

YOUR NEXT HIRE

The small business guide to agentic AI.

From curiosity to working digital teammates
in 90 days. The technology takes five
minutes. The thinking is worth ninety days.

FOREWORD

On productivity, patience, and the quiet shift happening now.

There is a quiet shift happening in small business right now, and most people are missing it.

We have spent the last three years talking about artificial intelligence as if it were a single thing. Something you either had or didn't. Something that wrote your emails or made your pictures. The interesting work, the work that actually moves a business forward, has been hidden underneath that conversation.

The shift is this. The cost of having a capable team member answer your phone, triage your emails, or quote a routine job has fallen by an

order of magnitude. Not by a percentage. By an order of magnitude. And it has done so in roughly twelve months.

For most of business history, capability has been expensive. The reason small businesses don't have round-the-clock phone coverage, dedicated customer service teams, or sophisticated quoting workflows isn't that they don't want them. It's that the people required to provide those things cost more than the revenue they would generate at small business volumes. That maths is changing.

The first five minutes are easy. The next ninety days are where the value lives.

When cloud computing arrived in the late 2000s, it didn't immediately make every small business more productive. The technology was ready years before the thinking was. The companies that pulled ahead treated the cloud not as a cheaper place to put their existing infrastructure, but as an opportunity to rethink what their business could be. The same is true for agentic AI today.

We built Agntic.ai because we believed two things at the same time. First, that you should be able to stand up a working digital teammate in five minutes. Not five weeks. Not five days. Five minutes. Second, that the businesses who

win with this technology will be the ones who do the foundational work: clear about what they want the teammate to do, who it serves, and what good looks like.

A two-person business with three good agentic teammates is something the world has never seen before. There is no template for it. The businesses that build their own, deliberately and with care, will set the pace for everyone else.

This guide is opinionated. It is built on what we have seen work and where we have seen people stumble. We hope it is useful.



Brad Riley

Founder, Agntic.ai · 2026

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In this edition.

Nine sections. Roughly twenty minutes to read end to end.
Designed to be returned to, not consumed once.

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02

Agentic AI in plain language.

The promise of agentic AI is simple to state and easy to misunderstand. A clear definition is more useful than a clever one.

IN THIS SECTION

What it is. What it isn't. Where it fits.

READING TIME

3 minutes

A definition, and three things commonly mistaken for it.

An agentic AI system is a digital teammate that takes a goal, makes decisions about how to pursue it, and takes action in the real world. The goal might be "answer this phone call professionally and book the caller in if they want to come in for a service." The action might involve speaking to the caller, looking up an available time in the calendar, and writing the booking back to the customer record. The same system might transfer to a human if the conversation goes somewhere it isn't equipped to handle.

That is the whole of it. Goal in. Decision and action out. Nothing else.

Three things commonly get confused with agentic AI, because they share a family resemblance. They are not the same.

A chatbot answers questions, usually from a pre-written list. If the question isn't on the list, it tells you to call. An agentic teammate handles the conversation end to end, including the parts that weren't written down in advance.

An automation, such as a Zapier workflow or a macro, follows a fixed script. If this happens, do that. An agentic teammate adapts. It reads the context and decides what to do next, even when the situation is one it hasn't seen before.

A general AI, such as ChatGPT, Claude, or Gemini, is a conversation partner. It responds when you talk to it. It does not reach into your booking system, send the email, or call back. An agentic teammate is built around taking action on your behalf, not around having a conversation about it.

If you can describe the work as "talking to someone and then doing something on their behalf," it is a candidate for an agentic teammate.

THE SHORT VERSION

What it should do, and what it shouldn't.

The other useful distinction is between what the technology *can* do and what it *should* do. The line is not technical. It is judgement.

Good fit. Anything that involves repetitive interaction with customers, suppliers, or staff. Inbound phone calls. Inbound email triage. Quoting routine work. Booking appointments. Looking up information for staff. Following up on overdue invoices, politely.

Poor fit. Anything that requires judgement under uncertainty, deep relationship management, or genuinely creative work. Closing a complex sale. Handling a customer complaint with emotional weight. Hiring decisions. Pricing strategy. Anything where being wrong is expensive and irreversible.

The most useful pattern is to let the teammate handle the routine part of a workflow so the human has more time for the part where humans add the most value.

The three things, side by side.

AUTOMATION

Workflow tools

Follows a script. When X happens, do Y. Fast and reliable when reality matches the script.

Breaks when reality doesn't.

Example: Zapier, Make

CHAT

Assistants

Responds to messages. Excellent at language. Doesn't reach into your systems or take action without being asked, every time.

Example: ChatGPT, Claude

AGENTIC

Digital teammates

Pursues a goal. Takes the conversation, reads the context, makes decisions, and does the work. Escalates to a human when it should.

Example: an Agntic.ai teammate

A useful mental model.

Think of an agentic teammate the way you would think of a graduate hire. Capable of a defined role. Excellent within that role with clear instructions. Will tell you when they are out of their depth, provided you have built the right escalation in.

WORTH NOTING

The teammate qualifies the lead. The human closes the deal. The teammate answers the easy questions. The human handles the angry phone call.

03

The five jobs agentic AI does best in small business.

Almost every successful small business deployment we have seen falls into one of five patterns. Start where the pattern matches your business most closely.

IN THIS SECTION

Voice. Email. Quoting. Bookings. Internal Q&A.

READING TIME

5 minutes

Start with the pattern that matches your business most closely.

01

INBOUND VOICE

Reception that never sleeps and never quits.

An agentic teammate answers every inbound call, identifies the caller's reason for ringing, and either resolves it on the spot or routes the call to the right person with full context. After hours, on public holidays, during lunch, in the middle of a busy stretch when no one can pick up. The dropped call is the most expensive call most small businesses don't realise they are taking.

Where it shines: trades, councils, clinics, real estate, hospitality, professional services. Anywhere customers expect a human voice and the cost of missing a call is higher than the cost of taking it.

02

INBOUND EMAIL

The triage that happens before you read your inbox.

Most small business inboxes mix urgent customer questions with newsletters, vendor pitches, internal back-and-forth, and the occasional thing that actually matters. An agentic teammate reads every email, drafts a response or takes an action where it can, flags what needs a human, and gives you back the only inbox you ever wanted: one where everything left in it actually requires you.

Where it shines: any business where the email volume is high enough that triage takes meaningful time, but small enough that you haven't hired someone full-time to do it.

03

QUOTING AND ADMIN

Routine quotes turned around in minutes, not days.

For businesses where the quote is fairly structured (a service interval, an installation, a standard scope of work), an agentic teammate can gather the inputs from the customer, apply your pricing rules, and produce a draft quote ready for review. The owner approves. The customer gets a response on the same day instead of the following week. The win rate goes up because speed beats polish almost every time.

Where it shines: trades, professional services, installation businesses, anywhere with a standardised scope of work and a recurring pricing model.

04

BOOKINGS AND SCHEDULING

Calendars that fill themselves without the back and forth.

Booking a time should take one exchange. In practice it takes four. An agentic teammate can read your calendar, understand your booking rules (this service needs two hours, this person doesn't work Wednesdays, this customer prefers mornings), and arrange the slot with the customer directly. It can confirm the day before. It can reschedule when life happens. It can capture the right intake information so the appointment starts on time.

Where it shines: clinics, salons, consultancies, tradespeople with appointment-based work, accountants and lawyers running fixed-fee discovery calls.

05

INTERNAL Q&A

Your knowledge base, talking back.

Every small business accumulates institutional knowledge that lives in the heads of two or three people. Where is the supplier login. What is the policy for refunds over a certain amount. How do we onboard a new customer. An agentic teammate trained on your internal documentation answers those questions for your staff at any hour, in plain English, with sources. The owner stops being the help desk for their own business.

Where it shines: businesses where the founder or a senior operator is the institutional memory, and constant interruptions are pulling them away from higher-value work.

Inbound voice is the single most common starting point, because the cost of missed calls is easy to measure and the return is fast. If you don't know where to begin, start there.

WHERE MOST BUSINESSES START

Where the value sits, at a glance.

Use this table to sanity-check which of the five jobs is most likely to be worth doing first for your business.

JOB	BEST WHEN YOU	TYPICAL IMPACT	TIME TO VALUE
Inbound voice	Miss calls outside hours or during busy stretches	Recover 15–40% of lost calls; reduce reception load	1-2 weeks
Inbound email	Spend an hour or more per day in your inbox	Reclaim 30–60% of inbox time; faster customer replies	2-3 weeks
Quoting	Have standard quote templates and recurring scopes	Same-day quote turnaround; 10–25% win-rate lift	3-6 weeks
Bookings	Run on calendar slots and rely on back-and-forth	50–80% reduction in booking admin; fewer no-shows	2-3 weeks
Internal Q&A	Are interrupted constantly by staff questions	Restore 30–90 minutes per day for the owner	2-4 weeks

Ranges are typical observations across small business deployments. Your numbers will reflect your starting point, call volume, and how cleanly the job sits inside an existing process.

A note on stacking.

You do not need to deploy all five at once. The businesses we see do best start with one job, get it stable over a fortnight, then add the next. By month three, most have two or three teammates running, each focused on a single job. That focus is the single biggest predictor of value.

FIVE MINUTES. NINETY DAYS.

The platform takes five minutes to configure. The work that matters is on you: deciding what good looks like, writing the playbook, reviewing until you trust it.



The readiness self-assessment.

Five dimensions to score honestly before you deploy anything. There is no passing grade. The point is to know where you start.

IN THIS SECTION

Five dimensions. One scorecard. Honest answers only.

READING TIME

4 minutes

Five dimensions. Score yourself one to five.

Rate your business on each dimension from 1 (we have not thought about this) to 5 (we have this well in hand). The total gives you a rough sense of where to focus the first thirty days. The shape of the answers matters more than the total.

01 INTERACTION VOLUME

How many customer interactions does your business handle per week, across phone, email, and forms? An agentic teammate becomes more valuable as volume rises. Under 50 a week, the case is harder to make. Above 200, the case usually makes itself.

02 PROCESS CLARITY

If a new person started tomorrow, how clearly could you describe how the work gets done? An agentic teammate is a graduate hire. It needs the same playbook a graduate hire would need. If your processes live entirely in your head, that's the first job, not a barrier.

03 DATA ACCESSIBILITY

Can the teammate get to the information it needs? Your calendar, your CRM, your knowledge base, your booking system. If your records are scattered across paper, three spreadsheets, and one person's memory, you will get there, but it will take longer.

04 TEAM CAPACITY FOR THE CHANGE

Who in the business will own the relationship with the teammate? Not technically, but operationally. Who reviews what it does, refines its instructions, and decides when it is ready to take on more. This person matters more than the technology.

05 TOLERANCE FOR FIRST-MONTH IMPERFECTION

A new teammate, like a new hire, will make mistakes in the first month. Are you set up to catch those, learn from them, and improve quickly, without panic? Or will the first odd response cause everyone to abandon the project?

Your scorecard.

Print this page, or fill it in on your screen. Be more honest than is comfortable.

DIMENSION	1	2	3	4	5
Interaction volume	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Process clarity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Data accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team capacity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tolerance for imperfection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reading your score.

5-10

Foundation first

Spend the first thirty days on process clarity and data accessibility before you deploy anything. The technology is the easy part. You will get more value from one carefully-prepared deployment in month two than from three rushed deployments in month one.

11-17

Pilot ready

Most small businesses we see score in this range. Pick one of the five jobs where your score is strongest. Run a focused thirty-day pilot. Don't try to do everything at once.

18-25

Move quickly

You are unusually well prepared. Move fast on one teammate, then layer in a second by month two. The opportunity cost of waiting is higher for you than for most.

The most common error is to treat low scores as reasons to wait. They are not. They are simply the things to address first.

05

The ninety-day adoption roadmap.

Five minutes to deploy a teammate. Ninety days to make it genuinely valuable. Here is what we have seen work, week by week.

IN THIS SECTION

Discovery. Pilot. Scale. With weekly milestones.

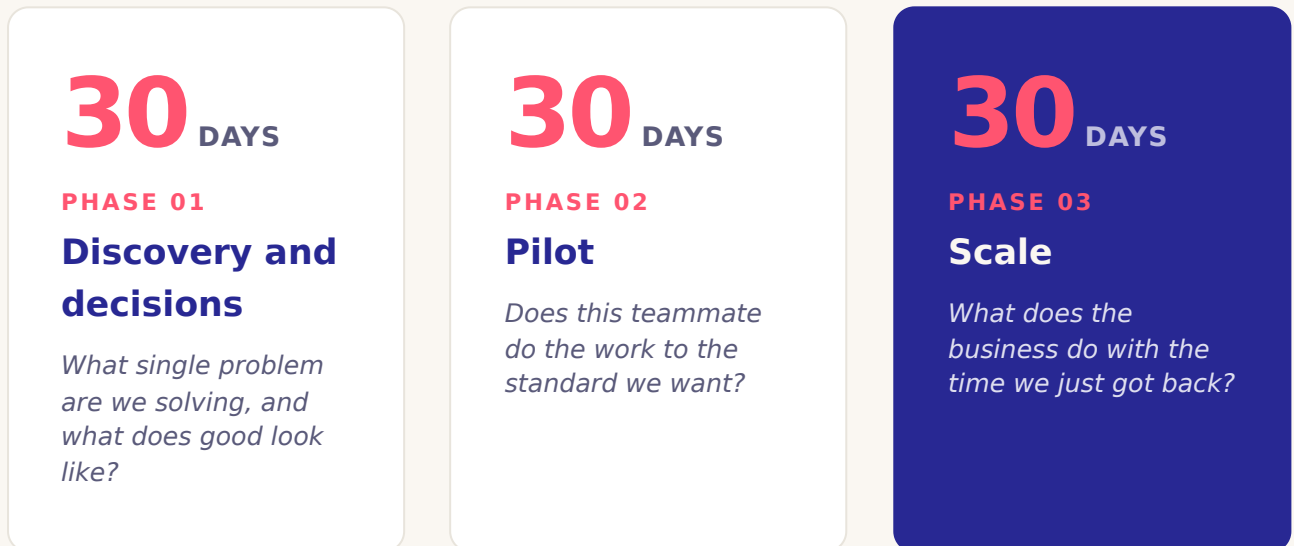
READING TIME

6 minutes

Why ninety days, not ninety minutes.

It is genuinely possible to have a digital teammate answering your phone before lunch. We have seen it done many times. But the difference between a teammate that answers the phone and a teammate that meaningfully changes how your business runs is ninety days of careful work. That work is not technical. It is operational.

The ninety days break into three phases of roughly thirty days each. Each phase has a clear question to answer, and the next phase doesn't start until the current one's question has a real answer. The fastest path is the deliberate path, not the rushed one.



Treat your first teammate the way you would treat a new senior hire. Brief carefully. Watch closely. Progressively give more responsibility as trust is built.

A USEFUL FRAME

PHASE ONE

Discovery and decisions

Days 1-30

The question to answer: what single problem are we solving, and what does good look like?

WEEK 01**PICK THE JOB**

Walk through the five jobs in section three. Pick the one where the pain is most visible and the process is most stable. Resist the urge to pick more than one.

WEEK 03**DEFINE WHAT GOOD LOOKS LIKE**

Three to five measurable outcomes. For inbound voice: every call answered within three rings, accurate categorisation 95% of the time, callers transferred to the right person 90% of the time, friendly tone in every transcript.

WEEK 02**DOCUMENT THE CURRENT STATE**

Write down how the job is done today, from the first touch to the final outcome. Capture the exceptions, not just the happy path. The exceptions are where teammates either earn trust or lose it.

WEEK 04**BUILD THE PLAYBOOK**

Write the instructions you would give a new hire on their first day, in plain English. What the business does. Who the customers are. What questions get asked. How to handle the common cases. When to escalate. This document becomes your teammate's brain.

A PRACTICAL TIP

The playbook does not need to be long. The best ones we have seen are two to four pages of plain prose. Specificity matters more than length. "Be polite" is not specific. "When the caller is upset, acknowledge the issue in the first sentence and offer to escalate" is specific.

PHASE TWO

Pilot

Days 31-60

The question to answer: does this teammate do the work to the standard we want?

WEEK 05**DEPLOY AND MONITOR CLOSELY**

This is the five-minute part. Configure the teammate, load the playbook, point it at the right channels. Then watch every interaction for the first week. Treat it like the first week of a new hire.

WEEK 08**MEASURE AGAINST YOUR "GOOD"**

Pull the metrics you defined in week three. Are you hitting them? Where are the gaps? This is the decision point. Either the teammate is good enough to run with light supervision, or you need another two weeks of refinement before scaling.

WEEKS 06-07**REFINE THE PLAYBOOK**

You will find gaps. A scenario you didn't anticipate. A phrase the teammate uses that doesn't sound like your business. Edit. Redeploy. Watch again. Each cycle takes hours, not days.

PHASE THREE

Scale

Days 61-90

The question to answer: what does the business do with the time we just got back?

WEEK 09**EMBED IN THE BUSINESS**

Document how the teammate fits into your team's day. Who reviews its work weekly. Who owns its playbook. How feedback flows from the team to the teammate's instructions.

WEEK 12**PLAN THE NEXT TEAMMATE**

If the first one has earned its place, pick the next job from section three. Repeat the cycle. The second teammate is faster than the first because the muscle is built.

WEEKS 10-11**MEASURE THE REAL IMPACT**

Beyond the operational metrics, look at the business impact. Did response times to customers actually fall? Did the staff who were spending time on this job redirect that time to higher-value work?

06

Choosing your first teammate.

A decision framework, not a feature comparison. Three questions. The right starting point usually becomes obvious by the third one.

IN THIS SECTION

Three questions. One combined test.

READING TIME

3 minutes

Three questions. Then the choice writes itself.

01 Where is the pain visible to customers?

Customers don't see your internal processes. They see whether their call gets answered, their email gets a reply, and their quote arrives quickly. Start where customers feel the gap, not where you feel the gap. The business case writes itself when customers can see the improvement.

02 Where is the work most repeatable?

Within the job you have in mind, what percentage of cases look broadly the same? If it is above 70%, you are on solid ground. If it is below 50%, you have either picked a job with too much variation, or you haven't found the natural sub-job that is repeatable. Look harder. There is almost always one inside.

03 Where can you measure the result?

If you can't measure it, you can't improve it, and you can't tell whether the teammate is earning its place. Pick a job with a clear before-and-after metric. Call answer rate. Inbox time per day. Quote turnaround time. The metric is the contract between you and the teammate.

The right first teammate handles work that is visible to customers, repeatable enough to be teachable, and measurable enough to prove value.

THE COMBINED TEST

07

Building the business case.

An ROI model honest enough to share with a partner, a banker, or your own future self when the novelty has worn off.

IN THIS SECTION

Four lines. One worked example.

READING TIME

5 minutes

The four lines that matter.

Most small business ROI calculations for agentic AI overcomplicate themselves to the point of meaninglessness. Four lines is enough.

LINE 01

Revenue recovered

How much revenue are you currently leaving on the table because work isn't getting done? For inbound voice, this is missed calls multiplied by your conversion rate multiplied by your average customer value. For quoting, this is lost deals from slow turnaround. Be conservative. Half the number you first wrote down is usually closer to true.

LINE 02

Hours returned

How many hours per week does this job consume today, across everyone who touches it? Multiply by the fully-loaded hourly rate. Not the wage. The wage plus on-costs, plus the opportunity cost of what those people would do with the time back.

LINE 03

Cost of running the teammate

Agntic.ai prices by the minute of work actually done. Estimate the minutes of work the teammate will do per month based on your volume. The arithmetic from there is straightforward.

LINE 04

Cost of getting it right

The hours of foundation work in your first thirty days. The reviews in your pilot. The owner's time. This number is real, even when it doesn't show up on an invoice. Most businesses ignore it. The honest ones don't.

THE HONEST FORMULA

Annual return = (revenue recovered + hours returned at fully-loaded rate) – (annual teammate cost + first-year foundation effort)

A worked example.

A six-person plumbing business in suburban Melbourne. The numbers are illustrative and rounded for clarity.

THE CURRENT STATE

- Receives roughly 180 inbound calls a week.
- Misses around 35, mostly after-hours.
- Answered-call to booked-job conversion: 40%.
- Average job value, including parts: \$480.
- Receptionist spends 18 hours a week on calls and admin, at \$45 fully-loaded. Chasing voicemails consumes 2.5 of those hours.

THE SCOPE

This is the smallest version of the deployment. The teammate handles overflow and after-hours calls only. The receptionist still handles every call they were handling before. The larger version of this story, where the teammate takes the routine inbound during business hours too, is teammate two.

LINE	CALCULATION	ANNUAL FIGURE
Revenue recovered	35 missed calls/wk × 40% conversion × \$480 × 50 weeks × 60% recoverable	\$201,600
Hours returned	2.5 weekly hours reclaimed from voicemail chasing × \$45 × 50 weeks	\$5,625
Teammate cost	Estimated minutes per month at typical Agntic.ai per-minute pricing	(\$950)
Foundation effort	Owner and operations time, first year	(\$6,000)
Net annual return	Recovered revenue and hours, less costs	\$200,275

THE PATTERN UNDER THE MATHS

In almost every deployment we model, the largest line is revenue recovered, not hours saved or platform cost. The leak that was already there is what matters most.

08

Risk, governance, and the human in the loop.

Five practical considerations to address before you go live, not after the first awkward incident.

IN THIS SECTION

Privacy. Escalation. Voice. Monitoring. Ownership.

READING TIME

4 minutes

Five things to think about before you go live.

01 PRIVACY AND CUSTOMER DATA

Your teammate will handle customer information. In Australia, the Privacy Act and the OAIC guidelines set the baseline. Choose a platform with clear data residency, encryption in transit and at rest, and a privacy policy you can read in one sitting. Tell your customers, in plain terms, that you use AI to assist with calls or emails. Most don't mind. The ones who do appreciate being asked.

02 ESCALATION PATHS

The most important question to answer before go-live: when does the teammate stop and hand the conversation to a human? Common triggers are vulnerable customer language, requests outside the playbook, complaints, anything legal or medical, and the catch-all "the customer specifically asks for a person." Write the triggers down. Test them. Build them into the teammate's instructions from day one.

03 BRAND VOICE CONTROL

A teammate that doesn't sound like your business is a teammate that erodes the brand you have built. Spend time on the voice. Read transcripts. Refine. The Agntic.ai platform makes voice configuration deliberate for this reason. You are not just configuring a piece of software. You are deciding how your business sounds.

04 QUALITY MONITORING

For the first thirty days, review every interaction. From day thirty-one, review a sample. The sample size that matters is the one that catches an emerging issue before it becomes ten interactions wide. Most small businesses settle around 10% of interactions reviewed weekly, with a higher rate for new playbook changes.

05 THE HUMAN IN THE LOOP

Even after the teammate is trusted, keep a human in the loop. Not as a bottleneck on every interaction, but as the owner of the outcome. The human reviews the patterns, decides when the teammate should take on more, and remains accountable for the work. That accountability stays with you.

THE GOVERNANCE SHORTCUT

If you would not let a brand-new junior staff member do this work unsupervised, don't let an agentic teammate do it unsupervised either.



Three case studies, then your next seven days.

Composites drawn from real deployments. Names and details abstracted to protect customer confidentiality. The patterns are real.



CASE STUDY 01 · LOCAL COUNCIL

Replacing the after-hours answering machine.

A regional Victorian council found that residents calling after hours about waste collection, animal welfare, and road hazards were getting an answering machine that nobody listened to until the next morning. The council deployed an inbound voice teammate

to take the calls, categorise them, and route urgent matters to the on-call duty officer.

The largest impact wasn't operational. It was the noticeable shift in resident satisfaction from people who, for the first time, felt heard outside office hours.

100%

AFTER-HOURS CALLS
ANSWERED

62%

RESOLVED WITHOUT
ESCALATION

9 days

FROM DECISION TO GO-
LIVE



CASE STUDY 02 · REAL ESTATE AGENCY

Qualifying enquiries while every agent is at an inspection.

A suburban real estate office struggled with inbound enquiries arriving during open homes, when every agent was unreachable. The teammate answered, qualified the enquiry against active listings, sent property information, and booked follow-ups directly into

the agent's calendar. Calls that were genuinely urgent transferred straight through.

The agents reported the most useful change was psychological: they could be fully present in inspections without the background anxiety of missed enquiries piling up.

3.4x

QUALIFIED ENQUIRIES
PER WEEK

11 min

AVERAGE RESPONSE
TIME

2 weeks

TO STEADY-STATE



CASE STUDY 03 · WELLNESS STUDIO

Bookings without the four-message back-and-forth.

A wellness studio with three practitioners and one front-of-house manager was losing the manager to admin: confirming bookings, rescheduling cancellations, and answering the same questions about pricing and intake forms several times a day. The teammate took over the booking conversation, leaving the manager

free to focus on client experience in the studio itself.

The owner reflected later that the most surprising outcome was not the time saved. It was the manager's renewed focus on the in-person experience, which lifted client retention by a margin large enough to notice on the books.

11 hrs

RETURNED EACH WEEK

38%

DROP IN NO-SHOWS

5 weeks

TO MEASURABLE IMPACT

What the three have in common.

01 ONE JOB, CLEARLY DEFINED

Each business picked a single workflow with a measurable before-and-after, rather than trying to transform the whole operation at once.

02 A REAL OWNER OF THE CHANGE

In each case, one person was accountable for the teammate's performance and had the authority to refine its playbook week by week.

03 AN HONEST PILOT PERIOD

None of the three flipped the switch and walked away. Each spent the first month watching closely, refining, and only then relaxing supervision as confidence grew.

04 A SECOND-ORDER OUTCOME

The biggest gains were not the ones in the business case. They were the things that became possible because someone had their time back.

The technology was identical across all three. The outcomes differed because of the thinking that went around the technology. That thinking is what this guide has tried to share.

THE PATTERN

YOUR NEXT SEVEN DAYS

Start before Friday.

If you do nothing else after reading this guide, do these. Each takes less than an hour. Together they cover the first week of phase one.

DAY 01 Walk through the five jobs in section three with one other person in your business. Pick the single job where the pain is most visible to customers. Write it down.

DAY 02 Pull the data on that job. Phone logs, inbox volumes, calendar entries. You are looking for the baseline that you'll measure against in ninety days.

DAY 03 Fill in the readiness scorecard in section four. Be honest. Read the matching guidance.

DAY 04 Sketch the playbook in plain prose. Two to four pages. What the business does. Who the customers are. What questions come up. How to handle the common cases. When to escalate.

DAY 05 Identify the one person in your business who will own the relationship with the teammate. Have a thirty-minute conversation about what that ownership looks like.

DAY 06 Set the three to five measurable outcomes that define success. Write them where you'll see them every week for the next three months.

DAY 07 Read this guide again. Different things will jump out the second time. Decide whether you're ready to begin phase one in earnest next Monday.

Whatever you decide to do next, the most important thing is to decide. The businesses that hesitate for another twelve months will look back and recognise this as the moment the gap opened up. The businesses that act, with care, will be the ones that closed it.

YOUR NEXT HIRE

Your next hire. Put AI to work.

WEBSITE

agntic.ai

TRIAL

**Seven days, no card
required**

EDITION

First · 2026