



THE OPERATOR'S GUIDE, NO ENGINEERING REQUIRED

HOW TO BUILD A BUSINESS THAT THINKS

Turn your company's IP into one AI mind that works day and night. Exactly what to connect, what to automate, what to protect, and how to set it up this week.

COMPANION TO THE FILM · YOU HIRED A GENIUS AND TOLD IT NOTHING
HEALTHCARE & HEALTHTECH · BUILT FOR OPERATORS

CONSISTENCY BEATS INTENSITY, ALWAYS

A solid horizontal bar at the bottom of the page, featuring a gradient from purple on the left to orange on the right.

OUR PROMISE TO YOU

By the last page you will know exactly how to build an AI that **understands your business and works while you sleep**. We mean it literally. This week, with tools you set up yourself. No engineering, no jargon.

We will not hand you a list of prompts and wish you luck. We will hand you an operating model: what to feed the mind, how to tell it to think, what to let it run, what to protect at all costs, and how to make it compound. And we will be straight with you about the one part most guides hide, which is that building this for yourself is the easy bit. The hard part comes last, and so does what to do about it.

In return we ask one thing: do not just read it. Block an afternoon, follow the first-week plan at the back, and start. The businesses that win with this are not the ones that understood it. They are the ones that began.

HOW THIS GUIDE WORKS

01 · WHY IT'S NOT OPTIONAL

The leverage gap, and meeting your Chief of Staff.

02 · THE CONTEXT MACHINE

What to connect, in four buckets, one click each.

03 · TELL IT HOW TO THINK

The instructions and skills that stop it agreeing with you.

04 · PUT IT TO WORK

The three levels, the one rule, three routines to build first.

05 · PROTECT THE HUMAN WORK

What to never automate, and why redeployment wins.

06 · THE REGULATED WORLD

Doing this safely in healthcare.

07 · MAKE IT COMPOUND

The snowball, and the one change to your numbers.

08 · THE PART NOBODY TELLS YOU

Why adoption is the real work, and your next move.

DON'T DIE ON THE HARD WORK HILL

01 / 08

Here is the uncomfortable truth this guide is built on. If you are not working this way, you have to assume your competitors are. And if they are, it will not matter how good you are.

Picture a medieval king going to war. His army is brave, fit, fiercely well drilled, the best he has ever fielded. They crest the hill and meet an enemy with tanks. The courage does not matter. The training does not matter. It is over before it starts. For years, business rewarded the better army: work harder, drill tighter, win. **AI is the tanks. And most companies are still sharpening swords.**

This is not a hard work problem. Your team is probably working flat out already. Do not die on the hard work hill. Hard work plus leverage wins. Hard work on its own, against leverage, loses.

HARD WORK PLUS LEVERAGE WINS. HARD WORK ALONE, AGAINST LEVERAGE, LOSES.

So what is the leverage. Strip a company back and it is its IP: the knowledge, methods, judgement and relationships that become products, and then revenue. The trouble is where that IP lives. It is scattered. A bit in one head, a bit in a Slack channel, a bit in a call nobody wrote down. You are the only thing connecting it, and you do not scale. AI is the first time you can put all of it in one place that has read everything and can think. **MIT studied 300 enterprise AI projects in 2025 and 95% produced no measurable return.** Not because of the model. Because the systems held no context. The companies hired a genius and told it nothing.

MEET YOUR CHIEF OF STAFF

01 / 08

Do not picture a chatbot. Picture a Chief of Staff. The best one you could ever hire has read everything about your business, remembers every conversation, prepares everything before you ask, and runs the routine work while you sleep. It never fronts the relationships and never makes the final call. It briefs you, so you can lead.

That is the right mental model, because it tells you how to treat it. You do not prompt a Chief of Staff. **You onboard them, then you lead them.** Everything in this guide is those two jobs: onboarding a mind, then leading it well. Get this right and you do not have a tool. You have the most capable member of your team, available at any hour, for less than the cost of a junior hire.

HAVE SOME FUN, NAME IT

Give your Chief of Staff a name. We are serious. A named colleague gets briefed and used. An unnamed "tool" gets forgotten. Call it something deliberately ordinary, the joke being that your most powerful employee is called **Dave**, or **Brenda**. Pick one, tell the team, and watch how quickly people start saying "ask Dave".

THE LINE THAT GOVERNS EVERYTHING

AI prepares. Human approves. The mind gathers, drafts and monitors. A person owns the judgement, the relationship, and any call that carries risk. Hold that line and you cannot go far wrong.

FEED IT EVERYTHING

02 / 08

Your Chief of Staff is only as good as what it has read. This is the unglamorous work almost nobody does, which is exactly why it is the edge. Two moves: capture your conversations, then connect your business.

Start with your conversations, because they are the richest source you are throwing away. Every sales call, internal meeting and customer chat holds your real knowledge: the recurring objection, the line your best closer uses, the opportunity nobody logged. Right now it evaporates when the call ends. Capture it and the mind can learn from every conversation you have ever had, surface missed opportunities, and coach from your best work. A tool like **Granola** records and writes up calls quietly in the background.

WISPR FLOW

FOR CAPTURING IP FAST

Voice to text that works in any app, roughly four times faster than typing, cleaning up your words as you go. Why it matters here: the quickest way to get your IP into the mind is to **talk it out, not type it**. Walk and brain-dump your methods, your playbook, your hard-won lessons, straight in. It is SOC 2 and HIPAA compliant, which matters in healthcare.

SAY THIS OUT LOUD, ESPECIALLY IN HEALTHCARE

Record with **consent and transparency**. The point is to stop losing hard-won knowledge, never to surveil your people. Keep anything patient-identifiable out of general tools (see Part 06).

Then connect your business across four buckets. Connect all four and the mind has awareness, customer truth, direction and knowledge.



AWARENESS

WHAT'S HAPPENING

KPI dashboards, financials, analytics, board metrics.



CUSTOMER TRUTH

WHO YOU SERVE

CRM, plus support tools like **Intercom** and **Gainsight**, sales calls, tickets.



DIRECTION

WHERE YOU'RE GOING

Strategy, OKRs, plans, the current priorities.



KNOWLEDGE

WHAT YOU KNOW

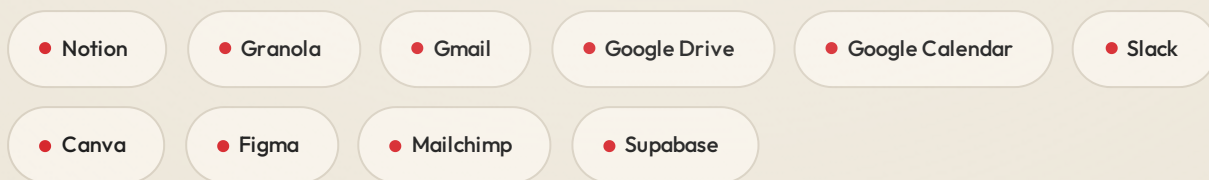
Product knowledge base, IP, methods, plus your **brand guidelines and best content**.

ONE CLICK, NO ENGINEERING

02 / 08

Here is the part people brace for and never need to. There is almost no engineering. In a tool like Claude, most of these connect with a **single click**. To make it real, here is the exact stack we run at WDC, every one connected in seconds:

ONE CLICK EACH · ZERO CODE



Notion is our source of truth, Granola captures every call, Drive and Gmail hold the paper trail, Slack the team thinking, Canva the brand, Supabase the product data. None of it needed a developer.

START SMALL, THEN STACK

You do not connect everything on day one. Build a minimum mind, prove it, then add a source a week. It gets more useful with every one, so treat it as a habit, not a project with an end date.

- ☐ One **workspace** for your business, with a short written brief: who you are, who you serve, what you sell, what good looks like.
- ☐ Your **call recorder** connected, capturing from today.
- ☐ Your **ten most important documents**: the strategy, the pitch, the top playbooks, the brand guidelines.
- ☐ One **numbers source**, even a single dashboard, so it sees the live state.

THE PRINCIPLE

Slow down to speed up. The hours you spend on context now feel slow. That is the flat part of the curve. It is also the only thing that makes everything afterwards fast. *The test it is working: ask it a question only your business could answer, and the answer comes back from your business, not the internet.*

TELL IT HOW TO THINK

03 / 08

Context is what your Chief of Staff knows. Instructions are how it thinks. Skip this and you get a confident yes-man, which is worse than useless. The single most valuable thing you can do is tell it to challenge you. Set these once and it applies them every time.

BEHAVIOURAL INSTRUCTIONS TO SET FIRST

"Challenge my thinking. *Do not just agree. Tell me where I am wrong, and why."*

"Diagnose before you prescribe. *Understand the real problem before you offer a solution."*

*"Tell me **what I am missing**, not only what I asked for."*

"British English. *No hedging, no filler, no corporate softening. Lead with the answer."*

*"If a claim needs a source, **find it**. Do not guess. Flag anything you cannot verify."*

SKILLS: JOBS IT CAN DO ON DEMAND

An instruction shapes how it thinks. A skill is a repeatable job you teach once and reuse forever. A few worth building early:

A **proposal skill** *that writes in your structure and tone from a short brief.*

A **content skill** *that turns one idea into a post in your brand voice, using your guidelines and best work.*

A **meeting skill** *that turns any transcript into decisions, owners and next actions.*

A **diagnostic skill** *that pressure-tests a plan before you commit to it.*

THREE LEVELS, ONE RULE

04 / 08

01

Assisted. You ask, it does, you check. No building. Most people should live here, and most have not come close to using it properly. Master this before you climb.

02

Routines. Work that runs on a schedule, without you. The night shift, where most of the real leverage lives for a small team.

03

Agents. The mind does not just answer, it acts. Highest value, highest risk, tightest guardrails.

THE ONE RULE THAT GOVERNS ALL THREE

Let it work unsupervised only when the task is **repeatable**, the output is **reviewable**, and a quiet mistake is **cheap or caught**. Everything that fails that test stays human, or human checked. That single sentence is your whole governance model.

THREE ROUTINES TO BUILD FIRST

The Daily Brief. Every morning it reads what changed overnight across your numbers, inbox and accounts, and hands you a short list of what needs attention. You wake up oriented, not buried.

The Conversation Miner. Once a week it reads last week's calls and surfaces missed opportunities, recurring objections, and moments worth coaching on. Your conversations stop evaporating and start teaching.

The Knowledge Gardener. It audits your knowledge base against the questions customers actually ask, tells you where it is thin, and drafts the gaps for a human to approve.

WHAT TO NEVER AUTOMATE

05 / 08

The rule tells you what to automate. The more important question is what you protect at all costs. Two things, and the answer is never both AI and human in the same breath.

MOVE HUMANS

Selling, persuading, presenting, the relationship, being in the room and being believed. AI can draft the email and build the deck. It cannot be the person the buyer trusts.

DECIDE WHAT MATTERS

Vision, taste, direction, judgement, knowing what good actually looks like. The mind can offer a hundred options. Only a human decides which one is right and puts their name on it.

The discipline is not replace people with AI. It is redeployment. Every hour AI takes off a person is an hour you owe back to the work only that person can do. IKEA proved it: they put a bot on the routine queries, then retrained 8,500 call centre staff as remote interior design advisors, work that needs taste and a human relationship. That channel made €1.3bn. They scaled the repeatable and moved the humans up.

And notice what your own job becomes: setting the vision, defining the standard, giving the context, inspecting the output against what good looks like. That is leadership, the same thing great leaders have always done with people. Which means AI rewards real leadership, and quietly exposes the managers who only ever chased activity.

LIVE BY THIS

AI prepares. Human approves. The mind does the gathering, drafting and monitoring. A person owns the judgement, the relationship, and the call that carries risk.

DOING THIS IN HEALTHCARE

06 / 08

In healthcare you cannot pour everything into any tool, and pretending otherwise is how good intentions become breaches. The principle still holds. You are simply deliberate about what goes where. This is the part a generic AI guide will never write, and it is the part that earns trust.

DRAW A HARD LINE

- ☐ Separate **commercial context** (pipeline, marketing, ops, strategy) from anything **clinical or patient-identifiable**. Most of the value in this guide lives safely on the commercial side.
- ☐ Keep **patient-identifiable data out of general consumer tools**. For anything sensitive, use governed or self-hostable setups with the right data handling in place.
- ☐ Record calls with **consent and transparency**, and check what you may keep, and where it may live, against your obligations.
- ☐ For anything clinical-adjacent the rule hardens to **AI prepares, a qualified human approves**, every time. A confident wrong answer about care is a safety issue, not a service issue.

CONFIRM, DO NOT ASSUME

Data residency, retention, consent and assurance obligations (for example DTAC in the NHS) vary by setting and by tool. Confirm yours before connecting sensitive sources. When in doubt, keep it on the commercial side of the line.

THE SNOWBALL

07 / 08

Everything above compounds. Every call, decision and document you feed the mind makes the next piece of work faster and better, because it is learning your patterns and your standard. Your tenth proposal is not just quicker than your first, it is better, because it stands on nine. Interest on interest.

Warren Buffett described his whole life as a snowball: find wet snow and a really long hill. The wet snow is your context. The long hill is consistency. The picture underneath is the compound curve, flat for a long stretch then suddenly vertical. Almost nobody compounds, because they stop during the flat part, where it feels like admin for no reward. Do not stop in the flat part.

**THE MOAT WAS NEVER THE MODEL. IT IS THE
SNOWBALL YOU HAVE BEEN ROLLING, AND THEY
HAVE NOT.**



ONE CHANGE TO YOUR NUMBERS

Stop accounting for AI as software. **Give it its own line in the P&L, under headcount.** Treat it as labour, because that is what it is. A capable mind working day and night across the whole business, for less than the cost of a single junior hire. Frame it that way and the investment case writes itself, and you understand exactly why the 5% pull away from everyone else.

SETUP IS THE EASY PART

08 / 08

Everything in this guide, you can build yourself. That is the honest truth, and it is why we gave it away. But here is what most people learn the hard way. Building this for yourself is one person choosing to work a new way. **Getting a whole organisation to work this way is a different problem, and it is the one that stalls almost everyone.**

It is not a tools problem. You cannot buy your way out of it. It is an adoption problem, and adoption fails in the same three ways every time:

ONBOARDING ≠ ADOPTION

Teams set the tools up, call it done, and never reach the point where behaviour changes in the daily workflow.

NO PROOF, NO BELIEF

Value is never verified or attributed, so the sceptics are never converted and the effort dies at the next budget review.

EVERYONE LEADS THEIR OWN WAY

Without a prescribed path, each person improvises, most drift back to old habits, and consistency never forms.

This is precisely the problem WDC solves for healthtech companies getting their customers to adopt a product. The same discipline that gets a cautious clinician to change behaviour in workflow is the discipline that gets your own team to actually work this way. It has a method, and it is the difference between the 5% and everyone else.

YOUR NEXT MOVE

FIND OUT WHERE YOUR ORGANISATION STANDS

If setup is the easy part and adoption is the hard part, the first move is knowing exactly where you are strong and where you stall. **The Commercial Engine Scorecard** diagnoses that across six dimensions: clarity, demand, sale, adoption, proof and expansion.

You get a clear read on the gap between where you are and the 5%, and the single thing to fix first. **That is where a conversation with WDC begins.**

YOUR FIRST WEEK

ACTION

Seven days to a working Chief of Staff. None of this needs an engineer. The only thing that makes it fail is not starting.

- ☐ **Day 1.** Create one workspace and write its brief: who you are, who you serve, what you sell, what good looks like. Set your behavioural instructions. Connect your call recorder.
- ☐ **Day 2.** Load your ten most important documents, including your brand guidelines and best content.
- ☐ **Day 3.** Connect bucket one, your numbers. One dashboard is enough to begin.
- ☐ **Day 4.** Ask it five real questions only your business could answer. Feed the gaps it reveals.
- ☐ **Day 5.** Build your first routine, the Daily Brief, and let it run tomorrow morning.
- ☐ **Day 6.** Add bucket two, your customers. Connect the CRM and one support tool.
- ☐ **Day 7.** Decide the one repeatable, reviewable task you will hand over next, and the human work you are protecting at all costs.

THEN KEEP GOING

Add a source a week. Build a routine a fortnight. The snowball only works if you stay on the hill.

Consistency beats intensity, always.

SOURCES

95% of enterprise AI delivers no return.

MIT NANDA, *The GenAI Divide: State of AI in Business 2025* (July 2025). Roughly 300 deployments, \$30 to 40bn spent, about 95% with no measurable P&L impact, attributed to learning and context, not the model.

IKEA: €1.3bn from redeployment.

Ingka Group, via Reuters and PYMNTS (2023–2026). The "Billie" bot handled around 47% of queries. About 8,500 call centre staff were retrained as remote interior design advisors; the channel generated around €1.3bn in FY22.

Wispr Flow.

Wisprflow.ai. AI voice dictation across any app, around four times faster than typing, with SOC 2 Type II and HIPAA compliance. Snapshot as of June 2026.

The adoption method.

WDC's Narrow Bridge to Value operating model and the Commercial Engine Scorecard. WDC Signature IP.



CONSISTENCY BEATS INTENSITY, ALWAYS



**SETUP IS A WEEKEND.
ADOPTION IS THE WORK.
THAT IS WHERE WE COME IN.**