Stop asking.
Start collaborating.



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AI is everywhere. Your workflow isn't

ASKING



One question

One answer

Back to the same manual work

COLLABORATING



A defined process

Repeated every day or every week

A predictable outcome

The shift: from one-off answers to repeatable outcomes

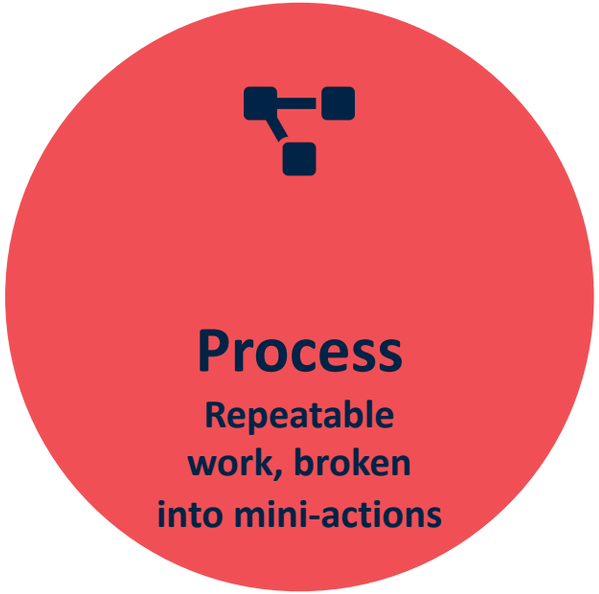
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Big results are built from small moves

MOVE	IDENTIFY	PROCESS	VALIDATE	REPORT
				
Collect the source file from where it lands	Find the right sheet, row and KPI	Extract and normalize the value	Check it against the rules	Log it and pass it on

Collaborating with an LLM means mapping this system: from the source (input) to the outcome, one step at a time.

Three pillars. Zero guesswork



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Each step has an input, an action and an output. If you can't draw it, you can't automate it.

Definitions, rules, file locations and exceptions, documented so the machine can use them at every step.

A rule or a person validates the result before the process moves on.

Same engine. Different fuel

	INPUT	MODEL + CONTEXT	OUTPUT
Prompt	Your question	The model + what you typed	One answer
Agent	A documented step	**The model + tools + rules + process documentation**	A result that feeds the next step

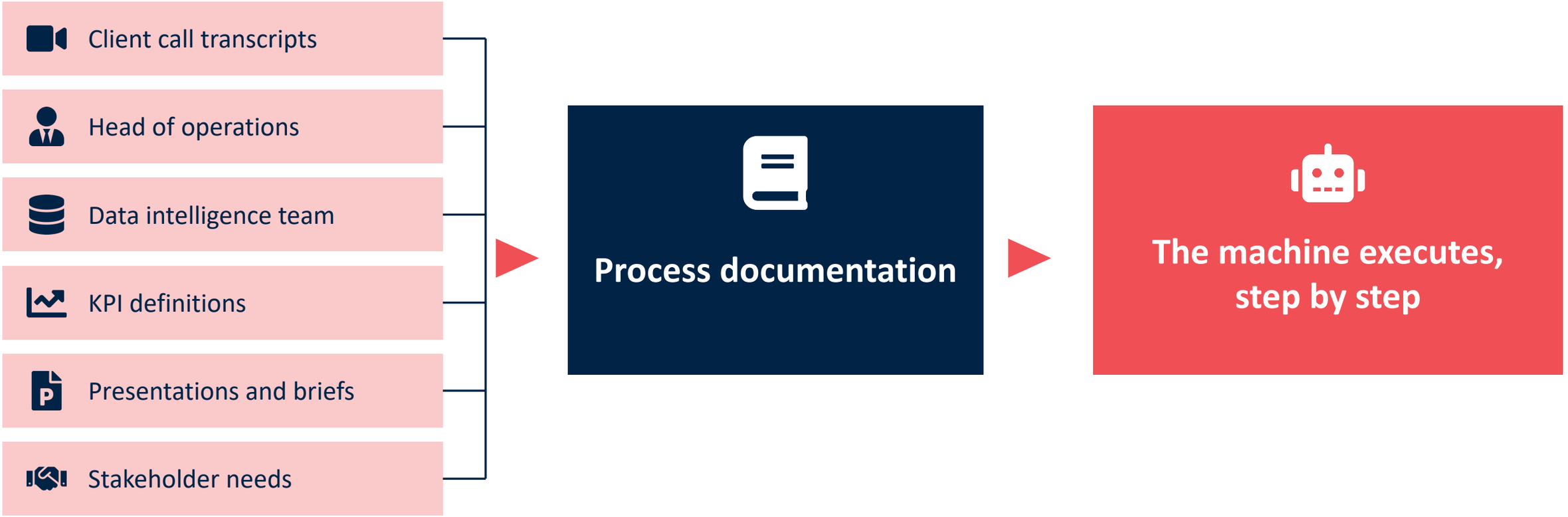
The difference is how much of the process you give it

No magic. Just documentation

THE COMMON DEFINITION
Autonomy
Memory
Tools

	WHAT MAKES IT WORK: EVERY STEP DOCUMENTED
1	What it reads (the source)
2	What it does (the action)
3	What “done” looks like (the output)
4	What happens when it fails
5	Who checks it, and when

Your best process is hiding in your people



Collaborative intelligence: many departments, one documented process

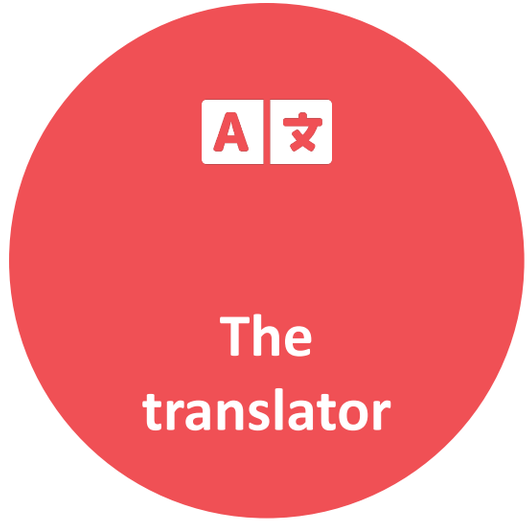
Every great process needs a translator

BUSINESS

Client needs, KPIs and what the output is for

DATA

Sources, formats, definitions and edge cases



PROCESS

How the work actually moves inside the company

PEOPLE AND CULTURE

Who does what, who decides, and why

Start with what you already have: a recorded conversation with the client, the head of operations or the data team is the first draft of your process.

Every week. Validated. Human-approved

Case study: a weekly media newsletter

MACHINE · 1	MACHINE · 2	MACHINE · 3	MACHINE · 4	HUMAN · 5
Weekly file lands in the approved folder	Extract the KPI (e.g. Reach 1+)	Validate: PASS, REVIEW or FAILED	Log the certified result	A human approves before publication

Built in Microsoft 365: Power Automate, Copilot Studio, Microsoft Teams

RULES THE MACHINE CAN'T BREAK

Only files in the approved source location count

A missing sheet or a missing KPI is never a PASS

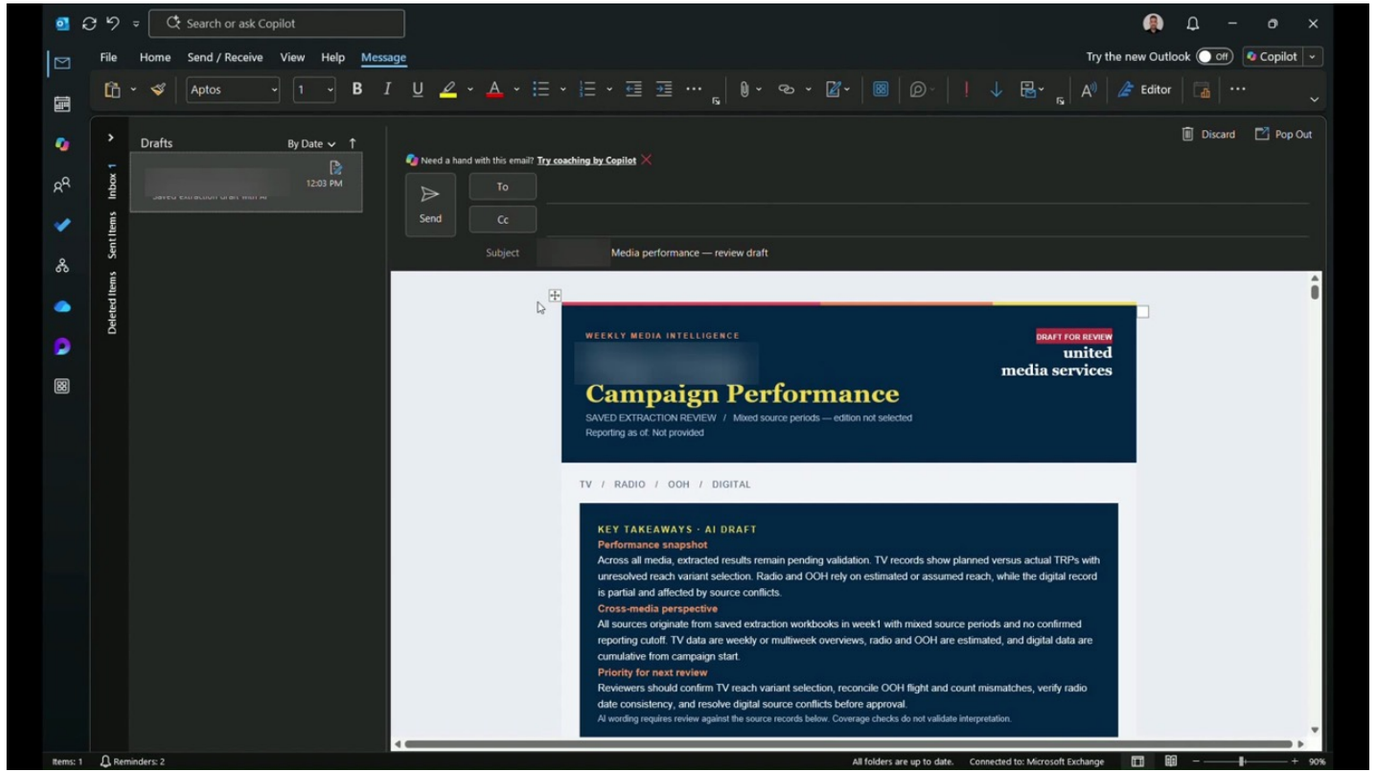
Nothing is published without human approval

2 weeks

from documented process to a working pipeline

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See it run



WHAT TO WATCH FOR

1	A weekly file lands in SharePoint
2	The agent runs every step on its own
3	It checks coverage before writing
4	A draft waits in Outlook for review

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Humans lead. Machines deliver

THE HUMAN



Designs the process

Brings context and business intelligence

Validates the output of each step

Owns the decision to publish

THE MACHINE



Executes the repetitive mini-actions

Applies the documented rules every time

Flags what doesn't fit: REVIEW or FAILED

Works the same way every week

The model doesn't decide what's true. Rules and people do

One playbook. Every department

RESEARCH



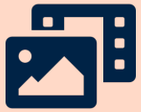
Build personas from interviews, reviews and social conversations. A human checks they reflect real people.

ANALYTICS



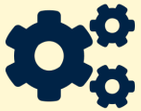
Spot outliers and unusual variations in campaign data, then send them back to a human to interpret.

CONTENT



Turn a brief into image, video or VFX drafts. Identify elements inside existing videos and images.

OPERATIONS



Go from what happened to why it happened and how to fix it.

Eight workflows ready for a brief

CAMPAIGN SETUP QA



Check naming, UTMs and tags against the media plan before launch

PACING ALERTS



Flag spend or delivery off plan; a human decides the action

POST-CAMPAIGN REPORTS



Numbers from code, commentary drafted by AI, approved by a human

BRIEF-TO-PLAN CHECK



Compare the client brief with the proposed plan and list the gaps

CREATIVE COMPLIANCE



Check assets against brand guidelines and platform specs

CATEGORY MONTORING



Weekly summaries of competitor and category activity

MEETING TO ACTION



Call transcripts turned into tasks, owners and deadlines

PITCH SUPPORT



First drafts built from past pitches and case studies

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Start Monday. Start small

1

Pick one

Choose one repetitive workflow with a clear daily or weekly outcome.

2

Record and map

Record a conversation with the people who run it. Turn the transcript into steps: input, action, output, check.

3

Automate one step

Let the machine do one step. Validate it by hand. Then add the next.

When step one works every week, you've earned step two

Humans design.
Humans validate.
Machines enable.

Thank you. Questions?

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