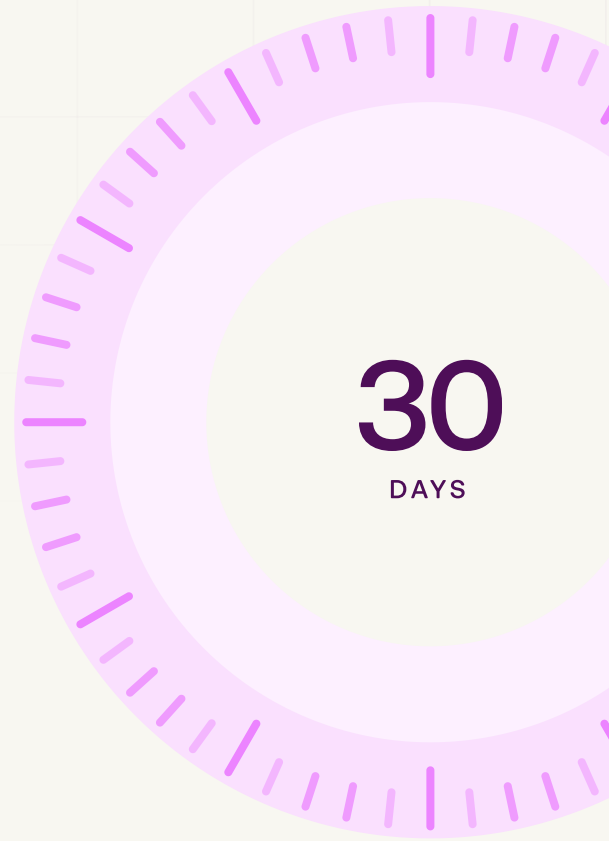


A 30-DAY METHOD

The AI Time Audit

Measure what AI actually changed in your team, in 30 days.



AI promises to save time. But when work gets faster, *where does the saved time go?*

Client work?

Advisory?

Internal admin?

Or does it quietly disappear?

Most firms can't answer that, because they never measured how long the work took before.

THE AI PRODUCTIVITY PARADOX

The more work AI does, the more important it becomes to know how time is actually spent.

Use this audit if...

- ✓ You've introduced AI tools but can't show what changed
- ✓ Your fees haven't changed, even though some work is faster
- ✓ Your team feels just as busy as before (or worse...even busier)

THE METHOD

Six steps, 30 days

Two steps before you start, two while you track, two at the end.

BEFORE

Day 0



Pick your workflows

Worksheet A

Choose 3–5 recurring workflows where AI is used or being tested (e.g., month-end close, reconciliations, tax preparation, audit documentation, client reporting).



Set your baseline

Worksheet A

Record how long each workflow takes today, who does it, and how much of that time is billable.

DURING

Days 1–30



Tag AI-assisted work

Worksheet A

For 30 days, track AI-assisted work separately from standard work so you can compare them directly.



Follow the freed-up time

Worksheet B

Where did the saved hours go?

Client work

Advisory

Internal admin

Nowhere you can see

AFTER

Day 30



Translate hours into value

Worksheet C

What does the change mean for capacity, margins and pricing? If a job takes 40% less time but is still billed by the hour, **the value goes to the client, not the firm.**



Decide

Worksheet C

For each workflow, choose one:

Scale it

Reprice it

Redeploy the capacity

Stop

WORKSHEETS

Fill in one row per workflow

Print this page and use the same workflows in all three tables.

A Baseline vs. 30 days Steps 1-3

Workflow	Owner	Hours before (per cycle)	Hours after (per cycle)	Change (%)	Billable before	Billable after

B Where did the time go? Step 4 · hours per cycle

Workflow	Hours freed	Client work	Advisory / new services	Internal / admin	Unaccounted

C Decision Steps 5-6 · circle one

Workflow	Pricing impact	Capacity impact	Decision
			Scale Reprice Redeploy Stop
			Scale Reprice Redeploy Stop
			Scale Reprice Redeploy Stop
			Scale Reprice Redeploy Stop
			Scale Reprice Redeploy Stop

● 'Unaccounted' is the most important column. It shows the value you can't see.

RUNNING THE AUDIT WITH TOGGL

Running the audit without spreadsheets

The audit works on paper. It works better when time is already being tracked. With Toggl, each step maps to something your team does day to day:

IN THE AUDIT

Workflows

Step 1



IN TOGGL

Projects

AI-assisted work

Step 3



Tags

Baseline and comparison

Steps 2–3



Estimates vs. actuals and reports

Billable vs. non-billable

Steps 2 and 5



Built-in billable tracking

Redeploying capacity

Step 6



Capacity planning



Start your AI Time Audit with Toggl

Set up your workflows as projects and start tracking today.

Start your audit →

Toggl AI

Project Budget Overrun Causes and Analysis

Why did the Mobile App v3.0 project go over budget

Ran 3 queries

Mobile App v3.0 — all-time budget picture

FIXED-FEE BUDGET	€10,000
BILLABLE VALUE RECORDED	€13,598.32
AMOUNT OVER BUDGET	€3,598.32
OVERRUN RATE	36.0%
TOTAL TRACKED EFFORT	214.9h

The project went over budget primarily because tracked billable work exceeded the €10,000 fixed fee. The recorded billable value is €13,598.32, so the overrun is €3,598.32.

RECOGNISED ON G2
FALL 2026

