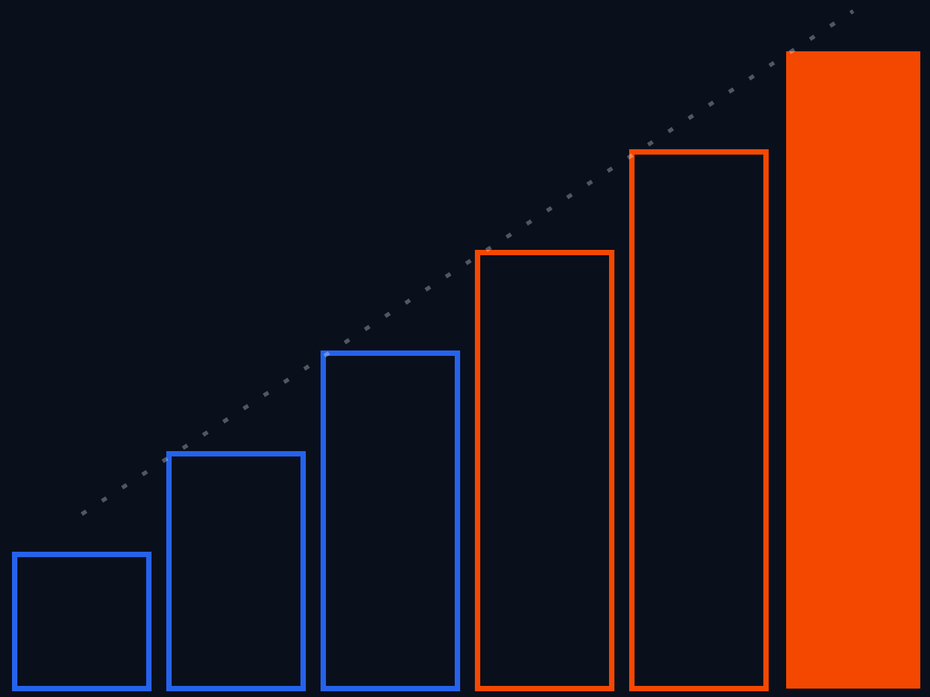
// LIVE DEMO SESSION

Putting AI to Work

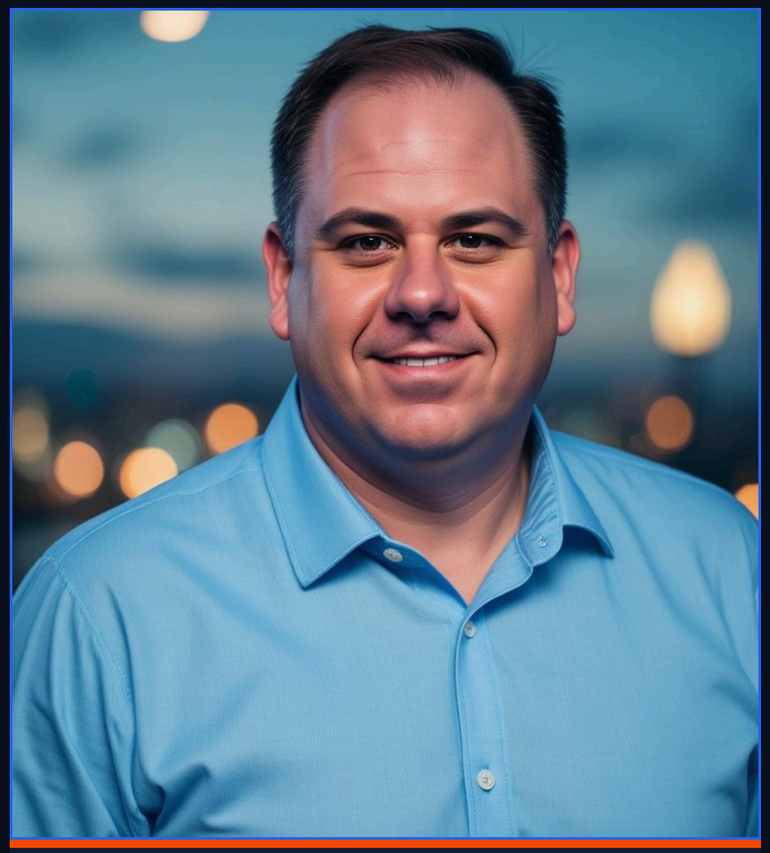
Practical steps for business — from your first chat to an agent that follows your playbook

Mark R. Hinkle · Publisher, The AIE Network · theaie.net



The AIE Network

// 01 · OPENING



Mark R. Hinkle

PUBLISHER, THE AIE NETWORK · CEO, PERIPETY LABS

// WHY I DO THIS

I help people succeed with AI — so we don’t widen the digital divide.

- Helped **5 million+ people get online** at a dial-up ISP in the 90s
- Open source lifer: **LinuxWorld, The Linux Foundation, Node.js Foundation**
- Startup founder: **co-founded TriggerMesh**, backed by Cisco and Index
- Now: **The AIE Network, 250,000+ readers** · co-founder, All Things AI

// THE BIG IDEA

It’s not about doing the same work faster. It’s about taking on work you never could before.

01 · THE MARKET

The clients you couldn’t reach

A two-person shop that proposals, negotiates, and supports customers in four languages.

02 · THE PRODUCT

The software you couldn’t build

A ten-person company that builds its own booking system instead of renting one that almost fits.

03 · THE INSIGHT

The analyst you couldn’t afford

Every pricing call, every contract, every campaign gets researched before you commit.

How every one of these models is made

01

Read everything

A huge slice of the internet: books, code, articles, forums

>

02

Predict the next word

One game, billions of rounds, until language and reasoning stick

>

03

Human feedback

People grade its answers until helpful ones win. That’s a rubric.

>

04

Your assistant

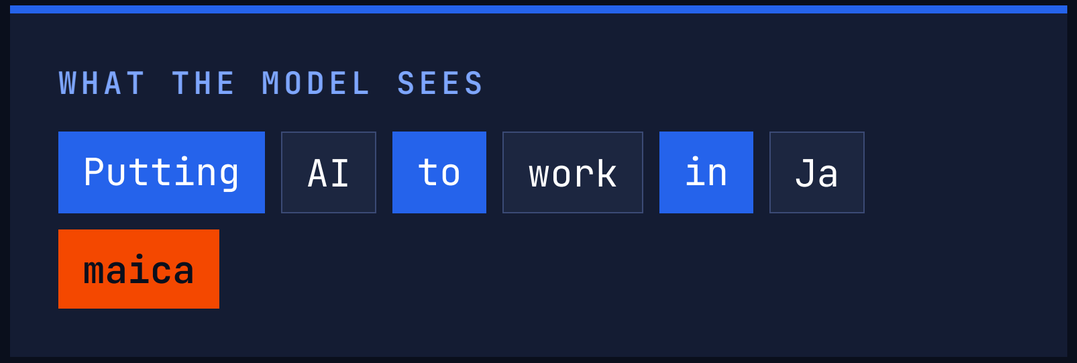
A very well-read colleague that works in conversation

Same recipe everywhere — OpenAI, Anthropic, Google, Meta, DeepSeek, Qwen. They differ in data, size, and tuning, not in kind.

// UNDER THE HOOD

Tokens: the unit everything runs on

Models read and write in word-chunks called tokens — about ¾ of a word each. Every price, every limit, every “context window” is counted in them.



> **The context window is its working memory.** It only knows what you put in front of it.

> **You pay by the token.** Focused input costs less and gets sharper answers.

! **Long chats drift.** When it gets fuzzy, start fresh and paste in what matters.

It’s a forecaster, not a calculator

DETERMINISTIC · YOUR SPREADSHEET

Same input, same answer. Every time.

```
=SUM(A1:A9) → 4,200. Always.
```

Perfect for math, records, and anything that must be exact.

PROBABILISTIC · YOUR AI

Same input, a fresh draft. Every time.

```
“Draft the email” → 3 good versions
```

Perfect for drafts, ideas, and judgment calls. It can also be confidently wrong — so **you verify facts and numbers**.

>> The winners run a loop: **direction in, draft out, grade it, save the correction.** Every pass makes the next one better.

// UNDER THE HOOD · YOUR DATA

If you don’t pay for the product, you are the product.

Free tiers have to pay for themselves somehow. Often that’s your conversations becoming training data — unless you check the settings and the fine print.

Business and enterprise plans usually work the other way: your data stays yours, by contract.

FOUR RULES BEFORE YOU PASTE

01 **Know your tier.** Free, pro, and enterprise are three different data deals.

02 **Find the training toggle** before your first business chat, not after.

03 **Never paste what you wouldn’t email a stranger:** customer records, credentials, deal terms.

04 **Business data goes on a business account.** The subscription is cheaper than the leak.

// THE REAL JOB

The model isn’t the bottleneck. Direction is.

01

Capable model

Already writes, analyzes, and builds well. You don’t have to make it smarter.

×

02

Clear direction

What success looks like, and how you’ll grade it.

×

03

Connected tools

Access to your real data and systems, so it isn’t guessing.

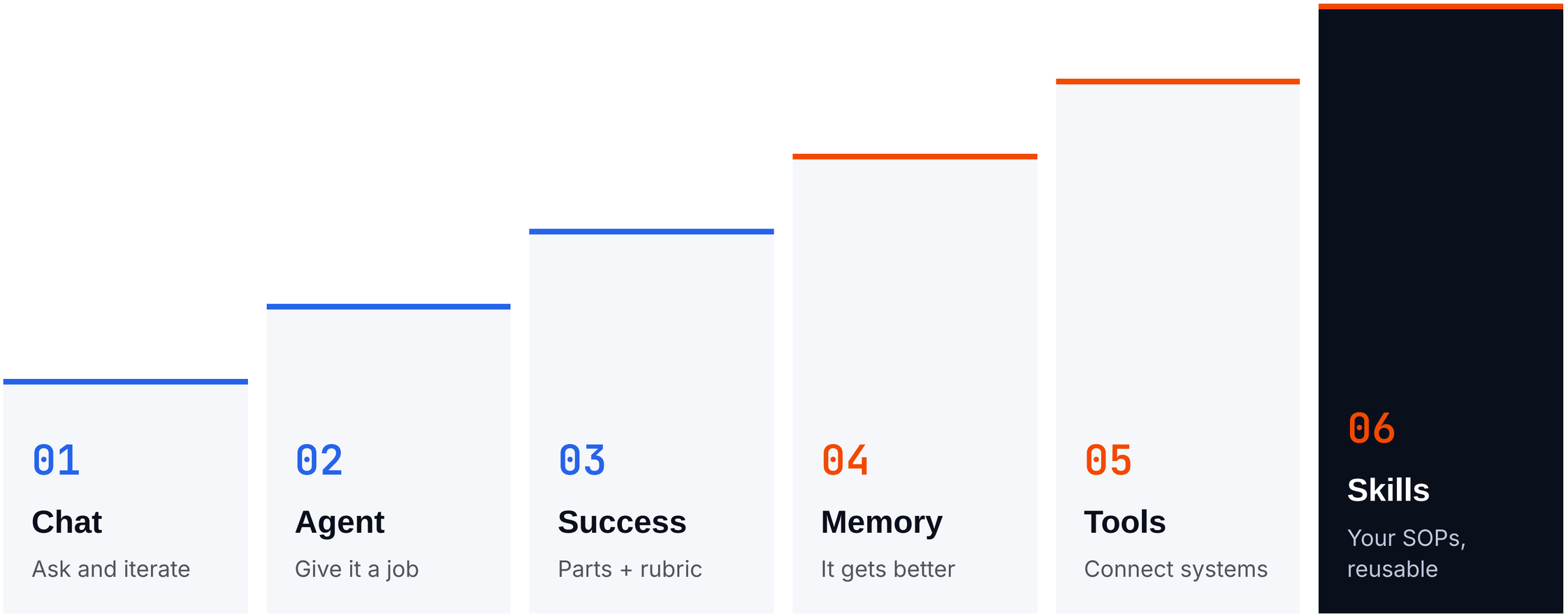
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>>

Work you can ship

Drafts that need a glance, not a rewrite.

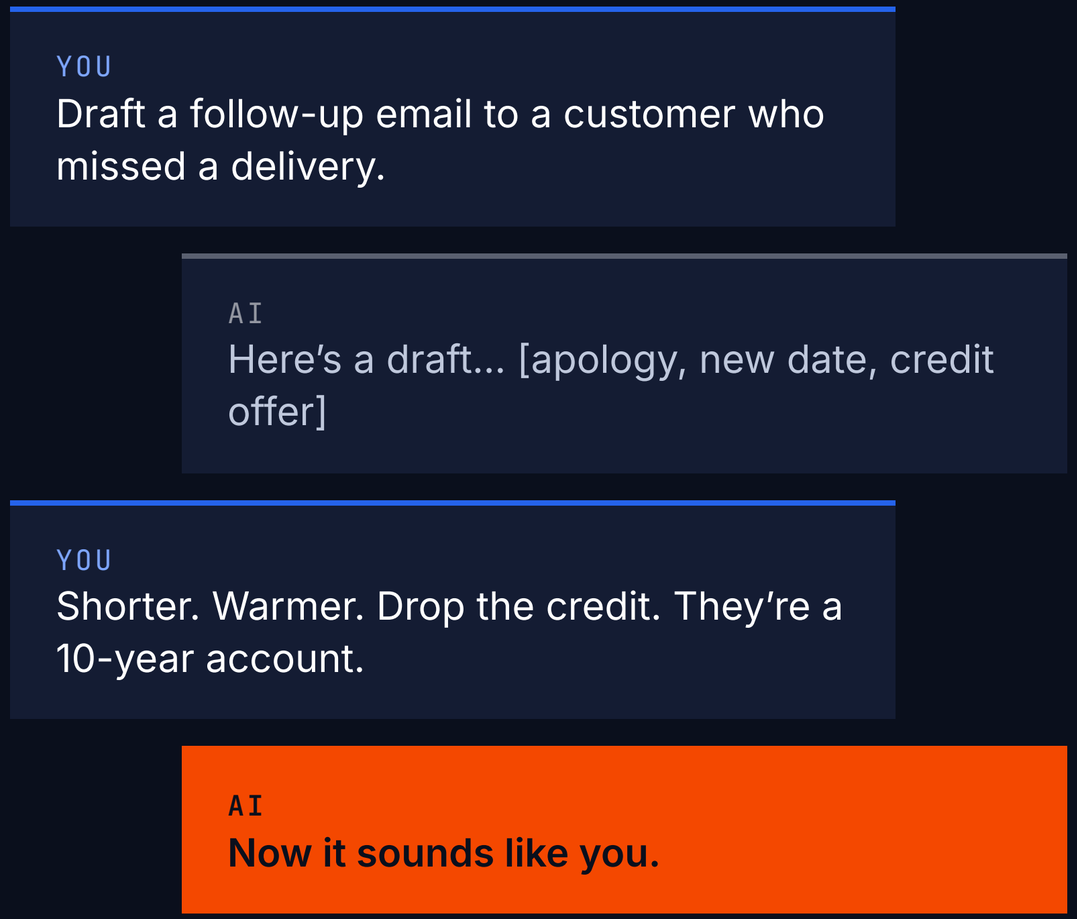
Start small and build: six rungs



// RUNG 01 · CHAT

Talk to it like a sharp colleague

Not a search box. Ask, push back, ask again. The second and third answers are where the value is.



// RUNG 02 · GIVE AN AGENT A JOB

Treat it like a brilliant new hire

Day one, they know a lot about the world and nothing about your business. A clear job description beats a clever question.

JOB DESCRIPTION

Customer follow-up agent

Role: account manager for our small business clients

Goal: every missed delivery gets a reply within an hour

Done looks like: a draft I can approve in one read

Never: promise refunds without asking me

// RUNG 03 · DEFINE SUCCESS

Don’t write a clever prompt. Hand it the rubric.

The parts

A customer email must have:

> Subject line that names the issue

> One-sentence apology

> The new delivery date

> One clear next step

How we’ll grade it

Criterion	Pass looks like
Length	Under 120 words
Tone	Warm, no jargon
Accuracy	Date and name correct
Ask	Reply needs no edits
Score to ship	**4 of 4**

Then add: “Grade your draft against the rubric and fix it before you show me.”

// LIVE DEMO

Let’s build a presentation in Claude

Chat, job, and rubric together, in one request, in front of you.

01 Give it the job: “You’re my presentation designer”

02 Define success: the slides it needs and the rubric

03 Review it like a manager and redirect

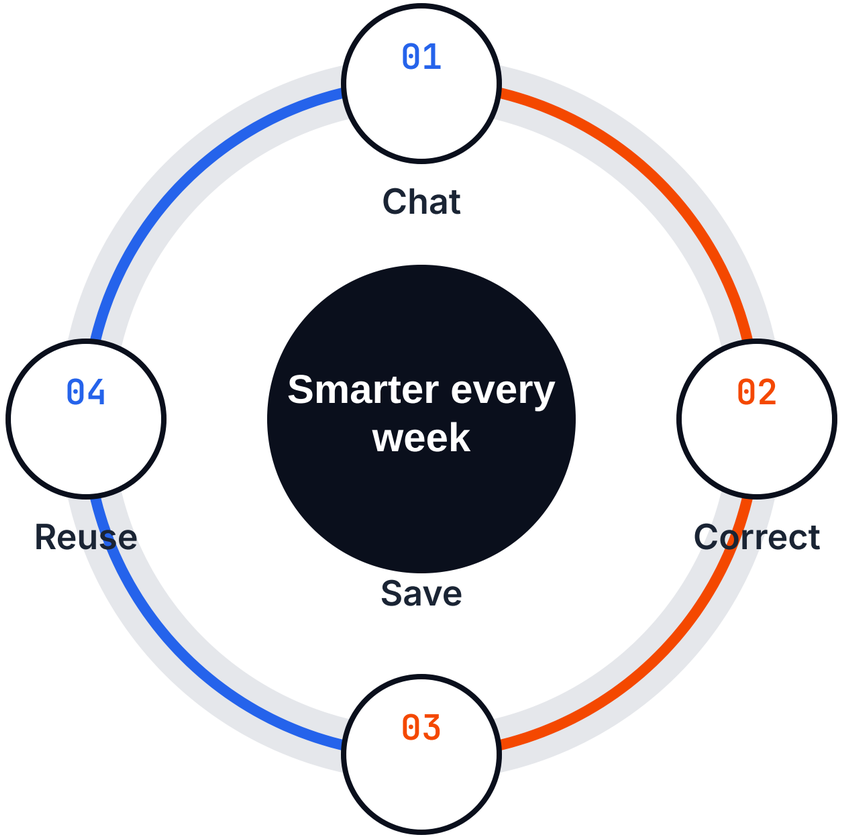
04 Download it as PowerPoint or PDF

// RUNG 04 · MEMORY

Memory is how it gets better

Every correction you save is one you never make again. Your preferences, your clients, your style travel into the next chat.

> “Remember: I never use the word ‘synergy’, and our fiscal year starts in April.”

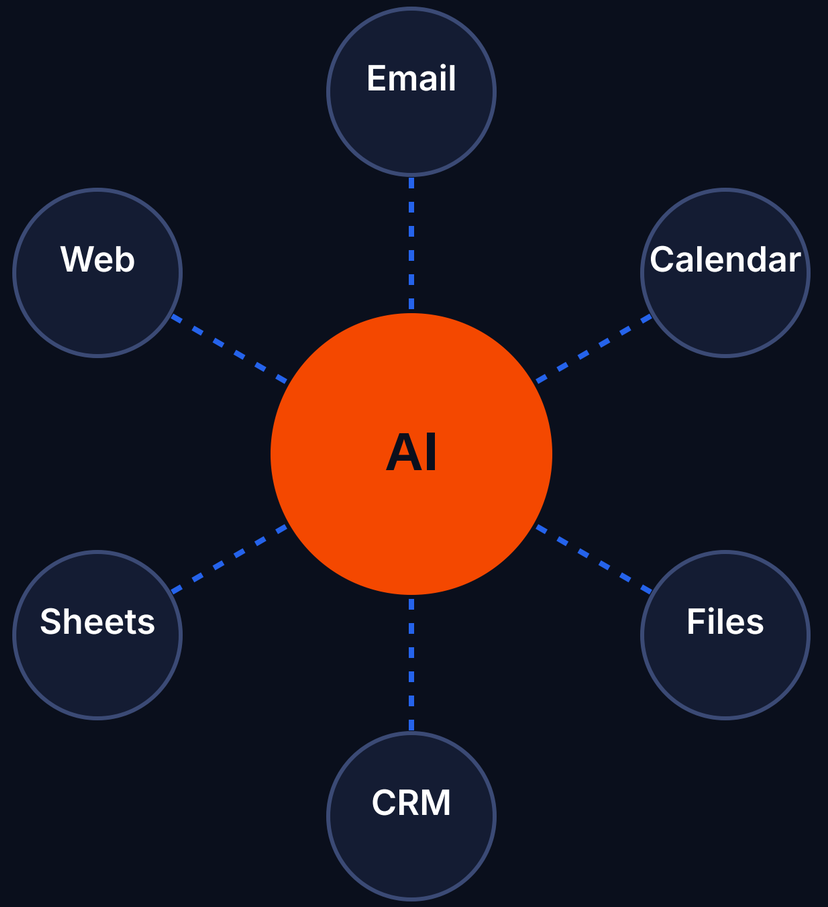


// RUNG 05 · TOOLS

Set it up for success: plug it into your tools

An agent without your data guesses. Connected to your calendar, files, inbox, and CRM, it works from facts — and you stop copying and pasting.

You stay in charge: it drafts, you approve and send.



// RUNG 05 · COMPUTER USE

No connector? It uses the computer like you do.

The agent can see the screen, click, type, and scroll — your browser, your desktop apps, the whole machine. The software with no API stops being a dead end.

Same rule as everything else: you watch it work, and you approve the sensitive steps.

01 **Sees and acts** — screenshots, clicks, and keystrokes, like a person at the keyboard

02 **Drives your browser** — research, logins you approve, forms filled, files downloaded

03 **Bridges the long tail** — the legacy system, the vendor portal, the government form with no API

04 **Works your files** — organizes folders, renames, converts, and reports back

// RUNG 06 · SKILLS

A skill is your SOP that the AI can follow

Write the process down once. The agent loads it whenever the task comes up and does it your way, every time, for everyone on the team.

customer-follow-up/SKILL.md

```
name: customer-follow-up
description: Use when a delivery is late or missed
1. Look up the account in the CRM
2. Draft a reply in our voice, under 120 words
3. Offer a new date, never a refund
4. Grade it against the rubric, then save as a draft
```

// LIVE DEMO

“Turn what we just did into a skill”

01

The conversation

All the corrections and preferences from the demo

>

02

A written SOP

Claude drafts the steps and the rubric; you edit them

>

03

A reusable skill

Saved once, used by anyone, every time

Remember the software you couldn’t build? Build it.

Describe the app in plain English and the agent writes, runs, and fixes the code. No dev team. That’s how I’m building **Chatterbuilt**, my AI email client — a real product, described conversation by conversation, not coded by hand.

Start with the glue work: the calculator, the tracker, the client portal that today lives in a spreadsheet and six emails.

01 **Describe it** like a job: who uses it, what it does, what done looks like

02 **Watch it build** — working software in minutes, not a quarter

03 **Use it, then redirect** — “make the button bigger, add a weekly email”

04 **Put it to work** — your team uses a tool that fits exactly how you operate

Your homework: one task, one week

01

Pick one repetitive task

The email, report, or summary you write every week. Time it once by hand.

02

Give it a job and a rubric

Role, goal, done looks like, never. Save your corrections to memory.

03

Make it a skill on Friday

Ask Claude to turn the week into a skill. Measure the time you got back.

// TAKE IT HOME

Everything from today, free to download

01 **This deck**
PowerPoint or PDF, with speaker notes

02 **Starter skills**
Follow-up, meeting prep, pitch deck SOPs

03 **Rubric templates**
Email, report, and proposal scorecards

04 **The AIOS book**
Free operating model for going AI-native

Get them all at theaie.net/jamaica

FREE · SCAN NOW

Get the presentations

Both talks, slides + templates
theaie.net/jamaica

FREE · 265-PAGE BOOK

Get my free ebook

Sign up and the AIOS is yours —
updated as AI changes
theAIOS.ai

Let’s stay connected

> linkedin.com/in/markrhinkle

> mrhinkle@peripety.com

> Free newsletter: theaie.net

Humans steer. Agents row.