

**FIELD GUIDE 01**

Applied ideas from  
The Almanack of Naval Ravikant

# THE IGNITE ALMANACK OF **AI LEVERAGE**

How a small business multiplies its output  
without multiplying its headcount.

A FIELD GUIDE FOR UK SMES

**IGNITEAI SOLUTIONS**

## THE PROBLEM

# Growth usually means more people. It doesn't have to.

Most owners scale the only way they were ever taught. More work comes in, so they hire. More hiring brings more management, more overhead, more diaries to coordinate. Output goes up, but so does the cost of every extra unit of it.

There is another way to grow, and a venture investor called Naval Ravikant described it more clearly than anyone. He said there are three ways to multiply what you produce. Two are old. One is new, and it is open to anyone, including a 140-person manufacturer in the Midlands.

*You're never going to get rich renting out your time.*

**Naval Ravikant, The Almanack of Naval Ravikant**

He was talking about people. The same logic runs through a business. When your growth depends on adding hours, you are renting time, yours and your team's, and you hit a ceiling. This guide is about the third way to grow, and why AI is the version of it you can actually put to work this year.

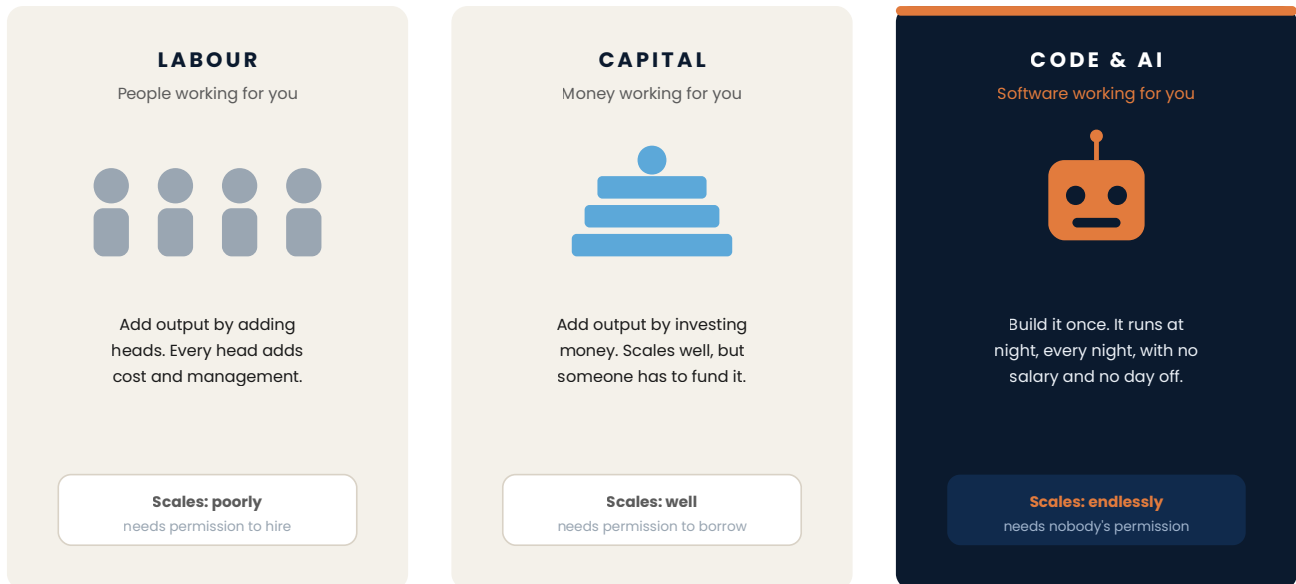
## WHY THIS MATTERS

The gap is widening between businesses that have figured this out and businesses that haven't. Not because of the technology. Because one group has stopped paying for hours and started paying for outcomes, and the other hasn't noticed yet.

## THE IDEA

# Three ways to multiply your effort

Naval put the three forms side by side. Seeing them together is the whole point, because the first two are the ones most owners reach for by habit, and the third is the one sitting unused.



The three forms of leverage. After Naval Ravikant, The Almanack of Naval Ravikant (2020).

Naval's word for the third one is **permissionless**. You don't need a bank to fund it or a board to approve it. The 801st product description costs you no more than the first. That is the part to sit with.

*Code and media are permissionless leverage. You can create software and media that works for you while you sleep.*

**Naval Ravikant**

# What this looks like inside a real business

The idea is only worth anything if it survives contact with a Tuesday. Here is where AI does the third kind of work in a 50 to 450-person company. None of it is futuristic. All of it is running in businesses now.

| The job                     | The old way                                                           | With AI doing the work                                                                |
|-----------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Product descriptions</b> | A copywriter, 800 SKUs, roughly 200 hours of typing.                  | First drafts for all 800 in an hour. A person reviews the few that need a human eye.  |
| <b>The board pack</b>       | Eight hours a month pulling data from five systems and formatting it. | Pulled and drafted overnight. The FD spends 90 minutes editing, not a day building.   |
| <b>Staff questions</b>      | Four senior people interrupted all day for answers only they hold.    | A knowledge base answers in plain English in seconds. Their know-how serves everyone. |
| <b>Proposals</b>            | Six hours of research and writing per bid.                            | A drafted, on-brand proposal in 20 minutes. The team can chase far more work.         |
| <b>Customer queries</b>     | Six people handling 200 a week, most of them repeats.                 | The repeats handled automatically. People kept for the calls that need judgement.     |

## THE PATTERN UNDERNEATH

Notice what is being handed over and what is being kept. The work where the inputs and outputs are tightly linked, the typing, the pulling, the formatting, goes to the machine. The judgement stays with the person. You are not replacing anyone. You are taking the drudgery off them.

## THE SHIFT

# Stop paying senior people to do junior work

Naval has a line that lands hard once you apply it to a payroll. He said he wants to be paid for his judgement, and let a machine do the work. Most senior people in an SME are doing the opposite. They are buried in processing, and their judgement, the thing you actually pay them for, is squeezed into the gaps.

### A SENIOR WEEK TODAY



### THE SAME WEEK, AFTER



Same person. Same salary. The machine took the first slice, so the expensive slice grew.

This is the quiet win that doesn't make the brochure. Clearing the processing load gives your best people back the one thing they never have enough of: room to think. And as Naval points out, in a business running on this kind of multiplier, one good decision a quarter is worth more than a hundred busy hours.

**68**

hours a month one ops manager spent on a manual spreadsheet, before a single conversation

**9am**

the time the dashboard that replaced it now runs, every day, on its own

**1**

problem, one pilot, one measurable outcome. The only way we start

## HOW TO START

# One problem. One pilot. One measurable outcome.

The most common mistake is trying to do everything at once. Naval again: if you cannot decide, the answer is no. Pick the single process that, fixed, would change your week. Start there. Here is the sequence we use with clients.

- 1 Find the friction.** For one week, have each senior person note every task that is pure processing: compiling, chasing, formatting, summarising. The longest, most-hated one is your pilot.
- 2 Write the one-liner.** One sentence for the problem, one number for what good looks like, one date to review it. If you cannot write those three, the project isn't ready.
- 3 Build the smallest version.** Not a transformation programme. One workflow that does one job. Get it running in weeks, not months.
- 4 Measure against the baseline.** Hours before, hours after. Keep it if it works. Drop it without guilt if it doesn't.
- 5 Then, and only then, pick the next one.** One at a time is how it compounds. Five at once is how it stalls.

### TRY THIS ON MONDAY

Ask your leadership team one question: **how much of your week is spent on things you do out of obligation rather than because they need your judgement?**

The answer tells you exactly where the first pilot goes. You don't need a strategy. You need an honest answer to that one question.

# Three prompts to run yourself

Paste these into Claude or ChatGPT. They cost nothing and they make the idea real in about ten minutes. Replace the words in [brackets] with your own.

## PROMPT 1: FIND THE FRICTION

You are an operations analyst. I run a [type of business] with [number] staff. I am going to describe how I spend a typical week. For each task, label it PROCESSING (gathering, formatting, chasing, summarising) or JUDGEMENT (deciding, prioritising, building relationships). Then list the three processing tasks an AI tool could most realistically take off me first, and why.

Here is my week: [describe it in plain words]

Use this to find your pilot. The biggest, most-hated processing task wins.

## PROMPT 2: DRAFT AT SCALE

Here are three product descriptions I am happy with: [paste them]. Study the tone, length and structure. Now write a description in exactly that style for this product: [paste the spec sheet]. Flag anything you are unsure about so a human can check it.

Once it matches your voice, this is the "no cost to make the 801st" idea in action.

## PROMPT 3: CAPTURE WHAT IS IN YOUR HEAD

Interview me to capture how I make a decision my team cannot make without me: [name the decision, e.g. "whether to take on a new client"]. Ask me one question at a time, dig into the things I do by instinct, and after ten questions turn my answers into a clear checklist a new manager could follow.

This is how the founder's hardest-to-replace knowledge starts to scale.

THE NEXT STEP

# FIND YOUR FRICTION

This guide is one idea from a much larger toolkit. The work that makes it stick, the governance, the team buy-in, the measuring, is the part most businesses skip and then wonder why the tool gathers dust.

*Skills that stay when we go.*

IgniteAI helps UK small businesses put AI to work on a real problem, prove it pays, and build the habit so it lasts. One problem, one pilot, one measurable outcome.

**IGNITEAI SOLUTIONS**

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