

Why AI needs to understand your business

A customer asks when their order will arrive. To answer, an employee checks the order system, reads the last email, and asks a colleague about a delivery promise. It is an ordinary question, but the answer depends on information held in several places.

Where AI could help

An AI assistant is software you can ask to help with tasks such as finding information, summarizing documents, or drafting a reply. In this example, it could gather the order details and prepare a response for the employee to check.

But it would need access to the relevant records. If it could see the original order but not the later delivery promise, its reply could be incomplete or wrong. A confident answer is not proof that the assistant has the whole story.

What business context means

Business context is the information that gives a task its meaning: who the customer is, what was agreed, what has changed, and which rules apply. Employees often acquire this knowledge through experience. AI needs the relevant information to be made available when it does the work.

For the delivery question, useful context includes the current order status, the promised date, any delay, and who can approve a remedy. The company does not need to connect every document it owns to begin helping with this one task.

Start with one familiar task

Choose something people do repeatedly, such as answering order questions, preparing a quote, or writing a customer update. Write down the steps. That sequence is often called a workflow. Then ask what information is needed at each step and where it lives.

Agree on what a good result looks like. For the customer update, that might be an accurate status, an explanation of any delay, and a reply that the employee can check against the original records.

Give the assistant reliable information

If two records disagree, someone needs to decide which is current. If a promise exists only in a colleague's memory, it needs to be recorded. Someone also needs responsibility for keeping the information up to date.

A connection between systems can help the assistant find information. It cannot, by itself, make that information accurate. The business still needs clear records, appropriate access, and a person who checks important results.

Make the work easier to pass on

Once AI helps with a task, a second question follows: can someone else keep that process working? This matters when an employee is absent, a founder steps back, or a business changes ownership.

Keep people in control of commitments

Preparing a reply and sending it are different responsibilities. An assistant helping with an order question should not automatically be allowed to promise a refund or change a delivery date. Decide what it may read, what it may draft, and which actions need a person's approval.

People may prefer to work through a chat window, an order screen, or a shared task list. The useful part is being able to reach the right information and complete the task with clear responsibility.

Look for knowledge held by one person

Imagine that the employee who set up the assistant leaves. The written instructions are missing, the connection uses that employee's account, and nobody knows how to update the delivery rules. The company still has the software, but it may struggle to keep using it.

This example shows why introducing AI does not automatically remove reliance on individual people. Record how the process works, who maintains it, and who can take over.

Try a simple handoff

Ask another employee with the right access to complete the task using the written instructions. Try an ordinary order question and a case where information is missing or contradictory. Can the employee check the answer, recognize when help is needed, and finish the work?

Record what went well and where assistance was necessary. A successful handoff is useful evidence. Continued use over time gives a stronger picture of whether the process is dependable.

Where GrowFast fits

GrowFast assesses whether the knowledge, relationships, and ways of working that support a business can continue when people or ownership change.

Its VGS assessment, short for Valuation-Grade Succession, asks whether the value can transfer. Day Two asks whether it will hold after the transition.

For a process using AI, that means looking at the people, information, instructions, and checks that keep it useful.

Start by identifying one important task that would become difficult if its most knowledgeable person were away. That is a concrete starting point for a conversation with GrowFast.