COMMUNITECH®

AI Power Hour: Hiring your first 5 AI employees

November 4, 2026

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Today's Facilitator



Heather Gawel

Founder & Product Practice Lead, Momentum Product Co.

Thank You!

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AI POWER HOUR

Five new hires. No desks.

MOMENTUM

Session details

November 4, 2026 · 5:30–6:30 PM

Communitech, Kitchener

Heather Gawel and Babajide Okusanya

SESSION 2 OF 4

Hiring your first 5 AI employees



YOUR HOST

Heather Gawel

Founder & Product Practice Lead, Momentum Product Co.

About me

- 15 years in product, most recently as VP of Product & Design at a U.S. B2B SaaS climate scale-up.
- Today I work with B2B SaaS teams and founders as a **fractional product leader**: deciding what to build, and helping teams move faster with AI.
- I also run PM Waterloo, a community for product people in the region.

COURSE TEAM

Babajide Okusanya

Technical AI Lead, Momentum Product Co.

About Babajide

- Product leader, software engineer and AI consultant
- Has trained **2,000+ developers** on AI-assisted workflows
- **What he nerds out about:**
  - Spec-driven AI development (not vibe coding)
  - Purpose-built AI tools for specific workflows
  - Multi-agent orchestration and how teams ship with AI



HANDS UP

Who has an agent doing real work in their business today?

Keep your hand up if it runs without you checking every step.

TONIGHT

20 minutes of slides, then you build

01 · 5:30 · 20 MIN

Pick the jobs, build one live

Then watch the team pass work along

02 · THE GUARDRAILS

Where you sign off, what they touch

Anything that sends, pays or deletes

03 · 5:50 · 35 MIN

Build your first hire

Map one workflow, build it, test it

04 · 6:25

What did you build?

Feedback, questions and what's next

You leave with one working agent and a scorecard for picking your next hires.

THE TEAM

Five hires, one job each

1. Bookkeeper
Checks invoices, logs them to your books

2. Legal
Reads contracts, flags what to look at

3. Onboarding
Sets up new customers, drafts the welcome

4. Research
Prospects, competitors, market questions

5. Chief of staff
Routes the work, decides what needs you

6. You
Sign off on sends, payments, deletes

The chief of staff doesn't do the work. It decides who does, and what comes to you.

PICK YOUR FIVE

Hand off the parts that pass all three

1 · FREQUENT

It happens every week, not twice a year.

2 · RULE-BASED

You could write the steps on one page.

3 · LOW RISK IF WRONG

A mistake is easy to catch and cheap to fix.

Logging an invoice passes all three. Paying it doesn't, at least not yet.

Don't hand off a whole role. Hand off the parts of it that pass.

The same test is on your scorecard for build time.

WHAT AN AGENT IS

An agent isn't a scheduled chat

	SCHEDULED TASK IN A CHAT	AGENT
Where it lives	A prompt that runs at a set time	Its own setup that stays put
What you tell it	One request, every time	A job, rules and when to stop
What it can touch	Whatever the chat can	Only the tools you give it
Who it hands off to	You, always	Another agent, or you if it's off

Tonight: each agent gets one job, a short list of tools and a clear handoff.

A scheduled prompt is still useful. It's one request on a timer.

INSIDE ONE AGENT

The bookkeeper's whole job, on one page

Its job

Check each invoice against the quote, then log it to the Expenses sheet.

Its limits

Anything off goes to the chief of staff. It never pays and never emails.

Description: one line that tells the other agents when to call it.

Tools: the only things it can touch. Here, a copy of your Expenses sheet.

Instructions: the rules, the handoff and what it must never do.

Same three parts whether you build it in Claude Cowork or ChatGPT Plus.

LIVE DEMO · BABAJIDE

Build the bookkeeper from scratch

In Claude Cowork, start to finish. Watch where it lives and how short it is.

Make the folder
Where the agent lives

Write its job
Plain language, one page

Give it one tool
A copy of your Expenses sheet

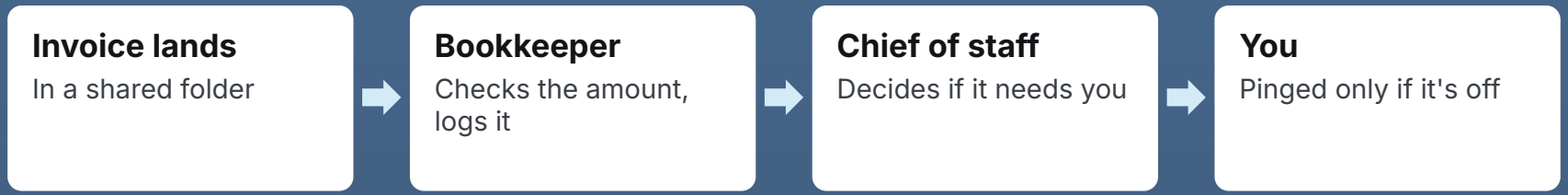
Feed it an invoice
Watch it check and log

Then break it: feed it an invoice that's $500 over the quote and see what it does.

LIVE DEMO · BABAJIDE

Watch the handoff

An invoice comes in. You only hear about it if something's off.



Each agent knows who's next from one line: its description. The chief of staff reads them all and routes the work.

Most weeks, you hear nothing. That's the point.

SAME TEAM, TWO TOOLS

Claude Cowork and ChatGPT Plus, side by side

	CLAUDE COWORK	CHATGPT PLUS
Where it works	Folders on your computer	Your apps and files, inside ChatGPT
What it connects to	Your files and connected apps	Email, calendar and app connections
How it checks in	Asks before it acts on anything big	Asks before it acts on anything big
Plan you need	A paid Claude plan	ChatGPT Plus ($20/month) or higher

Use the one your company already pays for. Lots of companies have rolled out only one.

Plans and features change often. Check your own plan's page before you build.

WHERE YOU STILL SIGN OFF

Sign off on what you can't undo

If you're approving 20 steps, **there's no point automating it**.

ACTION	WHO DECIDES
Sends	You. Email to a customer, a message to a vendor.
Pays	You. Any money moving, any amount.
Deletes	You. Files, records, rows in your books.
Everything else	The agent. You check the log.

Start every agent on “ask me every time.” Loosen it after clean runs.

WHAT THEY CAN TOUCH

Each agent gets only what its job needs

AGENT	GETS	DOESN'T GET
Bookkeeper	Edit a copy of your books	Inbox, contracts, bank
Legal	Read your contracts folder	Inbox, books
Onboarding	Read the customer list, draft emails	Send, books
Research	The web	Books, inbox, customer data
Chief of staff	The other agents' results	Any of your systems

Build and test on a copy. Keep agents away from production data.

THE ONE LINE TO REMEMBER

Agents aren't employees. You're on the hook for what they do.

YOUR TURN · 35 MINUTES

Build your first hire

Map, build, test

1. Map it (10 min): write the steps, score them
2. Build it (15 min): one job, one tool, one handoff
3. Test it (10 min): one good example, one that should get flagged

Build on a copy. Never your real books.

Split up by tool

Claude Cowork: with Babajide

ChatGPT Plus: with Heather

No paid plan? Pair up, or watch at the front.

Scorecard on the next slide. Keep it up while you map.

SCORECARD

Score each step. Build the highest.

QUESTION	3 POINTS	1 POINT
How often?	Weekly or more	A few times a year
Can you write the rules?	On one page	It's a judgment call
Cost if it's wrong?	Easy to catch, cheap to fix	Hard to undo
How much access?	One system	Several systems

In between scores 2. 10 or more: hand it off. Under 8: keep it for now.

NEXT SESSION

AI for GTM: Outbound positioning and messaging on a founder's budget

When: Wednesday, Nov 18 · 5:30–6:30 PM

Where: Communitech, Kitchener. Free for founders.

What: Positioning, prospect research and outreach that doesn't sound generic. You'll build a research agent for your best customer.

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luma.com/aipowerhoursnov18

THANK YOU

What did you build?

Take it home: this deck, the scorecard and the bookkeeper's instructions at

Next session, Nov 18: Outbound positioning and messaging on a founder's budget

Momentum Product Co. · heather@momentumproductco.com

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Two minutes of feedback, please

Scan with your phone camera