

FIELD GUIDE 06

A UK field guide
Current to June 2026

THE IGNITE ALMANACK OF **THE AI OPERATING SYSTEM**

Turning AI from a thing that answers
questions into a system that does the work.

A FIELD GUIDE FOR UK SMES

IGNITEAI SOLUTIONS

THE PROBLEM

Answering questions is the easy 10%. Doing the work is the other 90%.

Everyone has Copilot or ChatGPT now. Ask it something, get a decent answer. Useful, and also the shallow end. It forgets everything the moment you close the tab, it knows nothing about your business, and it writes in a voice that belongs to nobody.

So it stays a clever assistant on the desktop, and the actual work still lands on your people. They ask, they copy the answer out, they fix the tone, they fill in what it did not know. Handy. A long way from done.

The reason it never goes deeper is simple. A raw chatbot has no memory of you, no knowledge of your business, and no skills tuned to your jobs. Every conversation starts from zero. That ceiling is why most AI stalls at "good for emails" and never touches the work that actually costs you.

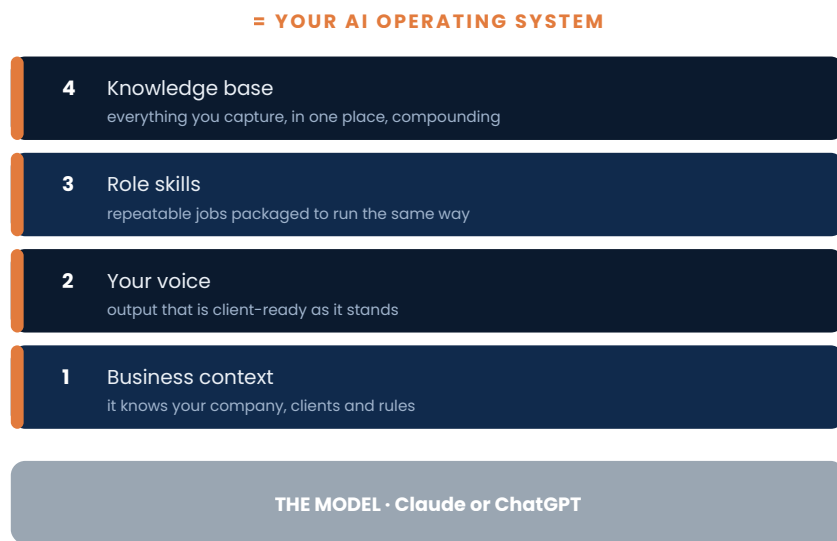
WHY THIS MATTERS

A tool that answers saves someone a few minutes. A system that does the work gives you back whole people. The difference between the two is the layer you build around the model.

THE IDEA

Four layers turn a chatbot into a system.

The gap between a chatbot and an operating system comes down to four layers you build around the model. Put them in and the same AI stops guessing and starts doing your real work, in your folders, in your voice.



The model is the base. The four layers you build on top are what turn it into a system that runs your work.

What each layer gives you.

None of this is exotic. Each layer is a plain thing you can build, and each one lifts every job the AI touches after it.

Layer	What it gives you
Business context	The AI knows your company, your clients, and your rules, so its answers fit you instead of the average of the internet.
Your voice	It writes the way you write, from real examples, so the output is client-ready as it stands rather than a rewrite job.
Role skills	Repeatable jobs, proposals, reports, triage, packaged so anyone can run them the same way and get the same standard.
Knowledge base	Everything you capture and everything it learns, in one place, so the system gets sharper every week you use it.

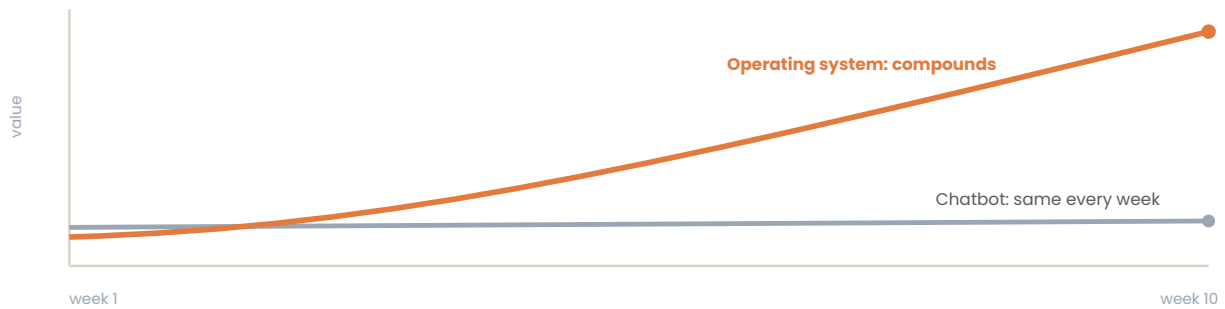
LICENCE VERSUS SYSTEM

This is the line between buying a licence and building a system. The licence is the model, the same one your competitor has. The system is the four layers around it, built on your business, and those you own. That is where the advantage lives, because nobody else can copy it off a pricing page.

THE SHIFT

From asking AI to running with it.

With the four layers in place, the relationship changes. You stop prompting from a blank box and start handing over repeatable work. And because the knowledge base compounds, the system gets better the more you use it. Week one it drafts. Week ten it runs the draft, the check, and the follow-up, in your voice, off your knowledge.



This is what we mean by an AI Operating System: a layer your business runs on, rather than a tool someone remembers to open. The chatbot is where everyone starts. The system is where the gains are, because it does the work and it keeps getting better.

HOW TO START

Build it in order, one layer at a time.

You do not build the whole thing at once. You lay the base, then add one skill, then let it compound. This is the order we use with clients.

- 1 Write the context first.** One file: what the business does, who the clients are, the rules, the words you use. The AI reads it before every job.
- 2 Capture your voice.** A short profile of how you write, with a few real examples. Now the output sounds like you.
- 3 Build one skill.** Pick a repeatable job and package it: the steps, the inputs, what good looks like. One job, done the same way every time.
- 4 Start the knowledge base.** Point it at what you already have and add what you capture. This is the layer that compounds.
- 5 Add the next skill.** One at a time. Each new skill plugs into the same context, voice, and knowledge. The system grows on its own base.

TRY THIS ON MONDAY

Write the one-page context file. **What you do, who you serve, the three rules an AI must never break, and ten words or phrases you use that a stranger would not.**

That single page lifts the quality of every answer you get from any AI tool, today, before you build anything else.

Three prompts to lay the first layers.

Paste these into Claude or ChatGPT. They build the base of the system, the context and the voice, and spec your first skill. Replace the words in [brackets] with your own.

PROMPT 1: BUILD YOUR BUSINESS-CONTEXT FILE

Interview me to build a one-page context file about my business that I can give to any AI before a task. Ask me about what we do, who our clients are, the rules and boundaries we work inside, and the words and phrases we use. Ask one question at a time, then produce the file as a clean, reusable brief.

Layer one. The AI reads this before every job, so its answers fit you.

PROMPT 2: CAPTURE YOUR VOICE

Here are three pieces of writing I am happy with: [paste them]. Analyse how I write: sentence length, tone, the words I favour and the ones I avoid. Produce a short voice profile I can hand to an AI so its writing sounds like me. Then rewrite this paragraph in my voice as a test: [paste a plain paragraph].

Layer two. The difference between output you send and output you rewrite.

PROMPT 3: SPEC YOUR FIRST SKILL

Help me turn a repeatable job into a skill an AI could run the same way every time. The job is [name it, e.g. writing a proposal]. Ask me how I do it now, then write it up as a clear procedure: the inputs needed, the steps in order, and what a good finished result looks like.

Layer three. One job, packaged so it runs to the same standard every time.

THE NEXT STEP

BUILD THE SYSTEM

A chatbot is where everyone starts. An operating system is where the gains come from, because it does the work and it compounds. That is what Claude Built For You is: the four layers, built around your business, so AI runs your repeatable work in your voice.

Skills that stay when we go.

A SPARK Discovery maps the work worth building the system around, and where it pays back first. One fixed price, £5,000, and you keep the findings whether you build with us or not.

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