

# THE TRIPS AI FRAMEWORK BY TRUST INSIGHTS™

TRUST INSIGHTS

TIME · REPETITION · IMPORTANCE · PAIN · SUFFICIENT DATA

Think of AI as an outsourcing partner. TRIPS tells you what to put in the contract. Score every task across five criteria to know exactly what to hand to AI – and what to keep in human hands.

CRITERIA	SCORING QUESTION & GUIDANCE
<b>T</b>	<b>TIME</b> How much time does this task consume? The more hours a task eats, the higher it scores. A weekly report that takes 45 minutes costs you 39 hours a year. That's nearly a full work week on one recurring deliverable.
<b>R</b>	<b>REPETITION</b> How frequently and predictably does this task repeat? AI excels at patterns. Same inputs, same logic, same output format = prime AI candidate. Frequency creates the learning loop that makes AI better over time.
<b>I</b>	<b>IMPORTANCE</b> How critical is this task? What happens if it goes wrong? This one works in reverse. Low-importance, low-risk tasks are ideal AI candidates. High-stakes tasks need a human in the loop for the final call.
<b>P</b>	<b>PAIN</b> How much do people dread doing this task? Pain is the key to stakeholder buy-in. Automate the parts people hate and adoption follows. Win the hearts first.
<b>S</b>	<b>SUFFICIENT DATA</b> How many examples exist of how this task should be done? AI needs examples to learn from. If it's a template today, AI should be doing it tomorrow. No examples? Fix the documentation gap first.

## ASK YOURSELF

- Time: If you added up every minute spent on this task over the past year, would the total shock you?
- Repetition: Does this task follow the same pattern every time, or does every instance require unique judgment?
- Importance: If AI got this task 90% right, would the remaining 10% matter – or would it be catastrophic?
- Pain: Which tasks on your team's plate would people cheer if they never had to do again?
- Sufficient Data: If you handed this task to a new hire with no context, could they do it from your existing docs alone?

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