modus.

AI 100 · THE BASELINE · PIECE 1 OF 12

Where your time goes.

One week. One sheet. The first number about your business you'll have measured instead of guessed.

1 · The log print it, one line per task

2 · The Friday read with or without AI

3 · The prompts if you already use AI

4 · The team kit the email and the conversation

FOR OWNERS OF BUSINESSES WITH 3 TO 30 EMPLOYEES

FREE · 13 PAGES · ONE PIECE A WEEK

MODUSAI.CA/AI-COURSE

ONE WEEK · TEN SECONDS A LINE

Write down what you do. That's the whole exercise.

For five working days, every time you finish a task, write one line on the sheet on the next page. What it was, how hard it was, how you felt about it, and whether anything breaks if it doesn't get done. On Friday, you'll have the first honest picture of where your week actually goes: measured, not guessed.

The four columns

1
The task
Three to six words. "Quote sent." "Chased the supplier." "Fixed the invoice." Enough that you'd recognize it Friday. Nothing more.

2
How hard
1: anyone here could do it. 2: takes some knowing. 3: only you, or only one person, can do it right now.

3
The face
Liked it, neutral, hated it. Gut reaction, half a second. This column matters more than it looks.

4
Critical?
Y if something breaks when it doesn't get done: a customer, a deadline, money. N if it could slide a week and nobody would notice.

What counts as a task

Anything that took your attention and had an end. A quote. A callback. Looking for a file. Answering a text about where a job's at. Re-doing something. A fifteen-minute conversation that solved a problem. If you're unsure whether it counts, it counts. Don't sort, don't categorize. The sorting is Friday's job, and if you use an AI assistant, it'll do it for you.

Two rules

No customer or employee names on the sheet. "Quote sent," not "Quote for the Tremblays." You may photograph this or paste it into an AI later, and the names add nothing to what you'll learn.

If you're not the only one who does the work, print two. Give one to whoever answers the phone or writes the quotes. The gaps between the two sheets are usually the most interesting thing you'll find.

> THE HONEST PART
>
> You'll miss lines. Everyone does, especially on the days that go sideways, and those are the ones that matter. Don't rebuild them from memory Friday night; a rough log you kept beats a complete one you invented. **The only way to fail this is to not print the sheet.**

Rather have help with this? It takes one call to get started. No pitch, no obligation. Write to info@modusconseil.ca or book a call at modusai.ca. Everything in AI 100 stays free either way.

#	WHAT THE TASK WAS	HOW HARD	FACE	CRITICAL?
ex	*Quote sent*	1 **2** 3	☺ 😐 ☹	**Y** N
1		1 2 3	☺ 😐 ☹	Y N
2		1 2 3	☺ 😐 ☹	Y N
3		1 2 3	☺ 😐 ☹	Y N
4		1 2 3	☺ 😐 ☹	Y N
5		1 2 3	☺ 😐 ☹	Y N
6		1 2 3	☺ 😐 ☹	Y N
7		1 2 3	☺ 😐 ☹	Y N
8		1 2 3	☺ 😐 ☹	Y N
9		1 2 3	☺ 😐 ☹	Y N
10		1 2 3	☺ 😐 ☹	Y N
11		1 2 3	☺ 😐 ☹	Y N
12		1 2 3	☺ 😐 ☹	Y N
13		1 2 3	☺ 😐 ☹	Y N
14		1 2 3	☺ 😐 ☹	Y N
15		1 2 3	☺ 😐 ☹	Y N
16		1 2 3	☺ 😐 ☹	Y N
17		1 2 3	☺ 😐 ☹	Y N
18		1 2 3	☺ 😐 ☹	Y N
19		1 2 3	☺ 😐 ☹	Y N
20		1 2 3	☺ 😐 ☹	Y N
21		1 2 3	☺ 😐 ☹	Y N
22		1 2 3	☺ 😐 ☹	Y N
23		1 2 3	☺ 😐 ☹	Y N
24		1 2 3	☺ 😐 ☹	Y N
25		1 2 3	☺ 😐 ☹	Y N

Difficulty: 1 anyone here · 2 takes some knowing · 3 only you. Critical: Y if something breaks when it doesn't get done. No names.

FRIDAY · TWENTY MINUTES

Count the lines. Then let something sort them.

The number of lines is your number. It's not big or small; nobody else has one to compare it to. What matters is what's inside it, and there are two ways to find out.

The fast way: hand the log to an AI assistant

Open whichever assistant you already use. Claude, ChatGPT, Gemini, Copilot, it doesn't matter. Type your lines in (or photograph the sheet: most assistants read a clear photo), fill in the two brackets, and paste the prompt below. **No names in what you paste.** The log doesn't have any if you followed the sheet's rule.

```
// Paste as is, once the brackets are filled in. Then paste or photograph your log.

I run a [your trade] business with [number] employees. For one week, I wrote down every task I did, with
four things per line: what it was, how hard (1 = anyone here, 2 = takes some knowing, 3 = only me), how
I felt about it (liked / neutral / hated), and whether it was critical (Y = something breaks if it
doesn't get done).

Here is my log.

Organize it for me. I want:
1. The tasks grouped into types. Your grouping, in plain words. For each type: how many lines, and the
share of my week it represents.
2. The three types that came up most often.
3. The tasks I marked "hated" AND rated 1 or 2 in difficulty. List them.
4. The tasks I marked critical AND rated 3. List them. That's what only I can do and can't slip.
5. One paragraph, five lines at most, that describes where my week goes, in my own words, as if I were
saying it to someone. I'm going to keep it.

Do not suggest any software, tool, or automation, and do not tell me what to fix. Not now. Just show me
the week.
```

What you'll get back, and what to do with it

A grouped picture of the week, three lists, and a paragraph. **Keep the paragraph.** Put it in a plain text document called "Business file". That file grows by a page with every piece of AI 100, and this is its first line. The three lists are for you to look at, not act on. Not this week.

If the assistant suggests something to buy or build anyway, which it will, answer "not now" and ask it to go back to the week. Deciding what to do with the picture comes later in the series, once the rest of the business is written down too.

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The other way: read it yourself

No assistant, or you'd rather see it with your own eyes first. Twenty minutes, a highlighter, three passes over the sheet.

PASS	WHAT TO LOOK FOR	WHAT IT TELLS YOU
1 · Most often	Which tasks, or kinds of task, show up again and again. Circle them.	Where the week actually goes. Usually not where you'd have said on Monday.
2 · Hated and easy	Frown face, difficulty 1 or 2.	The work you're doing that someone or something else could. You're not the bottleneck here. The habit is.
3 · Critical and only you	Y in the last column, difficulty 3.	The real job. Whatever else changes, this is what the business needs you for right now, and what's at risk the week you're not there.

Two more things to notice while you're in there. How many lines are difficulty 3? If it's most of them, the business runs on you, and that's the finding. And how many lines are looking for, chasing, or redoing something? Those aren't tasks, they're the cost of information living in the wrong place.

> THE SENTENCE TO WRITE
>
> Fill it in from your three passes. It's the first line of your business file, and it's what you keep from this week.
>
> **"In a normal week I log about [number] tasks. Most of them are [type]. The ones I hate are mostly [type], and the ones only I can do are [type]."**

Then don't fix anything Monday

The reflex, once you see it, is to go buy something. That's exactly the reflex this piece exists to delay. A tool would fix one row of the table. The rest of AI 100 fixes the reason the table looks like it does: a business that isn't written down anywhere yet, and that no tool, AI or otherwise, can therefore understand. The next piece starts writing it down.

WEEK OF _____ LINES LOGGED _____ MOST FREQUENT TYPE _____

MY SENTENCE _____

WHAT SURPRISED ME _____

Photograph this. In six months, run the same week again and compare.

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IF YOU ALREADY USE AI

You already have a week of data. Three weeks. A year.

If you or someone in the business has had an AI assistant open for a while, you don't have to wait for Friday. Your chat history, your sent folder and a fifteen-minute interview each answer the same question the paper log does, where does the time go, from data that already exists.

Three prompts, one output each

A	Your chat history: what you've asked AI for most	p. 2
B	Your sent folder: what you actually reply to	p. 3
C	The interview: AI asks you about your job	p. 4

Each one ends the same way the paper log does: a short paragraph in your own words that goes in your business file. None of them asks the assistant to fix anything, build anything, or recommend anything. Every prompt says so out loud, and the assistant will try anyway. Answer "not now."

Before you paste anything

What's safe to paste into an assistant, the short version

On a personal or free account, assume what you paste can be read by the vendor and may be used to train the model. On a paid business account the terms are usually better, but "usually" is doing a lot of work in that sentence, and it changes by vendor and by plan.

Never paste, on any account: a customer's or employee's name next to anything personal about them · addresses, phone numbers, emails · anything about health, money owed, or a dispute · a document a customer gave you in confidence · passwords, ever.

Fine to paste: your own tasks described generically · subject lines with the names taken out · your own thoughts about your own job. Everything in this file is written to stay on that side of the line.

The full version of this (which vendor keeps what, on which plan) is in our free guide *Choose your AI without guessing* (modusai.ca/en/resources/choosing-your-ai/). If you don't know which account you're on or what plan the business is paying for: that's a normal place to be, and finding out is the kind of thing one call sorts out.

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PROMPT A · 10 MINUTES

What have you been asking it for?

Your chat history is a log you've been keeping without meaning to. Every question you asked an assistant was a task you had in front of you at the time.

Two ways in

If your assistant can see your past conversations (some can, on some plans, and it changes often), paste the prompt as is and it will read them itself. **If it can't**, or you're not sure, export your data from the assistant's settings (every major one offers it, usually under Settings → Data), open the export, and paste the conversation titles or the first line of each chat above the prompt. Titles alone are enough. Don't paste the full conversations; they may contain names.

```
// Paste as is. If your assistant can't see past chats, paste your exported chat titles above it first.

Look back over everything I've asked you (or, if you can't see past conversations, over the list of chat
titles I've pasted above).

I run a [your trade] business with [number] employees. I want to understand what I actually use you for,
not what I think I use you for.

Give me:
1. The ten kinds of things I ask you for most often, ranked. Plain words, one line each, with a rough
count.
2. For each kind: is it the same shape every time (same kind of input, same kind of output), or
different every time?
3. The three that show up most in the last month specifically.
4. One paragraph, five lines at most, describing what I use AI for today, in my own words, as if I were
telling a friend. I'm going to keep it.

Do not suggest new uses, tools, automations, or anything to build. I only want to know what I already
do.
```

What to do with it: the paragraph goes in your business file. The ranked list is worth putting next to your paper log. The tasks that appear in both are the ones you already know are a problem, because you've been asking a machine for help with them.

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PROMPT B · 15 MINUTES

What do you actually reply to?

Your inbox shows what arrives. Your **sent** folder shows what you handled. Every line in it is something you answered or started. That's the one to read.

The safe way, and the thorough way

Safe, works for everyone: open your sent folder, select the last two weeks, and copy only the subject lines into a document. Take out any customer names; a quick find-and-replace with "[customer]" does it. Paste the list above the prompt. Subject lines tell you the *types* of thing you handle; they don't tell you how long each took, so the prompt asks you to estimate that afterwards.

Thorough, if the business pays for it: if you're on Microsoft 365 or Google Workspace, the assistant already inside your mailbox (Copilot in Outlook, Gemini in Gmail) can read the actual threads without anything leaving your account, and can answer the same prompt properly, effort included. Use that one for email. Don't paste email bodies into a separate assistant to get the same result.

```
// Paste your two weeks of sent-folder subject lines (names removed) above this, then the prompt.

Above is every subject line from my sent folder for the last two weeks. I run a [your trade] business
with [number] employees. Lines starting with "RE:" are replies; the others I started.

Give me:
1. The subject lines grouped into types of request or task. Your grouping, plain words. For each type:
how many, and roughly what share of the two weeks.
2. Which types are mostly replies and which are mostly things I started.
3. The five types that come up most.
4. Then ask me, one at a time, to estimate how long a typical one of each of those five takes me. Wait
for each answer.
5. When I've answered, write one paragraph, five lines at most, describing what my email actually is
(what I handle, how often, how long) in my own words. I'm going to keep it.

Do not suggest templates, tools, filters, automations, or anything to build. Not now.
```

What to do with it: the paragraph goes in your business file. If one type of reply is a large share of your email and takes real time each round, write that type down somewhere you'll see it again. That's all, for now.

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PROMPT C · 15–20 MINUTES, OUT LOUD IF YOU CAN

Let it interview you about your job.

This is the method the whole of AI 100 runs on: the assistant asks, you answer, it writes. You don't fill in a template. You talk about your job the way you would to someone who'd just been hired to understand it.

Use voice mode if your assistant has one; people say more out loud than they type. One question at a time; if a question doesn't fit, say so and it'll move on. It takes fifteen or twenty minutes, and the paragraph at the end is usually the first accurate description of the job that has ever existed on paper.

```
// Paste as is. Then just answer.

You are an operations person who has just been hired to understand my job. Not to change it, not to fix
it, just to understand it well enough to explain it to someone else. I run a [your trade] business with
[number] employees.

Interview me. One question at a time. Wait for my answer before the next one. Follow up when an answer
is vague. Keep it to about fifteen questions, covering, in whatever order makes sense from my answers:

- My role: what I'm actually responsible for, versus what I end up doing.
- A normal day and a bad day, in order, from the first thing to the last.
- What interrupts me, who interrupts me, and what they usually need.
- What I do twice: the same task, the same question, the same fix.
- What only I can do right now, and why it's only me.
- What I'd hand off tomorrow if someone competent walked in, and what I'd never hand off.
- What I dread on a Sunday night.
- What I want more time for, and what I'd do with it.
- What I'm trying to accomplish with the business this year, in one sentence.
- What my reality is: money, people, season, whatever actually constrains the answer.

When you're done, write:
1. A ranked list of my recurring tasks, with your rough estimate of hours per week for each, and a mark
next to the ones I said I hate and the ones I said only I can do.
2. One paragraph, seven lines at most, that describes my job in my own words: what I do, what I want
gone, what I want more of, and what's in the way. Use my phrases. I'm going to keep it.

Do not recommend tools, software, automations, hires, or changes of any kind. Understanding only.
```

What to do with it: both outputs go in your business file. This one is the page the rest of AI 100 builds on. If the paragraph doesn't sound like you, tell the assistant what's wrong and have it rewrite; it usually takes one round.

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BRINGING THE TEAM IN

The people make or break this. Tell them the right way.

Most businesses with more than three people already have someone using AI. On a phone, on a personal account, for work, without telling anyone. That's not a problem to punish. It's the most useful information in the building, and you only get it if people believe it's safe to say.

So the way this gets announced matters more than what gets announced. Announced badly, it lands as "the boss is checking what we do all day", and every sheet comes back clean, short and useless. Announced well, it lands as what it is: the owner looking at their own week first, then asking everyone to do the same, so whatever changes later is built on what actually happens.

Two ways to time it

Everyone at once

You send the email Monday, everyone logs the same week, Friday you compare. Faster, and the whole picture arrives together. Works when the team is small and trusts you already. The talking points on page 3 open with "I'm doing this too, starting today."

You first, then the team

You log your own week, get your number, *then* bring the team in. Slower by a week, but you walk into the call with something real to say about yourself before you ask anything of anyone. Our recommendation when there's any chance this reads as a crackdown. The talking points open with your number.

The line to hold, both ways

Two things are true at once, and the announcement has to carry both. **Nobody is in trouble** for using AI, for not using it, or for how their week looks. The log isn't a performance review, it goes in a business file, and nothing gets banned or bought this week. **And this is your business.** You're responsible for what happens in it, including what happens with customer information inside a tool nobody told you about. So the ask isn't optional and it isn't a survey: it's how the business will make decisions about AI from now on, and everyone's week is part of the picture. The email and the talking points that follow are written to be edited: your words, keep the two truths.

> SAY THIS, ROUGHLY IN THESE WORDS
>
> "I'm not trying to catch anyone. I'm trying to see the business the way it actually runs before I change anything about it, and I can't see it without you. Nobody gets in trouble for what's on their sheet. But I do need everyone's sheet."

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THE EMAIL · EDIT THE BRACKETS, CUT WHAT DOESN'T FIT

One screen. Sent before the conversation, not instead of it.

Send it the day before the team conversation so nobody is surprised in the room, and so the people who process things in writing have had a night with it. Keep it short enough to read on a phone. The version below assumes you've done your own week first; the bracketed line swaps if you haven't.

SUBJECT: One week, one sheet, and what you already use AI for

Hi everyone,

Last week I kept a log of everything I did. Every task, one line, how hard it was, whether I liked it, whether it mattered if it slipped. `[I logged 94 lines. Most of them were things I was looking for, chasing, or doing twice.]` `[If you haven't done yours yet: "Starting Monday, I'm keeping a log of everything I do for a week. Every task, one line."]`

I'm asking each of you to do the same for one week, starting `[Monday]`. Print the sheet I've attached, keep it next to you, one line per task. Ten seconds a line. Friday, hand it to me or take a photo of it.

Here's why. Before we change anything about how we work, including anything with AI, I want to see how the work actually happens, not how we all assume it happens. The sheets are the only way to see that. Mine surprised me.

Two things I want to be clear about:

Nobody is in trouble. Not for what's on the sheet, not for using AI tools I didn't know about, not for having a week that looks nothing like the job description. This isn't a review. It goes into a file about how the business runs, and nothing gets banned or bought because of it.

It's not optional. This is how we're going to make decisions about AI and about the work going forward, and I need everyone's week in the picture, not just the people who volunteer.

One more thing, and it's the same ask. If you use any AI tool for work (ChatGPT, Copilot, Gemini, Claude, something on your phone, the AI built into a tool we already pay for, or something else), reply to this email with three things: **which tool, whether it's on a personal account or a business one, and what you use it for.** A couple of lines is plenty. Same rule applies: I want to know, and nobody gets in trouble for the answer. I'd rather hear it from you than find out later.

We'll talk about it as a group `[Tuesday at 8]`, fifteen minutes. Bring questions.

Thanks,
`[Name]`

Attach Download 1 (the log). The three AI-use answers (tool, account, what for) are the start of your tool inventory; keep them in the business file. There are tools that can monitor AI use on company devices, and if you need that later it's something we can set up. Start by asking: what people *think* they use, and whether they'll tell you, is the more useful first reading.

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THE TEAM CONVERSATION · FIFTEEN MINUTES, STANDING UP IS FINE

Say your number first. Then ask.

Opening: pick the one that's true

If you've done your week

"I logged *[number]* lines last week. *[The one thing that surprised you.]* I'm not going to tell you what to do with that yet, because I don't know yet. But I know I can't see the rest of the business without your sheets."

If you're starting together

"Starting today I'm logging every task I do for a week, and I'm asking you to do the same. I'll show you mine Friday. I want to see how this place actually runs before I change anything about it. Mine included."

The body: five points, in order

- **What it is.** One line per task, four things per line, one week. Ten seconds a line. Show the sheet; fill in one line in front of them from something you did this morning.
- **What it isn't.** Not a performance review, not a time-and-motion study, not a test. The word "productivity" doesn't come up. If someone's week is mostly interruptions, that's the finding, not the fault.
- **Why now.** "Everyone's being told to use AI for everything. I'm not going to do that. I'm going to look at what we actually do first, and then decide, with you in the room, what's worth changing. That starts with the sheets."
- **The AI question.** "If you already use an AI tool for work, ChatGPT, Copilot, Gemini, Claude or something else, on your phone or wherever, I want three things: which tool, personal or business account, and what for. I'm not asking so I can stop it. I'm asking because if it's helping you I should know, and because some of what we handle is customer information and I'm the one responsible for where that goes. Same rule: nobody is in trouble for the answer." *Don't mention monitoring software in the room. Asking first is the point.*
- **The line.** "Nobody's in trouble for what's on their sheet. And I need everyone's sheet. This isn't a survey, it's how we're going to run things." Say both halves. Don't soften the second one to make the first one land.

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Questions you'll get, and honest answers

THEY ASK	YOU SAY
"Is this so you can cut people?"	"No. It's so I stop guessing. If anything, it's the opposite: the sheets show me what only you can do."
"What happens with the sheets?"	"They go in a file about how the business runs. You can see the file. Nothing gets decided from them this week."
"I don't have time to write everything down."	"Ten seconds a line. And if the week's too busy to log, that's worth knowing too. Log what you can."
"Are you going to ban ChatGPT?"	"I'm going to find out what we use first. Then we'll decide together what's fine and what isn't, and you'll know before anything changes."

CLOSE

"Friday, sheets to me, paper or a photo. We'll look at them together the week after. And we'll come back to the AI question properly later in this series; today I just want the picture." Then stop talking. The people who have something to say will say it when the room empties.

Rather have us do it?

Book a call. Scan the code or click the link.

modusai.ca/en/#contact

1 877 654-1877

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