

Alexis Kingsbury

Founder of AirManual & Spidergap
Host of De-stress Your Business
Consultant and Speaker

Summary of Alexis's introduction

- Business leaders have the power to have a great impact — making the world a better place
- But... Alexis felt 'stuck' IN the business of 10+ years
- Alexis is a geek who loves learning, but also avoids pain (so skateboarding wouldn't *normally* be his forte!)
- So, he made it his priority to learn how to make delegation actually work *without* the pain and stress that often accompanies hiring, onboarding and managing people
- After 3 years, it had a life changing impact — no longer working all hours, instead able to work <40 hours/week and take 6+ weeks out of the business, and focus working time ON the business — having a greater impact
- Now Alexis shares an approach to make this possible in weeks not years.



**Free Up 15+ Hours Per Week,
Unlock Growth, and Make AI
Your New Best Junior Employee**

Why this matters

- Georgia Kirke's business had been growing well, but she was required at some point as part of every sale... every project.. and every hire. She was a bottleneck.
- Georgia was worried that bringing in a new team member to free up her time would take her away from other priorities and slow the business down!
- We showed her how she could spend less than 5 hours to create onboarding for a new team member that would free up her time within ONE WEEK... without her having to spend all her time training them!
- Georgia then saved 200 hours in the team member's first 3 months (15 hours PER WEEK!)
- She expanded the approach to all areas of the business, taking on more team members, and removing herself from the day-to-day.
- Then her father sadly passed away. But her team were able to cope, even onboarding a new team member that week. Georgia was able to take time out of the business when she needed it most. Now she's back, she's no longer a bottleneck.



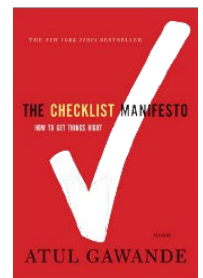
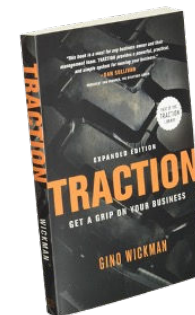
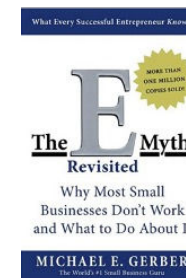
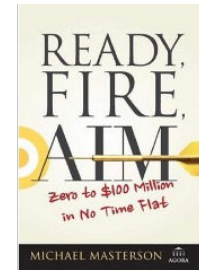
Questions to ask yourself

- What life changing impact can you deliver (to you, your family, your team, and more widely) when you have the time and space?
- What would that look like?
- What's holding you back?
- What would you need to let go of?
- What could you free up your time from that would save you 15 hours per week?



'Document and delegate' often fails

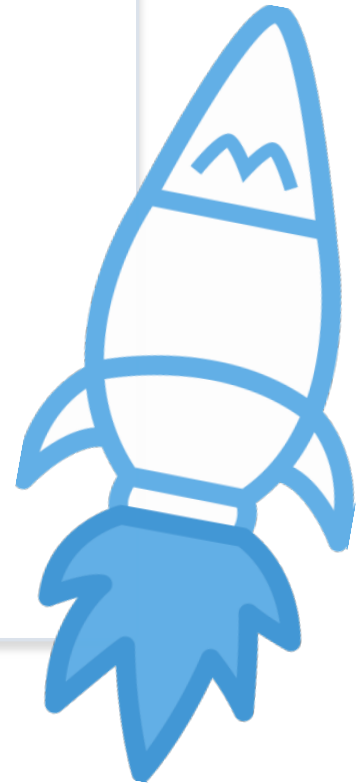
- The best-selling books tell us to 'document and delegate' but most business leaders have TRIED and found it takes a lot of time, people don't follow the processes, they rarely get improved or used for training, and they go out of date.
- Many leaders give up even trying, instead spending time fire-fighting, unable to step out of the day-to-day, with a business that relies heavily on key people (including them).
- This creates huge risk, increasing stress, decreasing the value of the business, and holding back growth!



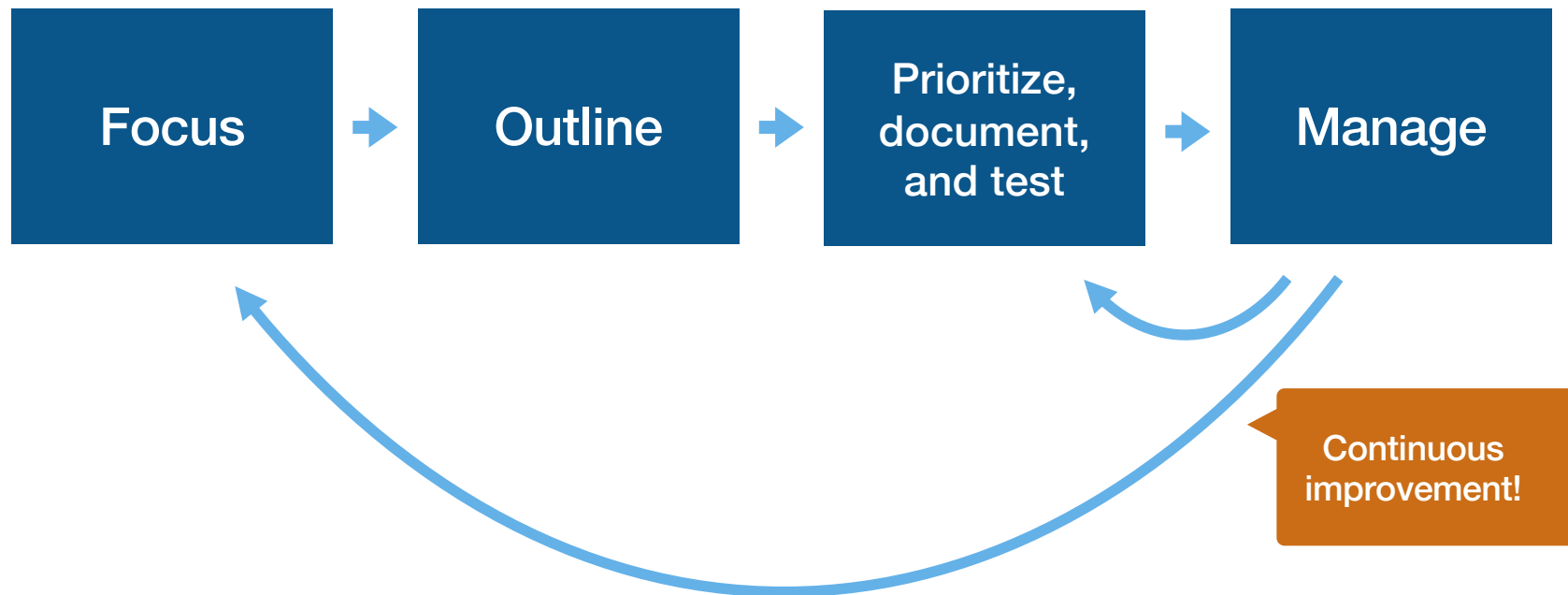
'Document and delegate' fails when...

- 💣 We don't focus on solving our biggest problem
- 💣 We don't prioritize the task causing the problem
- 💣 We don't capture it in a format that's easy-to-use and edit
- 💣 We don't agree who is responsible for documenting, reviewing and using
- 💣 We don't check that things start being done right or
- 💣 We don't make it easy to keep up-to-date

**An end-to-end
approach to free
up 15+ hours per
week and unlock
your growth**



An approach that actually works!



Case study

- In the summer of 2021, we spoke to Emma Seton the COO of a 200 person training provider — where they were focused on clearing a backlog of over 500 learners trying to get enrolled on their courses.
- Getting on top of this backlog was critical for the business, but the enrollments team was struggling: Only 3 senior team members were clear on how to process the enrollments end-to-end.
- They felt unable to onboard new team members — it was too time consuming, and mistakes were common. While the team had documented processes in Word, these were difficult to follow and full of inaccuracies.
- Their leaders had been trusting their team to keep on top of the backlog AND train the junior team members...
- But after 4 months the team still had never found the time. Cashflow was becoming a serious risk to their business due to this issue.
- So using this area of focus (**stage 1**) we worked with their team to put this into practice using the end-to-end approach.



As a result...

- The new team members were able to get up to speed quickly — in 2 weeks rather than in 4 months — and so the entire backlog was tackled far quicker than previously estimated.
- To get these results, Buttercups worked with our consultant for just 10 hours to set-up the processes and training.
- In the first month of use, the team saved over 60 hours (15 hours a week saved!)... but then...
- We then set up the management and continuous improvement (**stage 4**).
- Over the following 12 months, they've been using this across other parts of the business to address their other bottlenecks to growth!



Free guide



<https://airmanual.link/CFO23A>

We want to make your life better

At AirManual, we help business leaders to give their teams the guidance, processes, and onboarding they need to excel.

In doing so, we expect to:

- ✓ Free up 100s of hours of leadership time
- ✓ Prevent mistakes that cost £10,000s
- ✓ Reduce the time it takes to onboard new joiners by 80%
- ✓ Reduce both employee churn and hiring costs
- ✓ Increase business value by 20%

But that's not our real goal.

We're here because we've experienced what it's like when your employees are dependent on you. When you have no time. When the same mistakes keep happening.

We're here because we've worked the long hours. We've had our holidays disrupted. We've felt the anxiety. We've seen the impact it's had on our own wellbeing, and that of our families.

We're here because solving this stuff is life changing.

And we want that for you.

Paddy and Alexis
Co-founders at AirManual
Hosts of [De-stress Your Business](#) podcast



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Our approach, tool, and consulting

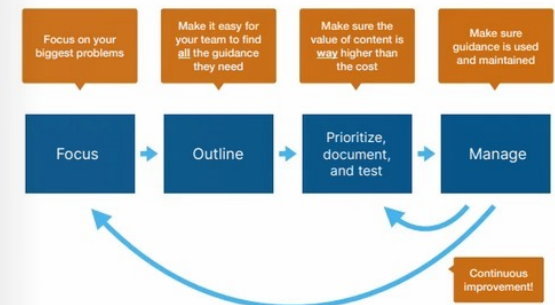
Most initiatives to give employees better guidance fail.

This is because content:

- Isn't 100% focused on solving big problems
- Isn't easy for employees to find when they need it
- Takes too long to document
- Doesn't get consistently used or maintained

To solve this, we've developed an agile and iterative 4-stage approach that works with any size of business (from your first employee to your 100,000th!).

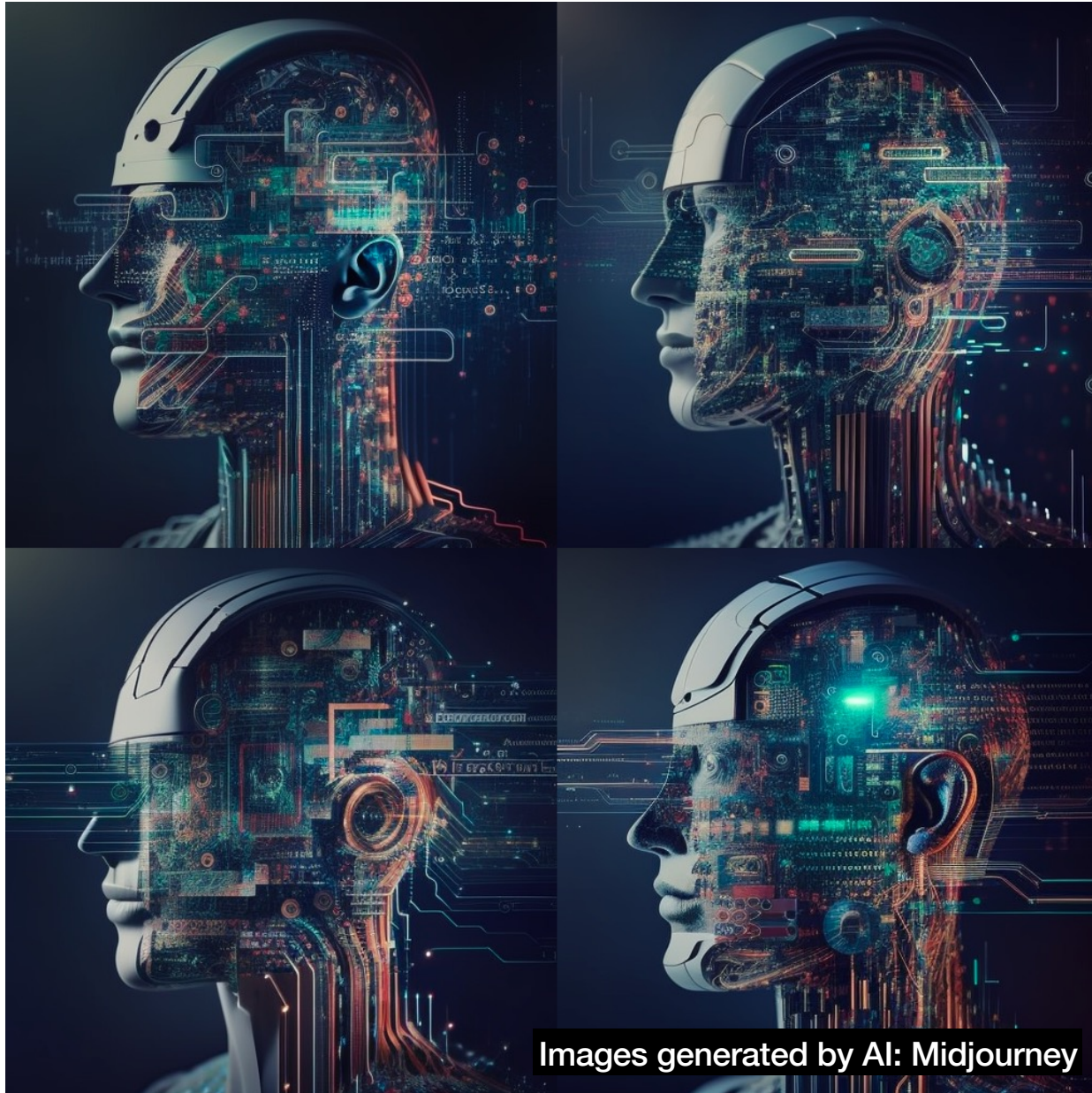
Our online platform at www.airmanual.co makes each stage 10x easier compared to using other solutions (pages 8-13). We offer consulting options to help new customers get value quickly, and to help existing customers to scale (pages 14-15).



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“But what if we can’t afford to hire into that role right now?”

AI could become your new best junior employee



Images generated by AI: Midjourney

AI is going to change EVERYTHING

- AI is not something you can ignore.
- I'm 100% confident that it's not just a passing fad, and now has real implications for almost every business.
- Check out the **De-stress Your Business** podcast to learn more.

WHAT YOU NEED TO
KNOW ABOUT
AI AND CHATGPT

DE-STRESS YOUR BUSINESS #47 with PADDY MANN

HOW TO
**TURN AI INTO YOUR
BEST JUNIOR EMPLOYEE**

DE-STRESS YOUR BUSINESS #51 with ALEXIS KINGSBURY

**INTRODUCE AI
INTO YOUR BUSINESS
THE PRAGMATIC WAY**

DE-STRESS YOUR BUSINESS #54 with ALEXIS KINGSBURY

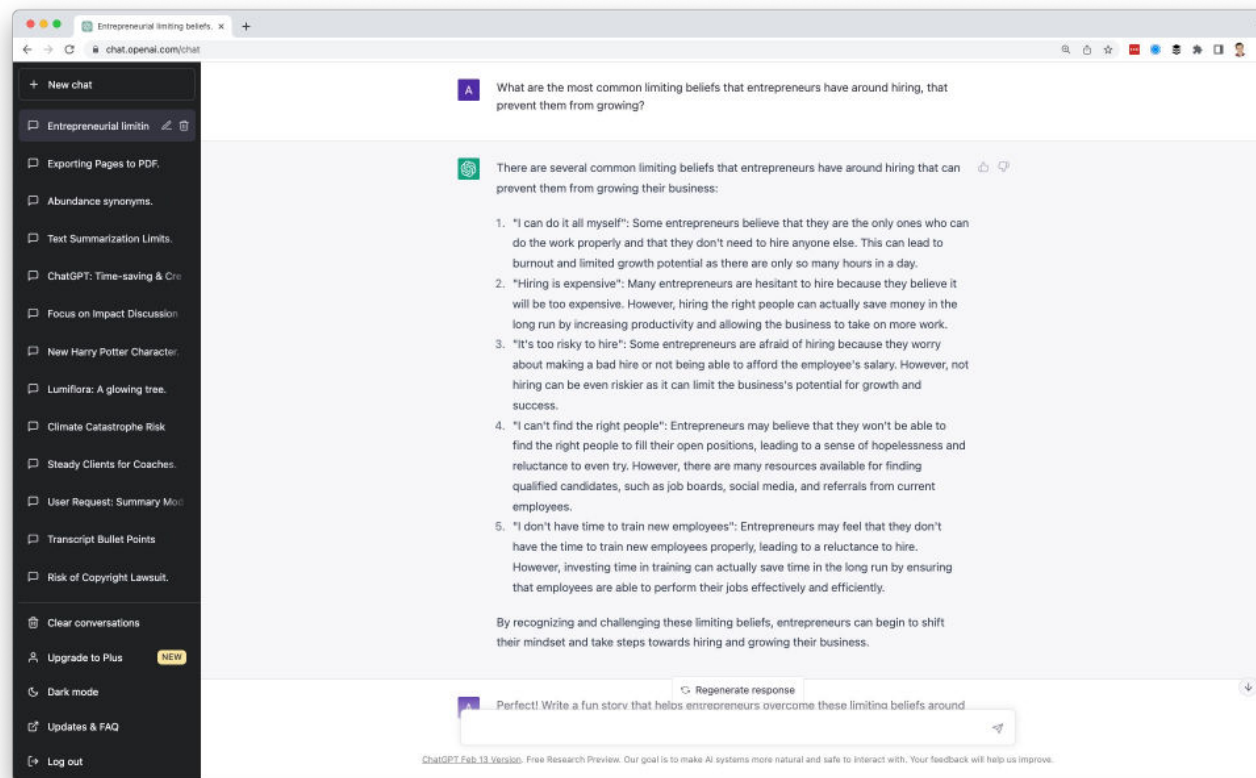
**THE RISKS AI
PRESENTS
TO YOUR BUSINESS**

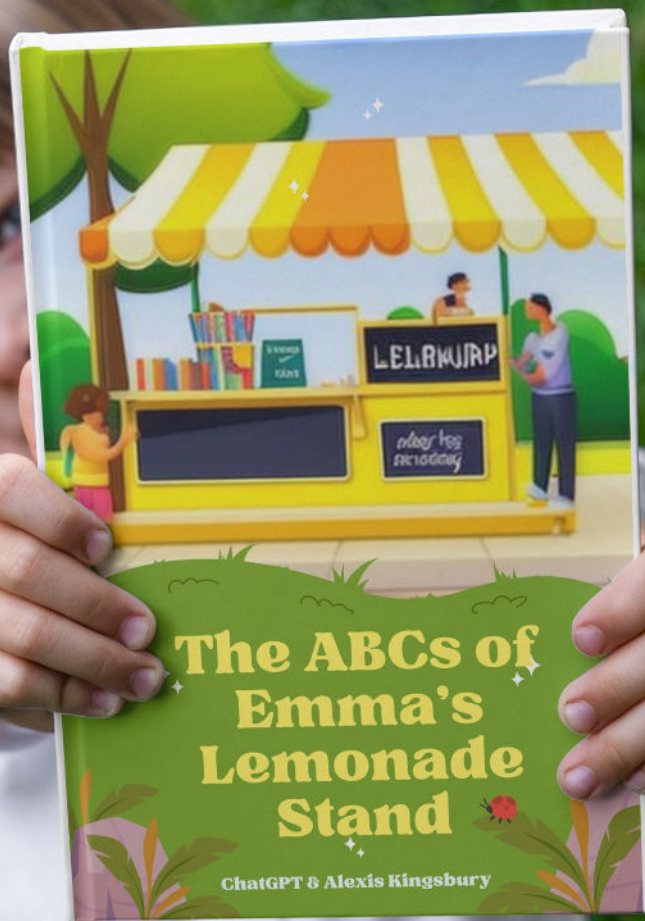
DE-STRESS
YOUR BUSINESS

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Case study: Writing a story with ChatGPT



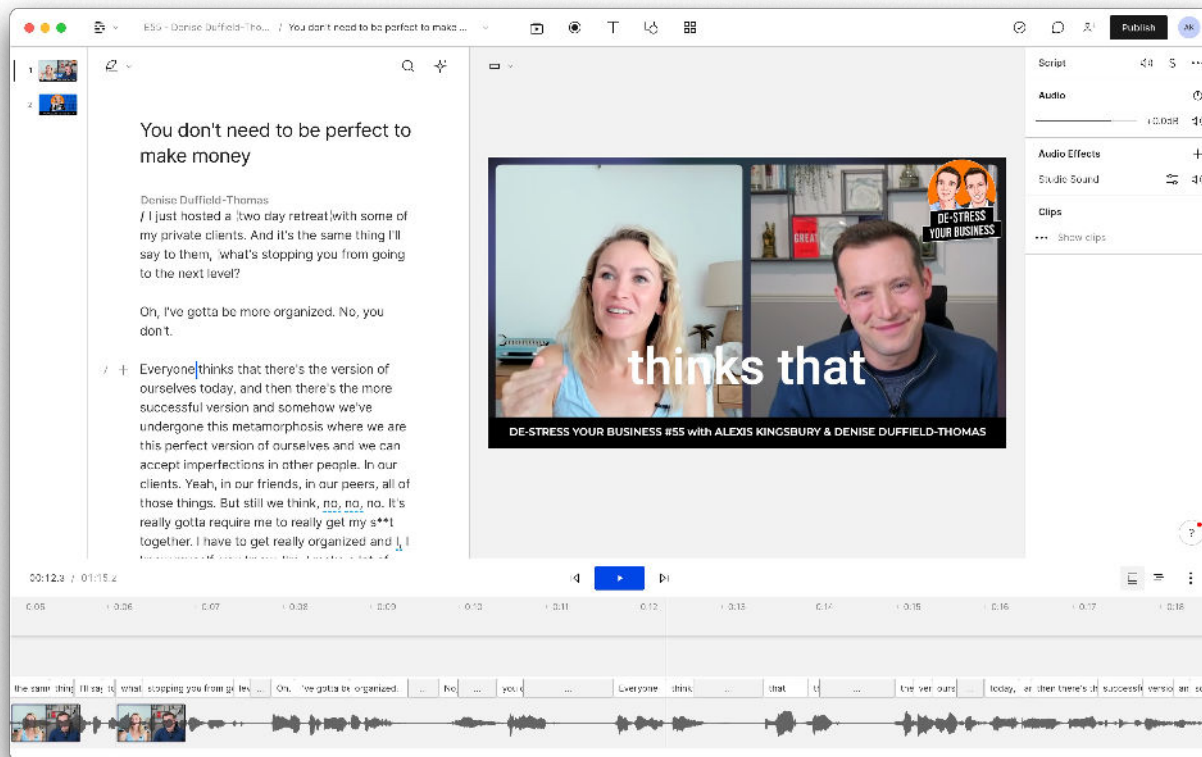


Case study: Creating images for a product





Case study: Repurposing podcast episodes

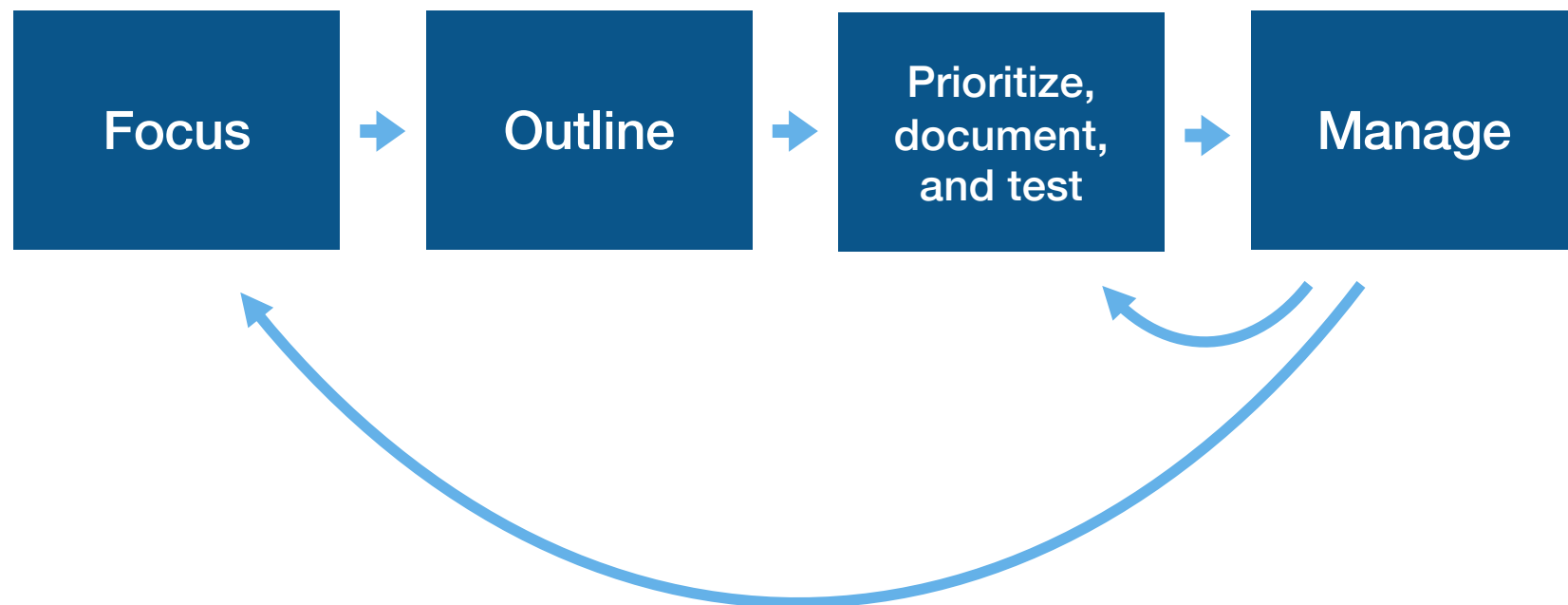


However...

Your biggest
problem is NOT
‘How to use AI’



Instead, focus on **IMPACT** and embed it into your processes



Free guide & training checklist

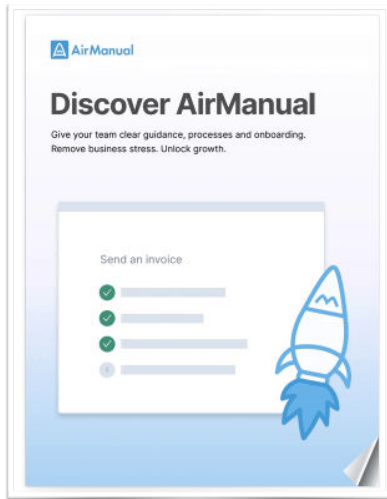


airmanual.link/ai/ebook

The Business Leader's Guide to

Using AI and ChatGPT





<https://airmanual.link/CFO23A>



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