

AUTOMATION QUICK-START CHECKLIST

Before you invest in off-the-shelf or custom automation, run through this **Total-Impact ROI Quick-Start Checklist** to make sure you capture **every possible benefit**.

1. Direct Savings

- ☐ Identify all manual tasks that automation will replace
- ☐ Calculate time saved per role (Hours Saved × Hourly Rate × Number of Employees)
- ☐ List software subscriptions or licenses you can eliminate
- ☐ Note any materials, services, or tools that will no longer be required

2. Indirect Savings

- ☐ Estimate cost avoidance from fewer mistakes and rework
- ☐ Document compliance workload reductions and avoided penalties
- ☐ Identify processes that should be preserved from employee turnover
- ☐ Quantify savings from reduced recruiting and on-boarding needs

3. New Revenue Opportunities

- ☐ Determine how time savings could enable additional projects or clients
- ☐ List potential new products, services, or markets that automation will open
- ☐ Evaluate whether automation enables white-label or resale opportunities
- ☐ Project scaling potential without proportional headcount increases

4. Opportunities with Unknown ROI

- ☐ Identify customer experience improvements
- ☐ Note cultural benefits (innovation, morale, forward-thinking reputation)
- ☐ Capture peace-of-mind factors (compliance, risk reduction)
- ☐ Record brand positioning advantages and competitive differentiation

5. Tools & Resources

- ☐ Killer Logic's [Automation Power Playbook](#) is your all-in-one toolkit to spark ideas, prove value, and launch automation that delivers results.

✅ Pro Tip:

Don't limit yourself to the numbers you can calculate today — **future-proof your business case** by listing every benefit, even if the dollar amount isn't obvious yet. These intangibles often turn into your biggest wins.