



**AI is a new ingredient,
not a new recipe**

About me



The session route

01

Context

AI uptake and the business context

02

Framework

What already makes the result valuable

03

Apply

Fit, protections and evidence

04

Stress-test

A credible change in conditions

Where is AI already entering your organisation?

Take 30 seconds

**Think beyond the tools
your organisation has
formally approved.**

- 1 Approved tools
- 2 AI inside existing software
- 3 Independent employee use
- 4 **Informal workarounds**

Reported AI use has nearly tripled, but adoption remains shallow

35%

of UK businesses with
10 or more employees
reported using at least
one AI technology

**1.4 to
1.6**

Average AI technologies used by
adopters, 2023 to 2026

10%

Share of adopting businesses
reporting extensive use

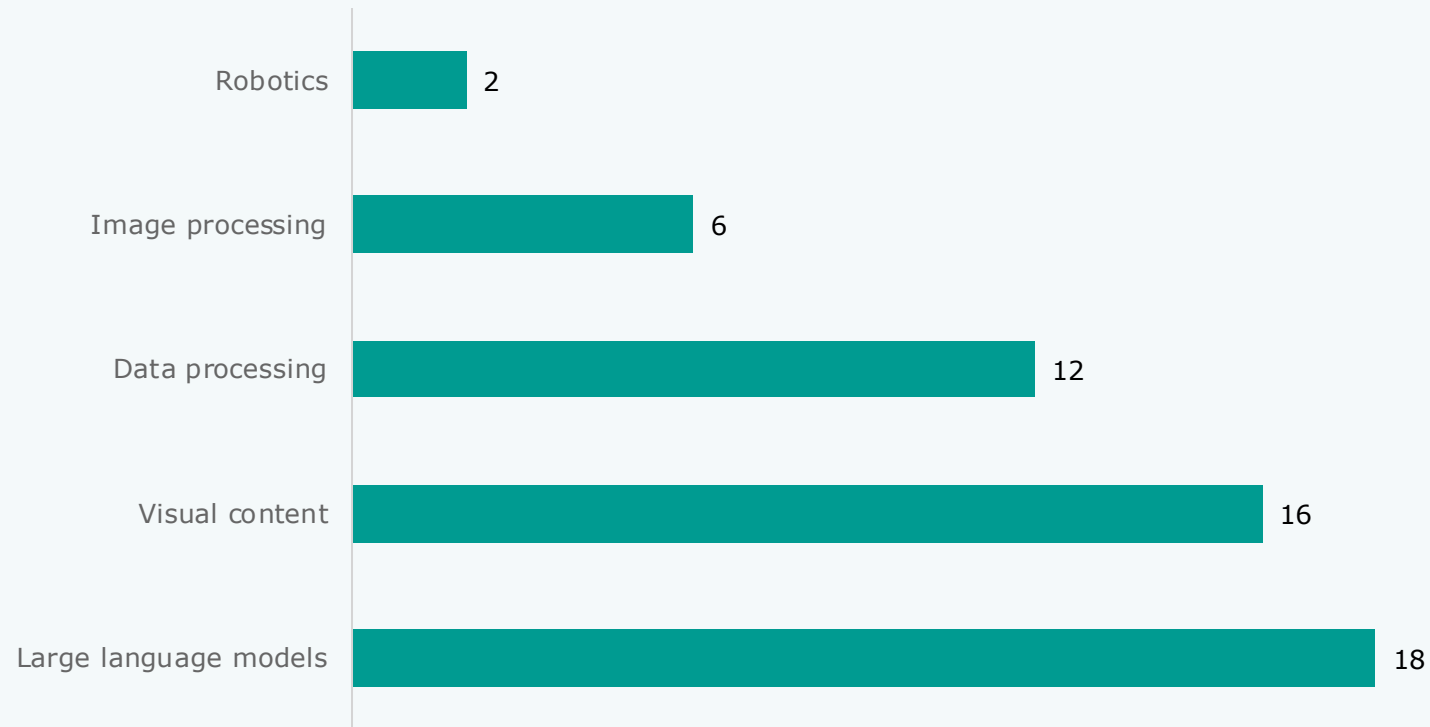
15%

Businesses where more than half
of employees use AI daily

**Use is spreading faster than deep organisational
integration.**

Source: Office for National Statistics, July 2026. Figures are approximate and include early indicators.

The current pattern of business AI use



Most current uses support existing work

- Drafting and summarising
- Classification and processing
- Visual content
- Pattern recognition

Source: Office for National Statistics, June 2026. % of businesses with 10+ employees.

Public opinion reflects a real tension



Potential value

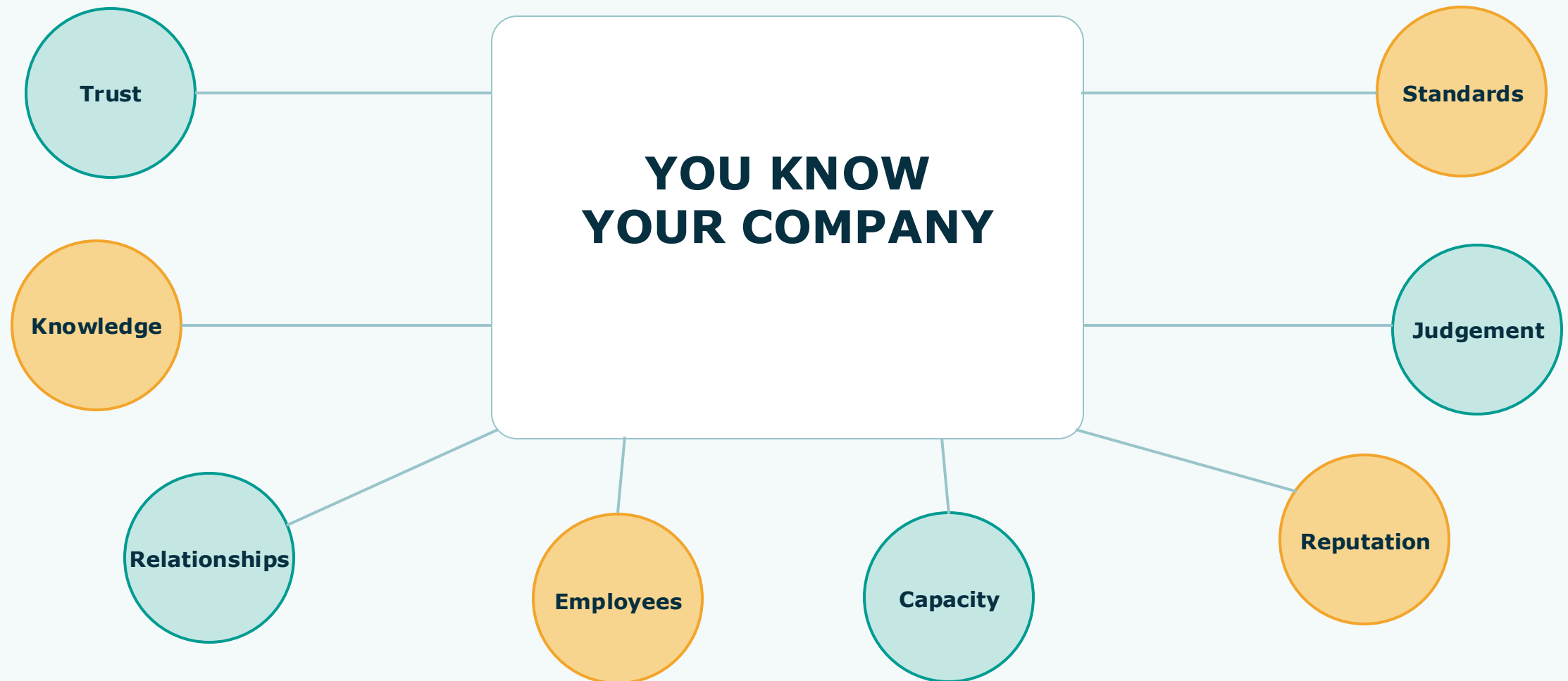
More capacity, quicker first drafts, greater consistency and better access to information

Potential pressure

Errors, weaker judgement, unclear accountability, privacy concerns and new dependencies

Source: ONS Public opinions and social trends, Great Britain, June 2026.

Your business already has a recipe



Technology-led insertion and business-led fit

Tool first

- 1 A tool becomes available
- 2 Teams search for a use
- 3 The process changes around it
- 4 Value remains unclear

Result first

- 1 **Define the meaningful result**
- 2 Understand the current recipe
- 3 Place AI at a specific point
- 4 Test fit and evidence

The RECIPE framework

R**Review**

Challenge, intended value and current work

E**Examine**

Ingredients, stakeholders and evidence

C**Choose**

What is most critical, and define what success and unacceptable harm would look like

I**Identify**

Potential effects, evidence needs and uncertainty

P**Plan and protect**

Introduction scale, protections and evidence

E**Evaluate again**

Outcomes, critical scenarios and the next decision

Review and Examine

Alder and Stone Interiors

Quoting bespoke work with confidence

Alder and Stone designs and installs bespoke kitchens and fitted interiors. Its reputation depends on turning a customer's ideas and a complex site into one clear promise: the right design, the right price and a reliable installation.

18	4 days	2 days	48%
people across design, coordination and installation	average time to prepare a quotation	target response for a complete quotation	acceptance within two days, versus 29% later

What they provide

A design-to-install service covering site survey, concept development, cabinet and appliance specification, bespoke adjustments, supplier coordination, installation and snagging.

Who they serve

Homeowners planning significant kitchen or fitted-interior projects, plus a smaller

The business

Most projects come through recommendations from previous customers, architects and independent builders. A named designer stays close to each customer from the first conversation through to installation. Customers are buying confidence that the design will fit their home, their budget and the way they want to live.

Each quotation combines standard supplier products with project-specific choices, bespoke adjustments, labour, specialist trades and access constraints. It is part design document, part commercial commitment and part handover to the installation team.

The pressure

Demand is growing, but quotations take about four working days.

Ingredients

A clear customer brief

Accurate site facts

Designer judgement

A complete product specification

Current prices and cost assumptions

Pricing and margin discipline

Craft and installation quality

Your task

1

Read the business context and find the result to protect

2

Examine the recipe

3

Place one star next to your critical ingredient

8 minutes

R

E

C

I

P

E

RECIPE workshop

A measured approach to AI integration

Different perspectives on what matters



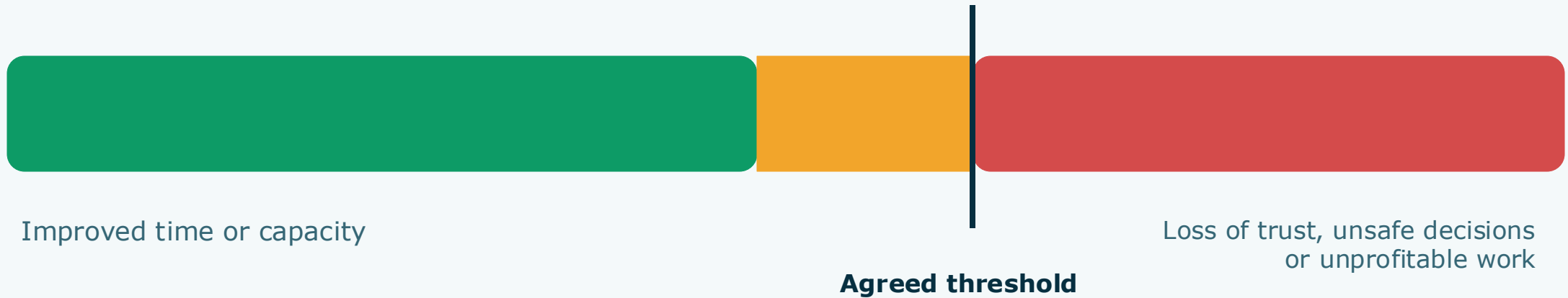
Variation can reveal where the implementation needs more thought.



Success and unacceptable harm

Success

Unacceptable harm



Using AI is an activity. Success is a better business result within an agreed boundary.

A new ingredient has arrived

The proposed AI ingredient

A quotation assistant would sit after the site survey and before the designer prepares the first full draft.

Insertion point Site survey → AI-prepared draft → Designer review → Issued quotation

What changes

What it receives

- Typed survey notes and measurements
- Approved supplier prices
- Labour rates and earlier quotations

What it produces

- A draft itemised quotation
- Assumptions and exclusions
- Questions where information is missing

What remains human

- Interpreting ambiguity and unusual work
- Approving cost, margin and scope
- Explaining and issuing the quotation

Reveal

- 1 Open the AI card
- 2 Read what it receives
- 3 Read what it produces

3 minutes

R

E

C

I

P

E

Map the effects

Ingredients

- ☐ A clear customer brief
- ☐ Accurate site facts
- ☐ Designer judgement
- ☐ A complete product specification
- ☐ Current prices and cost assumptions
- ☐ Pricing and margin discipline
- ☐ Craft and installation quality
- ☐ Customer trust and explanation
- ☐ Team and supplier coordination
- ☐ Capacity and delivery planning

For every ingredient

1

Choose a colour independently

2

Reveal together

3

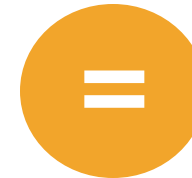
Apply stickers and identify the majority

4

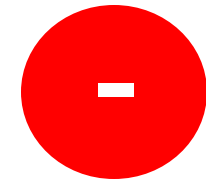
Ties are OK



Potential positive effect
AI may strengthen this ingredient



Neutral or limited effect
AI may not change it materially



Neutral or limited effect
AI may not change it materially

6 minutes

R

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C

I

P

E

Interpreting the impact map



★ + **green**

AI may strengthen something central to the result



★ + **amber**

AI may add value elsewhere without changing the critical ingredient



★ + **red**

Stronger evidence, boundaries or protection may be needed

Mixed colours show a trade-off. Mostly amber may mean the application sits too far from the result.

R

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C

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P

E

Select two protections



PROTECTION 1 Named designer approval

Why it matters The quotation is a commercial promise. A person remains accountable for scope, price, margin and the explanation given to the customer.

Safeguard The assistant may prepare a draft, but it cannot issue one. A named designer checks measurements, scope, costs, exclusions and margin. Complex jobs also require the installation lead or owner.

Proof it is working Audit 30 pilot quotations. Every issued quote has a recorded approver and every correction is logged with its reason.

Early warning Approval becomes a quick tick, reviewers cannot explain assumptions, or busy periods produce unreviewed drafts.

PROTECTION 2 Live prices and source control

Why it matters A quotation can be well written and still fail if it uses an old price, misses a premium or mixes incompatible supplier data.

Safeguard Only the approved price source feeds the assistant. Each price carries a supplier, version and date. Stale files are blocked; bespoke items and premiums require manual confirmation.

Proof it is working Run a weekly price-sync report and spot-check ten quoted items. The source and date are visible, with no unexplained overrides.

Early warning Copied prices, unmatched product codes, manual overrides or quotations produced after a supplier update has not been loaded.

8 minutes

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The implementation scale

01 Do not proceed

02 Further investigation

03 Sandbox

04 Proof of concept

05 Limited pilot

06 Phased implementation

07 Full rollout

Find the smallest scale capable of producing the evidence you need.

R

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The evidence plan

1

What are we testing?

One intended benefit or important assumption

2

What is the baseline?

Current performance without AI

3

What will we collect?

One value measure and one protection indicator

4

Who reviews it, and when?

A responsible role and decision point

R

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C

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E

The Kitchen Crisis

Stress-test the plan

- 1 What assumption changed?
- 2 Which judgments change?
- 3 Do your protections help?
- 4 Is the testing scale still right?
- 5 What action comes next?



Kitchen crisis

Three accepted fixed-price projects are under-costed by £26,400

What has happened

At 09:00 on Monday, finance checks one project against a new supplier statement and finds that the quotation assistant used an old price list.

The drafts missed premiums for non-standard stone thickness, difficult access and specialist electrical work across three projects.

All three customers have accepted fixed prices and paid deposits. Installation is due to begin within four weeks.

Two suppliers need a decision within 48 hours. One customer has booked other trades around Alder and Stone's agreed installation date.

The immediate issue Contain the error, understand the true exposure and protect customer commitments while the team decides whether the AI pilot can continue.

Your response

Now What must be paused, contained or checked before any further quotation is issued?

By the end of today How will the team calculate exposure, review every live quotation and prepare customer-by-customer options?

Within 48 hours Which commitments will be honoured, redesigned, renegotiated or delayed, and who will speak to each customer?

Before restart Which protection failed, what evidence is needed, and does the pilot continue, adapt, pause or stop?

Stress test the recipe

- Which business ingredient is most exposed by this failure?
- Which protection should have prevented or limited it?
- Can quotation work continue today without the AI assistant?
- What separates a stale-data failure from a flawed AI design?
- What is the least harmful option for the three customers?
- What evidence must be collected before any restart?

Serious scenario for stress testing the proposed approach

R

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C

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The revised decision



Exit route

Alder and Stone should be able to pause, replace or remove the AI without losing the ability to quote and serve customers.

Can the business continue with AI?

- The current price source and version checks are proven.
- Named approval is visible and substantive.
- Standard-job accuracy meets the pilot threshold.
- Complex jobs are reliably sent to the manual route.
- Live data, templates and quotations can be exported.

Can the business continue without AI?

- The current template and price list are accessible.
- The spreadsheet method is documented and understood.
- Roles are assigned for drafting, checking and issuing.
- The backlog can be managed without breaking customer promises.
- The last manual continuity test was successful.

Manual route

1

Secure the files

Export live quotations, templates and the approved price list.

2

Pause the assistant

Route every new enquiry and unfinished draft to the manual queue.

3

Use the known method

Return to the spreadsheet, designer review and installation check.

4

Manage the promise

Set realistic response times and tell customers if commitments change.

Decision

☐ Continue the limited pilot

☐ Adapt and retest

☐ Pause and investigate

☐ Continue without AI

☐ Stop this use of AI

Decision owner _____

Review date _____

Two questions the exit route must answer

Can Alder and Stone keep delivering the result if the AI assistant is paused today?

Can the team return to the existing method without losing current work, pricing knowledge or customer commitments?

Minimum exit package

Owner Who can pause the assistant and start the manual route _____	Working files Where the current templates, price list and live quotations are kept _____
Switch time How long it takes to produce the next quotation without AI _____	Last test When the manual route was last completed successfully _____

Exit route decision sheet

Fall back

Pause and review

Test on a small scale

Proceed in stages

Scale up

Proceed at pace

RECIPE workshop

A measured approach to AI integration

Understand what already works

Identify where AI could add value

Protect what makes the result valuable

Test, collect evidence and re-evaluate

AI should fit the business recipe, not replace it.



Thank you

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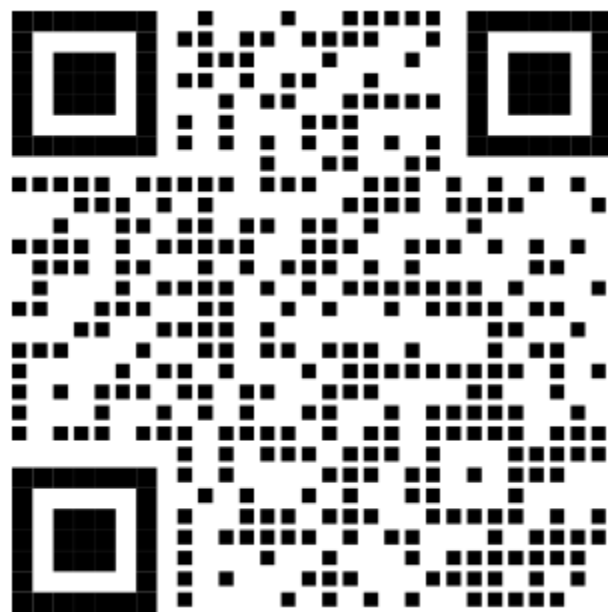
E.S.R.Miller@Swansea.ac.uk

Business cards are available

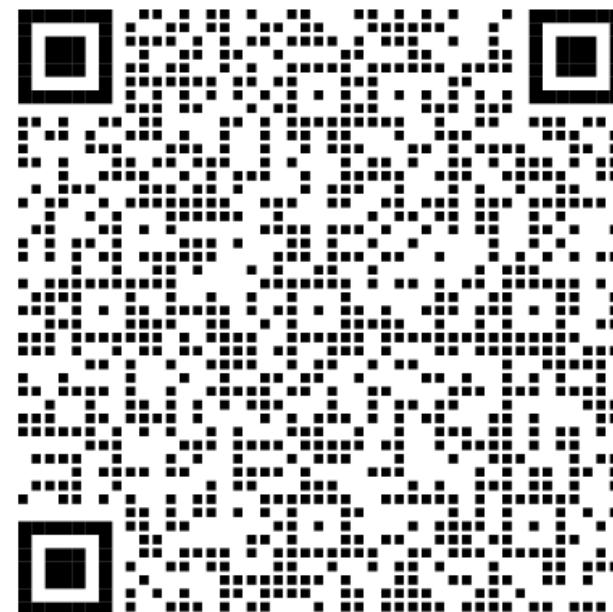
Useful tools

- UK AI Management Essentials (AIME)
- NIST AI Risk Management Framework
- ISO/IEC 42001:2023
- ICO Guidance on AI and Data Protection
- OECD AI Principles

Continue the conversation



LinkedIn



Framework feedback

The feedback form should take about two minutes.