

Starting with AI? 8 checks

You don't start by learning the tools. There is always another tool next month. You start with one decision nobody can make for you.

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1 For each area, you decided: control or convenience?

Not everywhere at once. One area at a time. Nobody else can make this call for you.

WHY You already chose convenience on tax by hiring an accountant. Both answers are honest.

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2 If you chose control, you know it costs years, not weeks.

And you know what you will put down in order to pick it up.

WHY The tools are easy. What takes years is knowing where it will break BEFORE it breaks.

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3 You stopped hunting your own bottleneck from the inside.

Give someone with the expertise the access and the data, and let them find it.

WHY You cannot see a building from inside it.

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4 If you chose convenience, you picked a door on purpose.

Door one: fix one small, real thing first. Door two: map the whole process, plug the leaks.

WHY Walk through door one, expect door two results, and you'll wrongly decide it doesn't work.

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5 Whichever door, it is built so it can grow.

Ask how the next piece gets added without tearing out what is there.

WHY Many chatbots must be rebuilt to add one thing. What you start with is never the end.

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6 The person looking after it lives and breathes this.

Inside your team or outside, it does not matter.

WHY Real competence comes from living in it every day, not visiting.

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7 You asked them: "What will you change in month three?"

Ask before anything gets built.

WHY Someone who builds and leaves has no answer. A finished system is quietly dying.

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8 You asked them: "If you vanished, who else would understand it?"

If they vanished tomorrow, could anybody else pick up what they built?

WHY The real hostage situation: a business that runs on clicks one person made, never written down.

1 more thing from the video

- Simple in front, complex behind. That is what a good system looks like from where you stand. You don't need to become technical. You just need to stop trying to be your own accountant.