WHITE PAPER 17 · THE AI SHIFT

From AI Users to AI Builders

Why prompting saves minutes and building saves hours

Industry Property group legal and governance team

Function Legal, company secretarial, audit and governance

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AT A GLANCE

INDUSTRY

Property group, legal and governance team

PROBLEM

Staff stop at prompting, before the payback

FRAMEWORK

Prompt, automate, build, own

CHANGE

Non-technical staff building for their own department

EXECUTIVE SUMMARY

Most organisations measure AI adoption by how many people use a chat assistant, and on that measure many look healthy. One step further the scores fall off a cliff, from 58% on

Foundations to 36% on Automation and 33% on Deployment, and automation is exactly where the hours come back.

58%	36%	33%	12
Foundations score	Automation score	Deployment score	days in the pathway

A workforce that stops at prompting stops before the payback.

INDUSTRY AND PROBLEM OBSERVED

The problem

A prompt helps one person write one email faster, while a flow files every document on arrival, chases every approval on time and compiles every report on schedule.

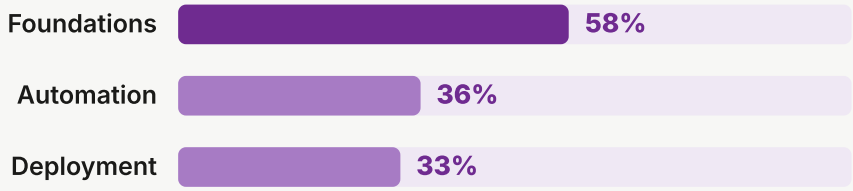
A property group's legal, company secretarial, audit and governance team, none of them technical, needed to move from asking AI for help to building tools their department could use.

What we observed

- Adoption measured at the chat level
- Non-technical teams assumed unable to build
- Builds left to IT, so the friction stays

The automation cliff

Sessions where every person answered all three levels, % of maximum



THE FRAMEWORK PROCESS

Prompt, Automate, Build, Own

1

Prompt

Everyday AI with judgement

2

Automate

One flow on a task you repeat

3

Build

An app the whole team can use

4

Own

The person who runs the process owns the build

HOW IT WAS SOLVED

The solution

The team completed a 12-day pathway across four levels, building on their own legal and governance work, and one participant put the change in plain words,

that they can now track and record their work and present the increase in productivity and efficiency to their boss.

BEFORE

- Chat assistant users
- Builds left to IT
- Productivity anecdotal

AFTER

- Flows and apps built in-house
- Owned by the department
- Work tracked and presented

WHAT L&D LEADERS SHOULD DO

Your checklist

- Do we measure flows running, not chats?
- Are non-technical teams on a build pathway?
- Does each build have an owner in the department?
- Is each build timed before and after?

Prompting saves minutes, building saves hours.

ABOUT THE LEARNING MATCHMAKER

The Learning MatchMaker has been a trusted advisor to HR and L&D leaders since 2010, matching organisations with the right learning design, the right delivery method and the right trainers for their business problem. Clients in this paper are named by sector and function only.

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REFERENCES AND DATA NOTES

- KadoshAI ELEVATE 1.0 archive and post evaluations, 2025 to 2026.