

90-Day Launch Checklist

For: C-suite / VP and function leads · Type: Checklist

TEAM / FUNCTION _____

CHECKLIST OWNER _____

START DATE (DAY 0) _____

DAY 90 DECISION DATE _____

Take a team from inventory to a scale, fix, or stop decision in one quarter, with the tool to use at each stage.

How to use it

- 1 Assign one person to own the checklist and keep it moving.
- 2 Work through the three phases in order. Each phase ends with a gate: don't start the next phase until every gate item is ticked.
- 3 Review progress each time the RAIL Council meets. Record dates and owners as you go.
- 4 At Day 90, use the decision at the end to scale the pilot, fix specific gaps, or stop.

DAYS 0-30 Take stock and draw the lines

Set up

- ☐ Name a cross-functional RAIL Council: commercial, medical, IT, and legal or compliance. Owner: _____
- ☐ Agree how often the Council meets and who has the final say on go / no-go decisions.

Take stock

- ☐ Complete the **AI Inventory Worksheet** for every AI tool in use, including informal ones.
- ☐ Classify each tool by type: prompt tool, copilot, agent, or agentic AI system.
- ☐ Flag every tool with no named owner or an unclear data boundary, and assign an owner to each.

Draw the lines

- ☐ Agree your red lines: the uses you won't allow yet (e.g. autonomous external messaging, direct patient advice).
- ☐ Share the red lines in writing with every team using AI.
- ☐ Choose one system to score first, ideally one already in use or close to launch.

Gate to Day 30: inventory complete · red lines agreed · first system chosen

Grade

- ☐ Score the chosen system with the **RAIL Self-Grading Scorecard**, with business, IT, and compliance owners in the room.
- ☐ Record the total and tier: High (16–18), Medium (12–15), or Low (below 12).
- ☐ Check the floor rule: Security or Governance below 3 caps the result at Low.
- ☐ List the weakest components and agree an owner and date to close each gap.

Launch

- ☐ Pick one pilot from your “Start now” use cases: high value, easy to govern.
- ☐ Scope it with the **Agent JD Template**: owner, authority boundaries, approved data, guardrails.
- ☐ Get sign-off on the Agent JD from business, IT, and legal or compliance.
- ☐ Lock two or three success measures and take the baseline reading **before** go-live.
- ☐ Test that the agent can be switched off, and record who can do it.
- ☐ Tell the team the pilot is starting: what the agent will do, who owns it, and how to flag a problem. The full team conversation follows in Days 60–90.
- ☐ Go live.

Gate to Day 60: first system scored · pilot live · baseline recorded

Bring the people side with you

- ☐ Complete the **Job Re-design Worksheet** for each role the pilot touches.
- ☐ Brief the team using the **Manager's Team Conversation Script**, and follow up one-to-one with the people most affected.
- ☐ Log concerns raised and the response to each.

Measure

- ☐ Re-measure every success measure against the baseline.
- ☐ Gather user feedback on trust and adoption.
- ☐ Re-score the pilot with the **RAIL Self-Grading Scorecard**.

Decide

- ☐ Present the before-and-after results and the new RAIL Score to the RAIL Council.
- ☐ Make the call and record it below.

Gate to Day 90: results measured · team briefed · decision recorded

Day 90 decision

Decision	When it fits	Next step	Tick
Scale	RAIL Score High; success measures met	Extend to more users or workflows under the same governance; set a re-certification date	☐
Fix the gaps	RAIL Score Medium, or measures partly met	Close the named gaps, then re-score within 30 days	☐
Stop	RAIL Score Low, or no measurable value	Switch off, capture lessons, and choose the next use case	☐

Decision made by / date: _____

Next use case to put through the cycle: _____

NEXT Put the next use case through the same cycle, starting from Days 30–60.