



● A SHORT BRIEF FOR FOUNDERS AND OPERATORS

The Operations Gap

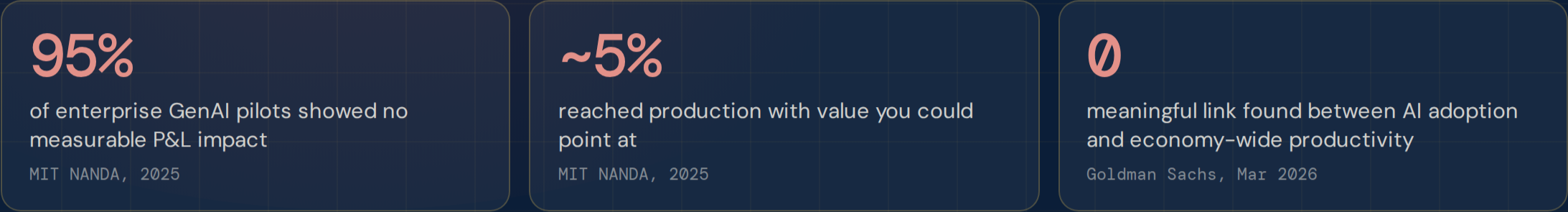
Why 95 percent of AI investment produced nothing, what the 5 percent did instead, and what it means if most of your business currently lives in your head.



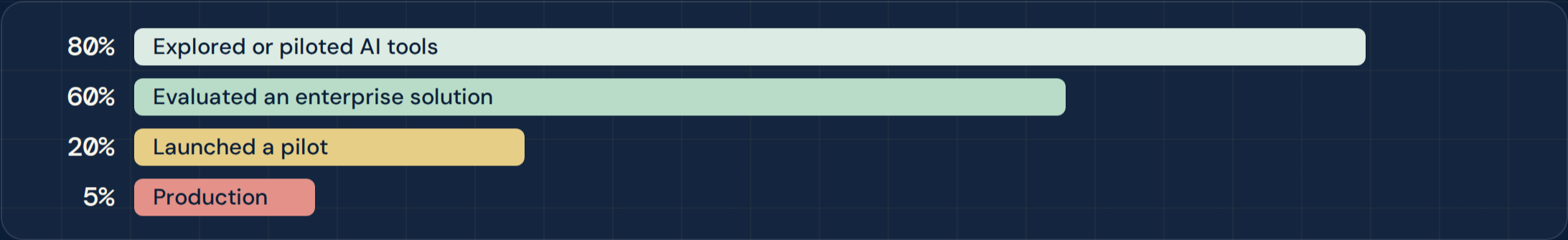
Everyone bought AI. Almost nobody got the productivity.

Between 30 and 40 billion dollars of enterprise spend on generative AI. At the macro level, economists still cannot find it in the numbers. The interesting question is not whether AI works. It is why it stops working the moment it meets a real operation.

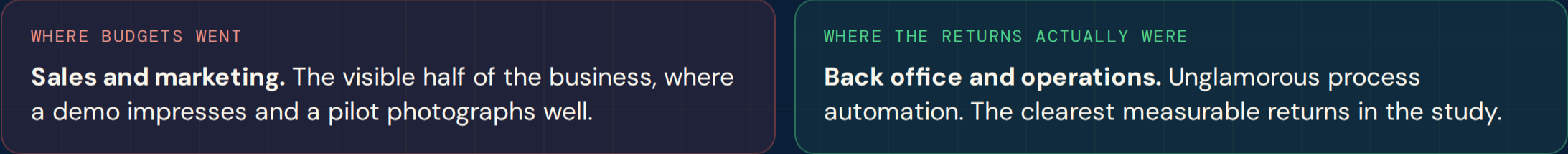
WHAT THE MONEY BOUGHT



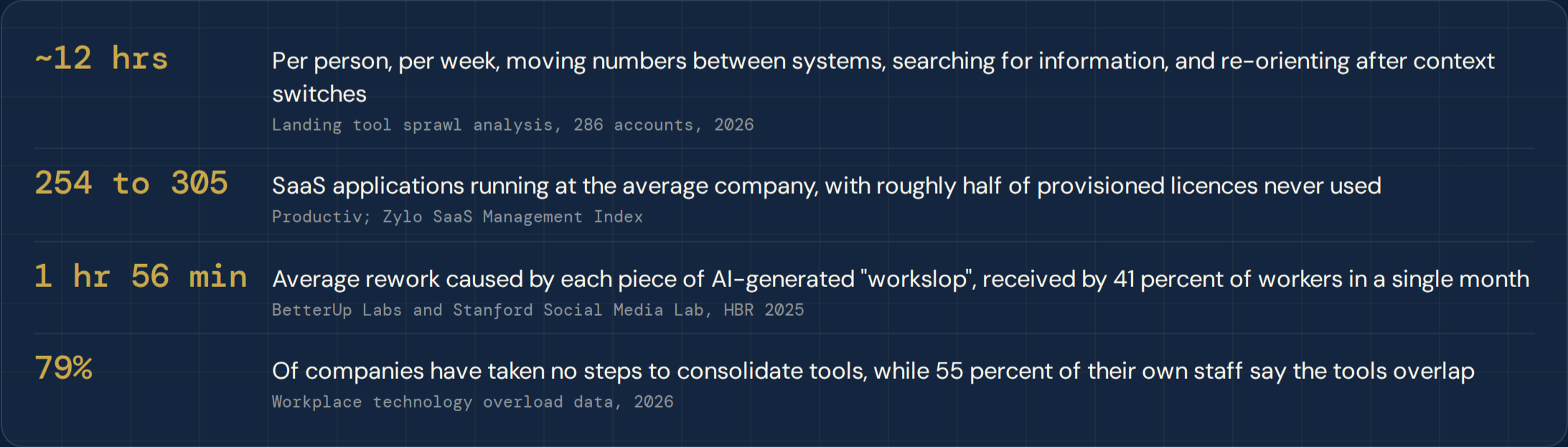
THE FUNNEL ALMOST EVERY COMPANY IS STUCK IN



AND THE MONEY WENT TO THE WRONG PLACE



MEANWHILE THE DAY JOB GOT HEAVIER, NOT LIGHTER



THE PATTERN UNDERNEATH ALL OF IT

None of these are technology failures. Every one of them is a process that was never written down, never given an owner, and never measured. **Swipe for what the 5 percent did differently.**

AI does not fix a broken process. It runs it faster.

The gap is not a technology gap. Point an excellent tool at an undocumented, unowned, unmeasured workflow and you do not get productivity. You get the same mess at higher speed, plus a subscription.

WHY THE PILOTS DIE

Excellent tool

+

Undocumented workflow

=

Output nobody trusts, so it gets **redone by hand**

Excellent tool

+

No owner for the outcome

=

A pilot that **quietly stops** when the champion gets busy

Excellent tool

+

Documented, owned, measured process

=

The **5 percent**

WHAT SEPARATED THEM, IN THE RESEARCH

01

Started in the back office
Not the demo-friendly front end. Finance, admin, reporting, intake. The dull half, where the measurable returns actually showed up.

02

Picked one pain point
One workflow, executed properly, end to end. Not a platform rollout across nine departments at once.

03

Fixed the process first
Wrote it down, gave it an owner, made it measurable. Then automated it. In that order, never the reverse.

AND THEY MOVED DIFFERENTLY

9 months

Average time for large enterprises to get a pilot to scale

90 days

Mid-market equivalent. Smaller teams win this on speed, not budget

THE PART MOST OWNERS MISS

You do not have an AI problem. You have an operations problem that AI just made visible, and expensive.

WHERE I COME IN

I build the operating layer that makes the tools pay off.
Ten years supporting C-level leadership. Workflows documented as SOPs, given owners, then automated: 40+ Jira automation rules, scripted reporting and intake, two paid subscriptions retired. Google certified in Project Management and AI Essentials.

Message me on LinkedIn

Paul Prado Pacardo
Available now, remote

A TWO MINUTE DIAGNOSTIC BEFORE YOU BUY ANOTHER TOOL

1

Can you name the owner of your three most repeated workflows?

2

Is any of them written down somewhere a new hire could follow?

3

Do you measure how long each one takes today?

4

If the answer is no to any of these, automation will amplify the gap, not close it.

"Ninety percent of our jobs are in our heads."

Almost every operator I speak to says a version of this, usually as an aside, usually slightly apologetically. It is not a confession of disorganisation. It is what happens when a capable team grows faster than its documentation.

What it costs you now

Onboarding takes senior time you do not have. Every new hire learns by interrupting you. Nothing can be delegated cleanly because the instructions do not exist outside your memory, so the work returns to you by default.

What it costs you later

You cannot be unavailable. You cannot sell the business easily. And you cannot buy leverage, because tools and AI have nothing to attach to. A process that exists only in someone's head cannot be automated by anyone.

THE TRAP

You are too busy to document, because you are not documented

The reason there is no time to write it down is the same reason it needs writing down. Nothing breaks the loop from the inside.

THE FIX

Someone else extracts it, you approve it

Writing an SOP from scratch is a project. Reviewing a drafted one is a ten minute job. The difference is who does the first draft.

THE ORDER

Observe, draft, confirm, then automate

Watch the work happen, draft the process from what actually occurs rather than what is supposed to, have you correct it, then build the automation on top of something true.

THE POINT

You do not need to find time to document your business. You need someone whose job it is to take it out of your head and hand it back to you as something reviewable.

"The hard part is figuring out how to best use you."

This is the real risk in hiring operations support, and most candidates never address it. You are not worried I cannot do the work. You are worried that scoping the work, explaining it, and checking it will cost more than doing it yourself. So here is how I remove that cost.

WEEK 1

I go and find it

I read whatever exists already: charters, timelines, trackers, past threads, client files. I do not ask you to teach me what a document can. You get one consolidated list of questions, once, not a stream of interruptions.

WEEK 1

I show you the map

By the end of the week you get a written map of every recurring task I can see, who currently owns it, and where it lives. Correcting a map is quick. Building one is not. That is the trade I am offering.

WEEK 2

You pick from a menu

I come back with a shortlist of what I should take first, ranked by how much of your time it returns. You are choosing from options, not inventing a job description while busy.

// Delegation fails when the person receiving it needs the sender to define the work. My job is to arrive with the definition already drafted and let you edit it.

This is the difference between an assistant who adds to your load in month one and one who reduces it.

What I will not do

Sit and wait to be told. Ask the same question twice. Route decisions to you that were never yours. Or assume I understand your clients before I have evidence that I do.

What I will do

Communicate in writing by default, so you can read it at your speed rather than attend a meeting at mine. Flag early and specifically. And say clearly when I do not know something.

Ninety days, with a way to **check it worked.**

Not a settling-in period. Each phase has an output you can inspect, so you are never guessing whether the hire is paying for itself.

DAYS 1-30

Take the load, map the ground

Calendar and inbox move to me. Every recurring task mapped with its current owner and location. No process changes yet, because changing a system before understanding it is how working processes get broken.

Output you can inspect: the map, plus a week where fewer things reached you.

DAYS 31-60

Put the cadence in

Stand-ups, weekly status, and escalation rules running. The three worst manual workflows drafted as SOPs from observed reality, sent to you for correction, then handed to the team.

Output you can inspect: three SOPs with your edits in them, and status arriving unrequested.

DAYS 61-90

Automate the top of the list

The two highest-frequency workflows automated. Reporting generated rather than assembled. Third-party coordination, schedules, trackers and follow-ups running without passing through you.

Output you can inspect: hours returned, and a week where nobody asked you a question you had already answered.

HOW YOU WOULD KNOW IT WORKED AT DAY 90

Fewer status meetings. Nothing overdue that nobody noticed. And a week where you were not the bottleneck for a single decision that was never yours to make.

What I have **actually** built.

Every item below was designed, built, and maintained by me in a live agency environment supporting senior leadership across many concurrent client accounts.

GENERATED

Work that creates itself

A new engagement scaffolds in one click: an epic plus 28 child tickets, phases, components and due dates, identical every time. Recurring sets open two weeks before they are due. Quarterly check-ins roll forward on their own.

ENFORCED

Standards the system applies

QA checklists attach on ticket creation and reset when work reopens. Incomplete tickets are flagged by name to whoever last edited them. Review deadlines extend automatically so QA does not eat the delivery date.

DELIVERED

Reporting nobody chases

Daily stand-ups sent as direct messages before work starts. Weekly utilization and burn against contracted hours. Overdue and SLA risks surfaced early. Intake forms wired straight through to tickets.

SCALE

40+ automation rules, 9 scripted jobs, 8 integrations

Across Jira, ScriptRunner, and Google Workspace. Two paid automation subscriptions retired and replaced with scripts the team could read and change.

RANGE

30+ digital projects delivered end to end

Websites, mobile apps, and AR and VR builds, coordinated across North America, EMEA and APAC time zones, including direct third-party and vendor communication.

CREDENTIALS

Google Project Management Professional Certificate and Google AI Essentials

Plus Anthropic AI Fluency and Model Context Protocol. 31 certifications total, every one independently verifiable.

// Paul is dependable, highly organized, and always willing to step in wherever support is needed. His attention to detail, problem-solving skills, and commitment to keeping operations running smoothly made him an invaluable part of the team.

Mary Joy Bertulfo · Executive Assistant · Worked together 2+ years

Test me on something real, before you **commit to anything**.

Hiring operations support is hard to evaluate in an interview, because the skill only shows up in the work. So do not evaluate it in an interview.

OPTION 01

Give me one broken workflow

Pick the process that annoys you most. I will observe it, document it, and come back with a written SOP and an automation proposal. You will know inside a week whether I understand your business.

OPTION 02

Give me one week of your inbox

Not access to everything. One category. I will show you what triage, routing and drafting looks like when someone else does it in your voice, and what reaches you afterwards.

OPTION 03

Give me the map

Two weeks, part time, to produce the written map of your recurring work: what happens, who owns it, where it lives, and what it costs. Useful to you whether or not you hire me.

WHY I OFFER THIS

If I am the right hire, this is the fastest way for you to know. If I am not, you have lost a week and gained a document. That asymmetry is deliberate.

Available now for remote work

Senior Executive Assistant · Chief of Staff · Operations · Project Manager
Comfortable across North America, EMEA and APAC hours.

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