

Turning Repetitive Knowledge Work Into AI-Assisted Systems

How I redesigned judgement-heavy and repetitive work around structured knowledge, AI and automation.

01

MANUAL / COGNITIVE LOAD

- Repeated manual requirements
- Information held in my head
- Fragmented business knowledge
- Complex decisions with competing evidence
- Unclear ownership
- Manual customer and admin handoffs
- Repeated synthesis and documentation

02

DESIGN THE SYSTEM

- Define the outcome
- Structure the knowledge
- Build the framework
- Create structured templates
- Connect tools where they create genuine value
- Test the experience end-to-end
- Iterate against real use

03

AI-ASSISTED WORK

- Faster execution
- Consistent structured outputs
- Better documentation and synthesis
- Clearer decisions and ownership
- Reduced cognitive load
- Less dependency on one person's memory
- Automated repetitive work
- More time for judgement and higher-value work

THE OUTCOME

The goal was not simply to do the same work faster. It was to move human attention away from repetitive processing and towards judgement, decisions and work where human context adds value.

MY DESIGN PRINCIPLES

Outcome first

Start with the problem and desired outcome, not AI for its own sake.

Knowledge before prompts

Give the system the context, frameworks and source material it needs to be useful.

Human judgement stays

Use AI to structure, synthesise and execute; keep accountability for what matters and what happens next.

Test the whole journey

Run the experience end-to-end, find failure points and iterate against real use.

Three Real Applications + Selected Systems

Different problems, the same pattern: define the outcome, structure the knowledge, design the system, test it, and keep human judgement where it matters.

01 REQUIREMENTS

Product + technical requirements

PROBLEM

Complex tickets could take me around 1-2 hours to write manually.

WHAT I DID / BUILT

I built a custom GPT around my requirements structure, knowledge and templates. I supplied spoken context, screenshots and failure points, then reviewed the structured draft before delivery.

RESULT

Complex tickets typically reduced to roughly 20-30 minutes, with more consistent structure and documentation.

02 DECISION SUPPORT

Evidence-based leadership decision

PROBLEM

I needed to make a consequential leadership and capability decision. Frustration or isolated incidents were not enough evidence.

WHAT I DID / BUILT

I designed an accountability and decision-support GPT to structure expectations, incidents, evidence and recurring patterns. I used it to challenge my interpretation, not confirm it.

RESULT

I defined the criteria and made the final decision. The accumulated evidence supported ending the CTO relationship.

03 AUTOMATION

Customer + commercial workflow

PROBLEM

Opt-in, email, payment and post-purchase actions needed to move reliably without repeated manual handoffs.

WHAT I DID / BUILT

I connected forms, Make, MailerLite and Stripe so customer actions could trigger capture, payment routes and the relevant communication sequence.

RESULT

Routine handoffs happen automatically. I receive the order and intervene where judgement adds value.

OTHER SYSTEMS

Other systems built

Compass

Maps energy, values, priorities, constraints and personal context to support work, business and direction decisions.

Process Improvement GPT

Structures diagnosis of operational processes, bottlenecks and improvement opportunities.

Product + Proposition Support

Challenges assumptions, product decisions, propositions and customer-testing thinking.

Client Delivery Architecture

Turns my knowledge and frameworks into a repeatable AI-assisted client-delivery workflow.

AI DIDN'T REPLACE THE JUDGEMENT

I designed the frameworks, outcomes, knowledge, context, instructions and templates, then tested and iterated the systems against real use. AI accelerated synthesis, documentation and execution and automated work that did not require my judgement. I remained responsible for deciding what mattered, challenging the output and making the final decisions.