

## **Personal Branding Posts:**

### **Linkedin Post 1:**

Everyone said 2025 was the year of AI agents.

It wasn't.

We're not even close.

What actually happened?

Companies gave ChatGPT access to the team, fired people expecting “efficiency,” but skipped the hard part (aka rebuilding workflows, and then blamed the tech when shit hit the fan).

I've seen this playbook 100x, and it doesn't work.

Here's what does:

Embracing the slog.

Treating AI implementation like onboarding a junior hire.

Dedicating full-time resourcing to rebuild process, NOT just testing tools.

Most orgs are stuck in Phase 1 of a 4-phase journey:

- 1) Single-player tools
- 2) Single-player processes
- 3) Multiplayer, single-function
- 4) Multiplayer, cross-functional

Everyone wants Phase 4. Nobody wants to do Phase 2.

At Tenex, we spent hundreds of hours helping one client rebuild their outbound SDR motion to make it AI-native. Took months. It was brutal.

But it lead to 3x the lead volume and 5x the response rate.

So here's my 2026 prediction: The winners aren't the ones with the flashiest AI product.

Companies that dedicate full-time resources to rebuilding specific processes will be poised to see 10x gains.

## **Linkedin Post 2:**

I built a Client Radar that will—no exaggeration—make my business millions.  
It solves a problem I've had across all of my companies.  
How do we play offense with customers as our business scales and things more easily slip through the cracks?

- That means identifying cracks early before churn becomes inevitable.

- That means mining for expansion opportunities proactively.

So I built an AI agent in Zapier that scans our company's...

- Slack messages

- Notion meeting transcripts

- Gmail threads

And transforms them into a weekly customer sentiment analysis report that provides the following:

### 1) Relationship health by client

- Sentiment score (X/10)
- Communication volume (# of messages exchanged)
- Average response time
- Emotional indicators
- Evidence quotes
- Relationship trending up/down
- Churn probability
- Recommended action

### 2) Client crisis intervention (for health scores below 5)

- Who owns comms
- Timeline for intervention
- Proposed script
- Desired outcome

### 3) Strategic initiatives (for account growth)

- The client
- The growth opportunity
- Proposed comms with the client

### 4) Comprehensive customer dashboard

- Health score distribution (% excellent, good, needs attention, at risk)
- Churn risk assessment (low risk, medium risk, high risk)
- Resource allocation (how to focus employee time by account)
- High-level strategic recommendations

This may be the highest ROI workflow I've built to date & I'd love for you to put it to work in your business as well.

Here's the link to my Client Radar template on [Zapier](https://lnkd.in/eYEs5dkQ): <https://lnkd.in/eYEs5dkQ>

### **Linkedin Post 3:**

Lukewarm take: vibe coding isn't a fad.

I'm convinced that it will end up being really consequential in business, when harnessed the right way.

One of those ways is to generate exec buy-in for product ideas without pulling on engineering resources.

This week's episode of Human in The Loop (ft. [Alexander Berger](#), COO of [Bolt](#)) will break down the end-to-end process of turning a product idea into a compelling executive pitch.

### **Linkedin Post 4:**

I am so damn grateful for entrepreneurship.

But not for the reasons you might expect.

Yes, this line of work is a gift for a certain kind of crazy.

It offers financial freedom to those with the stomach for it. It offers an intellectual high for those obsessed with navigating the idea maze. It offers autonomy to those who couldn't imagine having a boss. It offers purpose for those who yearn for mission & impact.

And yet, that's not the part I'm most indebted to.

Entrepreneurship is personal growth disguised as professional growth, and as I reflect on 10 years of building, that is the part I'm in awe of.

Building a business is like holding a funhouse mirror to your face 24/7.

It accentuates your zone of genius. For me, that's curiosity, playfulness, and default optimism.

But it also makes you face the ugly in your life.

- Insecurity around my ability to focus
- Struggles with process & detail
- Addiction to technology & difficulty being truly present

So if you tune into the journey as the ultimate lever for reaching your personal potential, professional success will be a welcome consolation prize.