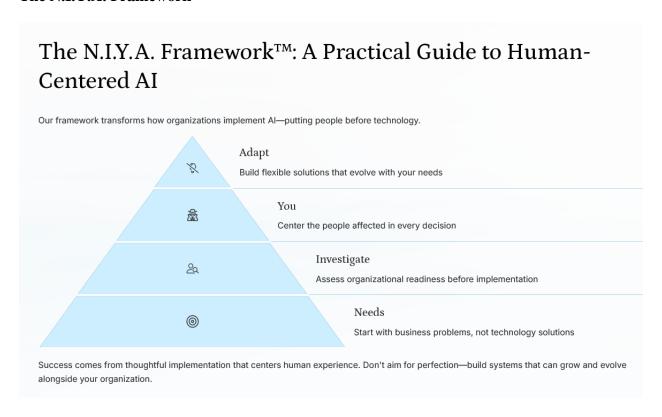# The N.I.Y.A. Framework™ Practical, People-First AI

Introduction

AI isn't just for tech giants and billion-dollar budgets. For small and mid-sized businesses (SMBs), it's an opportunity to increase efficiency, improve decision-making, and unlock new value. But transformation doesn't happen by throwing tools at problems. It happens when technology is aligned with purpose, people, and process.

That's where the **N.I.Y.A. Framework™** comes in. Created by Dr. Denise Turley, a technology leader with deep experience guiding organizational change, NIYA offers a grounded, actionable approach to AI integration. Built for real businesses with real challenges, NIYA centers on one core truth: AI must serve your needs—not the other way around.

The N.I.Y.A. Framework™

The N.I.Y.A. Framework™: A Practical Guide to Human-Centered AI

Our framework transforms how organizations implement AI—putting people before technology.

Adapt
Build flexible solutions that evolve with your needs

You
Center the people affected in every decision

Investigate
Assess organizational readiness before implementation

Needs
Start with business problems, not technology solutions

Success comes from thoughtful implementation that centers human experience. Don't aim for perfection—build systems that can grow and evolve alongside your organization.

N — Needs
What problem are we solving, and for whom?
Start with a business-first mindset. Identify the goals, inefficiencies, or opportunities driving the

need for change. AI is a tool—but strategy is the foundation.

✦ "If it's not solving a real problem, it's just noise."

I — Investigate

Are we ready, and what are the smart options?

Before selecting any solution, assess your internal readiness. That includes:

- Do you have the **right data**?
- Are your **systems** prepared?
- Do your **people** have the capacity and buy-in?
- Is there **budget and leadership alignment**? Once readiness is clear, explore the options that match your capacity and goals. ✦ "The best AI solution is the one you're actually ready to use."

Y — You

Who is impacted and are they ready to engage?

Technology doesn't change culture—people do. A successful transformation centers those affected. Build trust, communicate clearly, and empower people to participate in the change.

✦ "People don't resist tech—they resist not being part of the process."

A — Adapt

How do we build something that grows with us?

AI transformation isn't one and done. Start small, gather feedback, and refine as you go. Build systems that evolve with your business. ✦ "AI isn't a project. It's a practice."

The NIYA Framework™ is more than a model—it's a mindset shift. It invites business leaders to step into AI not with fear, but with clarity, strategy, and confidence. With NIYA, you're not just implementing tools. You're empowering people, honoring your business's purpose, and building a transformation that lasts.

Lead with NIYA™.