

**THE NEW  
TALENT  
PLAYBOOK**  
*Podcast*

**Action Kit**

**What every business  
owner should be  
doing with AI**

Featuring Rob Levin

**Episode 3 - Season 6**

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)

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Waiting to implement AI isn't playing it safe, it's falling behind. In this episode, Rob Levin reveals that the business owners who will thrive in this decade aren't those with the biggest AI budgets. They're the ones who started experimenting now and built a culture of embracing change. Rob walks you through exactly what you need to do, both as an owner and as a leader managing a team. From securing your data with the right policies to building AI show-and-tells that cascade learning across your organization, this playbook gives you the actionable roadmap to move from AI curiosity to AI competence. The cost of waiting is steeper than you think, but the good news is you don't need to figure it all out by next quarter. You just need to start.

## 1. Set Up Your AI Foundation

Before your team touches AI, create a safe, secure foundation. Have a conversation with your IT person or find a consultant. Establish clear policies on data security, which platforms to use (enterprise versions for safety), and what data should never be shared with AI (like customer PII or employee data). This isn't about being paranoid—it's about using this powerful tool confidently.

### Your AI Foundation Checklist:

Action Item	Status
IT conversation: LLM setup & data security	<input type="checkbox"/> Complete <input type="checkbox"/> Scheduled
Implement enterprise versions (\$20/month/employee)	<input type="checkbox"/> Yes <input type="checkbox"/> In Progress
Create written AI usage policy	<input type="checkbox"/> Done <input type="checkbox"/> In Progress
Train team on safe AI habits	<input type="checkbox"/> Scheduled <input type="checkbox"/> Pending
Identify restricted data (PII, confidential)	<input type="checkbox"/> Listed <input type="checkbox"/> Pending

What can you do this month to complete one of the action items?

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## 2. Owner's AI Mastery, Build Something With AI

As a business owner, you probably already use AI as a thought partner, for research, brainstorming, and drafting emails. But Rob emphasizes you need to go deeper. Build something with AI yourself. It doesn't have to be sophisticated. It doesn't even have to be something you'll use in your company. The goal is to understand what's possible, learn the process, face the challenges, and then you can guide your team. Rob built a custom GPT that improves job descriptions in just a couple of hours. The real value? Understanding the potential and being able to lead your team through it.

### Your AI Building Project:

1. What recurring task do you do weekly that could be improved by AI?

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2. What would you want AI to do with this task? (Don't worry about how—just what)

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3. Timeline: When will you build and test this AI tool?

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4. How will you document the process to share with your team?

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### 3. Identify Your AI Champions, Train Your Team & Unlock Hidden Productivity

Don't try to force your entire team into AI adoption. Instead, identify your early adopters, people who are already using AI or are curious about it. **Make these people your AI champions.** Then, launch an 'AI Show and Tell' (30-45 minutes) where different people demonstrate what they've built or learned. As the owner, you participate too, demonstrating your challenges and missteps. This builds a culture of learning and experimentation.

#### Your AI Champions & Show-and-Tell Launch Plan:

- Name 3 early adopters/AI champions in your organization
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  
- Date & time for your first AI Show & Tell: \_\_/\_\_/\_\_
  
- Who will present first? (Recommended: an easy win, not too technical)
  
- Frequency:
 

Weekly
  Monthly

Encourage all team members to take free AI courses offered by LLM platforms (ChatGPT, Claude, etc.). Then ask everyone, "If we gave your job description to AI and asked it to suggest how AI could make your job easier and give you time back, what would that look like?" This opens their eyes to the possibilities without requiring immediate action.

#### Your Team AI Training Initiative:

Team Member	Free Course Assigned (by when?)	2 Extra Hrs: What Would You Do?

## 4. Reframe the Conversation, Jobs Evolve, They Don't Disappear

This is the big conversation. Make it clear: Companies not embracing AI will get crushed by those that do. But individuals who use AI won't displace those who don't, they'll advance past them.

Your company is providing tools, training, courses, subscriptions, and time for people to learn. The key skill going forward isn't having AI experience, it's being able to unlearn old ways of doing work and relearn how to manage and tune AI that does the work.

When hiring, look for curiosity, adaptability, and a genuine willingness to embrace change. Ask candidates: 'How do you keep your tools sharp? What do you read, watch, or listen to that keeps you current?' This tells you if they have the growth mindset AI requires.

### Your AI Skills & Hiring Strategy:

1. How will you communicate to your team that this is about growth, not replacement?

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2. For future hires, what attributes signal they'll thrive in an AI-first world?

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3. What interview question will you add to assess adaptability & curiosity?

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***"The owners that are gonna come out ahead in this decade with their businesses aren't the ones with the biggest AI budget. They're gonna be the ones that started experimenting now... the longer you wait, the further behind you are gonna be."***

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