

Building the AI Flywheel

Sawyer Middleleer

Revi Systems

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Who are you right now?



Analysis
paralysis



Bought
AI tools,
nothing
changed



Everything
is chaos



They still
won't let
us use AI



AI? Ew.



Using AI
intentionally,
seeing
results

The case against huge AI transformations

More moving parts

More data, tools, and handoffs create more dependencies and complexity.

More stakeholder challenges

More teams, competing priorities, and approvals to navigate.

Hard to measure impact

More people and routines need to change. It gets harder to tell which change helped.

Longer before feedback

A larger first release delays feedback about whether the work is useful.

Build a flywheel of minimum viable transformations

A minimum viable transformation is the smallest useful change to a real business process that moves the needle and earns you the right to deploy AI deeper in your organization.

Impactful and goal-aligned

Move a measurable KPI or survey result in support of an OKR or strategy.

Tightly scoped

Keep the change small enough to try, adopt, and learn from quickly.

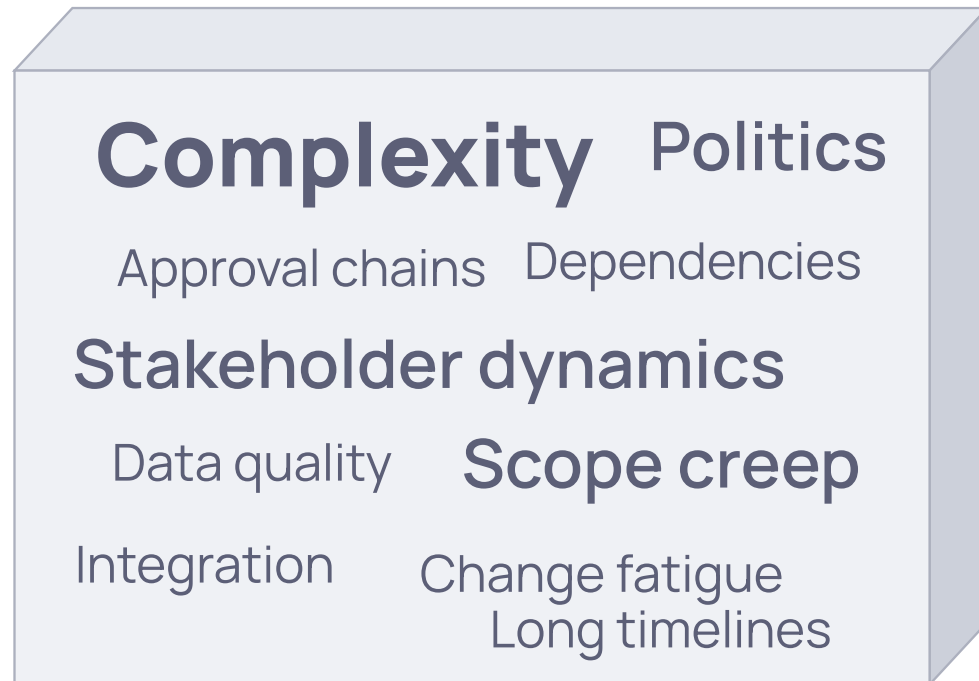
Verifiable success

Define what good looks like, how you'll check it, and where human judgment stays.

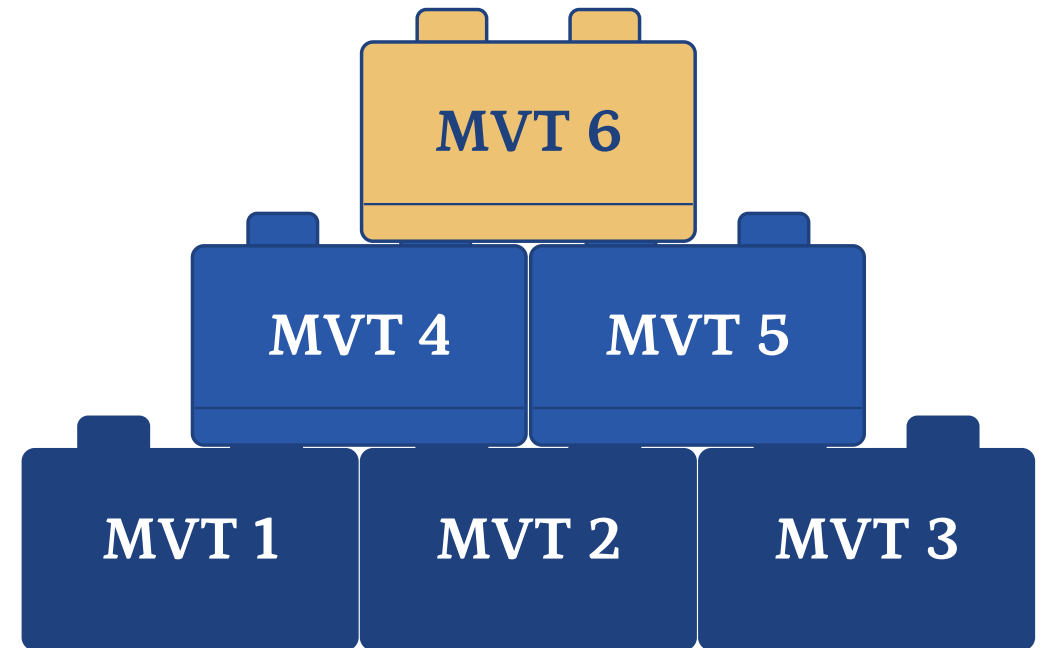


One huge bet—or a series of compounding projects?

One huge transformation



Compounding MVTs



The ingredients of a great MVT

What you need

Business goal	Quantify the business outcome and gather evidence about the baseline.
Scoped process	Choose one impactful, goal-aligned process. Keep the change tightly scoped.
Data and tools	Map the data and tools available, and the output you need.
Assigned owner	Name an accountable owner. Involve users and builders; the CoS coordinates.
Success criteria	Define a verifiable result, quality bar, and where human review is needed.

How to build it

- 1. Map the process**
Map today's inputs, outputs, and decisions.
- 2. Diagnose the gaps**
Find the context and process gaps.
- 3. Design and build the change**
Connect context; write instructions; define ownership and quality checks.
- 4. Run, learn, and improve**
Work with users, train the team, test in real use, and iterate.
- 5. Make validated changes permanent**
Retain what works, assign ownership, and scale with evidence.

An example from my work

Goal: scale sales output without more admin

MVT 1: AI-assisted pipeline review

A pipeline review brings the team together to check live deals, unblock stalled opportunities, and agree on next actions.

1. Map and diagnose

- Trace deal updates across email, calls, Slack, and tasks.
- Find gaps in context and review preparation.

2. Design and build

- Centralize deal context in the CRM.
- Check and refresh data; draft the weekly agenda.

3. Run and learn

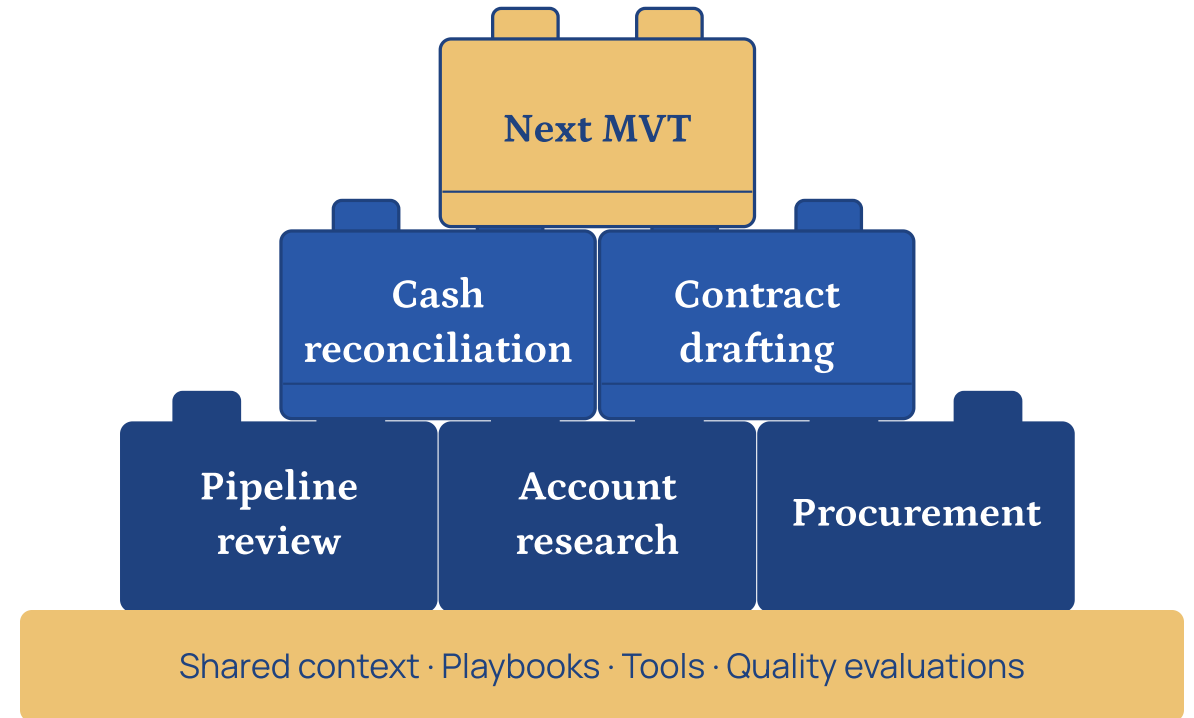
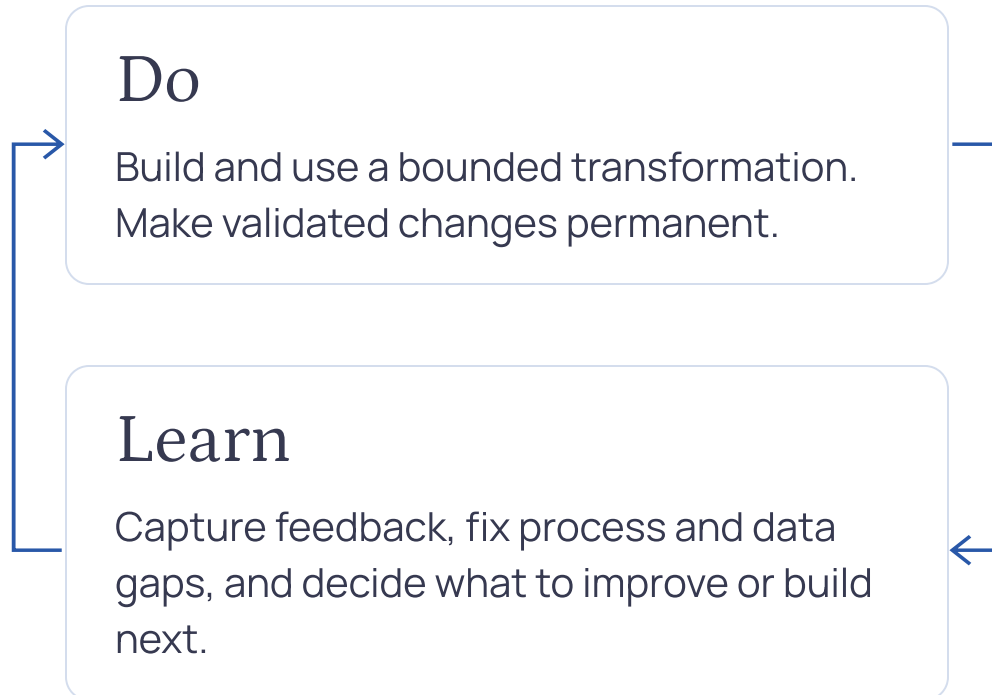
- I facilitated; sellers checked the facts.
- Commercial leaders prioritized needs and assigned actions.

4. Improve and scale

- Use feedback to fix missing context and unclear deal definitions.
- Improve capture, update rules, and quality checks.

From one MVT to a flywheel

Scale sales output without more admin



WORKSHOP: Design three MVTs for your team

Work alone or in a small group on one real business goal. Use the worksheet to design the first transformation and sketch what could follow.

1. Choose the goal

What should improve? What evidence describes today's baseline?

2. Map the first process

How does the work happen now? Identify its inputs, outputs, decisions, and context gaps.

3. Define MVT 1

Scope the smallest useful change. Name the tools, owner, human review, and verifiable success criteria.

4. Sketch MVTs 2 and 3

What could you build next toward the same goal? What must you learn first, and what could you reuse?



Workshop materials

Slides and worksheet

revi.systems · [AI Flywheel materials](#)

Stay in touch



LinkedIn

Sawyer Middleleer

[linkedin.com/in/sawyer-middleleer](https://www.linkedin.com/in/sawyer-middleleer)



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