

Episode 16: AI Business Automation and Reclaiming Your Time

Length: 45:18

Host: Brett Hanson | Cohost: Andrew Kleidon

Episode Overview

In this month's *AI in Business* episode, Brett is joined by co-host Andrew Kleidon, Marketing Manager at Quantum Technologies, to discuss how to reclaim your time through AI-powered productivity and workflow automation. They explore the latest business news, from the rise of Small Language Models (SLMs) to the critical learning gap causing large-scale AI projects to fail, and break down how everyday users, entrepreneurs, and small businesses can leverage tools like Zapier, Claude, and personalized chatbots to conquer administrative tasks, overcome creative blocks, and focus on strategic growth.

Timestamps & Key Topics

- **(00:00) - Introduction**
 - Brett introduces the monthly format and welcomes this month's business co-host, Andrew Clayden.
- **(02:15) - AI Business News with Andrew Clayden**
 - **AI as a Daily Utility:** According to a Menlo Ventures report, nearly 2 billion people now use AI regularly, not as a novelty, but to complete existing tasks more efficiently.
 - **The Global AI Race:** Fierce competition in the AI market is leading to more accessible tools and affordable subscription models, benefiting entrepreneurs and small businesses.
 - **Democratization of Tools:** Platforms like Canva, Zapier, and Jasper AI are seamlessly integrating AI, lowering the barrier to entry for content creation, automation, and even the startup process.
 - **A Reality Check:** An MIT study reveals that 95% of generative AI projects in large enterprises fail to deliver a return on investment, largely due to a significant employee learning gap.
 - **The Rise of Small Language Models (SLMs):** SLMs promise a more efficient, private, and practical future for AI, allowing powerful applications to run on local devices without the high costs and security issues of large cloud-based models.
- **(22:45) - Main Segment: Productivity & Workflow Automation**
 - **The Goal: Reclaiming Time.** Brett and Andrew discuss how AI automation can help business owners and entrepreneurs move beyond administrative tasks to focus on creative and strategic growth.
 - **Personalized AI Workflows:** Andrew explains how nearly two years of daily use has trained his ChatGPT to be a highly effective and personalized content creation partner.
 - **Custom GPTs vs. Gems:** Brett shares his strategy of using Google's Gems for personal projects and Custom GPTs for collaborative work tasks.
 - **The Automation Line:** Where do you balance efficiency with personability? The hosts discuss the pros and cons of automated email responders and maintaining a human touch.
 - **The Next Frontier: "AI Search."** The conversation shifts to the declining relevance of traditional SEO and the rise of preparing websites to be crawled and recommended by AI models.
 - **Getting "Sherlocked":** Andrew explains the tech term for when a major company (like Apple) integrates a popular third-party feature, effectively making the original app obsolete.
- **(38:30) - Final Thoughts: Overcoming the Blank Page**

- Andrew emphasizes that AI's greatest productivity boost is often in helping you start, turning procrastination and anxiety into actionable first steps.
- Brett encourages listeners to try Custom GPTs or Gems to build the experience and "AI taste" needed to use these tools effectively.
- **(41:45) - Four Key Lessons for Business**
 4. AI is now an accessible and affordable utility.
 5. The winning strategy is to solve small, well-defined problems.
 6. The real ROI is reclaiming time for strategic growth.
 7. The no-code tools are ready and waiting for you to start.

Resources & Links

Guest Information:

- **Guest Name:** Andrew Kleidon
- **Company:** [Quantum Technologies](#)

Tools & Concepts Mentioned:

- **Canva:** An online design platform with integrated AI features for creating visual content.
- **Claude:** An AI model and chatbot from Anthropic, noted by Brett for its effectiveness in generating code.
- **Custom GPTs & Gems:** Personalized versions of ChatGPT (OpenAI) or Gemini (Google) that can be trained with specific instructions and knowledge for dedicated tasks.
- **Jasper AI:** An AI writing assistant for creating marketing copy, blog posts, and other content.
- **Otter.ai:** An AI-powered service that generates real-time transcripts for meetings and conversations.
- **Sherlocked:** A term used when a platform company (like Apple or Google) integrates a feature from a third-party app into its own OS, often rendering the original app redundant.
- **Small Language Models (SLMs):** Compact, efficient AI models designed to run on local devices, offering greater speed, privacy, and control compared to large, cloud-based models.
- **Zapier:** A no-code automation tool that connects different web applications to automate repetitive tasks and workflows.

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