Becoming AI-First:
How To Transform Your Company

evolve

Most companies are adopting AI,
few are transforming because of it



Disclaimer: results may vary

- We are still at the beginning
- This is not a one-size-fits-all playbook
- We are sharing what we've learned, so far

15 years ago, we invented hybrid vacation rental management

30,000+
Owners

16M+
Guests Hosted

$5B+
Rental Income Earned

900+
Destinations

4.8★
Avg Guest Review Score



evolve

We are using AI to meaningfully improve our customer experience

30%

FASTER CONTENT PRODUCTION

60%

OF ROUTINE CUSTOMER INQUIRIES HANDLED BY AI

18%

ABOVE-MARKET REVENUE GROWTH FOR OWNERS

99%

v1 CODE NOW AI-GENERATED

AI Transformation is cultural, operational, and technical

6 lessons for becoming AI-first

01
Start with your why

02
This has to be led

03
Pick a meaningful first bet

04
Invest in fluency and enablement

05
Optimize your tech stack

06
Your AI scoreboard is your P&L

LESSON 1

Start with your why

Our north star



LESSON 2

This has to be led

Our approach

01 Accountability starts at the top

02 Transformation doesn't execute itself — it has to be somebody's job

03 Expect your leaders to be amplifiers

04 Own your narrative & bring your team along

05 Drive bottoms-up momentum

Accountability starts at the top

All Hands Co-Founder & CEO Communication Excerpt
November 2025

Accelerate our impact by becoming an AI-first organization. Leverage AI to power every customer experience and workflow, redefining how every Evolver works, grows, and develops.

- Why: AI is a generational platform shift—the companies that embrace it broadly and effectively will accelerate past those that do not

Transformation doesn't execute itself — it has to be somebody's job



Arun Nagarajan
Chief Product & Technology Officer

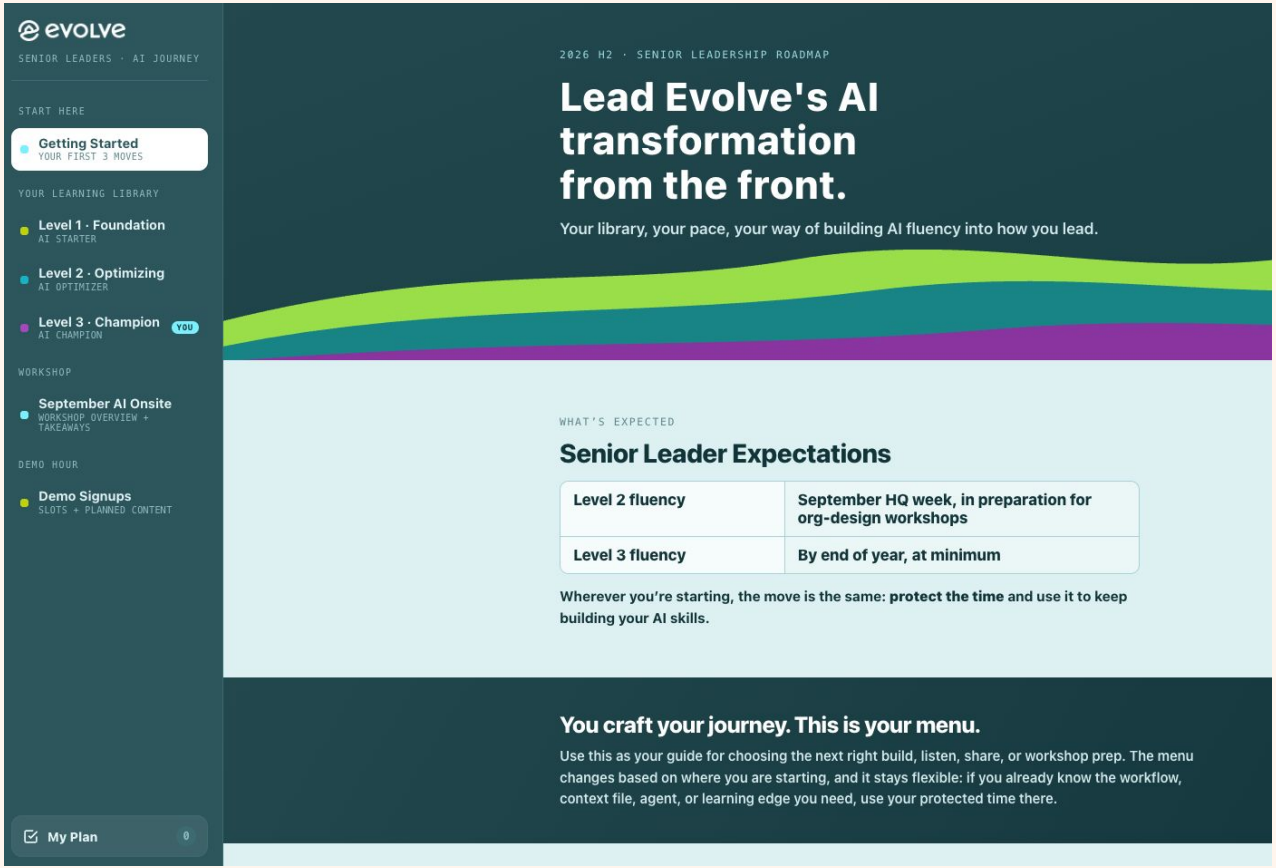


Lauren Friend
Chief of Staff and SVP, Organizational Development



Katie Diggle
Principal, Workforce Transformation & AI Learning

Expect your leaders to be amplifiers



Custom enablement for senior leadership

Own your narrative — or the headlines will own it for you

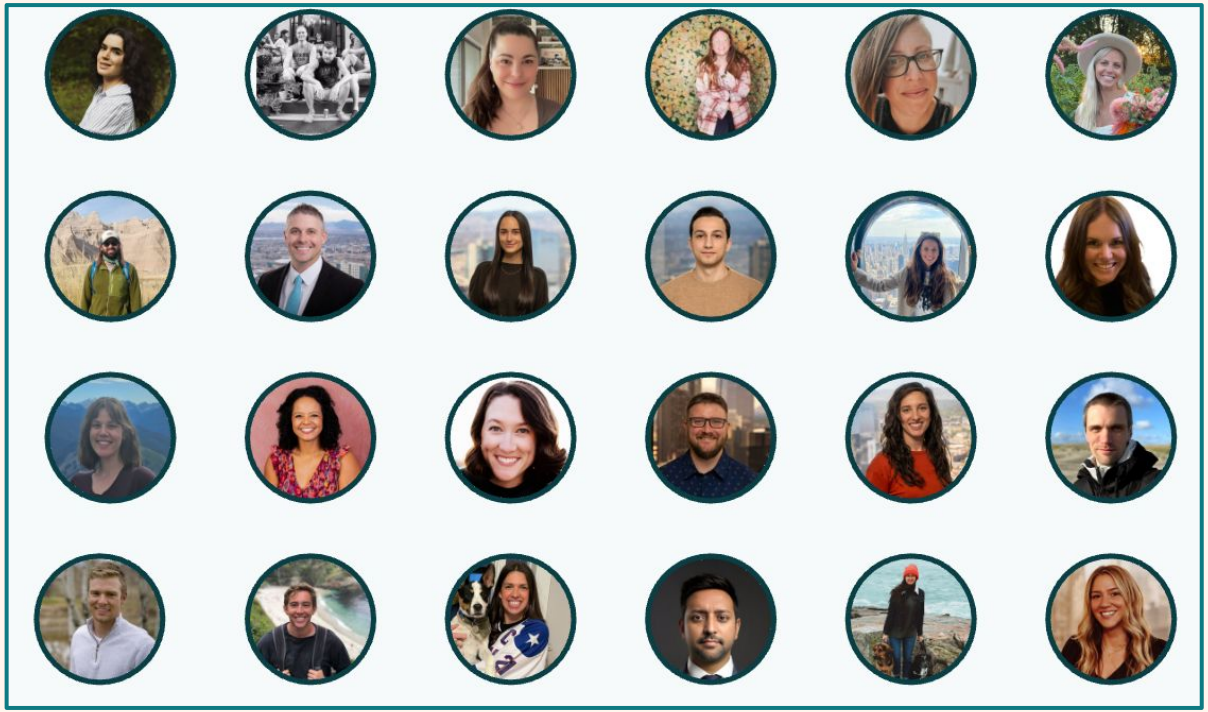
1. AI is moving too fast for anyone to have all the answers—say so out loud
2. Address the job-security question directly instead of avoiding it
3. Honesty about uncertainty builds more trust than false confidence

Bring your team along





Embed AI Champions to drive bottoms-up momentum

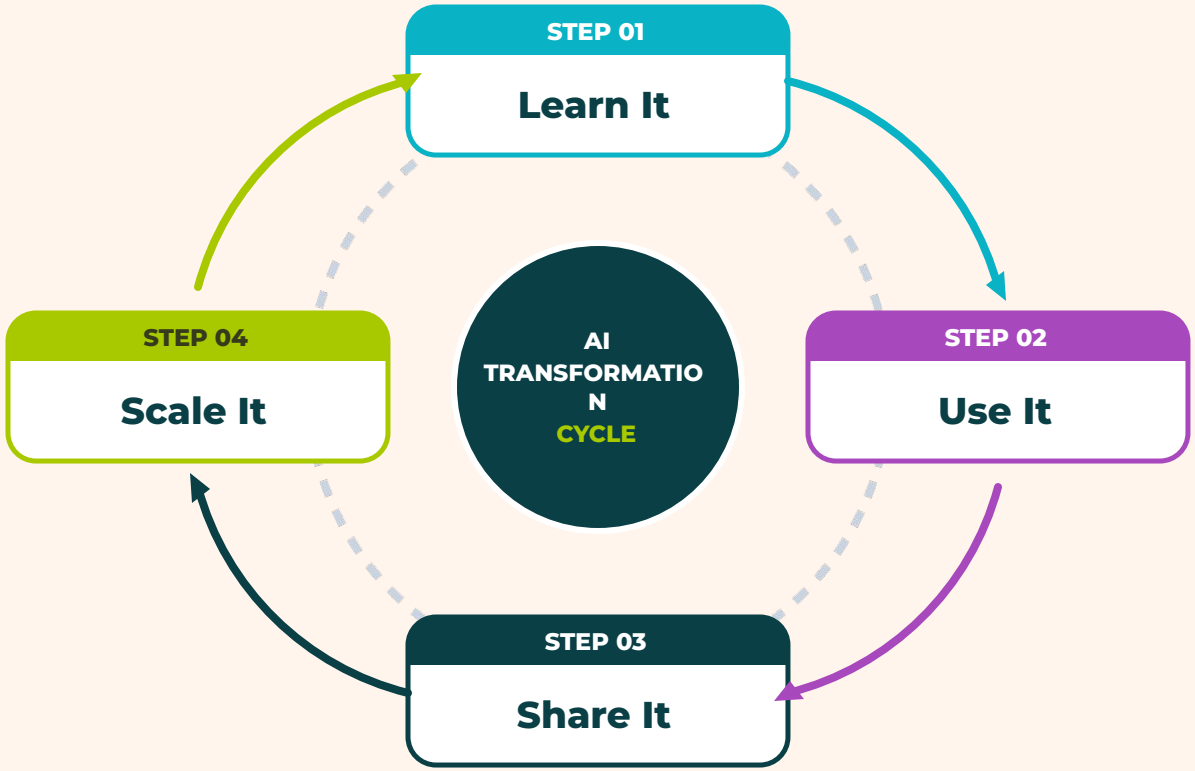


- Cross-functional, leader-nominated
- People who were leaned in on AI and closest to the work
- Hosted 20+ enablement sessions, building tools and new ways of working

LESSON 3

Pick a meaningful first bet

Transformation is cyclical, and done well it compounds



We started with customer support

Our granddaughter passed her board to become a doctor! We're planning cake at the house Saturday night—not a party, just cake! I hope that's fine with you.

Thanks, Cynthia

That sounds like a wonderful reason to celebrate—congrats to your granddaughter!

At this home, events/parties aren't permitted, and quiet hours are 9:00 PM–8:00 AM. So a low-key family cake night fits those rules.

Evolve Team (with the help of AI)

Thank you so much

You're very welcome, Cynthia—so happy everyone gets to celebrate such a meaningful milestone together!



Then we expanded



Revenue Management



Key Internal Workflows

Like natural disaster alert automation

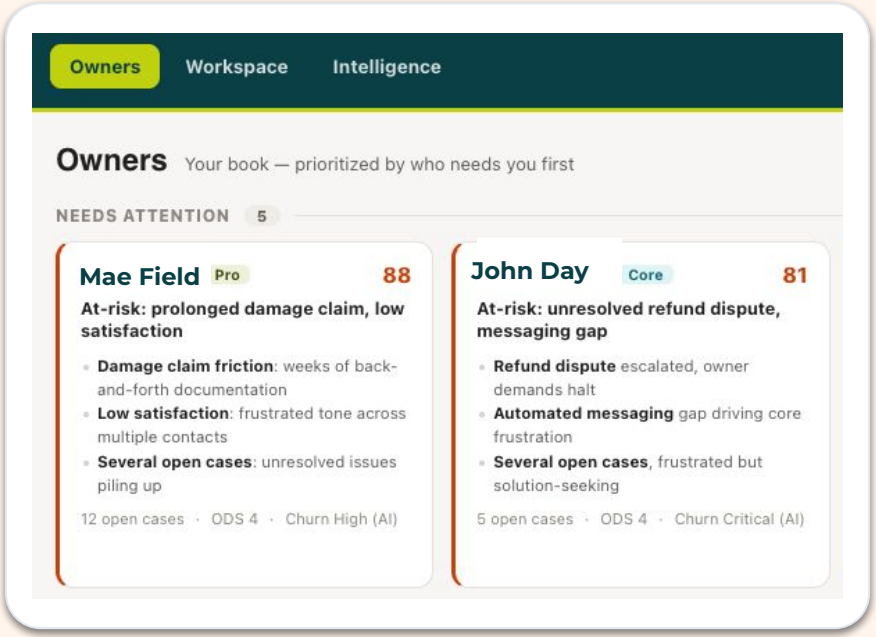


And More...

Now we're using proprietary AI tooling to drive net growth



AI-driven Customer Database



Predictive Churn Intelligence

Example prototypes to protect PII

LESSON 4

Invest in fluency and enablement

01



Establish clear expectations

02



Make fluency a priority

03



Activate the organization

04



Give people the right tools

We established clear expectations

What becoming AI-first means at Evolve

- AI becomes part of everyday work
- Fluency becomes an expectation across roles
- We redesign workflows, not just taks
- We raise both speed and quality
- Humans are always accountable

AI-first starts with one question: **How do we solve this with AI before defaulting to old ways of working?**

We set ambitious fluency goals

Level 0

AI Aware

Has not yet incorporated AI into day-to-day work

Level 1

AI Starter

Uses AI to reduce friction in everyday work and move faster on common tasks

Level 2

AI Optimizer

Uses AI to strengthen thinking, decision-making, and execution, not just save time

Level 3

AI Champion

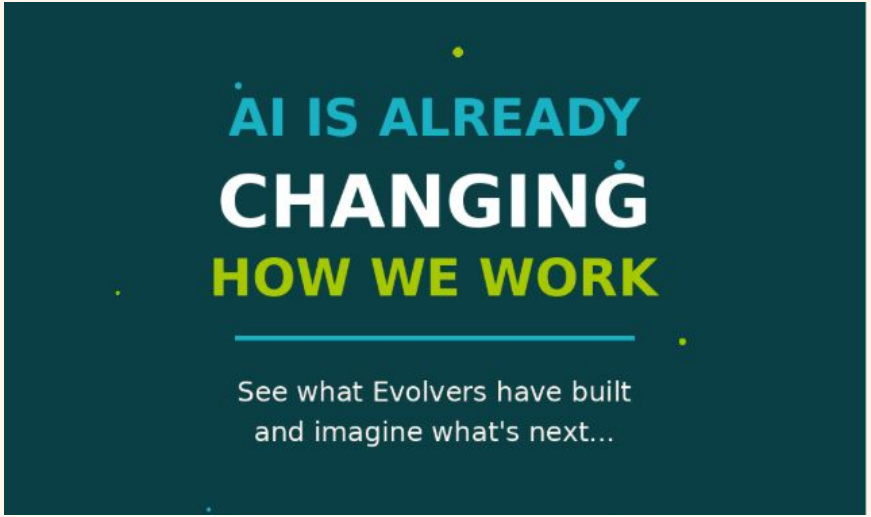
Uses AI to redesign workflows, raise standards, and create leverage beyond individual work

Goals

- **All Evolvers:** **Level 1 by end of Q2, Level 2 by end of year**
- **Technical Evolvers & Senior Leaders:** **Level 3 by end of Q3**



We activated the organization





Internal events to enable employees

We gave people the right tools to practice and learn

All Evolvers have access to frontier models



ChatGPT & Codex



Gemini



Claude

This investment is driving our team's growth and development

+21pp

Q/Q fluency increase

~15%

of Evolvers took on new roles

FEEDBACK HIGHLIGHT

"AI has **reshaped how I think and operate**.
I use it to dive deeper into data analysis, to drive decisions, and to communicate."

LESSON 5

Optimize your tech stack

We intercepted AI at the right moment for Evolve

ChatGPT

2022
Committed to adoption

2023
Adoption in flight
Rebuilt our tech stack and ops

2024
Declared AI-First and launched customer support agent

2025
Officially launched AI Transformation

2026

Determine where to build vs. buy

BUILD

Build where proprietary context, unique workflows, and differentiated customer value create an advantage

BUY

Buy where a partner can get you up the learning curve faster

Simplify and clarify tooling











Implement proactive security posture and guardrails

System Hardening

Robust internal guardrails and continuous core defense against vulnerabilities

Proactive Testing

Active attack simulations and continuous security scanning with partners

Targeted Education

Ongoing training focused on prompt injection, phishing, and AI cyber threats

Pragmatic Growth

High security standards balanced with business speed and technical value

LESSON 6

Your AI Scoreboard is your P&L

We model an “invest, not spend” mindset and expect all teammates to treat the company’s money as if it were their own



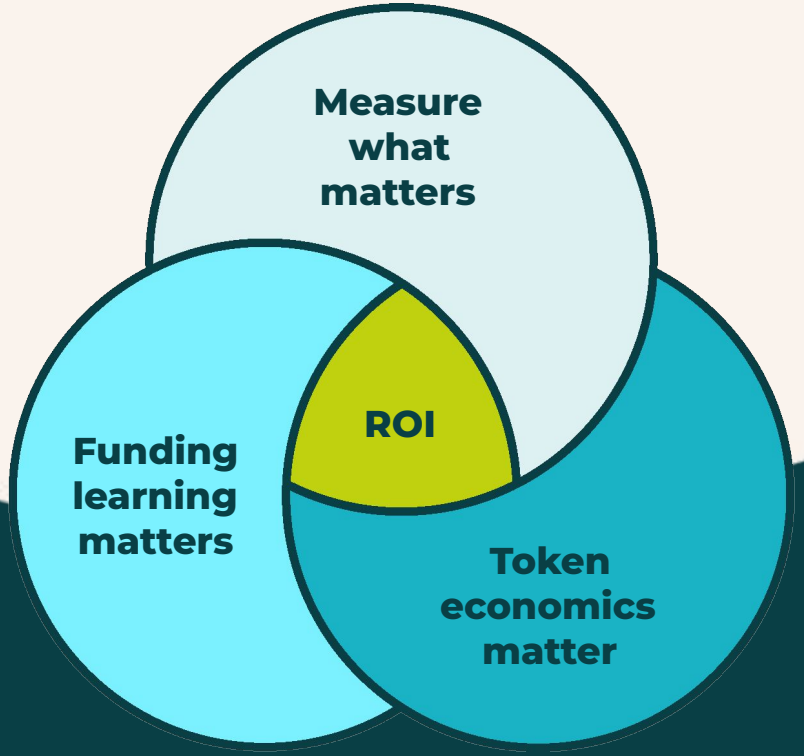
We do what’s best for Evolve in the long term



We align our time, energy, and resources to clear ROI

The 3 dimensions: ROI of AI

Balancing capability and learning in a rapidly changing landscape to drive value creation



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