growth bottlenecks and scale success across the business.

Identify 3–5 priority processes across both layers of your business:

Run a stronger AMC

- Proposals, RFP responses, and new-business development
- Finance, reconciliations, and reporting
- Internal operations and your top bottlenecks

Deliver more for your associations

- Membership growth and retention — spotting at-risk members early
- Event and meeting support
- Member communications and content
- Board prep and governance documentation

Then

- Assign a process owner for each initiative
- Pilot AI in those processes
- Measure impact and refine based on results

- Document what works so it scales to other processes — and other clients

N ENABLE a Culture of Innovation

AI gives every employee the ability to create a vision and deliver on it. This step builds the ongoing training, shared practices, and lightweight support needed to turn that potential into action — creating an adaptable, change-ready organization where innovation happens at every level.

- Recognize and reward AI adoption
- Establish an ongoing learning cadence (monthly sessions, lunch-and-learns)
- Create a way for staff to propose AI ideas
- Maintain a living library of use cases, prompts, and best practices
- Celebrate the people driving AI forward

T TRAILBLAZE with New Offerings that Drive Growth

AI enables companies to create custom solutions that deliver value faster and more affordably. This step focuses on using AI to innovate beyond efficiency — driving growth through new products, services, and business models.

- Identify new AI-enabled services you could offer your associations
- Find member or client problems that were previously too costly to solve profitably
- Explore new business models AI makes possible (speed, scale, personalization)
- Decide how to package and price AI-enhanced capabilities
- Watch for competitive threats from AI-native entrants in the AMC and association space

Your Monthly AI SPRINT Review

Once your team is running, keep momentum alive with a lightweight monthly review. This doesn't need to be a long meeting or a detailed report — a short email from your staff is enough to track progress, surface what's working, and set the next sprint in motion.

Send this at the end of each month. Adjust the goals to whatever you're working on. Keep it to one page or less.

E M A I L T E M P L A T E S

STAFF EMAIL TEMPLATE

Subject: [Month] AI SPRINT Review

1. **What did you use AI for this month?**
2. **What changed because of it?**
3. **Who did you share it with?**
4. **What's one task you'll test with AI next month?**

LEADER/AI CHAMPION EMAIL TEMPLATE

Subject: [Month] AI SPRINT Review

Last Month's Sprint Goals

Goal 1 (owner) & Results

Goal 2 (owner) & Results

Goal 3 (owner) & Results

What We Learned Last Sprint

(2–3 sentences on what worked, what didn't, what surprised you)

What We'll Do / Change Next Sprint

Goal 1 (owner)

Goal 2 (owner)

Goal 3 (owner)

New to AI and not sure where to start? As an AMCI member you have exclusive access to Stellis AI resources and the quarterly AI EduSeries. Visit stellis.ai/ai-for-amcs or email hello@stellis.ai to get started.