



Kindra Hire | AI RECRUITMENT & TRAINING



A FREE GUIDE FOR BUSINESS OWNERS

GUARDRAIL YOURSELF.

The owner's manual only you can write. Spot your patterns, ask your team, set your own rules, and hand the jobs you avoid to staff who don't mind them.



THE OPENING

3,000 IDEAS. FINISHED BADLY.

Let's be honest, because this whole guide only works if we are.

You've got 3,000 ideas. Maybe more. They turn up in the shower, in the car, at 2am and halfway through someone else's sentence. Some of them are genuinely brilliant. That's why you started a business in the first place.

Here's the catch. Most of those ideas get started with a bang and finished with a whimper, or not finished at all. The website's nearly done. The new service is nearly launched. The follow-up is nearly sent. Nearly is doing a lot of heavy lifting around here.

That's not because you're lazy or disorganised. It's because you're one person doing the job of six, and every owner has habits that were brilliant at the start and quietly expensive now.

So here's the uncomfortable bit, said as kindly as we can: in a lot of small and growing businesses, the owner is the biggest bottleneck and the biggest opportunity in the building. Same person. You're the problem, and you're the only person qualified to fix it.

YOU'RE THE PROBLEM, AND YOU'RE THE ONLY PERSON QUALIFIED TO FIX IT.

Good news: nobody knows your habits better than you do.

Better news: your team already knows them too. They've just been too polite to say.

IN THIS GUIDE

THE OPENING	02
SPOT THE OWNER: TWELVE TYPES	05
THE HONESTY BIT	18
ASK YOUR TEAM	21
PRINTABLE: THE QUESTIONNAIRE	23
PRINTABLE: YOUR OWNER PROFILE	25
A WORKED EXAMPLE (FICTIONAL)	26
THE 30-DAY GUARDRAIL PLAN	27
HOW KINDRA HIRE FITS	29
SHAREABLE ONE-LINERS	31
THE OPENING	03

FOUR MOVES. DO THEM IN ORDER.

DON'T SKIP TO THE FUN ONE.

1 SPOT IT. SPOT IT.

Read the twelve owner types and find yourself. Most owners are two or three of them. Some are all twelve before lunch.

2 ASK THEM. ASK THEM.

Hand your team a short, anonymous questionnaire and find out what they see. It's scary for about a day.

3 WRITE IT. WRITE IT.

Fill in your one-page Owner Profile: your patterns, what they cost, your rules and who holds you to them.

4 HAND IT OVER. HAND IT OVER.

Give the jobs you avoid to people, and staff, who don't mind them. Then follow the 30-day plan so the rules actually stick.

**NOBODY WRITES A BETTER RULEBOOK FOR
YOU THAN YOU. THAT'S THE WHOLE IDEA.**



SPOT THE OWNER

TWELVE OWNERS. ONE OF THEM IS YOU.

Read these with a pen. Tick every line that sounds like your week. If you catch yourself saying 'that's not me' a bit too quickly, tick it twice.

Most owners are a mix. The point isn't to find a label. It's to find the two or three patterns that cost you the most, so you can put a guardrail on each.

THE IDEA MACHINE	06	THE 90% FINISHER	07
THE INBOX GHOST	08	THE YES-TO-EVERYTHING	09
THE BOTTLENECK	10	THE FOREVER POLISHER	11
THE FIREFIGHTER	12	THE NUMBER DODGER	13
THE CONFLICT DODGER	14	THE FOLLOW-UP FORGETTER	15
THE ONE-PERSON BAND	16	THE SHINY THING COLLECTOR	17



STARTS EVERYTHING

THE IDEA MACHINE

THREE NEW IDEAS BEFORE THE KETTLE BOILS. NONE OF THEM FINISHED BY FRIDAY.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ Your phone's notes are a graveyard of brilliant ideas with titles like 'BIG ONE' and 'do this'.
- ☐ Monday's team meeting opens with 'I've been thinking...' and everyone quietly puts their pen down.
- ☐ You've bought four website names this year for businesses that don't exist yet.

WHAT IT QUIETLY COSTS

Your team stops starting things, because they've learned Monday will change the plan. The good idea from March never gets its turn because April's idea pushed in. Momentum leaks out of the business a little every week, and people get tired of changing direction without being told why.

YOUR GUARDRAIL

The idea parking lot, and one in, one out. Every new idea goes on one list, not into the team meeting. It waits two weeks before it's allowed a vote. Nothing new starts until something already on the go is finished or officially killed.

HOW KINDRA AI STAFF PATCH IT

AI staff keep the parking lot for you. They log every idea you fire at them, write a half-page brief for each one (what it is, what it would take, what it would bump) and bring the list to your Friday review. When you try to jump the queue, they point out what it would bump. You still decide. They just make sure you decide on purpose.

ASK YOUR TEAM

Which of my ideas from the last six months do you wish we'd actually finished? When I say 'I've been thinking', what's your honest first reaction?



NEARLY DONE, FOREVER

THE 90% FINISHER

EVERYTHING'S NEARLY DONE. NOTHING'S DONE DONE.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ The new website has been 'pretty much ready' since the footy season before last.
- ☐ There's a folder named FINAL, and inside it, one named FINAL v7 USE THIS ONE.
- ☐ You love the first nine tenths. The checking, the sending and the telling people is where projects go to live forever.

WHAT IT QUIETLY COSTS

Nearly finished pays exactly the same as not started. Customers never see the work, the team stops believing launch dates, and the half-built thing sits in the corner making everyone feel a bit guilty every time they walk past it.

YOUR GUARDRAIL

Write the finish line before you start: one sentence that says what 'done' looks like and who gets told. Every project gets a ship date and a 'good enough' test. Nothing new starts while two things are sitting at ninety per cent.

HOW KINDRA AI STAFF PATCH IT

AI staff do the boring last mile you skip: the checklist, the proofread, the 'here's what's changed' email to customers, the file tidy-up and the note to the team. They draft all of it and put it in front of you. You tap approve, and it's actually done.

ASK YOUR TEAM

What have I said was 'nearly done' for too long?



REPLIES IN YOUR HEAD

THE INBOX GHOST

THE PERFECT REPLY EXISTS. IN YOUR HEAD. SINCE TUESDAY.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You've written the perfect reply in the shower. Four times. It still hasn't been sent.
- ☐ Your team forwards you things with 'bumping this', and you've started to flinch at the word bump.
- ☐ Suppliers have started ringing your team to ask whether you got their email.

WHAT IT QUIETLY COSTS

Every unanswered email is a small promise broken. Customers wait, suppliers chase your team, decisions stall, and the people around you spend part of their day covering for a reply you fully meant to send.

YOUR GUARDRAIL

Two inbox windows a day, at set times. Every email gets one of four answers: reply, hand it on, give it a date, or delete it. Anything older than two working days gets flagged to you by name.

HOW KINDRA AI STAFF PATCH IT

AI staff sort the inbox before you open it, draft replies in your voice and hand you a short list of only the ones that need you. Anything going to a customer waits for your tap. Threads that have gone quiet get a polite nudge, on your yes.

ASK YOUR TEAM

What's waiting on me right now that's holding you up?



EASY, DONE

THE YES-TO-EVERYTHING

YOU SAY YES IN THE ROOM. YOUR TEAM SAYS 'HOW?' IN THE KITCHEN.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ A customer asks 'could you also...' and you've said 'easy' before they finish the sentence.
- ☐ You agreed to three 'quick coffees' this week and each one turned into a project.
- ☐ Your team finds out about new promises by reading the customer's thank-you email.

WHAT IT QUIETLY COSTS

Every yes is a withdrawal from your team's week. The work you already sold slips to make room for what you just agreed to, and the margin thins out on jobs you'd never have quoted that way on paper.

YOUR GUARDRAIL

The 24-hour yes. In the room, the only answer allowed is 'love it, let me check and come back to you tomorrow'. New commitments go through one person who can see the whole week. Every yes names what it bumps.

HOW KINDRA AI STAFF PATCH IT

AI staff turn 'let me check' into a proper answer. They draft the scope, check it against what's already booked, and write the reply with the timing and the price from your list as given. It lands in front of you. You say yes on paper, with the whole picture.

ASK YOUR TEAM

When have I promised something that landed on your desk without warning?



RUN IT PAST ME

THE BOTTLENECK

EVERYTHING IN THIS BUSINESS IS WAITING ON ONE PERSON. HI.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ Your team can't send a quote, a post or an invoice until you've looked at it, and you're booked solid until Thursday.
- ☐ 'Just run it past me' is more or less the company motto.
- ☐ When you go on holiday, the business goes on holiday too.

WHAT IT QUIETLY COSTS

The business can only move as fast as your diary. Good people stop making decisions because they'll only be redone. You become the reason things are late while working harder than anyone in the building.

YOUR GUARDRAIL

Write down what truly needs you (money, customers and anything public) and let go of the rest, in writing. Every item waiting on you gets a 'decide by' time. When it passes, the person closest to the job decides.

HOW KINDRA AI STAFF PATCH IT

This is how Kindra Hire staff work anyway: they do the work, and only the big clicks come to you, one tap each. Everything that needs your yes arrives in plain English with the draft ready, so saying yes takes a tap, not a rewrite.

ASK YOUR TEAM

What do you wait on me for that you could decide yourself?



NOT READY YET

THE FOREVER POLISHER

IT'S NOT READY. IT'S BEEN NOT READY SINCE MARCH.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You've rewritten the About page more times than you've reviewed your prices.
- ☐ A two-line email to a customer takes you forty minutes and three drafts.
- ☐ Your team has stopped showing you work early, because it comes back covered in red.

WHAT IT QUIETLY COSTS

Perfect is expensive and late. The market doesn't wait for version nine, and your team learns that nothing is ever quite good enough, so they either stop trying or stop showing you.

YOUR GUARDRAIL

Set the standard before the work starts with a short 'good enough' checklist. If it ticks the list, it ships. You get one round of changes, not five. Everything else goes on a 'next version' note.

HOW KINDRA AI STAFF PATCH IT

AI staff check the work against your checklist every time, so you don't have to hover. They produce first drafts to your standard, make your changes in one go, and keep the 'next version' note so the good ideas aren't lost. Nothing goes out until you tap yes.

ASK YOUR TEAM

Where do my changes slow things down more than they help?



ALWAYS URGENT

THE FIREFIGHTER

EVERY DAY'S AN EMERGENCY. A FEW OF THEM YOU STARTED.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You haven't looked at the plan since you wrote it, because something's always on fire.
- ☐ You're brilliant in a crisis and a bit restless when there isn't one.
- ☐ The same three problems catch fire every month, and every month you put them out by hand.

WHAT IT QUIETLY COSTS

Firefighting feels like work and looks like leadership, but it keeps the business exactly where it is. The important jobs, the ones without an alarm, never get your best hours.

YOUR GUARDRAIL

Every fire gets a two-line note afterwards: what happened, and the one change that stops it next time. The first hour of the day is fire-free and belongs to the plan. Repeat fires become somebody's job, written down.

HOW KINDRA AI STAFF PATCH IT

AI staff take the repeat fires off the list: the reminder nobody sent, the booking nobody confirmed, the invoice nobody chased. They write the fix down as a step and then do that step every day. The fire you put out once stays out.

ASK YOUR TEAM

Which problem do we keep fixing that we should fix once?



RUNS ON FEEL

THE NUMBER DODGER

YOU KNOW EXACTLY HOW THE BUSINESS FEELS. NOT WHAT IT MADE.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You check the bank balance and consider that the monthly report.
- ☐ Emails from your accountant get opened last, usually on a Sunday night.
- ☐ You price by gut, and your gut hasn't given you a pay rise in years.

WHAT IT QUIETLY COSTS

The numbers you don't look at run the business anyway. Prices drift, slow payers get slower, and the work you love most can turn out to be the work that pays least. You find out at tax time, which is the worst time to find out anything.

YOUR GUARDRAIL

One page, one morning a week. The same five numbers every Monday: cash in the bank, what you're owed, what you owe, work booked and work quoted. Ten minutes with a coffee. Your bookkeeper knows the day and asks if you've missed it.

HOW KINDRA AI STAFF PATCH IT

AI staff put the Monday page together from the reports you already get and explain it in plain English. They chase overdue invoices on your yes. The money itself stays with you: AI staff never move it.

ASK YOUR TEAM

Is there a number you think I should be watching that I'm not?



NO WORRIES, MATE

THE CONFLICT DODGER

HARD CONVERSATION? YOU'D RATHER REORGANISE THE SHED.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ A customer who's paid late four times still gets your warmest 'no worries'.
- ☐ You've quietly redone someone's work rather than tell them it wasn't right.
- ☐ There's a price rise you decided on last year and still haven't told anyone about.

WHAT IT QUIETLY COSTS

The conversation you dodge doesn't go away. It grows. Good people carry the extra load, customers learn which rules don't apply to them, and frustration builds in places you can't see.

YOUR GUARDRAIL

Hard conversations go in the diary, not on the someday list: one a week, prepared. Write your first sentence in advance. The rule is kind, clear and the same week.

HOW KINDRA AI STAFF PATCH IT

AI staff can't have the conversation for you, and they shouldn't. What they can do is the awkward admin around it: drafting the price-rise letter in your tone, sending the overdue reminders you keep putting off (on your yes), preparing notes before you talk and following up in writing afterwards. You do the talking. They do the paperwork.

ASK YOUR TEAM

Is there something you think I've been avoiding saying or deciding?



I'LL SEND THAT THROUGH

THE FOLLOW-UP FORGETTER

GREAT MEETING. LOVELY CHAT. NEVER HEARD FROM YOU AGAIN.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You leave meetings saying 'I'll send that through', and then, well.
- ☐ The car console holds a stack of business cards from people who were 'definitely keen'.
- ☐ You found a quote you forgot to send while looking for a different quote you forgot to send.

WHAT IT QUIETLY COSTS

The work was won in the room, then lost in the week after. People who wanted to buy from you end up buying from whoever got back to them first. It's one of the most expensive habits in a business, and nobody ever writes it down.

YOUR GUARDRAIL

No meeting ends without a named next step and a date. Every 'I'll send it' is written down before you leave the car park. Follow-ups go out within one working day, or someone else sends them.

HOW KINDRA AI STAFF PATCH IT

Give AI staff your quick notes from the meeting and they draft the thank-you, the follow-up and the next-step email in your voice, then line up the reminder for the day you choose. Every one waits for your tap, so nothing falls between the car park and the inbox.

ASK YOUR TEAM

Who do you think I forgot to get back to?



QUICKER IF I DO IT

THE ONE-PERSON BAND

OWNER, SALES, ACCOUNTS, IT, AND WHOEVER FIXES THE PRINTER.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You're the only person who knows the password to anything.
- ☐ Books on Sunday, quotes after dinner, the website at 11pm, and you're proud of it and tired of it in the same breath.
- ☐ When someone offers to help, you say 'it's quicker if I just do it'.

WHAT IT QUIETLY COSTS

The business is capped at your hours, and your hours are capped at being human. Nothing's written down, so nobody can step in, and the day you're crook, everything stops. Hustle culture sells this as the dream. It's a very tired dream.

YOUR GUARDRAIL

Write the job list: every job you do in a week, one line each. Circle the ones only you can do. Everything else gets written up as step-by-step instructions and handed over, one job a fortnight.

HOW KINDRA AI STAFF PATCH IT

This is exactly where Kindra Hire starts. Tell us the jobs you hate and we recruit AI staff for those seats, trained for the work and taught your way of doing it from the step-by-steps you just wrote. You keep the yes on money, customers and anything public. You keep your evenings.

ASK YOUR TEAM

What do I do myself that you'd happily take on, if I let go of it?



SIGNED UP AGAIN

THE SHINY THING COLLECTOR

FOURTEEN SUBSCRIPTIONS. TWO PASSWORDS REMEMBERED. ONE SPREADSHEET DOING ALL THE WORK.

YOU KNOW YOU'RE THIS ONE IF...

- ☐ You've signed up for every new thing that promised to 'change everything', and cancelled none of them.
- ☐ Your team waits a month before learning the latest system, because there'll be another one.
- ☐ The real work still runs on one spreadsheet and your memory.

WHAT IT QUIETLY COSTS

Every new shiny thing costs setup time, training time and your team's patience, and most get abandoned halfway (hello again, 90% Finisher). Meanwhile the monthly charges quietly stack up for things nobody opens.

YOUR GUARDRAIL

The subscription audit. List every monthly charge and cancel anything nobody opened last month. Anything new needs a written reason, one owner and a 30-day check. One in, one out.

HOW KINDRA AI STAFF PATCH IT

Kindra Hire doesn't hand you another thing to set up at 9pm. We recruit staff, train them for the seat, teach them your way, and they work in your team. Your job is to approve their work. They can also draft the monthly charges list from your statements, so you can see what to cancel.

ASK YOUR TEAM

What do we pay for every month that nobody actually uses?



THE HONESTY BIT

YOU'RE GOING TO SKIP THIS. HERE'S WHY.

Right about now, most owners close the guide. Not because it's wrong. Because it's right, and right is uncomfortable. Here are the usual reasons, and our honest answers.

‘I’M TOO BUSY.’

YOU WERE TOO BUSY IN 2019 AS WELL. THAT’S SORT OF THE POINT.

‘I ALREADY KNOW WHAT THEY’LL SAY.’

BRILLIANT. THEN IT’LL BE QUICK, AND YOU’LL FIND OUT IF YOU’RE RIGHT.

‘IT’LL MAKE ME LOOK WEAK.’

IT’S THE OPPOSITE. ASKING YOUR TEAM WHAT YOU COULD DO BETTER IS ABOUT THE MOST BOSS THING AN OWNER CAN DO.

‘I’LL DO IT AFTER THIS NEXT IDEA.’

TURN BACK TO THE IDEA MACHINE. WE’LL WAIT.

‘MY TEAM WILL THINK IT’S WEIRD.’

ONLY IF YOU MAKE IT WEIRD. THERE’S A SCRIPT IN THE NEXT SECTION.

‘THINGS ARE FINE.’

FINE IS A FUNNY WORD FOR ‘NEARLY’.

THIS IS THE BIGGEST ADVANTAGE AN OWNER CAN GIVE THEMSELVES, AND ALMOST NOBODY DOES IT, BECAUSE IT MEANS LOOKING AT THE ONE PART OF THE BUSINESS YOU CAN’T DELEGATE: YOU.

SEVEN TAPS. NO HIDING.

Do the self-check on the guardrails page before you put the kettle on. Seven taps. If you're wrong about yourself, you've lost a minute. If you're right, you've found the thing that's been quietly running your business without a manager.

Then do the harder bit. Hand out the questionnaire this week. Not next quarter. This week.

A STRAIGHT WORD

This guide is about how you run the business. It isn't counselling, financial, legal or tax advice. If looking at all this stirs up more than business habits, that matters more than any of it.

Buddy AI: "I coach the business. If you're really not okay, talk to a human. Lifeline is 13 11 14."



ASK YOUR TEAM

YOUR TEAM ALREADY KNOWS. ASK THEM NICELY.

The people you work with see your habits every day, from the side you can't see. They know which ideas stall, which approvals take a week and which emails you're avoiding. Asking them is the fastest, cheapest way to see yourself clearly. It only works if it's safe.

THE SCRIPT

Say it out loud, at a team meeting, in your own words. Something like this:

"I'M DOING SOME WORK ON HOW I RUN THE PLACE. I'VE GOT HABITS THAT HELP, AND SOME THAT GET IN YOUR WAY, AND YOU SEE THEM MORE CLEARLY THAN I DO. I'D REALLY VALUE YOUR HONEST TAKE. IT'S ANONYMOUS AND IT'S OPTIONAL. I PROMISE TWO THINGS: NOBODY GETS IN TROUBLE FOR ANYTHING THEY WRITE, AND I'LL COME BACK WITHIN A WEEK AND TELL YOU WHAT I'M CHANGING."

What not to say: 'Be brutal', 'I can take it' (you're about to find out), 'I probably already know' or anything that sounds like a test.

THE RULES

READ THESE TO YOURSELF FIRST.

- 1 No shooting the messenger.** Not in the meeting, not in the kitchen, not in a sulk three weeks later.
- 2 No detective work.** Don't try to work out who wrote what. Handwriting, phrasing, whoever looked nervous: leave it.
- 3 Thank everyone,** including for the answers that sting. Especially those.
- 4 Share back within a week:** what you heard, what you're changing, and what you're not changing and why.
- 5 Change one thing people can see within 30 days.** Otherwise nobody will bother next time.
- 6 Answering is optional,** and nobody's job, pay or standing depends on it.

KEEPING IT ANONYMOUS

- Let someone other than you collect the answers: your office manager, your bookkeeper, or a trusted mate outside the business.
- Paper in a sealed box works fine. So does a simple form that doesn't ask for a name.
- Have the collector type the answers into one list, so handwriting and writing style disappear.
- In a very small team (say, under five people), true anonymity is hard. Say so honestly, keep it optional, and consider having an outsider run it.
- Give people a week. Good answers take a couple of days to surface.

READING THE ANSWERS

Read them all in one go, with a coffee rather than a keyboard. Don't reply to anything for 24 hours. Look for the patterns, not the one answer that made you wince. If three people say the same thing in different words, that's your top pattern, whatever you ticked earlier.

HELP ME BE A BETTER BOSS. HONESTLY.

This is anonymous and optional. There are no wrong answers. Short is fine. Nobody will try to work out who wrote what.

1 What's one thing I do that makes your job easier?

2 What's one thing I do that makes your job harder?

3 When I bring a new idea to the team, what usually happens next?

4 What's waiting on me right now that's holding you up?

5 Which job do I hang on to that someone else could do (maybe you)?

6 What have I said was 'nearly done' for too long?

7 Is there a conversation or decision you think I've been putting off?

8 Where do my checks or changes slow things down more than they help?

9 If you could set one rule for me for the next 30 days, what would it be?

10 Which of these owner types do you see in me? Tick up to three.

- | | |
|--|--|
| ☐ The Idea Machine | ☐ The 90% Finisher |
| ☐ The Inbox Ghost | ☐ The Yes-to-Everything |
| ☐ The Bottleneck | ☐ The Forever Polisher |
| ☐ The Firefighter | ☐ The Number Dodger |
| ☐ The Conflict Dodger | ☐ The Follow-up Forgetter |
| ☐ The One-Person Band | ☐ The Shiny Thing Collector |

11 Anything else you've wanted to tell me but haven't found the moment for?

Thank you. I'll share what I heard, and what I'm changing, within a week.

YOUR OWNER PROFILE

One page. Written by the only expert on you. This is the page that closes the loop. Fill it in after the team has answered. Stick it somewhere you'll see it and give a copy to the people who'll hold you to it.

My name and the date

My top three owner patterns (from the self-check, the twelve types and what the team said)

1	2	3
---	---	---

What each one costs the business (in words, not guesses at numbers)

1	2	3
---	---	---

My guardrail for each (a rule specific enough that someone could catch me breaking it)

1	2	3
---	---	---

Who holds me to each rule, and how they'll remind me

1	2	3
---	---	---

The jobs I'm handing over, and to whom (a team member, or AI staff)

--

My finish line rule for new ideas

Ideas go in the parking lot and wait _____ days. Before anything starts, it needs a one-page brief, an owner, a finish line and something it replaces. One in, one out.

What I heard from my team, and what I'm changing

--

My check-in dates:

Day 30: _____ Day 90: _____

Signed (yes, actually sign it)

A WORKED EXAMPLE FICTIONAL.

This is a made-up example owner, invented for this guide. Not a real person, client or business.

WHO

the owner of a 16-person design and marketing studio.

TOP THREE PATTERNS

The Idea Machine, The 90% Finisher and The Follow-up Forgetter.

WHAT THEY COST

The team holds off starting work because Monday usually brings a new direction. The studio's own new website has been nearly finished for months. Proposals go out a week after the meeting, by which time the prospect has cooled off.

GUARDRAILS

1. New ideas go in the parking lot, never the Monday meeting. They wait 14 days, then get a vote at the Friday review.
2. Every project has a written finish line and a ship date. Nothing new starts while two projects sit at ninety per cent.
3. Every meeting ends with a named next step. Follow-ups go out within one working day, or the account manager sends them.

WHO HOLDS THEM TO IT

The operations manager runs the parking lot and the Friday review. The account manager owns the one-day follow-up rule and has permission to send it without asking. The office manager asks every Friday which project got finished.

JOBS HANDED OVER

Meeting notes into follow-up emails, idea briefs for the parking lot, the launch checklist and proofread, and proposal follow-up reminders. All staff draft them; the owner approves anything that goes to a client.

FINISH LINE RULE

Ideas wait 14 days. Each needs a one-page brief, an owner, a finish line and something it replaces. One in, one out.

WHAT THE TEAM SAID, IN SHORT

New ideas on a Monday make them wait before starting anything. They'd like one project properly finished before the next begins. Two people suggested a shared parking lot they can add to as well.

WHAT'S CHANGING

The Monday meeting now starts with 'what did we finish?'. The studio website has a ship date. The parking lot is open to the whole team.

CHECK-INS

Day 30 and day 90, both in the diary.

THIRTY DAYS. FOUR WEEKS. ONE FINISHED THING (YOU).

Here's the irony: this is a project, and you're the kind of owner who starts projects. So this one comes with a finish line.

WEEK 1 LOOK IN THE MIRROR

- ☐ Do the seven-tap self-check on the guardrails page.
- ☐ Pick your likely top three and write one sentence on what each costs.
- ☐ Read all twelve owner types and tick every line that's you.
- ☐ Tell one trusted person you're doing this, so you can't quietly drop it.

Finish line: three patterns written down.

WEEK 2 ASK THE TEAM

- ☐ Monday: read the script at the team meeting and hand out the questionnaire.
- ☐ Friday: collect. Weekend: read everything in one go. No replies for 24 hours.
- ☐ Pick the person who collects answers (not you).
- ☐ Circle the patterns that come up more than once.

Finish line: every answer read, nobody chased about what they wrote.

WEEK 3 WRITE YOUR PROFILE

- ☐ Fill in your Owner Profile. Maximum three guardrails. More than three is just a new idea.
- ☐ Share back with the team: what you heard, what you're changing, what you're not and why.
- ☐ Name who holds you to each rule and agree how they'll remind you.
- ☐ Write the list of jobs you're handing over.

Finish line: profile signed and shared.

WEEK 4 HAND IT OVER AND HOLD THE LINE

- ☐ Hand over the first job on your list, with written steps.
- ☐ Open the idea parking lot and run your first Friday review.
- ☐ Book a 20-minute meeting with Kindra Hire if some of those jobs are ones nobody on the team wants either.
- ☐ Day 30: score each guardrail keep, tweak or drop. Put day 90 in the diary.

Finish line: one job gone, one review done, day 90 booked.



**DAY 30 IS A FINISHED THING.
CELEBRATE IT PROPERLY.**

IT'S THE ONE TIME THIS GUIDE SAYS CONFETTI.



HOW KINDRA HIRE FITS

GUARDRAILS THAT DON'T GET TIRED. OR AWKWARD.

Here's why most guardrails fail. They rely on you remembering them on a Tuesday afternoon while something's on fire. And the people who could remind you often feel awkward telling the boss, which is fair enough.

AI staff don't get tired and don't get awkward. You write the rules in your Owner Profile. They follow them every single day.

Kindra Hire recruits AI staff. We find a worker for a named seat, train them for that seat, teach them how your business does things, and they work in your team. Your people keep the work they're great at, and get the jobs nobody wants off their plate.

WHAT THAT LOOKS LIKE, DAY TO DAY

- Keeping the idea parking lot, writing the briefs and bringing it to your Friday review.
- Doing the last mile: checklists, proofreads, the 'it's live' emails.
- Sorting the inbox and drafting replies in your voice.
- Turning meeting notes into follow-ups, lined up for the day you choose.
- Checking new requests against what's already booked before you say yes.
- Putting together the Monday numbers page in plain English.
- Chasing overdue invoices politely, on your yes.

THE RULE THAT NEVER BENDS

Anything that costs money, goes to a customer or goes public waits for your tap. You keep the yes. That's a guardrail too.

WAITING FOR YOUR YES

Buddy's crew **AI**

FRIDAY PARKING LOT REVIEW

Approve

Not now

WHERE TO START

Book a 20-minute meeting and bring your Owner Profile. We'll look at the jobs on your hand-over list and tell you honestly which ones AI staff can take on, and which ones should stay with your team. If you don't need us yet, we'll say so.

Book a 20-minute meeting

kindrahire.com.au/enquire/



Kindra Hire

**SHOW US THE JOBS YOU HATE.
WE'VE GOT THE STAFF THAT DON'T.**

For social cards, pull quotes and the page. Each one stands on its own.

**EVERY IDEA GETS A PARKING SPOT.
NOT EVERY IDEA GETS THE KEYS.**

**NEARLY FINISHED PAYS EXACTLY
THE SAME AS NOT STARTED.**

**YOUR TEAM ALREADY KNOWS
YOUR BLIND SPOTS. THE ONLY
QUESTION IS WHETHER YOU'LL ASK.**

**YOU DON'T HAVE 3,000 IDEAS. YOU HAVE
ONE IDEA AND 2,999 INTERRUPTIONS.**

**WRITE THE FINISH LINE BEFORE
YOU FIRE THE STARTING GUN.**

**SAY YES TOMORROW. IT'S STILL A
YES, JUST WITH THE MATHS DONE.**

**THE FOLLOW-UP YOU FORGOT IS THE
SALE SOMEONE ELSE REMEMBERED.**

**GUARDRAILS AREN'T A CAGE. THEY'RE HOW
YOU TAKE THE CORNER AT FULL SPEED.**

**NOBODY WRITES A BETTER RULEBOOK FOR YOU
THAN YOU. NOBODY'S WORSE AT STICKING
TO IT, EITHER. THAT'S WHAT STAFF ARE FOR.**

**IF THE BUSINESS STOPS WHEN YOU GO ON HOLIDAY, IT
ISN'T A BUSINESS YET. IT'S A VERY DEMANDING HOBBY.**



Kindra Hire | AI RECRUITMENT & TRAINING

**SHOW US THE JOBS YOU HATE.
WE'VE GOT THE STAFF THAT DON'T.**

Book a 20-minute meeting: kindrahire.com.au/enquire/

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