

Today each of you builds one agent that takes a weekly chore off your desk

Build Day for Mila, Samir and Tatiana, with Seth watching along. You build, I sit next to you.

Wed 14 October
10:00 to 16:00
LeadMind, Rotterdam

This is where your time goes now

From your intake conversations.	
A full brand and website build in Figma, with variables, components and frames set up by hand	± 2 months, one person
Logging in to five ad platforms and Google Analytics, one by one	± 5 hours a week
An ad group halted for a policy violation	noticed after 4 days
Turning meeting notes into a structured ClickUp project with briefings	± 1 hour per project

None of this is creative work. It is **pixel pushing, copying numbers and typing up notes**, exactly what an agent is good at.

We are in the third wave of AI

First AI predicted (your spam filter), then it wrote (ChatGPT). Now it does the work: an **agent** reads a brief, opens Figma, pulls the numbers, drafts the tasks. You say what you want in plain language, the agent carries it out.

It is early days. Most agencies use AI for a caption. An agency whose own operations run on agents is ahead, and can sell that to clients next.

One person with AI beats a team without it

One person, no AI		50%
Team, no AI		59%
One person + AI		64%
Team + AI		65%

Quality of work in a field experiment with 776 professionals.
Dell'Acqua et al., Harvard and P&G, 2025.

Three words you will hear all day

Skill	A work instruction Claude remembers. "This is how we brief a task in ClickUp." Write it down once, and it works that way every time.
MCP	The connector that lets Claude work inside another tool: Figma, ClickUp, Google Analytics. You install it once, with your own access.
Limits	What the agent must never do. You decide them, and they are part of the build.

Your agents already have their limits

- **Design:** works in a separate draft file. Mila reviews and merges.
- **Campaigns:** reads and reports. It never changes anything in an ad account.
- **ClickUp:** creates tasks. It never deletes, never reassigns, never messages anyone outside the team.

These came from your own intake. An agent you can trust **starts read-only or in a sandbox**, and earns more rights later.

Talking is faster than typing

You explain most things to Claude by just telling it. With a dictation tool you speak and the text lands where your cursor is.

Paraspeech	What I use every day. Mac, paid, runs on your own laptop.
Oorapp	My own app, free: dictation plus meeting transcripts. Beta, use at your own risk. oorapp.sitelane.nl
Handy	For Windows users. Free and local.
As a team	Wispr Flow (dictation) or Fireflies (meetings). Paid, in the cloud.

Small and finished beats big and half-done

Today you do not build the whole agent. You build the smallest piece that saves time next week. Everything else goes on the roadmap at the end of the day.

This is how the day runs

Wed 14 October

10:00 to 16:00

Timeline

- 10:00** **Welcome.** What do you want running at 16:00? One sentence each.
- 10:15** **How an agent is put together.** What a skill, a connector and limits are.
- 10:35** **Hands on.** Check your setup, then build your own email signature with the LeadMind logo.
- 11:00** **Choose, in plan mode.** Talk your chore through with Claude, using the three questions on the right.
- 11:15** **Build, round one.** Plan first, then build, on sample data.
- 12:30** **Lunch, an hour.**
- 13:30** **Show and tell.** Five minutes each: what works, what surprised you.
- 13:45** **Build, round two.** Connect to the real thing: Figma, ClickUp, your exports.
- 15:00** **Build, round three.** Make it repeatable: save it as a skill in the LeadMind repo.
- 15:30** **Run it.** Each agent runs once for real, and we note what it still needs.
- 15:45** **Roadmap.** All ideas on one sheet, the number is the build order.
- 16:00** **Done.** Then aftercare by mail or phone.

Five rules for building well

- 1. Talk normally.** Explain it like you would to a smart new colleague, with examples.
- 2. Plan first.** "Make a plan, don't build yet." Read it, steer, then go.
- 3. Start small.** One brand, one week, one meeting. Once that works, the rest.
- 4. Iterating is normal.** The first version is a start, not the end.
- 5. Ask what is possible.** "I work in ClickUp all day, what could you do for me?"

Three questions before you build

- 1. Which one chore do you do by hand** and would rather stop doing? Not "project management", but "turning Monday's briefing into tasks".
- 2. What does Claude need to know?** Your naming, your brand rules, what a good briefing looks like, what tends to go wrong.
- 3. How do you know it is right?** Take a week or a project you already did by hand, and compare.

Will you not use it next week? Then it is **too big**. Make it smaller.

Ideas from your intake, you choose on the day

- Mila** One brand in, a complete variable set out (colour, type, spacing), built in a separate draft file in Figma. Components and frames come next.
- Samir** Last two weeks of exports from each platform plus Google Analytics in, one weekly overview out: what changed, what looks wrong, and your to-do list. Live APIs come later.
- Tatiana** One real meeting note in, a structured project out in a ClickUp test space: tasks, subtasks, deadlines and a proper briefing per task.
- Seth** Watches, asks questions, and unblocks access when a key or permission is missing.

Your own idea always wins.

The roadmap closes the day

- **High impact, small:** start here next week.
- **High impact, big:** plan first, then build in pieces.
- **Small, in between:** for a quiet Friday afternoon.
- **Later:** brochures, socials, risk detection, agents that talk to each other.

Stuck? Ask Claude first, then me

Claude can explain almost everything about itself. If that does not help, I am right next to you. After today: call or text, +31 6 41377086.