

Map your manual work. Find where AI *actually* pays back.

This isn't a quiz. It's the same audit we run with clients — laid out so you can do it yourself, on paper, in about twenty minutes. By the end you'll know exactly which tasks are worth automating, what they're costing you now, and which AI tools are worth trying first.

WHAT'S INSIDE

- 📄 **Part 1 — The audit.** Every task across your business, manual or automated, timed and costed.
- 📄 **Part 2 — Your use cases.** Where you actually want AI to save time or money.
- 📄 **Part 3 — Tools you already know.** A quick honest check of what's on your radar.
- 📄 **Part 4 — The focus check.** Six questions that tell you what to start with.

How to use this: print it, or fill it on screen. Work through it in order — the audit in Part 1 is what makes Parts 2–4 accurate. Rough numbers are fine. You're spotting patterns, not doing accounting.

Where your business actually spends its time.

List the tasks inside each area. Mark manual or automated. Estimate the hours and cost.

TASK	MANUAL / AUTO	HRS / WEEK	COST / MONTH	NOTES
Operations & Delivery				
	M A			
	M A			
Finance & Admin				
	M A			
	M A			
Sales & Marketing				
	M A			
	M A			
Customer Service				
	M A			
	M A			

Manual or Auto: circle M if a person does it by hand every time, A if a tool or system already handles it. Most businesses find more M's than they expected — that's the point of doing this on paper.

Finish the picture.

TASK	MANUAL / AUTO	HRS / WEEK	COST / MONTH	NOTES
HR & People				
	M A			
	M A			
Reporting & Data				
	M A			
	M A			
Leadership & Planning				
	M A			
	M A			
Other (anything that didn't fit above)				
	M A			

YOUR TOTALS

MANUAL HOURS / WEEK

MONTHLY COST, ALL TASKS

£

MANUAL TASKS FLAGGED

Add up the Hrs/week and Cost/month columns from both audit pages. These three numbers are what you're actually working with – most owners are surprised by at least one of them.

Where do you actually want AI to help?

Look back at Part 1. Pick your **top 3** tasks — highest hours or cost, most manual — and write them here.

1 Task

Why this one first (hours, cost, or both)

What "solved" would look like

2 Task

Why this one

What "solved" would look like

3 Task

Why this one

What "solved" would look like

Only three. Attention is the one thing you can't buy more of. Three changes you finish beat ten you start. Everything else on your audit will still be there in ninety days.

What's already on your radar?

Tick anything you've used, even once. This isn't a test — it's a starting point.

☐ ChatGPT	☐ Claude
☐ Google Gemini	☐ Microsoft Copilot
☐ Perplexity	☐ Notion AI
☐ Zapier / Make	☐ Canva AI
☐ HubSpot AI	☐ Otter / Fireflies
☐ Midjourney	☐ Other: _____

Ticked several, still stuck? That's normal — knowing tools exist isn't the same as knowing which one fits which task on your audit. That match-up is exactly what Part 2 was for.

Ticked none? Also normal, and not a disadvantage. You'll pick your first tool based on the task, not the other way round.

PART 4 • THE FOCUS CHECK

Before you commit to a tool, check all six.

Run your #1 use case from Part 2 through this list. All six ticked means go. Any gaps, fix those first.

- ☐ This task is genuinely repetitive — it happens every week, not once.
- ☐ It's currently done manually, or by a tool that's clearly not working well.
- ☐ The hours or cost involved are meaningful — worth a few hours to fix.
- ☐ A human will still review the output before it goes anywhere important.
- ☐ No client, staff or confidential data is needed to do it.
- ☐ You could test a tool on it inside a week, without a big commitment.

YOUR FIRST MOVE

This week, I will:

I'll know it's working when:

That's the whole audit. You now know where your hours go, what it's costing you, your top three priorities, what tools you already know, and whether your first pick is actually ready to try. That's more than most businesses work out before they buy anything.

Want this done for you — scored, ranked, in one document?

The full AI Expand course runs this same audit through an interactive assessment and generates your complete **Actionable Blueprint** in 90 minutes — plus prompts written for your business and a 90-day plan. Launches **8 August**, \$97.