

**THE NEW  
TALENT  
PLAYBOOK**  
*Podcast*

**Action Kit**

**Why Waiting on AI  
Is Riskier Than You  
Think**

Featuring Alan Pentz

**Episode 9 - Season 5**

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You just listened to Alan Pentz, owner of OwnerRx, explain how AI is fundamentally transforming knowledge work and why business owners can't afford to wait another 18-24 months to act. Alan reveals that we're entering a "golden age" where AI isn't just about efficiency, it's about 10X productivity gains and the complete collapse of services and software into one unified approach.

## 1. Shift Your Mindset: From Software User to Software Builder

Alan's most important message is that knowledge work and code are collapsing into each other. If you run a knowledge-based company (marketing, accounting, consulting, etc.), you will be building and using software more than ever before—because AI makes it almost free to create. The question is: Are you ready to think like a software builder, not just a software user?

### Your Current Software Mindset Audit:

Rate yourself honestly on these statements (1 = Strongly Disagree, 5 = Strongly Agree):

Statement	Score (1-5)
I see AI as a tool that can build custom solutions for my business.	
I understand that software creation is becoming accessible to non-coders.	
I'm willing to invest time learning how to build with AI.	
I see opportunities to replace expensive software/services with AI agents.	
I believe my team can transition from doing work to managing AI agents.	

What is your lowest-scoring statement? That's your biggest opportunity for a mindset shift.

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## 2. Move from Single Player to Multiplayer AI

Alan explains that right now, AI is a "secret weapon" for individuals who know how to use it—that's single player mode. But the real breakthrough for businesses will be multiplayer mode: scaling AI across your entire team with proper interfaces, security, and workflows. The good news? Tools like Claude Cowork and Microsoft Copilot Cowork are making this possible right now.

### Your Team's AI Readiness Assessment:

Identify where your team is on the AI adoption spectrum:

- No one on my team is using AI tools regularly.
- A few individuals are experimenting with ChatGPT or Claude (single player).
- We've discussed AI as a team, but haven't implemented anything company-wide.
- We've started using AI tools, but they're not integrated into our core workflows.
- We're actively building and deploying AI agents/skills across departments (multiplayer).

### Your Next Step This Month:

Based on where you are, what's ONE concrete action you'll take to move toward multiplayer AI?

(e.g., "Sign up for Claude Cowork and have my leadership team build one skill together.")

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### 3. Redefine Your Employees' Jobs: From Doers to Agent Managers

Alan paints a clear vision: in the near future, employees won't spend their days doing tasks—they'll spend their days managing and tuning the AI agents that do those tasks. Knowledge workers become agent managers. This isn't about firing people; it's about making your team 10X more productive by expanding what they can accomplish.

#### Map Your Team's Transition:

For each key role, identify tasks that could be managed by AI agents:

Team Member/Role	Tasks They Currently Do	Tasks AI Agents Could Handle
<i>Example: Marketing Manager</i>	<i>Content creation, SEO optimization</i>	<i>Draft blog posts, optimize for GEO/SEO, publish to website</i>

**Key Question:** Which role would benefit most from transitioning to agent management first?

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## **4. Act Now: The 18-24 Month Window Is Closing**

Alan uses a powerful analogy: if someone told you about the internet in 1998, would you have wanted to get involved sooner? The answer is obvious. AI is that same once-in-a-generation opportunity. Waiting 18-24 months isn't "playing it safe"—it's falling behind competitors who are already building, learning, and capturing market share. The time to start is now.

### **Your 90-Day AI Action Plan:**

Alan's advice: "Go download Cowork and start using it. Ask IT what to do." Break down your first 90 days:

#### Month 1: Explore & Experiment

- Sign up for Claude Cowork (or equivalent AI tool) and use it personally for 30+ hours.
- Identify 3-5 repetitive tasks in your business and try automating them with AI.
- Build your first simple skill or agent.

#### Month 2: Train & Scale

- Introduce AI tools to your leadership team or key employees.
- Build one team-wide agent or skill that solves a real business problem.
- Establish basic guidelines for AI usage, security, and data access.

### Month 3: Deploy & Expand

- Roll out AI tools to additional departments or team members.
- Identify one client-facing opportunity to use AI (new service, enhanced offering).
- Schedule a quarterly review: What's working? What needs adjustment?

Remember Alan's Warning: "18 to 24 months from now, there's already going to be a bunch of people in there who already sold all this stuff and probably replaced you."

***"The reality is the opportunities on the table right now, every industry is going to be remixed because of this collapse of services and software into each other. Don't you want to be a part of that? That's a massive opportunity."***

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