

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**AI Won't Fix
Your Business
Until You Fix This**

Featuring Gal Borenstein

Episode 10 - Season 6

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)
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You just listened to Gal Borenstein, CEO and author, make a sharp case for a simple rule: **AI is most valuable when it amplifies a real business problem, not when it replaces judgment, trust, or purpose.** His message is practical and refreshing: start by naming the issue inside your company, benchmark where you really stand, and then use AI to move faster only after your goals, values, and customer experience are clear. This playbook will help you turn that mindset into action with a set of focused exercises you can use with your leadership team or on your own.

1. Define the Real Problem Before You Reach for AI

Gal argues that too many leaders start with the tool instead of the problem. The better move is to identify the business pain point first — slower service, weak content, stuck customer support, unclear operations — and then decide whether AI can help.

List the top 3 operational problems that cost you time, money, or trust:

1. _____
2. _____
3. _____

For each one, write the exact outcome you want instead:

Problem 1 outcome: _____

Problem 2 outcome: _____

Problem 3 outcome: _____

2. Benchmark the Truth: Inside vs. Customer Reality

One of Gal's strongest habits is to score what your company does well from 0 to 10, then compare that score with what customers say. That gap reveals where assumptions are hiding and where the real work begins.

Rate your company honestly from 1–10 on each item:

- ___ Culture
- ___ Customer service
- ___ Speed of delivery
- ___ Quality of communication
- ___ Internal clarity

Now circle the lowest score. What would customers likely rate the same item?

Customer estimate: ___ / 10

What might explain the gap? _____

3. Protect Trust — Do Not Let a Robot Decide What Is Trusted

Gal is clear that trust is human. AI can help create more of it, but it cannot define it for you. If your company uses automation in a way that feels generic, manipulative, or disconnected from your values, the result can be less trust, not more.

Check the trust signals your company actively protects:

- | | |
|--|--|
| ☐ We explain decisions clearly | ☐ We personalize outreach instead of sending robotic messages |
| ☐ We escalate sensitive issues to humans | ☐ We can explain why our product or service is worth trusting |
| ☐ We review AI-generated work before it reaches customers | |

Which trust signal needs the most improvement? _____

One action you can take this week: _____

4. Use AI to Force-Multiply Wisdom, Not Replace It

The episode repeatedly returns to a key theme: AI should make good people better. Gal sees AI as a force multiplier for people who already understand the company, the customer, and the goal. The magic comes from human judgment plus AI speed.

Fill in the blanks:

We should use AI to help us _____.

Humans must still own _____.

AI should never be used to _____.

What knowledge inside your team is not documented well enough yet?

What is one workflow you could speed up without losing judgment?

5. Align AI to Purpose, Values, and Quality of Engagement

Gal warns against using AI just to get “more responses.” Instead, he pushes leaders to connect technology to purpose, mission, and better-quality engagement. If the goal is trust, clarity, or customer loyalty, the AI strategy must be built around those outcomes.

Use the table below to connect purpose to action:

Business goal	How AI might help	Human safeguard

What vanity metric should you stop chasing and what meaningful metric will you track instead?

“Trust is a human quality, and you can only create better trust by pushing it through the enablement of AI, but not a replacement of what it is that you’re doing.”

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