

THE COST OF WAITING

The AI gap gets expensive before it gets obvious.

A 60-second preview of the full En Dash field guide.

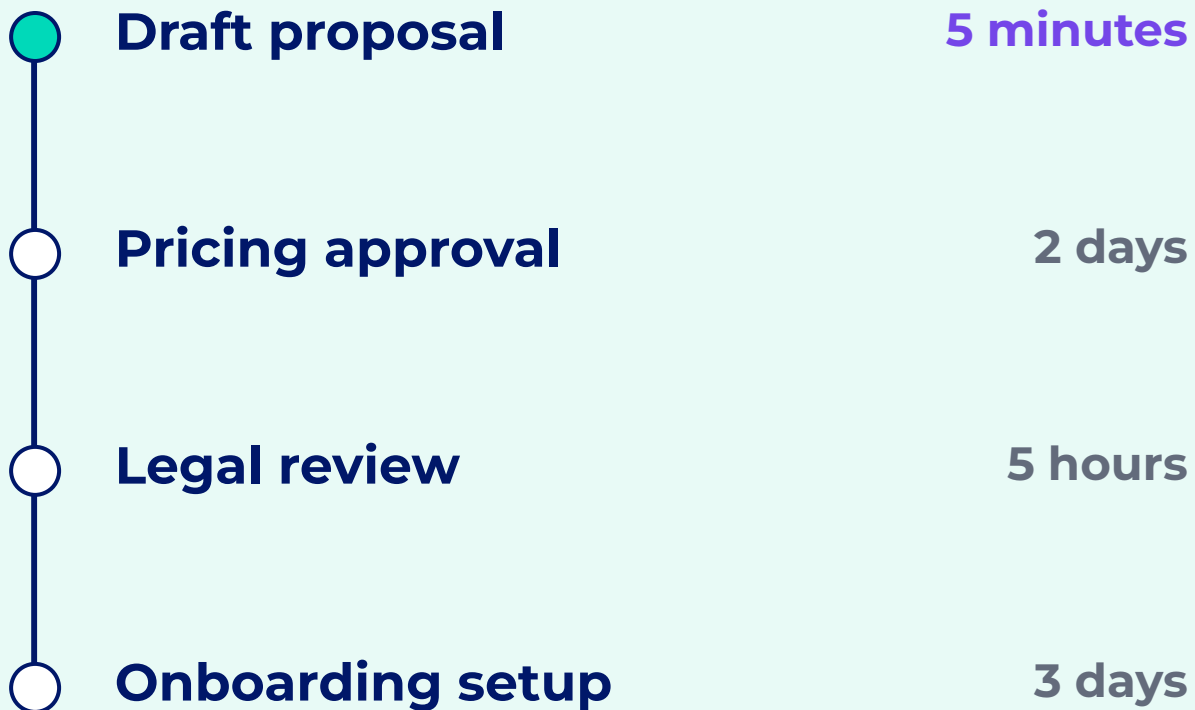
SWIPE >

The first signs look like ordinary operating problems.

- 01 A proposal takes too long.
- 02 The service queue keeps growing.
- 03 Senior people answer the same questions.
- 04 Every new account needs another hire.

Revenue can still be rising while the strain moves into margin, cash, and management attention.

A five-minute draft can still sit inside a five-day process.



The whole workflow decides whether faster work becomes faster value.

AI adoption is broad. Business advantage is concentrated.

88%

report regular AI use
in at least one function

~6%

meet McKinsey's
definition
of an AI high performer

**Most organizations have access. Far fewer
have redesigned the work around it.**

Source: McKinsey & Company, The state of AI in 2025.

The operating gap compounds.

Slower cycle time



Customer expectations reset



Labor and rework absorb the gap



Margin and cash weaken



Improvement gets harder to fund

The company can remain busy through every stage.

Six places the gap tends to show up first.

THE FAILURE ZONES

01 Workflow debt

throughput / cash timing

02 Revenue lag

conversion / churn

03 Capability gap

time to proficiency

04 Knowledge fragmentation

trust / rework

05 Invisible risk

exposure / error cost

06 Pilot theater

budget sprawl / false confidence

Start where waiting is expensive.

Where are you already paying for delay, rework, and slow learning?

- Quote-to-cash
- Compliance review
- Customer onboarding
- Reconciliation
- Service resolution
- Collections

Choose the work. Set the baseline. Measure the whole flow.

THE FULL FIELD GUIDE

**Make the gap visible.
Choose the work.
Measure the economics.**

- Six failure zones
- A board-level exposure diagnostic
- A practical 12-month action agenda

Read The Cost of Waiting

endash.us/toolkit

Also linked in profile.