



BUSINESS SYSTEMS MAP

AI Systems for Small Business
Chapter 2 Worksheet

Use this worksheet to map the current state of your business systems and identify where AI is already active, where it's missing, and where the biggest opportunities are. This becomes your structural baseline for everything you'll build in Part II.

Time estimate: 15–20 minutes.

Tip: Don't overthink this. The goal is visibility, not perfection. If a system barely exists, write that down. That's useful information.

Date: _____ **Business Name:** _____

Step 1: Map Your Six Core Systems

For each system below, write down what you're currently doing, even if it's informal or inconsistent. Then note any places where you're already using AI within that system. If you're not using AI in a system at all, leave the third column blank. That gap is information.

System	What You're Currently Doing	Current AI Use (if any)
Marketing		
Content		
Sales		



Operations		
Data / Analytics		
Customer Relationships		

Not sure what counts?

Marketing includes anything related to positioning, messaging, and reaching your audience. Content is how you create and distribute blog posts, social media, emails, and videos. Sales is how people go from interested to paying. Operations covers your internal processes, onboarding, fulfillment, and task management. Data is how you track what’s working. Customer relationships includes follow-up, retention, reviews, and referrals.

Step 2: Assess Your AI Operating Stack

Think about how you’re currently using AI across your business. For each layer of the AI Operating Stack, describe what you’re doing (if anything). Most people discover they’re heavily concentrated in one or two layers and completely ignoring the others.

AI Operating Stack Layer	How You’re Using This Layer (or Not)
1. Thinking <i>Strategic analysis, brainstorming, decision support</i>	
2. Creation <i>Writing, drafting, producing content and assets</i>	
3. Optimization <i>Refining, testing, improving what already exists</i>	
4. Automation <i>Handling repeatable tasks with human oversight</i>	



5. Intelligence

Surfacing insights and patterns from your data

Suggested prompt:

“Acting as a business operations consultant, I want to understand how I’m currently using AI across my business. I’m going to describe what I’m doing in each of five areas, and I want you to help me identify which layers I’m underusing and where the biggest opportunities are. Ask me about each area one at a time.”

Step 3: Identify the Gaps

Look at what you wrote in Steps 1 and 2. Where are the biggest gaps between what you’re doing and what’s possible? Use the questions below to guide your thinking.

Systems Assessment

Which system is weakest or most informal right now?

Which system, if improved, would have the biggest impact on your revenue or efficiency?

Are any of your systems running but disconnected from each other? (e.g., content that doesn’t feed your sales process, marketing with no data review)



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Operating Stack Assessment

Which AI Operating Stack layers are you using the most?

Which layers are you completely ignoring?

If you could add one layer to one system starting this week, what would it be and why?

Step 4: Define Your Starting Point

Based on your assessment, identify where you'll focus first as you move into Part II of the book. You don't need to have all the answers yet. You just need to know where the biggest opportunity is.

My biggest gap (the system or layer that needs the most attention):

My quick win (the system or layer where a small improvement would produce a visible result):

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My starting priority for Part II:

Remember:
 You don't have to fix everything at once. Chapter 9 will give you a structured 90-day rollout plan. For now, the goal is to see the full picture clearly so you know where the biggest opportunities are waiting.

Quick Reference: The AI Operating Stack

Keep this summary handy as you work through the rest of the book. Every system you install in Part II will engage multiple layers of this stack.

Layer	What It Does	Example
1. Thinking	Strategic analysis, brainstorming, evaluating options	Refine your positioning, pressure-test a new offer
2. Creation	Producing content, copy, and business assets	Draft a blog post, write email sequences
3. Optimization	Improving and refining what already exists	Analyze a landing page, improve email open rates
4. Automation	Handling repeatable tasks with oversight	Trigger email sequences, repurpose content
5. Intelligence	Surfacing insights and patterns from data	Monthly analytics review, customer trend analysis

For more resources and tools:
fistbumpmedia.com/ai-for-business