



CEO'S LITTLE HELPERS
YOUR STRATEGIC AI SECOND

The ROSE AI Operating System

How to design, coordinate and improve a specialist AI team around your business



A practical field book by Mohammed Ali

CEO'S LITTLE HELPERS • ROSE AI OPERATING SYSTEM •



THE FOUNDER STORY

Why I built a team of AI specialists

Two years ago, when my son was born, I was running a physical team of 20 employees. The business was busy, the days were hectic and a great deal of my attention went into keeping people and projects moving in the same direction.

Today, the organisational model is different. I use a larger network of specialist AI roles, coordinated through one operating system. Each role has a narrow responsibility. The system helps me research, plan, draft, challenge, measure and organise work before the decisions that genuinely need me reach my desk.

My working day begins with Rose, the coordinating role. Rose reviews four questions: What happened? Where is the opportunity? What is blocked? How can the whole operation improve? That report gives me one clear picture instead of dozens of disconnected conversations.

This book explains the philosophy, structure, tools and setup behind that system. It is not a promise that software can run a company without leadership. It is a practical way to make context, accountability, handoffs and human judgement work together.

What you will leave with

- A clear model for deciding which AI roles your business needs.
- A practical technology stack built around context, workflows, tools and evidence.
- The complete Freedom Farm organisation of 49 specialist roles.
- Five benefits each role is designed to create.
- A step-by-step checklist for building a smaller version inside your own business.

PRINCIPLES BEFORE PROMPTS

The philosophy behind the system

Principle	What it means in practice
Specialise the work	A useful role owns one recurring outcome. “Help with marketing” is vague; “turn approved articles into platform-native Substack editions” is operable.
Context before intelligence	A powerful model with poor context produces polished confusion. Current facts, decisions, examples and constraints must travel with the task.
One accountable owner	Many agents may support an outcome, but one role owns it. Accountability cannot be distributed until nobody is responsible.
Handoffs are part of the product	The output is incomplete unless the next owner can understand its source, status, decision and required action.
Proof before scale	Learn manually, verify what works and automate only stable behaviour. Automation multiplies both strengths and mistakes.
Human authority remains visible	AI may analyse, compare, recommend, draft and monitor. People approve spending, public communication, commitments, sensitive decisions and risk.
Unknown is not zero	Missing analytics, uncertain attribution or unavailable evidence stays visibly unknown. The system must never fill gaps with convenient guesses.
Improve the system, not only the output	Every result should strengthen the playbook, context or quality gate so tomorrow’s work begins from a better place.

DESIGN AROUND BUSINESS LOOPS

The strategy behind the organisation

The organisation is not a collection of personalities. It is a map of recurring business loops. Every loop begins with a decision or signal and ends with a verified outcome, learning and next action.

Loop	Complete path
Leadership loop	Evidence becomes a decision, a priority, an owner and a completion gate.
Demand loop	Audience evidence becomes an offer, message, channel test, conversation and commercial result.
Content loop	A strategic idea becomes a headline, article, visual, platform adaptation, response and audience insight.
Delivery loop	A promise becomes onboarding, fulfilment, customer support, retention insight and improvement.
Learning loop	Activity becomes measured evidence, a diagnosis, a revised standard and a stronger next run.

The design test

- Can you name the exact result this role owns?
- Does it have the context and tools required to produce that result?
- Is its authority narrower than its capability?
- Does the next role know what it will receive?
- Can the outcome be verified without relying on the agent's own confidence?
- Does the loop end in a business result or a useful decision?

Start with one loop. A five-role team that closes a valuable loop is stronger than fifty impressive profiles that produce disconnected activity.

USE CATEGORIES BEFORE BRANDS

The technology stack

The system works because several layers cooperate. The exact software can change. The architectural jobs should remain stable.

Layer	Purpose
Model and working environment	A capable AI workspace for research, reasoning, drafting and tool use. Freedom Farm currently uses Codex as a primary operating environment.
Agent specifications	Written charters describing mission, inputs, outputs, boundaries, tools, handoffs, approval rights and measures.
Skills and standards	Reusable instructions for research, claims, copy, documents, websites, analytics and launch checks. Skills convert lessons into repeatable behaviour.
Project memory	Current-state files, sources of truth, decision records and learning files. Durable context is stored deliberately rather than assumed from chat history.
Head Office	A central operating view for roles, status, evidence, risks and commercial results. It prevents every agent becoming a separate island.
CRM and workflow	A customer and opportunity system for ownership, stages, next actions and approved automation. Freedom Farm uses HighLevel in relevant journeys.
Measurement	Analytics, event records and commercial ledgers that connect visits, leads, conversations, calls, purchases and verified revenue.
Production tools	Website, document, image, video and publishing tools selected for the output. The role owns the job; the tool is replaceable.
Controlled browser access	Read-only research and approved account operations where necessary. Credentials and recovery authority remain human-controlled.
Monitoring and recovery	Health checks, version history, backups and rollback procedures for critical public systems.

The rule is simple: never buy a tool merely because it can perform a task. First define the owner, workflow, evidence and approval boundary. Then select the smallest tool that supports them.

THE OPERATING ARCHITECTURE

How the agents work together

Stage	Required output
Brief	Outcome, audience, current state, evidence, constraints, owner, deadline and success measure.
Context packet	Only the current facts and source material needed for this job, with uncertainty labelled.
Specialist execution	The assigned role performs its narrow task and states assumptions or blockers.
Challenge	A second role tests strategy, truth, risk, voice or completeness from a different angle.
Approval	The named authority accepts, rejects or redirects decisions that exceed the specialist's mandate.
Handoff	Output, evidence, status and next action move to the next owner.
Measurement	The system records the complete journey and separates verified outcomes from interpretation.
Learning	A durable lesson updates the playbook only when it will change future behaviour.

A task packet

- Objective: the concrete result required.
- Owner: the one role accountable for producing it.
- Inputs: sources, examples, customer evidence and previous decisions.
- Boundaries: prohibited actions, approval gates, claims limits and data restrictions.
- Output: exact format, destination and acceptance criteria.
- Handoff: who receives the work and what they need next.
- Evidence: how completion and business impact will be verified.

ONE VIEW OF THE WHOLE COMPANY

Rose and the daily management system

Rose is a coordinator, not a universal expert. Her job is to assemble trustworthy evidence, identify the small number of decisions that matter and keep ownership visible.

ROSE	Daily management question
Results	What happened across the full funnel and delivery system? What is verified, attributed and comparable?
Opportunities	Which one to three improvements have evidence, a commercial or operational benefit and a smallest safe test?
Setbacks	What is blocked or deteriorating? Is it a genuine customer-facing failure, an intermittent observation or a missing input?
Excellence	Which process, skill, handoff or standard should improve because of what we learned?

The daily rhythm

1. Collect evidence from accessible systems.
2. Separate verified facts, source claims, inference, assumptions and unavailable data.
3. Ask the relevant specialists to interpret only their domain.
4. Challenge material decisions through Magnus and the appropriate quality roles.
5. Present the founder with decisions, blockers and next actions rather than raw activity.
6. Record only durable lessons that will change future work.

A good daily report is short because the operating system has done the hard work underneath it. Brevity at the top depends on discipline throughout the organisation.

THE FIRST THIRTY DAYS

How to set up your own version

Period	Primary job
Week 1 Map	Choose one outcome, map its current steps, identify the constraint and collect the real source material.
Week 2 Design	Create three to five role charters, define authority, establish handoffs and set the measurement baseline.
Week 3 Run	Operate manually with human approval. Record errors, missing context, repeated questions and useful outputs.
Week 4 Improve	Strengthen the context and skills, automate only proven steps and decide whether another role is genuinely needed.

Minimum viable team

Seat	Responsibility
Coordinator	Routes evidence, priorities, blockers and decisions.
Strategist	Chooses the audience, problem, option or plan.
Producer	Creates the actual output.
Verifier	Checks truth, quality, risk and completion.
Commercial owner	Connects activity to revenue, customer value or measurable savings.

Do not start by installing dozens of tools or copying hundreds of skill files. Begin with the smallest complete loop, prove it under supervision and expand only when the next bottleneck is clear.

ROLE PROFILES

Leadership and Strategy

Direction, decisions, improvement and completion

Magnus Mastermind <i>Copenhagen, Denmark</i> Interrogates the whole estate and makes final strategic approvals. Keeps decisions tied to evidence, commercial value and the founder's priorities.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: interrogates the whole estate and makes final strategic approvals. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Clarke Command <i>London, United Kingdom</i> Turns strategic decisions into clear instructions and ownership. Keeps leaders aligned and removes ambiguity before work begins.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: turns strategic decisions into clear instructions and ownership. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Graham Growth <i>Toronto, Canada</i> Finds the strongest constraints on growth and converts evidence into scaling choices. Ensures expansion follows proof rather than enthusiasm.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: finds the strongest constraints on growth and converts evidence into scaling choices. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Magic Money <i>Accra, Ghana</i> Keeps every department connected to revenue, cash and commercial momentum. Challenges work that creates activity without a credible path to income.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: keeps every department connected to revenue, cash and commercial momentum. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Leadership and Strategy

Direction, decisions, improvement and completion

Chris Completion <i>Mumbai, India</i> Checks that work is genuinely complete, verified and usable. Names the final blockers and refuses to treat partial activity as an outcome.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: checks that work is genuinely complete, verified and usable. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Bob Boat <i>Auckland, New Zealand</i> Searches for the next high-leverage improvement across the estate. Recommends small, measurable tests with clear costs, risks and success criteria.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: searches for the next high-leverage improvement across the estate. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Arthur Agentmaker <i>Cardiff, Wales</i> Designs new AI roles with a mission, charter, boundaries, tools and handoffs. Prevents vague agents, duplicated responsibilities and uncontrolled authority.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: designs new AI roles with a mission, charter, boundaries, tools and handoffs. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Nelson New Ideas <i>São Paulo, Brazil</i> Scouts new markets, mechanisms and commercial possibilities. Turns promising signals into bounded experiments for the team to evaluate.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of leadership and strategy. • Focus: scouts new markets, mechanisms and commercial possibilities. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Growth and Acquisition

Offers, audiences, advertising, outreach and demand

Andrea Audience <i>Rotterdam, Netherlands</i> Chooses the audience, urgent problem and content territory. Guides every channel from a shared view of buyer psychology and market evidence.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: chooses the audience, urgent problem and content territory. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Harry Headline <i>Dublin, Ireland</i> Builds headlines and opening hooks that earn attention without deceiving the reader. Works with Andrea before Magnus gives final strategic approval.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: builds headlines and opening hooks that earn attention without deceiving the reader. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Michael Meta <i>Lagos, Nigeria</i> Designs and monitors paid social experiments. Connects creative concepts to landing pages, tracking and commercially meaningful outcomes.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: designs and monitors paid social experiments. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
George Google <i>Kyoto, Japan</i> Owns Google Ads, traditional SEO and visibility in AI answer engines. Separates paid conversions, organic rankings and AI citations in reporting.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: owns Google Ads, traditional SEO and visibility in AI answer engines. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Growth and Acquisition

Offers, audiences, advertising, outreach and demand

Les Leads <i>Austin, United States</i> Designs reliable lead pipelines and qualification rules. Protects quality when volume rises and ensures each lead has a source and next step.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: designs reliable lead pipelines and qualification rules. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Outreach Oscar <i>Mexico City, Mexico</i> Creates the estate's outbound playbooks and channel standards. Makes outreach relevant, personal and measurable instead of generic or indiscriminate.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: creates the estate's outbound playbooks and channel standards. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Paul Partnership <i>Amsterdam, Netherlands</i> Builds distribution and referral relationships with people who already hold audience trust. Defines mutual value, ownership and partner-sourced measurement.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: builds distribution and referral relationships with people who already hold audience trust. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Oliver Offer <i>Cape Town, South Africa</i> Shapes specific, credible offers around an urgent buyer problem. Aligns promise, proof, price, scope, risk and the next action.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of growth and acquisition. • Focus: shapes specific, credible offers around an urgent buyer problem. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Content and Distribution

Editorial production and platform growth

Edward Editorial <i>Edinburgh, Scotland</i> Owens the editorial calendar and turns strategy into useful long-form content. Maintains clarity, coherence and a consistent point of view.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: owns the editorial calendar and turns strategy into useful long-form content. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Gary Graphics <i>Seoul, South Korea</i> Creates clear, memorable visuals that help readers understand the idea. Protects brand consistency across diagrams, article graphics and social assets.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: creates clear, memorable visuals that help readers understand the idea. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Veronica Video <i>Los Angeles, United States</i> Produces video from approved ideas and scripts. Shapes story, pacing and edits for the needs of each platform.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: produces video from approved ideas and scripts. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Mary Medium <i>Nairobi, Kenya</i> Publishes and develops the Medium properties. Adapts articles for discovery, reading quality, calls to action and publication consistency.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: publishes and develops the Medium properties. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Content and Distribution

Editorial production and platform growth

Sally Substack <i>Queenstown, New Zealand</i> Builds subscriber relationships through Substack. Turns articles into editions with strong openings, useful structure and a clear next step.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: builds subscriber relationships through Substack. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Roxanne Reddit <i>Portsmouth, United Kingdom</i> Earns trust in relevant Reddit communities through native participation. Creates useful discussions and avoids promotional behaviour that damages credibility.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: earns trust in relevant Reddit communities through native participation. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Emily Email <i>Paris, France</i> Runs subscriber email and lifecycle journeys. Moves readers from useful content towards an appropriate next action without over-mailing.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: runs subscriber email and lifecycle journeys. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Winnie Workshops <i>Singapore</i> Transforms expertise into live learning experiences. Produces workshops that teach, answer objections and reveal qualified demand.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of content and distribution. • Focus: transforms expertise into live learning experiences. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Operations Data and Quality

Systems, knowledge, analytics and verification

Peter Processes <i>Manchester, United Kingdom</i> Maps repeatable workflows and quality standards. Converts successful work into procedures that another role can follow and improve.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: maps repeatable workflows and quality standards. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Sam Sprints <i>Stockholm, Sweden</i> Turns priorities into short execution sprints with owners and dependencies. Protects focus and makes delays visible early.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: turns priorities into short execution sprints with owners and dependencies. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Colin Context <i>Bengaluru, India</i> Maintains the shared knowledge vault and decision history. Keeps agents grounded in current facts instead of stale assumptions.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: maintains the shared knowledge vault and decision history. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Harry HighLevel <i>Dubai, United Arab Emirates</i> Operates CRM workflows, routing and approved automations. Protects clean handoffs and timely follow-up without automating unproven behaviour.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: operates CRM workflows, routing and approved automations. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Operations Data and Quality

Systems, knowledge, analytics and verification

Andy Analytics <i>Helsinki, Finland</i> Connects activity to the full commercial funnel and states data gaps honestly. Reports evidence, denominators, attribution and confidence.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: connects activity to the full commercial funnel and states data gaps honestly. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Alison Authenticity <i>Kingston, Jamaica</i> Protects Mohammed's voice, lived truth and brand integrity. Removes robotic language, invented colour and claims the business cannot support.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: protects Mohammed's voice, lived truth and brand integrity. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Summit Simulation <i>Kathmandu, Nepal</i> Tests important plans against difficult scenarios before launch. Finds hidden dependencies, failure paths and customer confusion.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: tests important plans against difficult scenarios before launch. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Rebecca Research <i>Boston, United States</i> Builds evidence and customer insight for strategy and content. Separates verified facts, source claims, inference and unavailable information.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of operations data and quality. • Focus: builds evidence and customer insight for strategy and content. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Estate Launch and Customer Delivery

Turning strategy into live assets and customer outcomes

Sarah Social <i>Lisbon, Portugal</i> Builds audience relationships and distributes useful social content. Keeps conversations warm across the estate's public channels.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: builds audience relationships and distributes useful social content. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Thomas Transformation <i>Copenhagen, Denmark</i> Turns estate plans into working customer-facing systems. Coordinates delivery from an approved promise through to a usable outcome.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: turns estate plans into working customer-facing systems. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Will Wins <i>Chicago, United States</i> Improves commercial conversion across journeys and offers. Connects customer decisions to measurable revenue without sacrificing trust.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: improves commercial conversion across journeys and offers. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Cara Launch <i>Rome, Italy</i> Produces disciplined launches with clear gates, owners and readiness checks. Verifies that the offer, destination, tracking and customer path are ready.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: produces disciplined launches with clear gates, owners and readiness checks. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

Estate Launch and Customer Delivery

Turning strategy into live assets and customer outcomes

Charles Customer Care <i>Bridgetown, Barbados</i> Owens support quality and customer success. Turns questions and friction into better service, stronger documentation and product feedback.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: owns support quality and customer success. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Olivia Onboarding <i>Amman, Jordan</i> Welcomes each customer with clarity and momentum. Makes the first steps, responsibilities and expected outcomes easy to understand.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: welcomes each customer with clarity and momentum. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Daisy Delivery <i>Cusco, Peru</i> Coordinates dependable fulfilment after the sale. Protects quality, pace, scope and outcomes across the customer journey.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: coordinates dependable fulfilment after the sale. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Rachel Retention <i>Taipei, Taiwan</i> Strengthens renewal, expansion and long-term customer value. Finds why customers stay or leave and closes avoidable experience gaps.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of estate launch and customer delivery. • Focus: strengthens renewal, expansion and long-term customer value. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

The Sales Floor

Qualified conversations, booked calls and collected revenue

Liam LinkedIn <i>Belfast, Northern Ireland</i> Finds decision-makers showing a credible buying trigger and opens relevant LinkedIn conversations. Measures qualified replies and calls, not connection volume.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: finds decision-makers showing a credible buying trigger and opens relevant LinkedIn conversations. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Fiona Facebook <i>Melbourne, Australia</i> Creates hand-raiser posts and continues warm conversations in Messenger. Uses genuine relationship context rather than generic pitches.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: creates hand-raiser posts and continues warm conversations in Messenger. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Eddie Email <i>Tallinn, Estonia</i> Runs small, precise email campaigns to demonstrated buyers. Protects deliverability and learns from replies before increasing volume.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: runs small, precise email campaigns to demonstrated buyers. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Wendy Warm Network <i>Copenhagen, Denmark</i> Reactivates former clients, event audiences and trusted connections. Makes catching up natural and discovers whether a current priority deserves a call.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: reactivates former clients, event audiences and trusted connections. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.

ROLE PROFILES

The Sales Floor

Qualified conversations, booked calls and collected revenue

Callum Cold Call <i>Glasgow, Scotland</i> Calls carefully selected organisations with a plausible present need. Qualifies fit, earns permission for the next step and records market language.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: calls carefully selected organisations with a plausible present need. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Pauline Partnerships <i>Brussels, Belgium</i> Develops referral and channel relationships with trusted organisations. Protects lead quality and creates a measurable mutual win.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: develops referral and channel relationships with trusted organisations. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Victor Video <i>Vancouver, Canada</i> Creates short personalised sales videos and reusable answers to recurring questions. Helps prospects arrive clearer, warmer and better qualified.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: creates short personalised sales videos and reusable answers to recurring questions. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.
Freddie Follow-Up <i>Kuala Lumpur, Malaysia</i> Owns every open sales loop until it reaches a clear yes, no or later. Adds useful context to follow-up instead of repeatedly checking in.	Five benefits this role is designed to create • Ownership: gives one named seat responsibility for this part of the sales floor. • Focus: owns every open sales loop until it reaches a clear yes, no or later. • Speed: prepares repeatable work and decisions without rebuilding the brief from the beginning. • Quality: applies a specialist standard before the work moves to the next stage. • Continuity: records the output, evidence and next action so the operating loop can continue.



BUILD THE SYSTEM IN THE RIGHT ORDER

Implementation checklist

- ☐ Choose one recurring business outcome worth improving.
- ☐ Write its current steps from trigger to verified result.
- ☐ Name the human accountable for the outcome.
- ☐ Select the smallest three to five AI roles needed to close the loop.
- ☐ Give each role a mission, inputs, output, boundaries and scorecard.
- ☐ Create a source-of-truth folder for current business facts.
- ☐ Separate permanent context from task-specific instructions.
- ☐ Choose the AI working environment and tools only after the workflow is defined.
- ☐ Define what each role may research, draft, recommend, change or never do.
- ☐ Set explicit approval gates for spending, external communication, data, legal risk and promises.
- ☐ Design every handoff with an owner, status, evidence and next action.
- ☐ Create a shared opportunity and blocker register.
- ☐ Establish the Results, Opportunities, Setbacks and Excellence report.
- ☐ Connect activity to the complete commercial or operational funnel.
- ☐ Run the first loop manually under supervision.
- ☐ Record where the agent lacked context or misunderstood authority.
- ☐ Turn repeated corrections into a skill or checklist.
- ☐ Verify outputs independently before allowing wider use.
- ☐ Automate only steps that have proved stable and valuable.
- ☐ Back up important files and define a rollback path.
- ☐ Review duplicate roles and conflicting instructions every month.
- ☐ Retire roles that create activity without a useful outcome.
- ☐ Add a new specialist only when a real constraint justifies it.
- ☐ Keep the founder or accountable leader focused on decisions that genuinely require human judgement.

BUILD THE FIRST LOOP TOGETHER

Your next step

You do not need to reproduce all 49 roles. You need to identify the first operating loop that would give your business more clarity, capacity or commercial momentum, then build the smallest dependable team around it.

If you have questions about the model, want to compare it with the way your company currently operates, or would like help mapping your first AI team, please get back in contact with me. Tell me which recurring outcome consumes the most time or causes the most friction. That is usually the best place to begin.

Get back in contact with Mohammed Ali

Reply to the message that delivered this guide, or contact me through CEO's Little Helpers.



CEO'S LITTLE HELPERS
YOUR STRATEGIC AI SECOND

A final note

The agent names, illustrated identities and locations are fictional team-building devices. They do not represent human employees. The responsibilities, workflows and approval principles describe an AI-assisted operating model. Results depend on the quality of the context, tools, implementation, leadership, market conditions and human decisions.