



A 60-DAY PLAYBOOK * V1.0 * AGENT LOGIC

STRAP IN

Train Your Team On AI

The 60-day playbook for the productivity multiplier you've been paying for but haven't unlocked.

BY

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Small-business owners with an AI subscription their team isn't using

20-25 minutes

Free. Forever.

EDITION

AUDIENCE

READ TIME

COST

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SECTION 1

The Gap

You bought AI. Your team didn't.

Look at your last credit card statement. There's probably a \$20-a-month line item for ChatGPT, Claude, or whichever AI subscription you signed up for back when it felt like the future. Maybe two of them.

Now ask yourself: who at your company is actually using it?

If the honest answer is "me, mostly" -- you're paying for an AI tool that's serving exactly one person. Your business has 5, 10, 30 employees. The math of that doesn't work.

This is the gap. Not the gap between you and AI. The gap between you and the version of your business where every employee is using AI for their specific job.

The compounding math

A trained employee doing their normal work with AI in the loop is roughly 30% faster on their tasks. Sometimes much more. That's not a marketing number -- that's the floor. McKinsey's most conservative study put it at 25-40%. Anthropic's customer research lands in the same range. Every operator I've talked to who's actually rolled it out hits the same window.

30%

That's the floor. Per trained employee.

Not 10x. Not 'transformative.' Just 30% -- applied across every person on your team.

Run the numbers honestly. You. The owner. You bought the subscription, you've been playing with it for six months. You're at 30% on your own work -- let's call it generous, you're at 40%. Net company productivity gain depending on company size: 1 to 3%. Real. Worth something. Not transformational.

Now imagine the version where every employee is at 30%:

Setup	Net company productivity
You alone using AI	+3 to 8%
You + 4 trained employees on a 10-person team	+15%
Whole 10-person shop trained	+30% across the board

That's not 3% better. That's a different company.

Why this isn't happening at your business yet

It's not because your team is dumb. It's not because they don't want to learn. Most of them have heard the AI conversation a hundred times by now and feel a vague pressure to "get on it."

It's because nobody has shown them what AI looks like at THEIR job, in THEIR actual day, doing THEIR specific work.

Showing them is your job. Not because you have to teach them yourself -- but because nobody else is going to do it for you.

This is what most people miss when they "roll out AI" at their company. They give everyone a login and a one-page memo and assume people will figure it out. They don't. Your team opens ChatGPT, types something generic, gets something generic back, decides it's a toy, and goes back to doing their work the way they always have.

The unlock isn't more AI. It's more specific AI use, anchored to the actual job.

Most SMBs are paying \$20 a month for ChatGPT. Only the owner uses it. That's not a problem with the AI. That's a problem with the rollout.

What this playbook is

Sixty days. A specific approach for getting every role at your company using AI on real work -- not training videos, not lunch-and-learns, not motivational emails about innovation.

This approach has worked at my own carpentry business, at the trade businesses I've installed at, and at every operator I've shared this playbook with. It's specific. It's repeatable. It assumes you're a busy owner who can't run a six-week corporate training program.

By the end you'll have:

- A clear rollout sequence that doesn't require you to quit your day job
- Concrete prompt examples per role on your team
- A list of what NOT to use AI for, so nobody embarrasses you with a hallucinated client email
- Honest math on what to expect (no 10x talk) and what to budget

Strap in.

Hi, I'M ALEX. Working carpenter and house-flipper in Fond du Lac, Wisconsin. I built this rollout playbook for my own carpentry shop first -- before turning it into something I could give away. I run Agent Logic, a small consultancy that helps trade businesses run their operations through AI agents. If this playbook is useful, the rest of what I do probably is too. (More at the end.)

SECTION 2

The Mental Shift

AI as search engine vs AI as co-worker

Most people use AI like a fancier Google. They type a question, copy the answer, move on. That's a 5% productivity gain, max. Better than nothing -- but it's not the rocket.

The 30% gain comes from using AI as a co-worker. Specifically: someone you give context to, hand a piece of your actual work, and iterate with until the work is done.

The difference is structural, not motivational. Search engines answer questions. Co-workers do work.

Compare:

SEARCH-ENGINE PROMPT

"What's a good email to send a customer who's late on payment?"

What you get back: a generic template you'll have to rewrite from scratch.

CO-WORKER PROMPT

"We're a small carpentry shop in Wisconsin. A customer (Jeff) is 45 days late on a \$4,200 invoice for a deck rebuild we finished in March. He's a repeat customer -- generally pays late but pays. Draft a friendly-but-firm email asking when he can settle. Sign it from me (Alex). Not corporate -- sound like the guy who actually built the deck."

What you get back: 90% of a usable email. Names. Numbers. Right tone. Maybe one line you'd tweak.

That's the unlock.

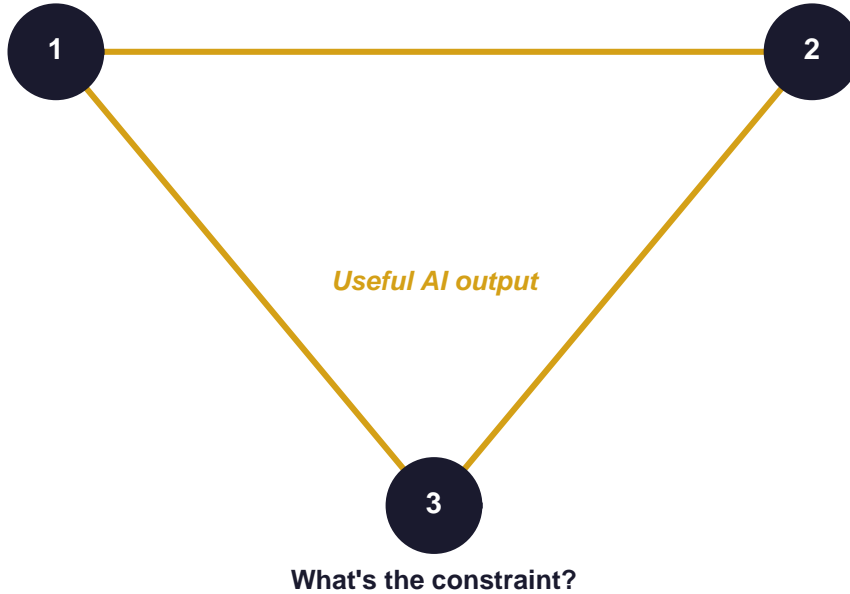
The 3-question framework

Every prompt that produces useful output answers three questions:

What do I want?

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What context do I have?



1. WHAT DO I WANT? A specific output, not a topic. "Draft an email" -- not "help with email." "Estimate the materials cost" -- not "talk me through pricing."

2. WHAT CONTEXT DO I HAVE? Names, numbers, situation, relationships, constraints. This is the part most people skip. The AI doesn't know your business; you have to import the relevant facts each time.

3. WHAT'S THE CONSTRAINT? Tone, length, audience, format. "Friendly-but-firm." "Under 150 words." "Email -- not a memo."

Miss any of the three and the output gets generic. Hit all three and the AI's output is usually 90% of the way to done.

This is the framework you teach your team. Three questions. That's it. Not "prompt engineering" -- three questions before they hit send.

Why the prompt is the work product

Old workflow: think about the problem, do the work, produce the output.

AI workflow: think about the problem, write a prompt that captures it, AI does the work, you check the output.

The thinking didn't go away -- it moved upstream. The prompt IS the thinking.

This is the part most teams stumble on. They want to "use AI" but skip the thinking step, treating prompts as throwaway. That's why their output quality is a coin flip. Train your team to spend 60 seconds thinking about the prompt before they hit send. That's the whole training.

The good news: 60 seconds of structured thinking BEFORE the work starts saves 30 minutes of

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editing AFTER. Your team will feel that the first day.

SECTION 3

Department-by-Department Playbook

This is the heart of the playbook. One spread per role. Each one has the situation, the solo (untrained) approach, the trained-team approach, and a real prompt template you can copy and adapt to your business.

3.1

For trades / construction

Situation. A new lead just texted asking about a kitchen remodel. Your foreman needs to send back a rough estimate and 3 follow-up questions before the site visit.

Solo (untrained) approach. Foreman drafts something brief. Spends 20 minutes. Probably misses 2 of the questions you'd want asked. Tone is fine but generic.

Trained-team approach. Foreman uses this prompt template:

```
I'm a foreman at a carpentry/remodel shop in Fond du Lac, WI.  
A new lead [name] just texted: "[paste their text]"  
  
Draft me a response that:  
- Acknowledges their request  
- Gives a rough ballpark range based on what they described (don't commit)  
- Asks 3 follow-up questions a good carpenter needs answered before  
  a site visit  
- Sounds like me (foreman, not corporate). Short.
```

Five minutes. Better questions. Sounds like the foreman, not a chatbot. Foreman tweaks one or two lines, sends.

What got better. The question quality. A trained AI workflow never forgets to ask whether they own the property, when they need it done by, and whether they have a realistic budget in mind. The foreman remembers one of those three most days.

What this looks like across a year. Two hundred leads handled with better discovery questions. Better-qualified jobs win. Worse-qualified leads get gracefully filtered before you waste a site visit.

3.2

For customer service / front desk

Situation. A customer emails complaining about a delayed shipment. Front desk needs to respond within an hour.

Solo approach. Look up the order, write an apology, offer a discount, hope it's enough.

Trained-team approach. Prompt template:

```
I work the front desk at [your business]. A customer just emailed:
"[paste their email]"

The order details: [paste from your system -- order #, date, what's
in it, current status]
Our policy on late shipments: [paste your standard policy / discount tier]

Draft a response that:
- Acknowledges the inconvenience without being defensive
- Explains what happened in plain English (no jargon)
- Offers a specific resolution per our policy
- Closes by inviting them to reply if it's not enough

Match my tone -- direct, friendly, no corporate apology-speak.
```

The difference. The trained workflow always references the policy, never makes promises the company can't keep, never accidentally over-discounts. Front desk goes from "writes good emails when the situation is calm" to "writes good emails when the situation is on fire" -- which is actually when you need them most.

3.3

For sales / quoting

Situation. Sales rep needs to put together a proposal for a \$15K project. They're new and they always forget the small things.

Solo approach. Open the last proposal template. Find-and-replace names. Hope the scope is right. Send. Cross fingers.

Trained-team approach. Prompt template:

I'm a sales rep at [your business]. A potential customer wants a proposal for: [paste their request -- what they want, when, what we discussed]

Their budget hint (if any): [paste]

Our standard hourly / unit pricing: [paste]

Our differentiators (always include): [list 3-4]

Draft a structured proposal with:

- A 1-paragraph 'what you said you needed' summary so they feel heard
- A clear scope of what's included AND a callout of what's not (typical scope-creep items)
- A budget range with explanation of variables
- Our 3-4 differentiators woven in (not bullet-pointed -- mentioned in context)
- A clear next step (what they need to do to move forward)

Tone: professional but human. No 'synergize' or 'leverage.' Sound like a competent person who's done this before.

Why this matters. Junior sales reps using this template close at the same rate as experienced reps within 60 days. Not because the template is magic -- because it forces the structured thinking that experienced reps eventually internalize. AI compresses the learning curve.

3.4

For ops / project management

Situation. PM needs to write a status update for the client on a stalled project. The truth is messy.

Solo approach. Write something vague. Hope client doesn't notice. Avoid specifics.

Trained-team approach. Prompt template:

I'm a PM at [your business]. I owe my client [name] a status update on project [X]. Here's the actual situation:

What was promised: [paste original timeline]

Where we actually are: [paste current state]

What's holding things up: [list the real reasons -- supplier delay, scope change, etc.]

What I need from the client: [if anything]

Draft a status update email that:

- Tells the truth without panicking the client
- Names the cause without throwing anyone under the bus
- Gives a concrete revised timeline (not 'soon')
- Asks for what we need

Tone: confident, direct, no apologizing for things that weren't our fault. Match my voice -- direct but not abrasive.

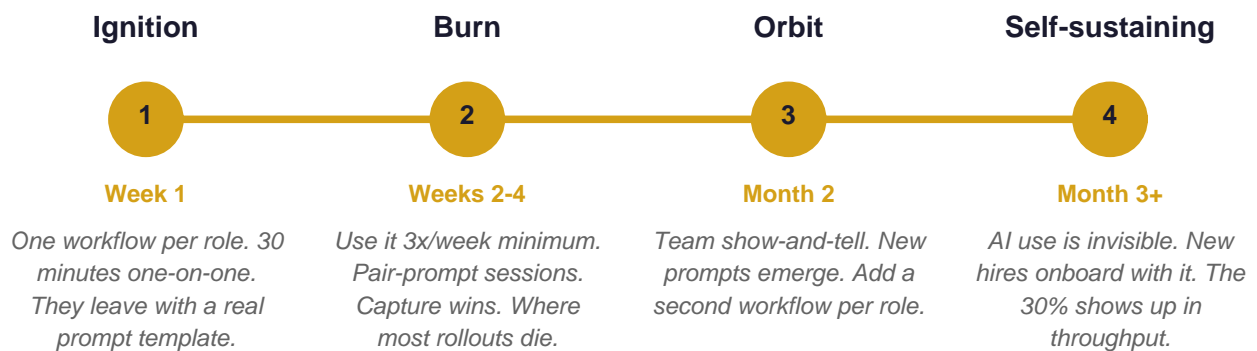
Why this works. Client trust comes from delivering bad news cleanly, not from never having bad news. The trained PM delivers the bad news in a way that builds trust. The untrained PM dodges and erodes it.

SECTION 4

The 60-Day Rollout

This is the part most people skip and then wonder why their AI rollout fizzled. Sixty days isn't a marketing number -- it's roughly how long it takes a habit to become invisible. You're not just teaching prompts. You're shifting how people approach their work.

Think of it as a four-stage launch.



Stage 1 -- Ignition (Week 1)

Pick ONE workflow per role on your team. Not five. One. The most common, most-repeated task that role does -- the one they'd pay to make easier.

Sit down with each person individually for 30 minutes. Not a group meeting -- individual. Group rollouts produce performance, not skill.

Show them the AI doing their actual work, not a demo. Pull up a real lead, real ticket, real proposal -- whatever fits. Run a prompt with them watching. Then have them prompt it themselves while you sit there. Coach the prompt, not the answer.

They leave the session with one specific prompt template they own. Saved on their machine, in their notes app, in their email signature -- wherever they'll find it again. That template IS the deliverable from Stage 1. Not a manual, not a video, not a slide deck. One template they can copy.

Stage 2 -- Burn (Weeks 2-4)

This is where most rollouts die. The owner gets distracted, the team forgets, and three weeks later the only person still using the AI is whoever was going to use it anyway.

Don't let it die. Three things keep the burn alive:

- Each person uses their template at least 3 times per week. Track this. Just a checkmark on a shared note is enough.
- Pair-prompt sessions: two people prompt the AI together once a week. They learn from each other faster than from you.
- Capture wins. "AI saved me 2 hours" notes go in a shared channel or doc. These are the anecdotes that turn skeptics into users.

Your job in Stage 2 is to keep showing up and asking "did you use it this week?" Not as a gotcha -- as a friendly check-in. The mere fact of being asked changes behavior.

Stage 3 -- Orbit (Month 2)

Hold a team-wide show-and-tell. Each person presents their best AI workflow to the rest of the team in 5 minutes. Not the polished version -- the actual version, with the tweaks they made and the time they saved.

Two things happen at this meeting that you can't manufacture any other way. First, people see what their peers are doing and feel slight competitive pressure to do the same. Second, prompts cross-pollinate -- the foreman picks up a trick from the front desk that he wouldn't have thought of alone.

After the show-and-tell, add a second workflow per role. Now you have 8-10 AI-supported workflows running across your business instead of 4. The compounding gets real here.

Stage 4 -- Self-sustaining (Month 3 onward)

If you've made it here, AI use is invisible. It's just how work gets done. Nobody talks about it because nobody talks about how their email client works.

Three signals tell you you're in orbit:

- New hires learn AI workflows as part of normal onboarding -- nobody has to make a special program for it.
- You stop nagging. People use AI without you reminding them, because their actual jobs are easier when they do.
- The 30% gain shows up in real numbers -- proposals out the door faster, more leads handled per rep, fewer balls dropped.

Past 90 days, you're not running an AI initiative anymore. You're just running a 30% better business. That's the whole point.

SECTION 5

When NOT To Use AI

AI isn't a hammer for every nail. The fastest way to lose your team's trust in the rollout is to let someone send a hallucinated email to a client, or paste private data into a public model.

Train your team on these four red flags before you train them on prompts. Twenty minutes of "don't do this" prevents most of the disasters.

1. Privacy / NDA territory.

Don't paste into a public AI model: client SSNs, medical records, attorney-client work product, payroll data, contracts under NDA, customer credit-card numbers, anything HIPAA-covered. Public models retain your prompts; assume anything you paste is on a server you don't control. For privacy-sensitive work, use the enterprise/team tier of Claude or ChatGPT (no training on your data) or run a local model.

2. Verification-required output.

Anything where exact accuracy matters -- specific dates, proper names, case numbers, dollar amounts, legal citations -- needs a human verification step. AI hallucinates with confidence. Treat AI output like a draft from a smart but new employee: useful starting point, but check the numbers before they go anywhere that matters.

3. Judgment calls that need YOU.

Hiring decisions. Firing decisions. Whether to take a job. Whether to fire a client. Strategic pivots. Personal apologies. Anything where the value of the decision is the judgment, not the wording. AI can help you draft once you've decided. It can't decide for you, and you'll regret it if you let it.

4. The math doesn't work.

If the prompt takes 5 minutes and the task takes 3, just do the task. AI is for repeatable, structured work where the prompt amortizes across many uses. One-off creative or quick tasks usually aren't worth the prompt overhead. Train your team to feel the difference -- not to reach for AI reflexively when their hands would be faster.

These four rules cover roughly 95% of the ways an AI rollout goes wrong. The remaining 5% is industry-specific edge cases (financial advisors, medical professionals, attorneys -- check your regulatory environment).

SECTION 6

The Honest Math

No 10x talk. No "AI will revolutionize your business." Here's what you should actually expect, with the costs included.

What you'll get

- + ~30% time savings on covered tasks. Per trained employee. Compounding across the team.
- + Junior employees doing senior-quality work in narrow workflows. AI compresses the learning curve.
- + Better discovery questions, fewer dropped balls, more consistent client communication.
- + The owner (you) freed up from being the only person who can write a clean proposal or a hard email.
- + A 60-day investment that pays back by month 3 and compounds from there.

What you won't get

- 10x productivity. Anyone selling that is selling you something. Not real on a 60-day rollout. Maybe not real ever.
- A replacement for thinking. AI is a force multiplier on a thinking team, not a substitute for one.
- Free lunch. The subscription is real (\$20-30/mo per active user). Your training time is real (~10 hours across 60 days for a 5-10 person shop).
- Magic. There are weeks in Stage 2 where it feels like a slog. People backslide. You ask "did you use it?" and the answer is no. That's normal. Keep showing up.

Real costs to budget

Cost	What it is
\$20-30/mo per user	Claude Pro or ChatGPT Plus. One license per active user. Don't share logins -- privacy.
~10 hours of your time	Across 60 days. 30-minute one-on-ones, weekly check-ins, the show-and-tell.
~30 min/wk per employee	Adoption time. Mostly during normal work hours -- they're using AI on tasks they were doing anyway.
Zero new headcount	You don't need a 'prompt engineer' or an 'AI

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specialist.' You need 30 minutes of attention per person.

Realistic ROI

Hours saved in month 2 typically pay back the time investment by month 3. After that, it's compounding gains -- you're not paying any more for AI in month 6 than month 3, but the team is 30% more productive than they were.

On a 5-person shop where labor cost runs ~\$300K/year, a 30% productivity gain is the equivalent of adding a 6th person without the payroll. On a 10-person shop, it's like adding 3 people. That's the math that actually matters. Everything else is theater.

The AI subscription isn't the cost. The cost is the team that doesn't use it. Train them. Watch what happens.

HOW TO WORK WITH ME

Three ways in

If this playbook is useful, here's what comes next. Three tiers, depending on how much company you want.

DIY

This playbook. Free. Forever.

When it's right: You have 60 days of consistent attention and an AI subscription. You're comfortable adapting prompts to your business. You'd rather follow the recipe yourself.

DWY (Do With You)

Workshop / cohort. Small group, monthly office hours. Coming late 2026.

When it's right: You want company through the rollout. You're stuck on Stage 2 and the burn is fizzling. You want to compare notes with other operators doing the same thing in their own shops.

DFY (Done For You)

Custom install. I sit with you and your team and run the rollout in your actual business. Setup + retainer.

When it's right: You'd rather not. Your time is worth more than 10 hours of training. You want every workflow on every role done right the first time, with the templates installed in your team's tools and the show-and-tell facilitated. You want it running by the date you tell me.

ABOUT ME. I'm Alex Jahn. I'm a working carpenter and house-flipper in Fond du Lac, Wisconsin. I've been building agent-based tooling for my own trade business since the beginning of 2026 -- from day one of autonomous AI agents being practical inside real business workflows -- and team-wide AI rollouts are the wedge of a larger stack that runs proposals, invoicing, scheduling, and field notes. I run Agent Logic, where I help other tradespeople and small business operators build the same kind of stack for their own work. The unfair part of the pitch: no AI consultancy actually runs a real trade business. No carpenter actually runs a multi-agent stack. I'm the only person dumb enough to do both, which means I've already solved the problems you're about to hit.

How to reach me

Email	alexanderjahn79@icloud.com
Text	920-539-8814 -- my actual cell, real human, no bot
Schedule a call	920-679-6207 -- this number rings my AI assistant. Tell it you want time with me; it'll check my calendar and book the slot. The agent on the booking line is one of the team members on a stack like the one this playbook teaches you to build. Consider it the live demo.

You bought the engine. Now train the crew. Strap in -- and watch what 5 people working 30% smarter actually feels like.

-- Alex