

Crawl, Walk, Run & Fly

An AI adoption framework for agencies



FloorboardAI
keanan@floorboardai.com

STAGE 1 **Crawl** to use AI-embedded tools passively

STAGE 2 **Walk** to start prompting AI directly

STAGE 3 **Run** to personalize AI for your business

STAGE 4 **Fly** to build custom agents for your agency

Crawl

WHAT IT IS

Use tools with **AI built in** — no prompting required. Install, use, and start building the habit of noticing where AI fits in your workflow.

"Start thinking about how AI can improve your processes — even before you open ChatGPT."

KEY DETAILS

- **Zero learning curve** — the tool handles the AI for you
- Auto-transcribe client calls, flush out meeting notes, generate summaries
- Turns meeting data into **tech specs** and requirements docs automatically

USE CASE

Record a client kickoff call, get a full transcript, and auto-generate a requirements doc — without taking a single note.

EXAMPLE TOOLS

Granola Fathom Grammarly Riverside

Walk

WHAT IT IS

Start using **ChatGPT, Claude, or Gemini** directly. Learn to prompt, evaluate output, and develop what I call **"AI instinct"** — the feel for what these models can and can't do.

"There's no features page for these models. They're squishy — you have to develop direct experience."

KEY DETAILS

- **This is not Google** — it's a different kind of tool that requires a different approach
- Great for brainstorming, outlines, debugging, editing, and **repetitive knowledge work**
- Upload documents, ask questions, learn what works and what doesn't

USE CASE

Paste a PageSpeed report into Claude and get step-by-step fixes tailored to your WordPress setup — no Googling required.

EXAMPLE TOOLS

ChatGPT Claude Gemini Perplexity

Run

WHAT IT IS

Take those same tools and **make them personal**. Upload client context, project history, and preferences that persist across sessions. The AI stops being a blank slate.

"It knows your client, the backstory, who you're working with, and where you left off."

KEY DETAILS

- **Claude Projects** with client-specific context that persists across conversations
- **Custom GPTs** and custom instructions tailored to how you work
- Still off-the-shelf tools — just configured with **your knowledge**

USE CASE

Create a Claude Project for each client with their brand guidelines, past deliverables, and call transcripts, so you can always pick up where you left off.

EXAMPLE TOOLS

Claude Projects Custom GPTs CLAUDE.md

Fly

WHAT IT IS

Build **custom AI agents** and integrations tailored to your agency. Connect to real tools — email, analytics, calendars — and automate the work that falls through the cracks.

"My CMO agent pings me daily: we got 3 new subscribers, we haven't promoted yesterday's post yet, and here's what we should publish next."

KEY DETAILS

- Build agents with **Claude Code**, API integrations, or tools like **Zapier** and **Make**
- Connect to Kit, Google Search Console, your CMS, and more
- **Don't skip stages** — this was a 2-3 year progression

USE CASE

Build a CMO agent that monitors your email subscribers, tracks your content plan, and pings you when a post needs promoting.

EXAMPLE TOOLS

Claude Code APIs Zapier Make