CHAPTER 12: PLOTTING THE NEXT COURSE | TOOLKIT

Plot Your Next Course

Tools come and go. Methodology travels with you. Pick a lane, set a date, and come back to this page in six months.

My next course: ○ Specialize ○ Build ○ Do the job better

SPECIALIZE If you want to own a niche

My niche

How I'll show up consistently (blog, newsletter, talks, site)

Domain-specific sources a monitoring agent should watch

BUILD If you dream in napkin sketches

The problem my team keeps running into

The tool I'll build to fix it, and who else it helps

GET BETTER If you just want to be excellent at the job

- [ ] Trace every data point in my best AI-assisted product from the last six months
- [ ] Rebuild the worst tool in my workflow with AI
- [ ] Design a workflow that answers our most-asked question in minutes, then brief leadership
- [ ] Teach someone: blog, talk, or lunch and learn
- [ ] Set a six-month calendar reminder to review my workflow

STAY CURRENT Without losing your mind

Two or three people who filter the AI noise for me

My news-monitoring agent: topics and format

Six-month check-in date

What I'll measure