

# Build vs. Buy: The AI Implementation Playbook

Board wants AI results yesterday. Most initiatives fail—not because of bad technology, but because of bad decisions. This is the framework that separates the 5% who succeed from the 95% who don't.

## Build for differentiation. Buy for efficiency.

With 67% of AI initiatives failing due to wrong build-vs-buy decisions, organizations are hemorrhaging time and capital on misclassified use cases. In this session, Austin delivers the complete decision framework used by his consulting clients—from the Four Quadrants classification system to vendor evaluation scorecards to rollout execution. Drawing on real-world case studies and battle-tested checklists, Austin walks leaders through exactly when to build, when to buy, when to partner, and when to walk away. Attendees leave with a Monday-morning-ready playbook covering requirements, team structure, vendor tiers, discovery processes, and the crawl-walk-run deployment model that separates successful AI rollouts from expensive science experiments.

### Key Takeaways

- The Four Quadrants Framework: A simple classification system to determine whether each AI use case is a competitive moat, strategic R&D, operational efficiency, or commodity automation—and what to do with each.
- The Misclassification Fix: Why 70–80% of use cases should be "buy" decisions, and how to stop wasting millions building what you should be purchasing off the shelf.
- The Vendor Tier Map: A breakdown of the four vendor tiers—from freelancers to Big 4—with red flags, green flags, and a scoring system to evaluate each.
- The Discovery Playbook: Exactly what a proper vendor evaluation looks like, what questions to ask references, and how to structure the client-vendor dynamic for success.
- The Rollout Blueprint: A milestone-driven deployment framework—from pilot through enterprise scale—with SLA expectations, optimization cycles, and decision gates to pivot when needed.

### Who Should Attend

- C-Suite executives and operations leaders evaluating or currently managing AI initiatives.
- Technology decision-makers navigating vendor selection, procurement, and implementation partnerships.
- Organizations that have started AI projects and stalled—or want to avoid becoming the next cautionary tale.

**"AUSTIN OFFERS BOTH THE INSPIRATION AND THE SKILLS TO SUCCEED."**

*Imari Tuakli, Founder & CEO, BeTheProtagonist.co*

Connect with Austin for More Info and to Schedule a Program



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