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## Nine Ways to Turn AI into Your Business' Secret Weapon

**covet**

### 1. How can business use AI to create a 5-year vision and turn that vision into a clear plan?

AI changes this in three practical ways – It helps the founder of a business articulate the vision more precisely; translate that vision into a constraint-based plan; and revisit that vision, periodically over time.

### 2. Name one practical, real-world way business owners are using AI to Improve profitability?

Answers include any of the following:

- They are using AI to identify their highest-leverage constraint each quarter
- They are using AI to shorten the gap between lead generation and conversion
- They are using AI to reduce decision escalation and answer team questions that previously required the founder's input
- They are using AI to build documentation and delegation architecture that allows the business to run without them

### 3. How can businesses use AI to improve client acquisition and cashflow?

AI improves both by systematising what was previously intuitive. In a practical sense, this includes automating their follow-up sequences, maintaining consistent contact with warm prospects, and ensuring that leads generated by marketing or referral don't fall through the cracks between first contact and conversion.

### 4. Explain how business owners can use AI to recruit, delegate, and develop a self-managed team?

AI can help founders define the role before they hire for it. It can be used to articulate the outcomes required, the decisions the successful candidate will be expected to make independently, and the standards by which performance will be measured.

### 5. How can AI help businesses make better strategic decisions and innovate faster?

AI can improve strategic decision quality by providing better information; by ensuring faster iteration (and reducing the cost of the earliest stages of innovation); and reducing founder dependency in the decision loop.

### 6. Why does AI represent a structural change for businesses?

While previous technology investments – such as accounting software, CRM systems, and project management tools – changed how work was recorded and reported, AI changes how work is done.