
Luminary
Make Your Team
AI Native In 2027
A free live session by Luminary

What We'll Cover

01 What AI Native Teams Do Differently

02 How AI Native Are You?

03 How AI Adoption Actually Unfolds

04 How We Made Marketing AI Native At Luminary

05 Guest Speaker: Amit Singh

06 Setting The Bar

01

What AI Native Teams Do Differently

What Changes When You Are AI Native?

TEAM	THEN	NOW
Leadership	Strategic reviews are lengthy, run on outdated or inaccurate data, and consume significant bandwidth	**Agents build data pipelines & custom dashboards** **Analysts do deep dives and leadership updates**
Finance	Month-end close takes weeks of manual reconciliation, document chasing and spreadsheet fixes	**Agents reconcile continuously and flag anomalies** **Finance teams drive strategy & forecasting**
Operations	Teams constantly chasing stock levels, purchase orders and status updates across emails and spreadsheets	**Agents track inventory and automate procurement** **Humans focus on customer handling & efficiency**
Sales	Sales reps lose much of their week to research, notes and proposals	**Agents automate prep and proposal creation** **Sales reps manage relationships and close deals**
Talent	Company knowledge sits with a few veterans and leaves with them; training is time-consuming and expensive	**Agents create skills and maintain knowledge bases** **Talent teams focus on coaching and development**

Some Companies Have Made Serious Progress

BBVA

3 hours saved per employee every week using AI

zapier

100% of the team use AI daily, up from 63%

Microsoft

Supply-chain planning cut from 10 days to under 2.5

airbnb

18-month code migration finished in 6 weeks

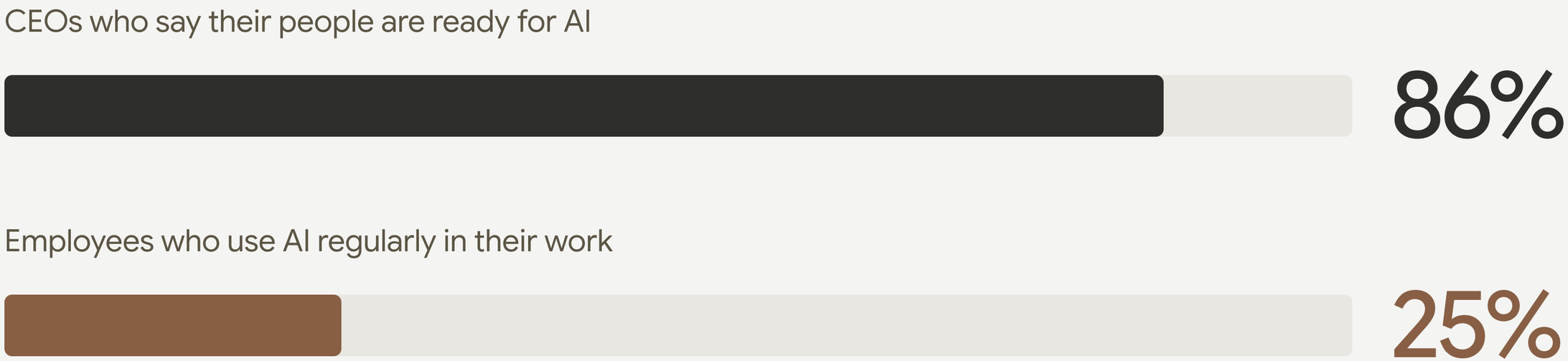
JPMorganChase

150,000 employees use its in-house AI tool weekly

citi

AI tools free up 100,000 developer hours a week

But Many More Are Still Stuck



Source: IBM CEO Study 2026

FOR THE ROOM

“Rate your own team’s AI adoption out of 10. Compare it to how you rate yourself”

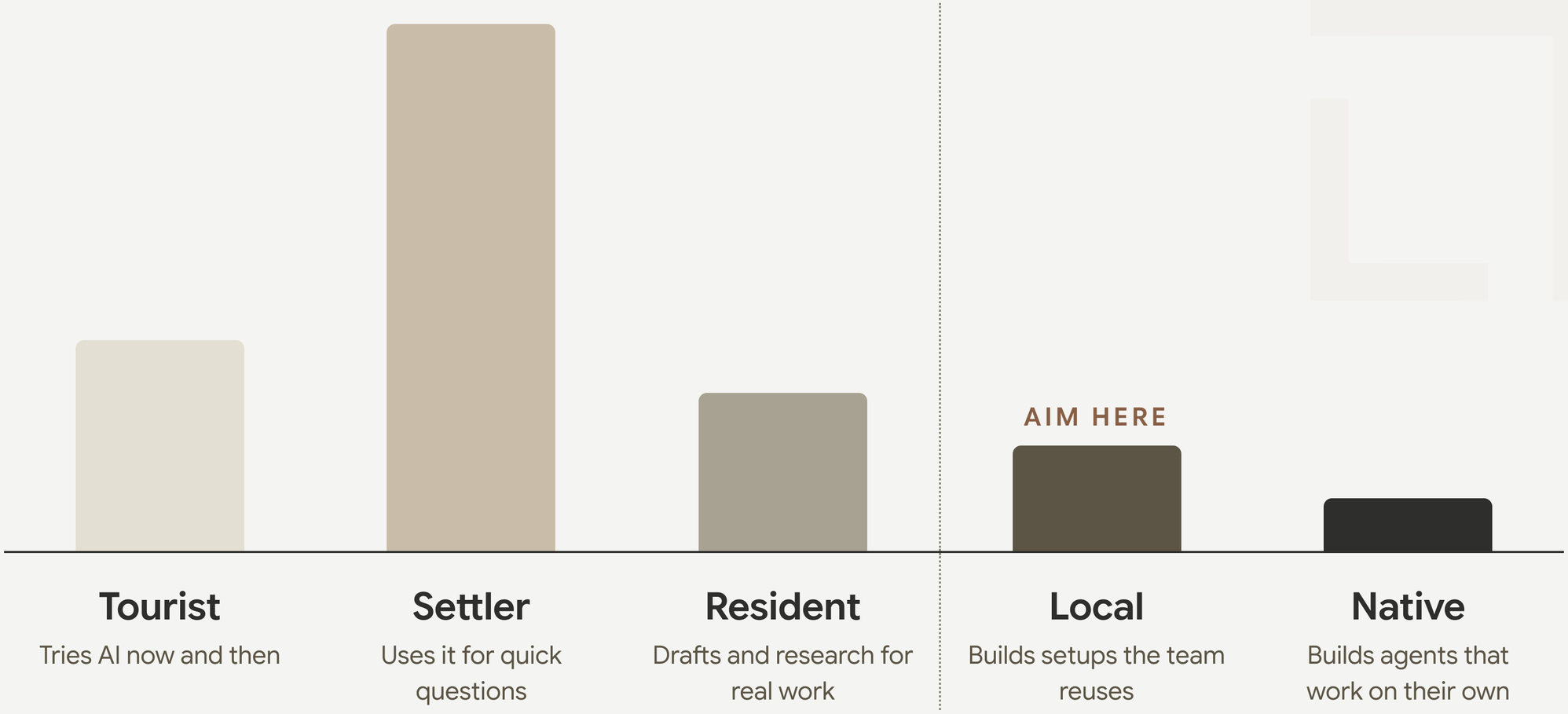
02

How AI Native Are You?

Take The Assessment

theluminary.ai/assessment

You Probably Have A Settler Problem



Source: Luminary AI fluency assessment data

FOR THE ROOM

“Have your entire team take the assessment and plot their results. Repeat it every 3 months.”

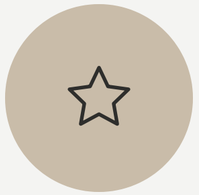
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How AI Adoption Actually Unfolds

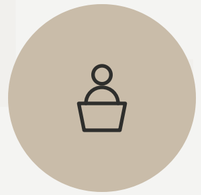
3 Pillars of AI Evangelism



Best workflows become everyone’s default with skills and shared context



AI champions get time and credit



Leaders go first In public

FOR THE ROOM

What if the way your best person does a task with AI became the way everyone does it?

Skills.

A Skill Is An SOP That AI Follows Every Time

	PROMPT		SKILL
Lives	In one person's chat	→	**In a shared place the whole team opens**
Output	Different every time	→	**The same standard every time**
Who benefits	Whoever wrote it	→	**Everyone on the team, from day one**

EXAMPLES

/brand-review
Review content against your brand voice, style guide, and messaging pillars, flagging deviations by severity with specific before/after fix…

/campaign-plan
Generate a full campaign brief with objectives, audience, messaging, channel strategy, content calendar, and success metrics. Use when …

How Ramp Used Skills To Get AI-Pilled

ramp

THE PROBLEM

99% of Ramp's people had AI tools.

Most were still stuck at the basics.

→

WHAT THEY DID

01 Onboarded everyone: one login wires AI into every company tool

02 Power users built 350+ reusable skills for the whole company

03 Internal AI standard and utilisation guide

→

THE RESULT

Anyone can now use AI as well as Ramp's best person at it.

Source: How To Get Your Company AI-Pilled, Geoff Charles (CPO at Ramp)

Anatomy Of A Skill

`weekly-pipeline-review / SKILL.md`

`name: weekly-pipeline-review`
`description: Summarise this week's sales pipeline`
`for the Monday team meeting.`
`Use when I say "pipeline review".`
	The job

`Inputs: the CRM export, last week's notes`	**Inputs**

`1. Flag deals that moved or stalled`
`2. List the 3 deals that need a decision`
`3. One-paragraph summary up top`
	Steps

`Example: last month's best review (attached)`	**What good looks like**
`Before sending: check every number against the export`	**Checks**

Share It With Your Team

Claude

Share directly

Skills → ··· → Share.
Your updates sync to them.

TEAM AND ENTERPRISE

Publish to your company

“Publish to org” adds it to the company library.

TEAM AND ENTERPRISE

Send the file

Download the .zip. Anyone can upload it in Customize → Skills.

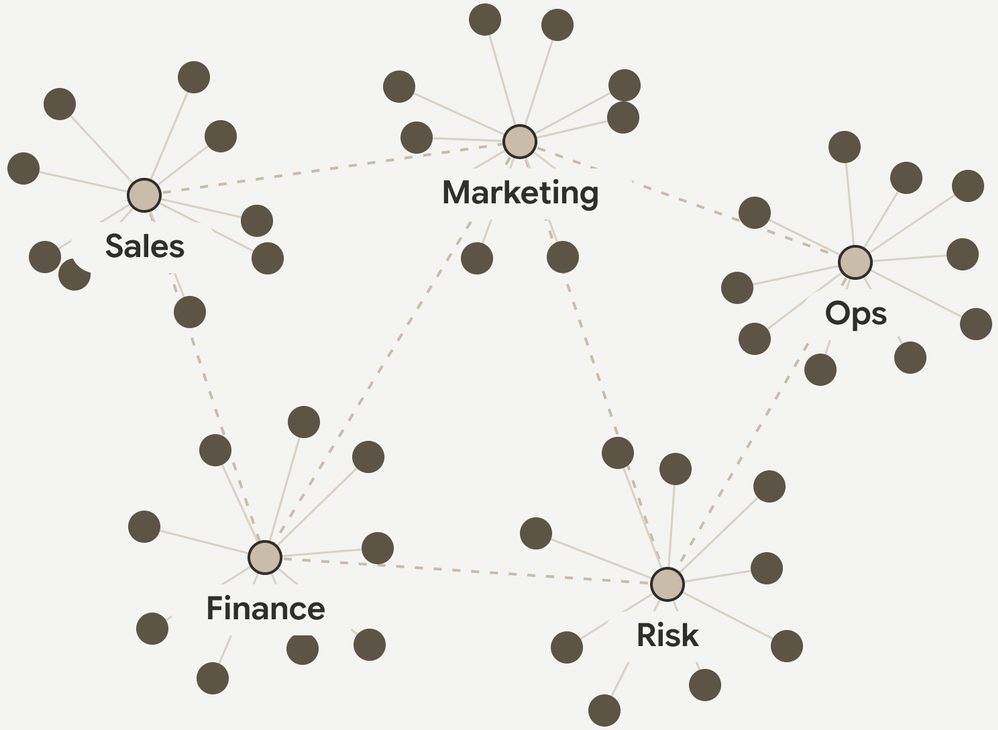
ANY PLAN, ACROSS MODELS

START USING SKILLS

“I want to turn a task I do repeatedly into a reusable AI skill. Interview me one question at a time: what the task is and who it’s for, what inputs I usually start with, the steps I follow, what a great result looks like (ask me for a real example), and what I check before it goes out. Then write the skill as a SKILL.md file in a folder named after the skill, zip the folder, and give me the .zip to download so I can upload it to my skills or send it to my team. Finally, suggest three other tasks from my work that would make good skills.”

How BBVA Built A Network Of AI Champions

BBVA



~750 AI wizards: regular employees across the bank

They spot new uses, share what works, and help their teams adopt it

Over half of staff use AI weekly, saving ~3 hours each

Source: “BBVA drives AI adoption through talent”, April 2026

Leaders Should Be The First AI Champions



“Reflexive AI usage is now a baseline expectation at Shopify.”

A year later: “It’s made a tremendous difference inside of Shopify since then... Saying the thing matters.”

Tobi Lütke, Founder & CEO, Shopify

People are twice as likely to use AI every week when their manager backs it.

Gallup

When leaders get behind it, the share of people who feel good about AI goes from 15% to 55%.

BCG

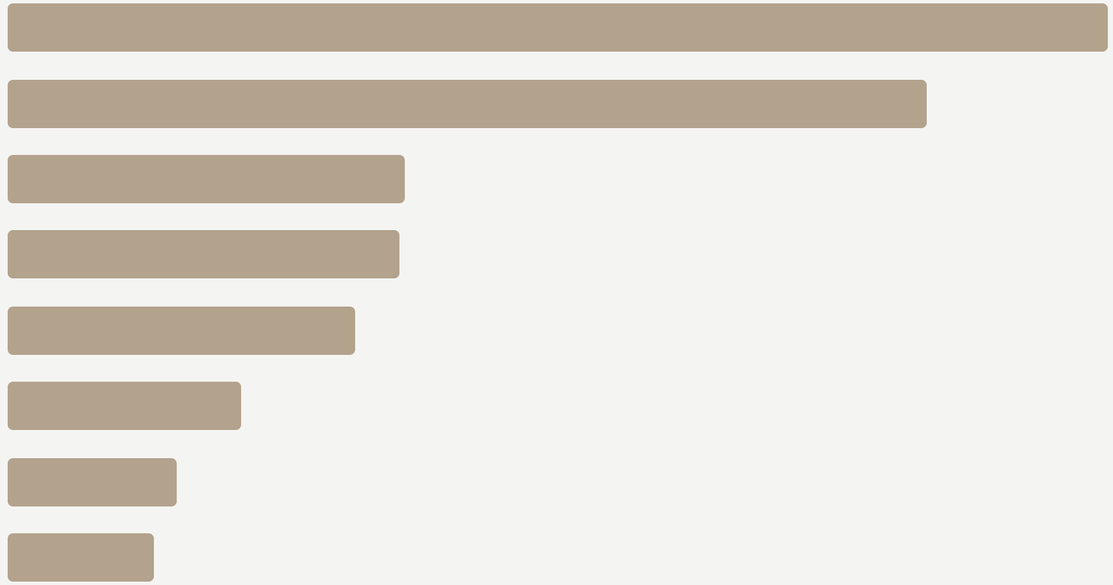
My Last Month With AI

167 hrs
of agent work

3,006
my messages

29,414
agent actions

Where the work went



04

AI Native Marketing At Luminary



AI Champion For Marketing

Sahej

Founder’s Office

Our Shared Context Lives In Google Docs & GitHub

Rules

Non-negotiable standards for any work such as “cite a source for each claim”

Voice

House writing style and Luminary’s brand voice

Facts

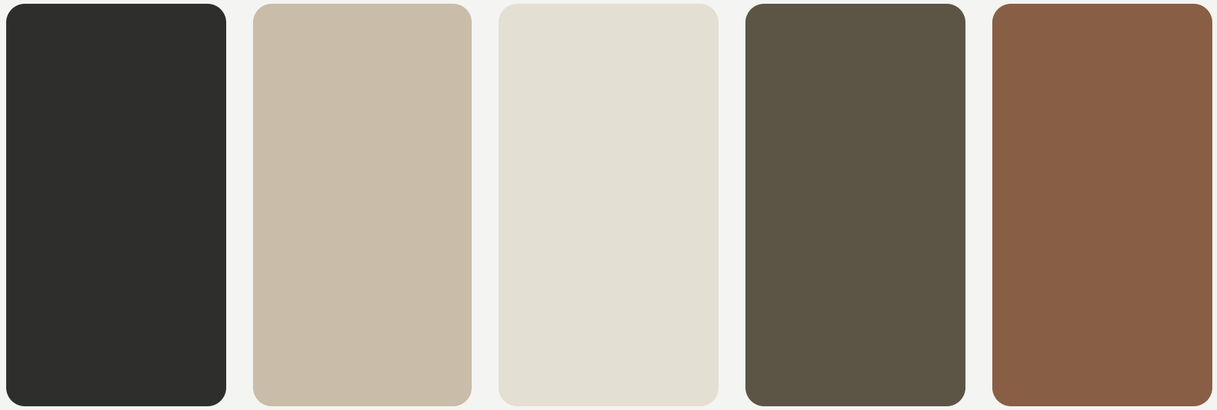
Offers, prices and numbers we have checked and can comfortably hand to an agent

Examples

Past emails and posts we were happy with as examples the agent can go off

Everyone on our Claude Team plan (including the CEO) works from the **same context**

Our Design System Lives In Claude



Slate
#2E2E2C

Greige
#C9BCA9

Ivory
#E3DFD3

Taupe
#5C5545

Chestnut
#885F45

TYPE

Aa

Google Sans Flex, for everything

Aa

Playfair Display italic, for accents

When anyone on the team asks Claude for a deck or a page, it **starts from this**

Team Skills Use The Same Context & Design System

Writing

Checks drafts against our brand, and writes session listings and follow-up emails

`luminary-on-brand` `session-listing` `session-repurpose`

Social Media Content

Drafts a week of LinkedIn posts, and learns from Akhil's edits

`linkedin-week` `linkedin-learn`

Creatives

Makes session posters in each size we post

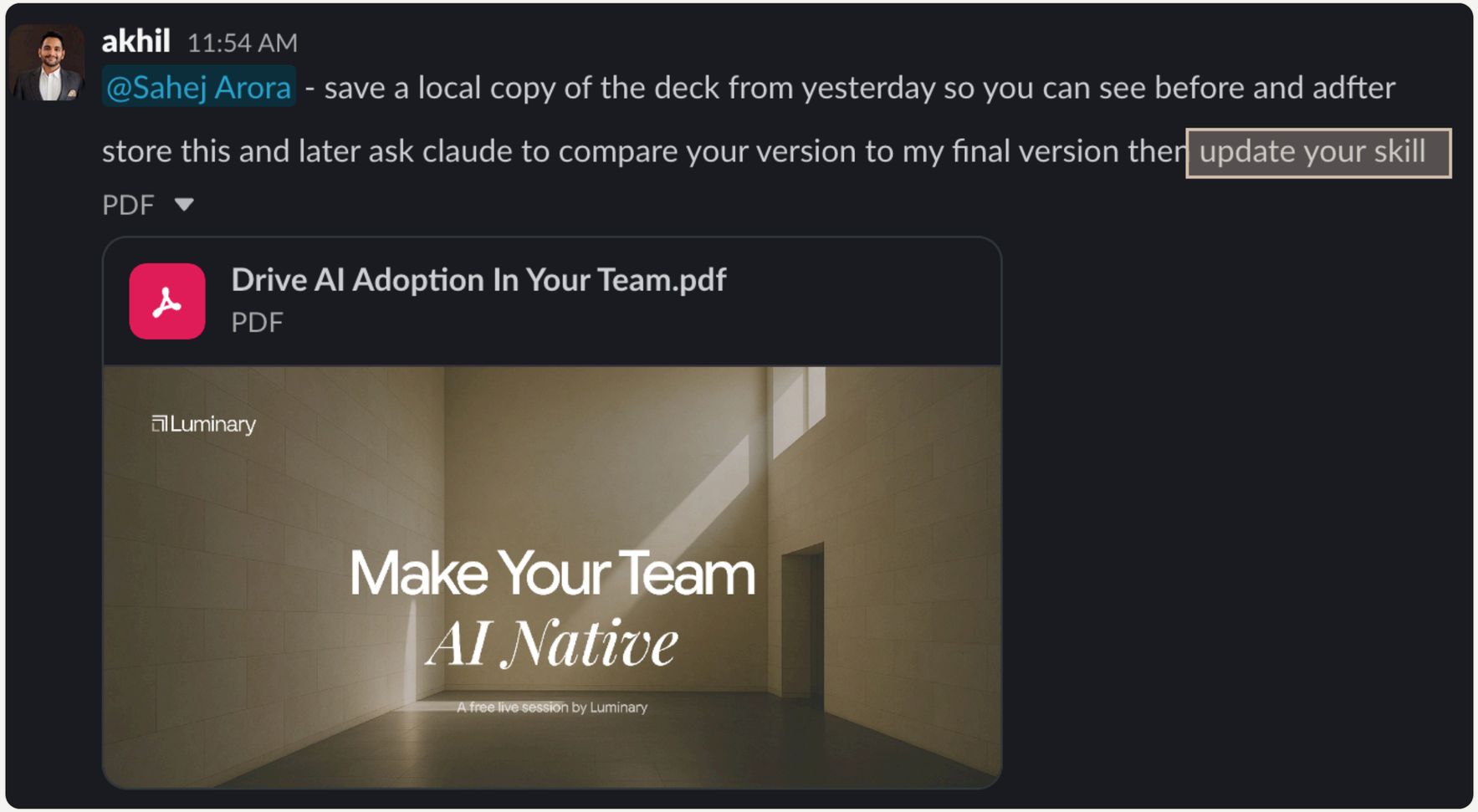
`luminary-poster` `luminary-new-template`

Video

Turns session recordings into captioned reels

`reels-setup` `reels-find` `reels-plan` `reels-render`

And We Keep Improving Them



Impact: The Entire Team Writes The Same Way

SAME ASK

Write a post announcing our next live session.

PROMPTING ALONE

Big news!! We’re hosting a FREE live webinar on AI for teams. It will transform how your team works. Don’t miss out, link in comments!

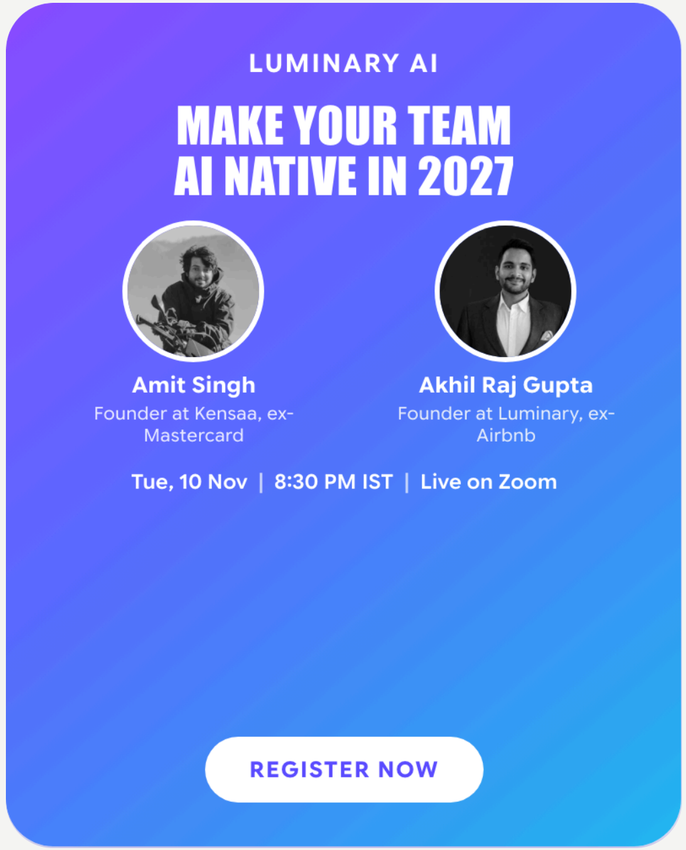
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WITH OUR SHARED CONTEXT

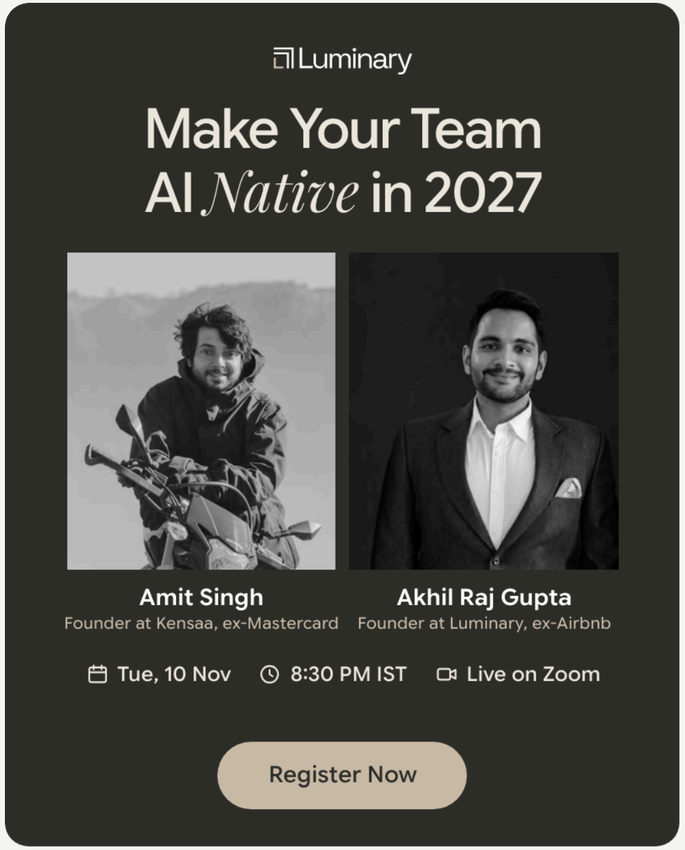
We are running a live session on how teams adopt AI. Akhil will walk through the workflows we use at Luminary.

Impact: All Creatives Are On Brand

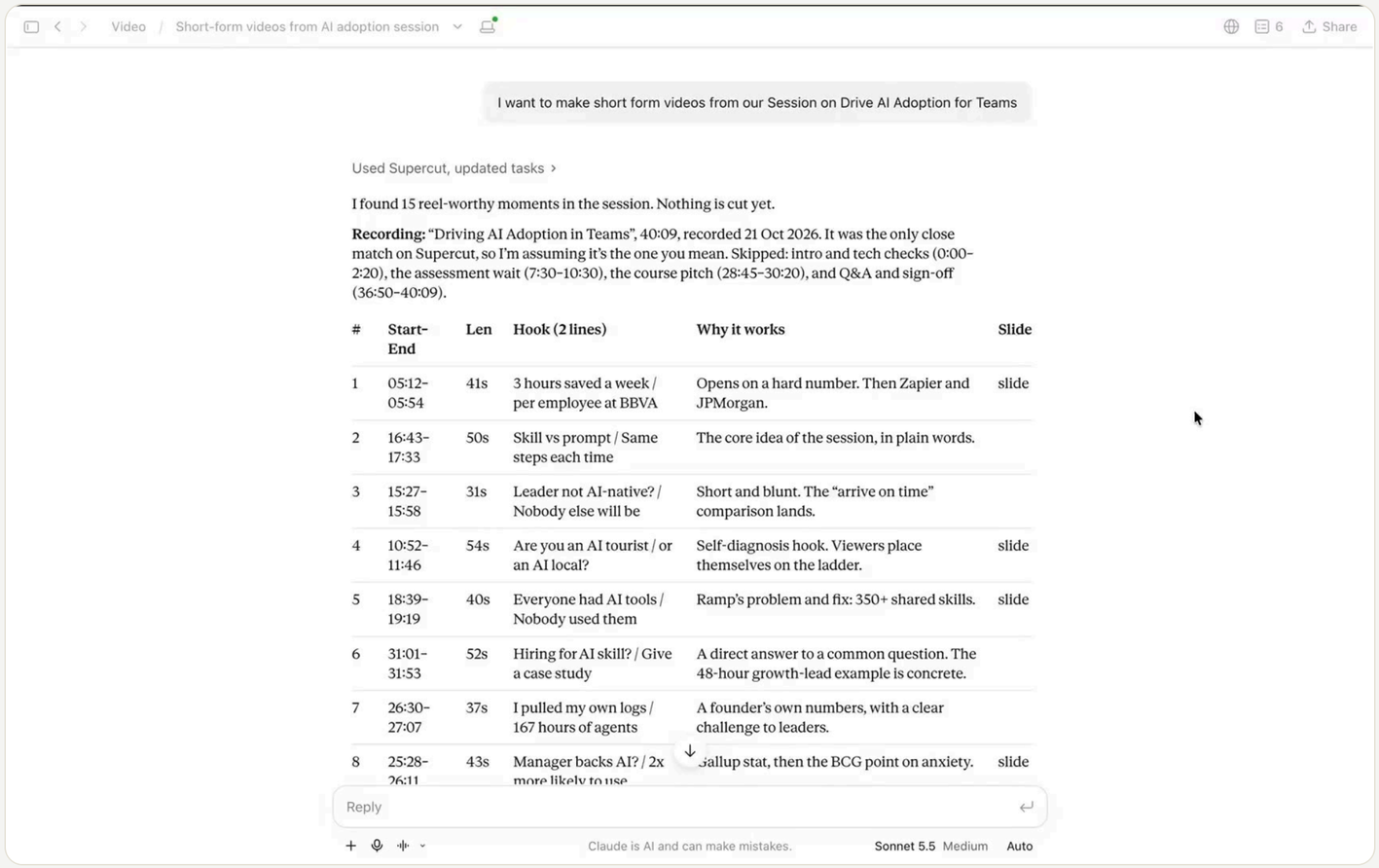
Generic AI



On brand

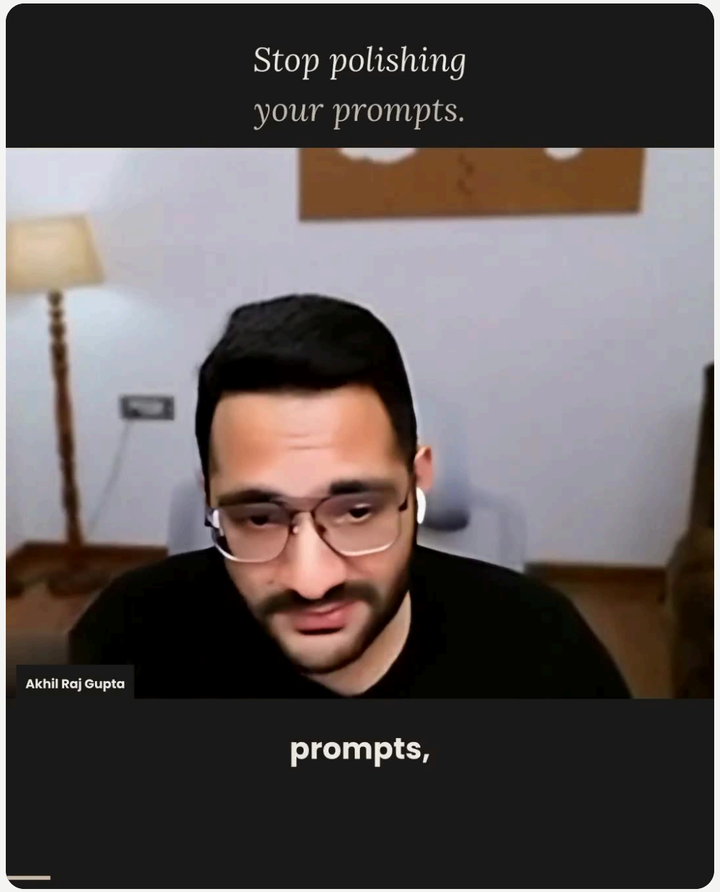


Impact: Anyone On The Team Can Cut Awesome Reels



Watch it in the recording

A Finished Reel With Zero Human Touch



Watch it in the recording



GUEST SPEAKER

Amit Singh

Founder, Kensaa

How to transform agency workflows with AI

amit.singh@kensaa.com

A Quick Word From Our Sponsors...

Agentic AI For Founders & Senior Operators

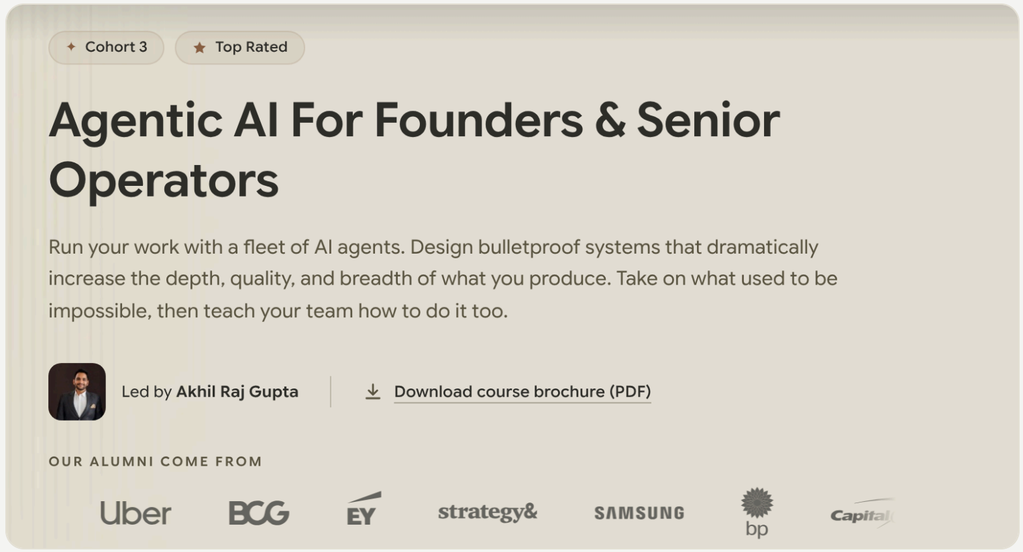
A 4-week cohort course for founders & senior operators who want to become AI champions in their organisation.

01 **First Principles: The AI Mindset You Need in 2026**
What an agent really is, and how to set one up properly.

02 **Context & Memory: Agents That Know You**
Bad models don't kill agents; bad context does.

03 **Superpowers: Tools, Artifacts & Skills**
Give your agent hands, shareable outputs, and your way of working.

04 **Superproductivity: Agents That Work While You Sleep**
Agents that run on a schedule and split the work across subagents.



Dec 06 – Jan 03 **~6 hrs** / week

✦ Covered by the Luminary Promise (full refund at any point, no questions asked)

"If you're a founder who's serious about AI, this is the course to take."
Pulkit Chhabra, Nuvr AI

Two 1:1s with Akhil
Worth $1,000, on your own workflows

3 bonus modules
Including AI-native org design

Every session recorded
With lifetime access

Community & Alumni Network
Questions and project help, always on

Who You'll Work With



Akhil Raj Gupta

Founder, Luminary

- Ex-Airbnb AI product & strategy leader
- Built multiple agentic systems for CX, commercial policy, and ops
- Exec advisor to C-suite leaders on AI strategy & transformation

WE'VE WORKED WITH LEADERS FROM

airbnb · Google · Meta · amazon · Uber · SAMSUNG · IBM · EY · BCG · McKinsey&Company · pwc · KPMG · bp · CapitalOne · standard chartered · AUTODESK · coursera

*"Akhil did an absolutely fantastic job in that he opened our eyes to the art of the possible with AI agents and sub-agents. The hands-on working sessions were the highlight ... **he held our hand building agents and sub agents to do real world work**."*



Sharat Shankar
Ex-CRO, Corpay (S&P 500)

"Akhil has done a wonderful job of explaining the basic fundamentals of how Generative AI works, and then taking us through the journey of practical application ... What began with a simple chat with Claude, ultimately allowed me to orchestrate multiple agents at the same time."



Rituraj Chaturmohta
Country Head, Uber

06

Setting The Bar

Hire (Very) Differently

EXAMPLE TAKE-HOME FOR A GROWTH LEAD ROLE

`Build a dashboard of our top 10 competitors' pricing and positioning, and recommend where we should move.`	Too much to finish without intensive AI usage
`You have 48 hours. Use any AI tools you like.`	Encouraged openly: it's a core expectation
`Send the dashboard, a one-page recommendation, and your full chat transcript.`	Shows you how they direct and steer agents
`In the follow-up, walk us through the calls you made and why.`	Shows how much thinking is theirs and how much is slop

Write Your AI Standard

Help me write a one-page AI standard for my team. Ask me one question at a time: what my team does, which KPIs we're measured on, where we are with AI today, and which tasks take up the most time. Then write the standard: our goal for the next 30 days, the metrics we'll track (tied to our KPIs, not usage), the question I'll ask in every review, one rule on quality and one on data, and a take-home case study I can give candidates for our next hire. Keep it to one page, in plain language.

Recap

QUESTION	INSIGHT	ACTION
01 **What AI Native Teams Do Differently**	They build systems the whole team uses, not one-off prompts →	**Pick one weekly workflow to rebuild with AI**
02 **How AI Native Are You?**	Most teams have a Settler problem →	**Take the AI fluency assessment, then send it to your team**
03 **How AI Adoption Actually Unfolds**	Champions in each team spread it faster →	**Name an AI champion for each team**
	Teams follow when leaders use AI openly →	**Use AI in the open and say it's expected**
	Skills turn one person's workflow into everyone's default →	**Turn one task into a skill and share it with three teammates**
06 **Setting The Bar**	Hire for it, and write the bar down →	**Write your AI standard with the prompt**

Luminary

Questions?

Agentic AI For Founders & Senior Operators

Free 30-Minute Call With Akhil

On your specific AI questions. No strings attached.

BOOK AT

bit.ly/meeting-akhil or email akhil@theluminary.ai