

Course 3 Final Project & Exam: The AI-Powered Operations Playbook

PART 1: Final Project Overview

Project Title: The AI-Powered Operations Playbook: Your Complete "Centaur CEO" System

Project Description: This is not a "paper"—it is your business's "brain." This Playbook is the single, comprehensive document that outlines your entire AI-powered operational strategy. It consolidates every Standard Operating Procedure (SOP), workflow, and strategic framework from this course into a unified system.

You will assemble your "Second Brain" structure, your "Digital Twin" voice, your AI-powered marketing and sales engines, your "AI-COO" dashboard, your ethics policy, and your automation "Zaps." This document proves you have moved from a "Technician" (who does all the work) to a "Centaur CEO" (who *directs* an AI-team to execute the work).

Portfolio Value Statement: This Playbook is the single most valuable asset for an AI-powered solopreneur. It can be used to:

- **Showcase Competency:** Demonstrate to partners, investors, or high-value clients that you run a sophisticated, scalable, and efficient operation.
- **Onboard Future Help:** Use this playbook to onboard a Virtual Assistant (VA) or team member, instantly training them on *your* exact systems.
- **Increase Business Valuation:** A business with documented, automated SOPs is fundamentally more valuable and sellable than one where all knowledge lives in the founder's head.
- **Create a "Product":** A well-defined Playbook like this can become a template or a "product" you sell to other solopreneurs in your niche.

Target Completion Time: 3-5 hours (to refine, assemble, and format all 12 lesson assignments into this single, professional document).

PART 2: Required Project Components

This Final Project is the assembly of the 12 "Project Milestones" (assignments) from each lesson.

1. Section 1: The "Centaur CEO" Thesis (from L1)

- **Component:** Your completed "Technician vs. CEO Task Audit" spreadsheet.
- **Standard:** Must clearly identify at least 10 "Technician" tasks primed for AI automation and 5 "CEO" tasks for you to focus on.

2. Section 2: The "Second Brain" SOP (from L2)

- **Component:** Your "Second Brain" architecture (the screenshot of your folder structure) and the "Knowledge Capture SOP."
- **Standard:** The "SOP" must clearly define how information is captured, tagged, and retrieved.

3. Section 3: The AI-Powered Content Workflow SOP (from L3)

- **Component:** The 5-step "AI Content Workflow" SOP.
- **Standard:** Must detail the flow from "Idea" to "AI Draft" (using your C1 Avatar) to "HIL Review" to "Publish."

4. Section 4: The AI "Art Director" SOP (from L4)

- **Component:** Your "Visual Brand Identity Prompt" and the "AI Art Generation SOP."
- **Standard:** The "Prompt" must be detailed enough to create consistent brand visuals.

5. Section 5: The "Chat-to-Close" Strategy (from L5)

- **Component:** Your "AI-Bot's Goal" (Support, Qualify, or Close) and the 3-step "Triage SOP" (Bot-to-Human).
- **Standard:** The "SOP" must have a clear hand-off point for when the bot escalates to you (the "Human").

6. Section 6: The "AI-COO" Dashboard SOP (from L6)

- **Component:** A screenshot of your live "AI-COO Dashboard" (in Trello, Notion, etc.) and your "Project Management SOP."

- **Standard:** The dashboard must be active (not just a template), and the "SOP" must define "Recurring Tasks."

7. Section 7: The "Digital Twin" Brand Voice SOP (from L7)

- **Component:** Your complete "Digital Twin" Master Prompt, including Tone, Cadence, and "Do/Don't" lists.
- **Standard:** The prompt must be high-fidelity, allowing an AI to generate content that sounds 90%+ like you.

8. Section 8: The AI-Driven Analytics SOP (from L8)

- **Component:** Your "1-Click" Analytics Prompt (the "What, Why, Next" framework) and your "Analytics Dashboard" (screenshot).
- **Standard:** The "Prompt" must be specific enough to deliver actionable insights, not just data.

9. Section 9: The "Prompt Engineering" Master Library (from L9)

- **Component:** Your "Master Prompt Library" document containing at least 5 "CEO-level" prompts (Role, Task, Context, Format).
- **Standard:** Prompts must be strategic, not just simple commands (e.g., "Write a blog post...").

10. Section 10: The "AI Ethics & HIL" SOP (from L10)

- **Component:** Your complete "AI Ethics SOP" document, including *both* the internal "Human-in-the-Loop (HIL) SOP" and the "Public AI Policy."
- **Standard:** The "HIL SOP" must be a non-negotiable checklist. The "Public Policy" must be clear and build trust.

11. Section 11: The "AI-Team" Automation SOP (from L11)

- **Component:** Your "AI-Team Automation SOP," including the screenshot of your live "Zap," the "Trigger/Action" flow, and the "CEO-Time-Saved" ROI.
- **Standard:** The "Zap" must be *live and functional*.

12. Section 12: The "Future-Proofing" (R&D) SOP (from L12)

- **Component:** Your "Future-Proofing SOP," including the screenshot of your *recurring* "R&D" task and the 4-step research SOP.

- **Standard:** The task *must* be set to "recurring" to prove you have systemized "adaptability."

PART 3: Project Assembly Instructions

1. **Create Your Master Document:** Open a new Google Doc, Notion doc, or similar professional tool. Title it "The AI-Powered Operations Playbook - [Your Name]."
2. **Create a Title Page:** Design a clean, professional title page.
3. **Create a Table of Contents:** Create a "Table of Contents" page with 12 sections, matching the "Required Project Components" (Part 2).
4. **Review & Refine Each Lesson Assignment:** Go back through all 12 of your assignments. This is your "Human-in-the-Loop" (L10) moment. Check for typos, update insights, and refine your SOPs based on what you've learned. *Do not just copy-paste. Elevate your work to a professional standard.*
5. **Integrate Section by Section:** Create a clean heading for "Section 1: The 'Centaur CEO' Thesis." Insert your refined L1 assignment (the audit). Create a heading for "Section 2: The 'Second Brain' SOP." Insert your refined L2 assignment. Repeat for all 12 sections.
6. **Format for Professionalism:** Ensure all fonts, headings (H1, H2, H3), and spacing are consistent. This document represents your "brand" (C1, L3). Make it look like it.
7. **Write a 1-Paragraph Introduction:** On the "Table of Contents" page, write a 1-paragraph "Introduction" explaining what this Playbook is and how it functions as the "brain" of your business.
8. **Submit as PDF:** Export the entire Playbook as a single, professional PDF document for submission.

PART 4: Evaluation Rubric

Criteria	Excellent (A)	Proficient (B)	Needs Improvement (C)
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Completeness	All 12 required components are present, fully refined, and integrated.	All 12 components are present, but 1-2 feel rushed or unrefined.	More than 2 components are missing or incomplete.
Strategic Application	Playbook demonstrates a deep, "CEO-level" (L1) understanding of AI, focusing on <i>systems and leverage</i> , not just "tools."	Playbook shows good use of AI tools, but remains slightly "Technician-focused."	Playbook is just a list of tools without a clear "why" or connecting strategy.
SOP Clarity	All SOPs (L2, L3, L6, L10, etc.) are crystal-clear, actionable, and could be handed to a VA with no confusion.	Most SOPs are clear, but 1-2 are vague or miss key steps (like the HIL review).	SOPs are "notes," not "procedures." (e.g., "Check AI content").
Automation & Integration	The "AI-Team" (L11) and "AI-COO" (L6) components are <i>live, functional</i> (with screenshots), and clearly save "Technician" time.	The "AI-Team" components are <i>designed</i> but not <i>proven</i> to be live/functional.	Automation is only discussed in theory.
Professional Presentation	The document is formatted beautifully, easy to navigate (with a ToC), and 100% "portfolio-ready."	The document is complete but has inconsistent formatting, no ToC, or typos.	The document is a "data dump" of 12 assignments, not a cohesive Playbook.

PART 5: Final Exam

Total Questions: 28 Time Limit: 75 Minutes Passing Score: 80%

Multiple Choice (10 Questions)

1. What is the "Centaur CEO" mindset? (L1)
 - A) A CEO who does all the "Technician" work themselves.
 - B) A CEO who replaces their entire team with AI.
 - C) A CEO who partners with AI, using it as a "tool" to execute their "Human" strategy.
 - D) A CEO who avoids AI due to ethical (L10) concerns.

2. What is the primary role of the "Human-in-the-Loop" (HIL) SOP? (L10)
 - A) To write AI prompts (L9) faster.
 - B) To ensure a "Human" (you) reviews all AI output for "Facts, Voice, and Ethics" *before* it goes public.
 - C) To connect Zapier (L11) to ChatGPT (L7).
 - D) To analyze data (L8) for "What, Why, Next."
3. What are the 3 core components of a "CEO-Level" Prompt? (L9)
 - A) "What, Why, Next."
 - B) "Role, Task, Context." (And "Format").
 - C) "Trigger, Action, SOP."
 - D) "Bias, Transparency, Copyright."
4. Why do we build a "Digital Twin" Brand Voice SOP? (L7)
 - A) To create a fake social media profile.
 - B) To ensure the AI-generated content (L3) sounds *exactly* like your brand, not like a generic "robot."
 - C) To replace your "AI-COO" (L6).
 - D) To analyze data (L8).
5. What is the "Digital Glue" used to build an "AI-Team"? (L11)
 - A) Your "Second Brain" (L2) (e.g., Notion).
 - B) Your "AI-COO" (L6) (e.g., Trello).
 - C) Your "Prompt Library" (L9).
 - D) Automation platforms (like Zapier or Make) that connect "Triggers" to "Actions."
6. What is the purpose of the "AI R&D" SOP? (L12)
 - A) To stop using AI tools.
 - B) To complain that AI is changing "too fast" (a "Reactive" mindset).
 - C) To *schedule* "Adaptive" (CEO) time (e.t., 1 hour/month) to review and test "new" AI tools, "future-proofing" your business.

- D) To build one "perfect" AI-Stack and never change it.
7. The "AI Art Director" SOP (L4) is primarily used to...
- A) ...ensure visual "consistency" for your brand by using a "Master Visual Prompt."
 - B) ...write blog posts (L3).
 - C) ...steal other artists' work.
 - D) ...talk to customers (L5).
8. The "AI-COO" (L6) is best defined as...
- A) ...a single, expensive AI tool.
 - B) ...a system or dashboard (like Trello/Notion) where you manage *all* your projects, tasks, and SOPs.
 - C. ...the person who runs your Zapier (L11).
 - D) ...your "Chat-to-Close" bot (L5).
9. What is the "AI-Analyst's" (L8) main goal?
- A) To give you data (e.g., "100 Clicks").
 - B) To give you insight using the "What, Why, Next" prompt (e.g., "WHAT: Clicks 'down'. WHY: 'Topic X failed'. NEXT: 'Focus on Topic Y'").
 - C) To "cold call" leads (C1, L8).
 - D) To generate images (L4).
10. A "Second Brain" (L2) is...
- A) ...a "Reactive" mindset (L12).
 - B) ...an "external, organized" system (like Notion) for capturing and retrieving all your "knowledge," "SOPs," and "ideas."
 - C) ...your "Public AI Policy" (L10).
 - D) ...the "Final Project" itself.

True/False (6 Questions)

11. (T/F) The "Centaur CEO" (L1) delegates "Technician" tasks to AI to free up "Human" time for "CEO" tasks (like strategy).

12. (T/F) A "Public AI Policy" (L10) is designed to *hide* (deceive) your AI use from customers to build trust.
13. (T/F) A "Reactive" mindset (L12) sees AI changes as an "opportunity," while an "Adaptive" mindset sees it as a "threat."
14. (T/F) The "AI-Marketer" (L3) SOP should *skip* the "Human-in-the-Loop" (L10) step to save time.
15. (T/F) "AI Agents" (L12) are the *next step* in AI, where you "give the AI a Goal" and *it* figures out the "Triggers/Actions."
16. (T/F) A "Chat-to-Close" bot (L5) should *never* have a "triage" SOP (L5) to escalate to a "Human." It must handle 100% of queries.

Short Answer (8 Questions)

17. (L1) List two "Technician" tasks you audited and two "CEO" tasks you will focus on.
18. (L2) What are the 3 main steps of your "Knowledge Capture SOP" (e.g., "Capture, ___, ___")?
19. (L5) What is the *primary goal* you set for your "Chat-to-Close" bot? (e.g., "Support," "Qualify," or "Close").
20. (L7) What are two key attributes from your "Digital Twin" Brand Voice SOP? (e.g., "Tone: Witty," "Cadence: Short sentences").
21. (L10) What are the 3 "checks" in your "Human-in-the-Loop (HIL) SOP"? (The "F__-Check," "V__-Check," "E__-Check").
22. (L11) What was the "Trigger" and "Action" of the "Zap" (AI-Team) you built?
23. (L9) What is the *difference* between a "Technician" prompt (e.g., "Write a post") and a "CEO" prompt (L9)?
24. (L6) What is one "Recurring Task" you set up in your "AI-COO" dashboard?

Scenario-Based Questions (4 Questions)

25. (Scenario L3/L10) You use your "AI-Marketer" (L3) SOP to draft a blog post. It *sounds* great (L7), but your "HIL SOP" (L10) "Fact-Check" reveals it *invented*

(hallucinated) a critical statistic. What is the "Centaur CEO" (L1) action?

26. (Scenario L8/L12) Your "AI-Analyst" (L8) "What, Why, Next" prompt shows your "C2 Video" (C2) "views" are down 50% ("What"). Your competitor is using a new "AI video tool" (L12) that you haven't seen. What is the "Reactive" (Technician) mindset, and what is the "Adaptive" (CEO) mindset?
27. (Scenario L5/L11) You get 20 "C1, L4 Lead Magnet" signups every day. You are *manually* copy-pasting their "emails" from "Google Sheets" into your "ConvertKit" (C1, L6). How do you *permanently delegate* this "Technician" (L1) task to your "AI-Team" (L11)?
28. (Scenario L1/L6) A "high-value" (C1, L8) client *emails* you (L11) with an "urgent" request while you are *supposed* to be doing "CEO" work (L1) (e.g., "C1, L1 Strategy"). How does your "AI-COO" (L6) and "AI-Team" (L11) system (Act 3, L11) handle this *without* you (the "CEO") "breaking focus"?

Answer Key (For Instructor)

- MC: 1(C), 2(B), 3(B), 4(B), 5(D), 6(C), 7(A), 8(B), 9(B), 10(B)
- T/F: 11(T), 12(F), 13(F), 14(F), 15(T), 16(F)
- SA (Examples):
 - 17: (T) "Answering support emails," "Posting social." (C) "Setting 90-day strategy," "Reviewing analytics."
 - 18: "Capture, Organize, Retrieve."
 - 19: "To Qualify leads (asking 3 key questions) before handing them to me (the 'Human')."
 - 20: "Tone: 'Girl Boss Drill Sergeant' (Direct, Empowering)." "Cadence: 'Fast, punchy sentences.'"
 - 21: "Fact-Check, Voice-Check, Ethics-Check."
 - 22: (T) "New Starred Email (Gmail)." (A) "Create Card (Trello)."
 - 23: A "Technician" prompt is "vague" (e.g., "Write a post"). A "CEO" (L9) prompt gives "Role, Task, Context, Format" to get a *strategic* output.
 - 24: "AI R&D (L12) - 1st Friday of Month."

- Scenario (Examples):

- 25: You *do not publish*. You (the "Human") *fix* the "statistic" (or "remove" it). You *own* the "AI's output" (L10).
- 26: (Reactive/Tech) "This isn't 'fair'! I 'give up'." (Adaptive/CEO) "My 'R&D SOP' (L12) is *this Friday*. I will 'schedule' (L6) '1 hour' to 'test' that new tool and 'beat' them."
- 27: You build an "AI-Team" (a "Zap") (L11): (Trigger) "New Row in Google Sheets" -> (Action) "Add Subscriber in ConvertKit." The "Technician" task is *gone forever*.
- 28: My "AI-Team" (L11) "Zap" (L11, Act 3) *already* saw the "Starred Email" (Trigger) and *already* created a "Trello Card" (Action) in my "AI-COO" (L6)