

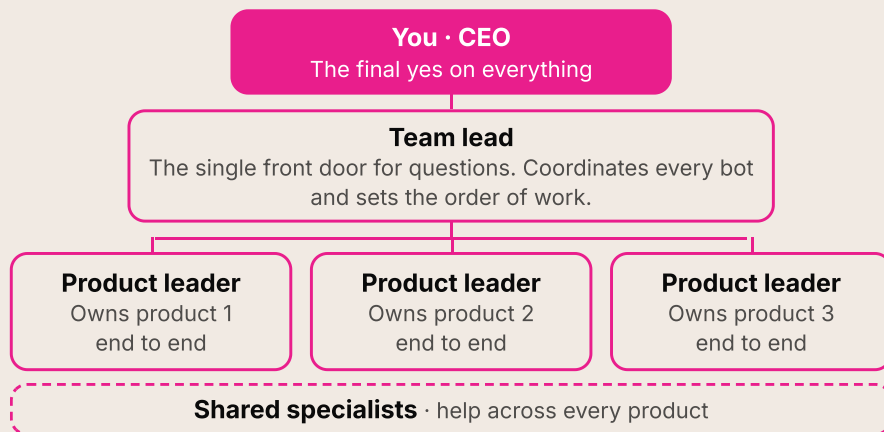
THE ONE-PAGE MAP

My AI team operating model.

Design the operating model first. Then add the AI.

The AI is old. This setup is the evolution. Here's how I run my brands. Copy each box, then fill in yours.

01 · THE TEAM

Product-led. *One front door.*

YOUR VERSION

- What do only you say yes to?
- Who is your one front door for questions?
- List your products. Who owns each one end to end, customer decisions included?
- Which skills do all your products share? Those are your specialists.

02 · OUR VALUES

Humans and bots *alike.*

We do everything with heart.
Warmth in every draft, reply and handover.

We give feedback.
Often, specifically and both ways.

We keep our customer at the centre of everything we do.
First question: how will this feel for them?

We speak as clear as kind.
Short, plain and warm. No jargon, no fog.

YOUR VERSION Your values, in your words. Every bot works to them.

03 · THE RULES

Bots draft.
I approve.

Nothing is sent, paid or posted without my yes.

The rule that holds it all together.

YOUR VERSION What never goes out without your yes?

04 · THE PLAN

A year on one plan. *A month on one page.*

- GLOBAL** One umbrella story for the year
- MACRO** Tentpole campaigns and launches
- MICRO** Monthly themes, live moments, masterclasses
- NANO** Always on: daily and weekly

Month: weekly themes, and every card carries a status:

TO DRAFT **IN PRODUCTION** **AWAITING YES** **APPROVED** **LIVE**

YOUR VERSION Your one story for the year? This month's themes?

05 · THE RHYTHM

Every day, *twice.*AM
CHECK

Daily check

Catches the gaps before they reach a customer.

PM
PLAYBACK

Playback

The team lead plays back the day: wins, risks and the yeses I need.

YOUR VERSION When, and who runs each one?