

Designing how teams work with AI

Built by humans. Scaled by AI.

An operating framework in use at Housecall Pro
JC Navarro / Operations and people leadership

Clear ownership at every stage

AI assists

Brief generation
First drafts and research
Transcript discovery
Resizing and variations

People own

Creative direction
Storytelling and design systems
Source verification
Final quality and approval

Three ways work gets done

01 / Team-led

Creative owns complex, high-reach work end to end.

The team directs, approves, and ships.

02 / Shared

Stakeholders build with AI. Creative co-pilots and refines.

Every output requires creative approval.

03 / Self-service

Teams use Creative-authored Claude skills for low-complexity work.

Standards live in the skill.

The workflow

01 / Route

Determine the tier based on investment, reach, and complexity.

02 / Build

Access the relevant skill and create a complete brief.

03 / Review

Confirm ownership and follow the approval path before shipping.

When in doubt, ask Creative before creating.

A complete brief before work begins

~30 min

Guided questions capture assets, channels, deadlines, business impact, and dependencies.

Estimated brief completion time

Earlier intake required days of clarification. The deck lists a 30–60 minute range.

Discovery and planning

DELIVERABLE	TRADITIONAL	AI-ENABLED
Creative brief	1-2 days	30-60 min
Transcript discovery	1 day	15-60 min
Testimonial discovery	1 day	15-60 min
Script development	1-3 days	1-3 hrs

Reported workflow estimates. Scope and review needs affect turnaround.

Asset creation

DELIVERABLE	TRADITIONAL	AI-ENABLED
Static ad: first concept	1-3 days	4-8 hrs
Static ad variations	1-3 days	1-3 hrs
Blog hero	4-8 hrs	30-60 min
App cue	1-3 hrs	15-30 min
Email header	2-4 hrs	15-30 min
Thumbnail variations	4-8 hrs	Under 1 hr

Reported workflow estimates. Scope and review needs affect turnaround.

Complete asset packages

DELIVERABLE	TRADITIONAL	AI-ENABLED
Product launch package	1-2 weeks	3-5 days
Campaign package	1-2 weeks	3-5 days

Reported workflow estimates. Scope and review needs affect turnaround.

Human judgment shapes the final work

Video

AI organizes source material and supports the initial assembly.

People refine music, pacing, emphasis, and color.

Graphic design

People create the original design and define the standard.

AI helps adapt and scale variations. People review the result.

Adoption through shared practice

Introduce

Demonstrate the workflow at a marketing town hall and make skills accessible in the help channel.

Enable

Give teams a clear entry point, expectations, and an owner for each request.

Develop

Coach people to understand stakeholder needs and build useful skills of their own.

More capacity. Human accountability.

Less repetitive work gives teams room for more initiatives and deeper craft.

jcnavarro.net