

30-day trust sprint

From Hype to Habits • Dorien Morin-van Dam • moreinmedia.com

Week 1

Week 2

Week 3

Week 4

Align your staff. Communicate your AI approach. Build real visitor confidence — in 30 days. The policy sprint gave you the document. This gives you the plan to make it real.

Not legal advice. This sprint plan is a practical working document. If your organization handles significant personal data or is subject to compliance requirements, consult legal counsel before finalizing your AI policy. The regulatory landscape around AI is actively changing — including in Vermont.

Vermont regulatory context — know what's moving

H0792 — AI LIABILITY

Introduced January 2026. Proposes liability standards for AI developers and deployers in Vermont. Review your vendor agreements with this in mind.

H0814 — NEUROLOGICAL RIGHTS

Passed March 2026. Addresses AI use in health and human services. Relevant if your team uses AI tools that touch personal wellness or accessibility data.

FEDERAL DEADLINES

March 2026 federal AI regulatory deadlines are reshaping the landscape. Build your 6-month policy review cadence now — don't wait for the next change to catch you off guard.

WEEK 1

Align your team

Internal first — before anything goes outward

- Share your AI Policy Starter draft with all staff — frame it as a **values document**, not a rules document.
- Hold a 20-minute team conversation: Where are we already using AI? What feels unclear or uncomfortable?
- Identify your **AI point of contact** — the person staff go to with questions and new tool requests.
- Collect the approved tools your team is currently using and add them to the policy.

CONVERSATION STARTER FOR YOUR TEAM MEETING

"What AI tools are you using right now to get your work done? Let's talk about it openly — no judgment."

WEEK 2

Audit your content

Find the gaps before your visitors do

- Run the **pre-publish checklist** on your last 10 pieces of guest-facing content. Note every gap.
- Test your chatbot or automated messaging** — ask it about pricing, accessibility, and policies. What does it actually say?
- Check every recent AI-generated image: Who is shown? Is there alt-text? Does it reflect your actual community?
- Fix the gaps you find — and note the patterns. What keeps coming up? That's where your team needs more support.

WHAT TO LOOK FOR

Missing alt-text, unverified facts, content that made pricing promises, and review responses drafted without human editing.

30-day trust sprint — continued

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Week 3

Week 4

WEEK 3

Communicate outward

Tell your visitors, board, and partners

- Draft a **plain-language AI stance** for your website About or FAQ page. Use one of these examples as a starting point:

SIMPLE VERSION

"We use AI to work faster behind the scenes — a real human reviews everything before it reaches you."

VALUES-FORWARD VERSION

"We use AI to work smarter, while keeping every guest interaction grounded in the local knowledge only our team can provide."

- Prepare a **one-paragraph board or partner summary**: here is how we use AI, and here is how we protect our guests and team.
- Review vendor contracts: which platforms are using AI on your guest data? Do your agreements reflect that?

WEEK 4

Build the habit

Make trust-building a cultural norm

- Add the **pre-publish checklist** to your publishing workflow — make it the last step before every post goes live.
- Set a **calendar reminder for a 6-month policy review**. AI tools and regulations move faster than most HR handbooks.
- Recognize staff who are using AI responsibly — positive reinforcement builds habits faster than compliance culture.
- Set **one AI goal for next quarter**: one tool, one workflow, one area where you will intentionally lean into AI assistance.

YOUR NEXT QUARTER AI GOAL

Write it here:

AI WON'T RUIN YOUR REPUTATION IF...

You have a policy. A one-page document your team actually reads and follows is worth more than a 20-page document that lives in a folder.

AI WON'T BURN OUT YOUR TEAM IF...

It's used with intention. AI should lighten the load — not raise the bar. Define what AI does so your staff know what they own.

SAY YES TO AI WITH CONFIDENCE

You have the policy starter, the checklist, and the sprint plan. Take them back to your team and do the work. Start Monday.