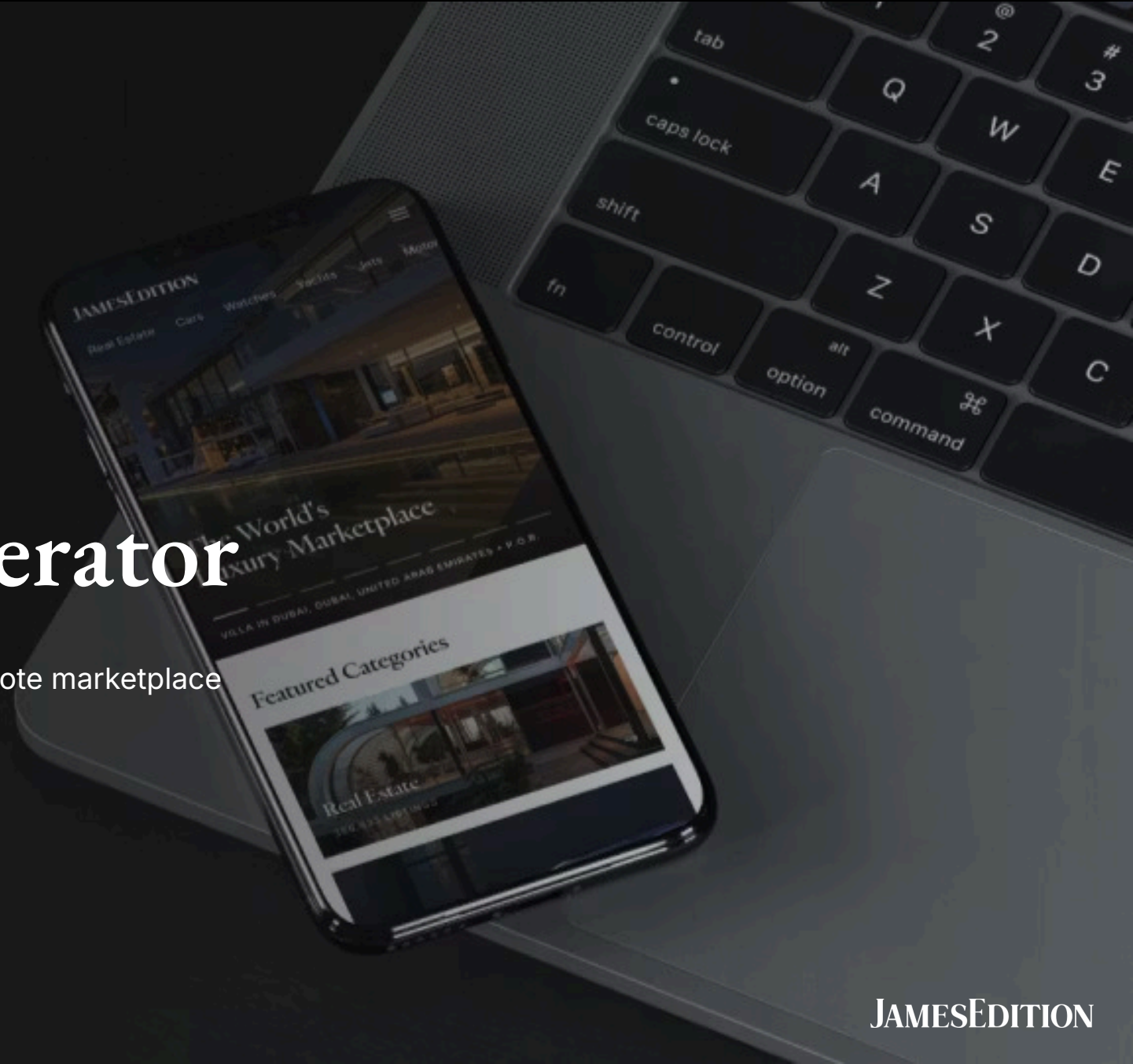# How to Be an AI-Powered Operator

Lessons from going AI-first in a 40-person remote marketplace

# About Us

## Team Structure

- 40 people
- Fully remote across time zones
- 30% year-over-year growth

## Business Model

Global luxury marketplace connecting discerning buyers with premium sellers worldwide. Focus on building a lean, automated team.

# Why This Talk Matters

Most companies are barely scratching the surface of AI's potential. They're stuck in manual mode.

### Manual Typing

Still drafting every message character by character

### Manual Emails

Writing the same responses over and over

### Manual Summaries

Taking notes and recapping meetings by hand

### Manual Research

Spending hours gathering data that could be automated

### Unstructured Data

Sitting on valuable insights without leveraging them

JAMESEDITION

# AI Is Not a Tool

# It's a way of working.

The opportunity to scale your operations and achieve unprecedented growth without increasing headcount is massive, transforming how we approach productivity and scaling.

JamesEdition

# The 10× Opportunity

You can accomplish roughly 10 times more work with your existing team size.

**Identify Your Value Drivers**

Understand what actually moves the needle in your business

**Map Your Processes**

Document workflows to find automation opportunities

**Apply AI Where Leverage Is Highest**

Focus automation on high-impact, repetitive work

# Where to Start

AI creates value through two complementary approaches.

## Fast Wins

**Improve existing processes**

Take what you're already doing and make it faster, cheaper, and more consistent. These quick victories build momentum and stakeholder buy-in.

- Immediate ROI
- Lower implementation risk
- Team sees value quickly

## Long-Term Wins

**Create new capabilities**

Build entirely new functions that weren't possible before. These strategic bets unlock competitive advantages and new business models.

- Sustainable differentiation
- Higher strategic impact
- Compounding benefits

# Every Company Has These Functions

Understanding process intensity helps you prioritize where automation delivers maximum impact.

### Strategy / Product

**Low process intensity**

High thinking, low repetition

### Marketing

**Medium process intensity**

Mix of creativity and execution

### Sales / CS / Support

**High process intensity**

Repetitive workflows, huge automation opportunity

JAMESEDITION

# The Universal Arbitrage

## 120-150

### Words per Minute

Average speaking speed

## 30-50

### Words per Minute

Average typing speed

You can speak your thoughts **3-4× faster** than you can type them.

# Voice → Text

## Tool: WisprFlow

- Instant transcription

- Automatically removes filler words

- Works on mobile and desktop

- Hotkey/keyboard in any text field

**Use case:** Dictate emails, documents, and messages instead of typing them. Transform commute time into productive writing time.

# Meeting Automation

## Tool: Tactiq

### Automatic Transcripts

Speaker identification for every participant

### Action-Item Extraction

AI pulls out tasks and owners automatically

### Searchable Archive

Find any discussion across all your meetings instantly

Focus on the conversation while AI captures everything. Search across months of meetings to find that one comment someone made.

# Async Updates via Slack + AI

**The System**

- Create one dedicated channel per project

- Post AI-generated meeting summaries automatically

- Team stays aligned without scheduling extra meetings

- Searchable project history in one place

**Result:** Reduce synchronous meetings by 50% while improving team alignment. Perfect for remote and distributed teams.

# Email Automation

## 01

### AI Reads Inbox

Scans incoming emails and attachments for context

## 02

### Drafts Replies

Generates appropriate responses based on your style

## 03

### You Approve

Review, edit, and send with one click

## Tool: Jace

Integrates seamlessly with Notion, Google Drive, and your database via MCP. Jace learns your communication style and handles routine correspondence while you focus on high-value interactions. Cut email time by 60-70%.

# Natural-Language Data Queries

## Tool: Claude + MCP + BigQuery

Ask questions in plain English and get instant answers from your data warehouse. No SQL required.

"How many listings did we get yesterday compared to last year in Berlin?"

"How many US-based leads inquired about London listings this month?"

"What's our conversion rate for sellers in France versus Spain?"

Democratize data access across your organization. Anyone can get insights without waiting for an analyst.

# Workflow Automation Platform

## Tool: n8n

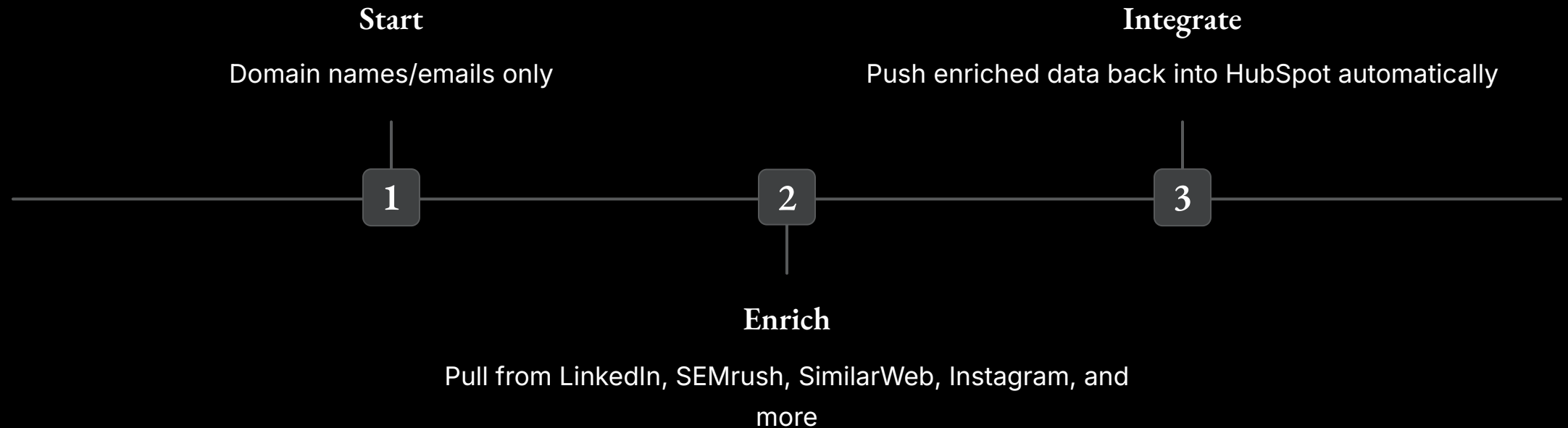The connective tissue that brings everything together.

- Connects SaaS, databases, APIs, and LLMs

- Visual workflow builder

- Enables business users to build automation

- No (low) engineering resources required

> **Emerging role:** The "automation specialist" is becoming a critical position. This person sits between business and tech, translating processes into automated workflows. Consider hiring or training someone for this role.

# Sales Enablement: Data Enrichment

## Tool: Clay

Transform bare-bones prospect lists into rich, actionable intelligence.

**Start**

Domain names/emails only

**Integrate**

Push enriched data back into HubSpot automatically

**1**     **2**     **3**

**Enrich**

Pull from LinkedIn, SEMrush, SimilarWeb, Instagram, and more

Your sales team now has complete context before every call: company size, tech stack, social presence, traffic estimates, and key contacts. Enables personalization at scale.

# Sales Coaching: Call Scoring with AI

**1**

### Transcribe Sales Call

Automatic transcription of every conversation

**2**

### Feed to LLM

Send through n8n or API

**3**

### Score Against Methodology

Evaluate using frameworks like SPICED, SPIN, or custom criteria

**4**

### Instant Feedback

Get coaching insights immediately after the call

Identify patterns across your team: who's asking the right discovery questions, who's talking too much, which objections are being handled well. Scale coaching beyond one-on-one reviews.

# Marketing: Content at Scale

## Tool: Claude for Long-Form

**1**

### Set Up Projects

Define your brand voice, style guide, and content frameworks upfront

**2**

### Use Meta-Prompting

Ask the model to write its own prompt for better results

**3**

### Generate at Scale

Produce 10× more content while maintaining quality and consistency

Create blog posts, case studies, social content, and email campaigns faster than ever. The constraint shifts from production capacity to strategic direction.

# Product Insights: Aggregated Across Channels

## Tool: Nalvin

Unify feedback from everywhere your team and customers communicate.

- Slack conversations
- GitHub
- Customer success calls
- HubSpot activity

"What are the top customer complaints in Spain this month?"

"Show me all mentions of the checkout flow from the last two weeks"

Get a daily summary highlighting releases, bugs, feature requests, and customer pain points. Query feedback in natural language.

# Where AI Is Going

### Ultra-Lean Teams
AI-first companies run with dramatically smaller headcounts while maintaining or exceeding output

### Competitive Edge Through Automation
Automating high-process functions becomes the defining competitive advantage

### Competence, Not Technology
The constraint is no longer technology, it's the competence to implement and orchestrate it

# Monday Morning Checklist

**1**   **Document Your Key Processes**

Map the 5-10 workflows that consume the most time. Write them down, even if roughly.

**2**   **Identify Repetitive Work ≥ 30% of Time**

Find activities that eat up a third or more of someone's week. These are prime automation targets.

**3**   **Pick One Tool per Department This Quarter**

Don't boil the ocean. Choose one high-impact tool for sales, one for support, one for marketing.

**4**   **Automate One Workflow per Week**

Small wins compound. Commit to shipping one new automation every seven days.

**5**   **Hire or Nominate an "Automation Specialist"**

This role is essential. Give someone ownership of the automation roadmap and implementation.