

LIVE KEYNOTE

THE 60 MINUTE AI CREW WORKBOOK

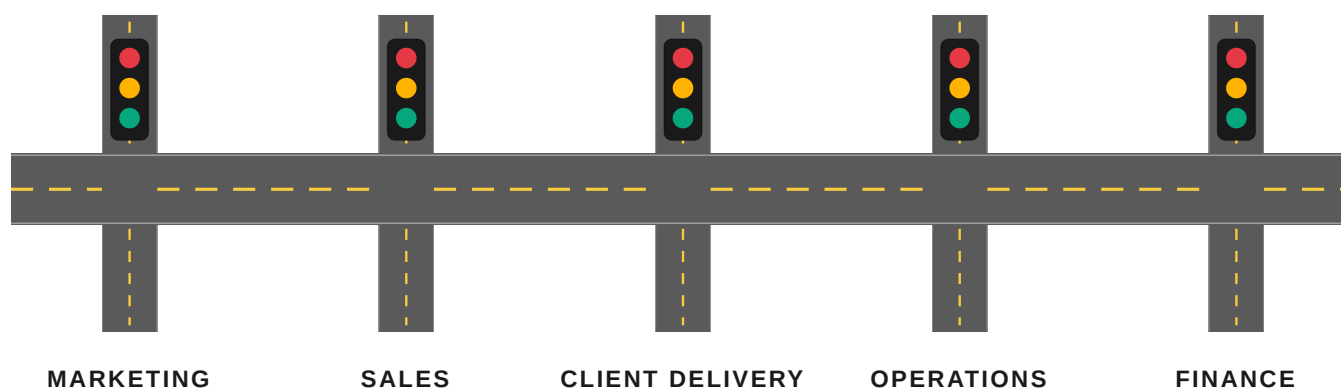
Find your traffic jam. Build your workflow. Pick your tool.

NAME _____

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THE STOPLIGHT SYSTEM.

A 60-second diagnostic that shows you where to spend your time. Your business runs through five intersections, and at each one, the light is red, yellow, or green. Find your red lights. The first one is what's keeping your business from growing.



WHAT EACH LIGHT MEANS



RED. No system. It lives in my head. If I stop, it stops.



YELLOW. There's a system. Nobody follows it consistently.



GREEN. Documented. Repeatable. Ready to hand off today.

EXERCISE 01

SCORE YOUR STOPLIGHT.

Check one box per row. Be honest. Your reddest light is the one we're fixing today.

INTERSECTION	RED	YELLOW	GREEN
Marketing	☐	☐	☐
Sales	☐	☐	☐
Client Delivery	☐	☐	☐
Operations	☐	☐	☐
Finance	☐	☐	☐

NOTES

EXERCISE 02

THE RED LIGHT PATH.

Inside your red light, what are three recurring tasks each week?

Your red light: _____

1. _____

2. _____

3. _____

EXAMPLE

Your red light: ***Marketing*** _____

1. ***Creating organic content every week*** _____

2. *Following up with leads from social* _____

3. *Writing weekly market-update emails* _____

BUILD A CREW.

You don't prompt AI anymore. You build a crew, from the ground up, in four parts.



CONTEXT

The foundation · the objective you're solving and how your crew should sound.



ROLES

The team of specialists · the crew the AI proposes to fix your blocker.



EQUIPMENT

The connectors and files · what each role needs to do the job.



WORK

The standing task · the one thing your crew runs every week.

Build the CREW from the ground up, and it runs the work without you.

SECTION C · CONTEXT

WRITE YOUR CONTEXT.

Four lines so any AI knows exactly what you need. Take your reddest light and answer these.

1. What's your main struggle?

2. What's your dream outcome?

3. What should never happen?

4. What should always happen?

THE PROMPT.

You don't pick the roles. The AI proposes them. Paste this prompt into Claude after your Context above.

PASTE THIS

"Using the context I just shared, propose a 5-person AI crew that can help me produce organic social content every week. For each role, give me a name, what they own, and a one-line system prompt."

Done for you. No exercise. No homework. Just copy, paste, watch your crew show up.

- ✓ **Already written for you**
- ✓ **Works in any AI tool**
- ✓ **Tailored by your context**

FILES TO UPLOAD.



What your crew should read. Anything that helps them sound like you and think like you. Up to 10.

EXAMPLE · MARKETING

Brand voice guide · Top 10 posts · Audience profile · Past scripts

☐ 01

☐ 02

☐ 03

☐ 04

☐ 05

☐ 06

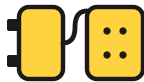
☐ 07

☐ 08

☐ 09

☐ 10

APPS TO CONNECT.



Check the apps you already use day-to-day. Every one of these has a native Claude Cowork connector.

EMAIL + CALENDAR

- ☐ Gmail
- ☐ Outlook
- ☐ Google Calendar
- ☐ Outlook Calendar
- ☐ Calendly

FILES + DOCS

- ☐ Google Drive
- ☐ OneDrive
- ☐ Microsoft 365
- ☐ Notion
- ☐ DocuSign

WORK + COMMS

- ☐ Asana
- ☐ ClickUp
- ☐ Monday
- ☐ Close
- ☐ Slack

MEETINGS + MONEY

- ☐ Zoom
- ☐ Grain
- ☐ Fireflies
- ☐ Canva
- ☐ QuickBooks

WRITE THE WORK.



Choose one task you can schedule every single week that your crew could run for you. Then answer four questions.

01

What's the task?

02

When should they do it?

03

What would success look like?

04

How much time will this save you per week?

_____ hours / week

YOURS · FREE

WANT A LIST OF MY FAVOURITE TOOLS?

Scan the QR code.



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- A live list of every AI tool I use + recommend, updated as the landscape changes.
- Early access to what we're building at SalesGenius, including the waitlist for our AI voice caller for agents.

- A direct line to learn how SalesGenius can help you scale.

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