

CIRAS AI SUMMIT FOR IOWA · MAY 6, 2026

Stop Automating Broken Processes

*How to Redesign Your Business Operations
for the Age of AI Agents*

Adam Engel

Owner / Founder, Running Robots

Meegan Campbell

Digital Marketing Account Manager, Running Robots



AGENDA

Five things you'll leave with.

01

TWO CUSTOMERS

Humans + AI

Why your business now serves both.

02

ONE PICTURE

Avatar + board

Your operations in one picture.

03

TRUST MODEL

Clean APIs + review

What AI should and shouldn't do.

04

TAKE-HOME

The MD file

An artifact you can use today.

05

LIVE PROOF

Audience-driven demo

We don't know what's coming.

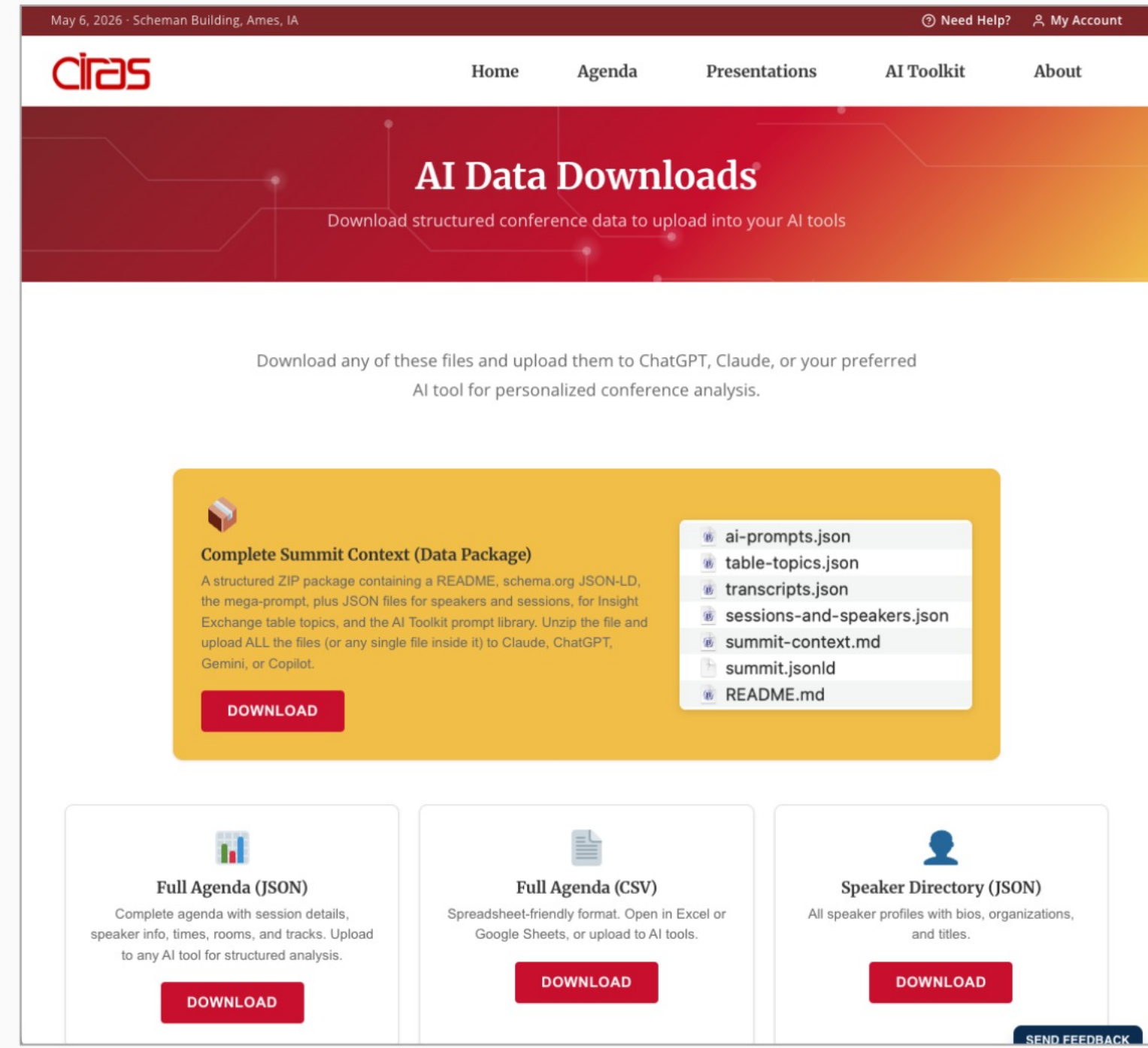
You've Already Used Our Framework

And you didn't even know it yet.

The CIRAS AI website you've been browsing —
CIRASAI.com

— was built by Running Robots.

It uses the exact framework I'm about to show you:
structured data delivered as MD files you can drop into your
own AI assistant and query directly.



Your business will have two websites

One for humans and one for robots

Start running robots on your own site.

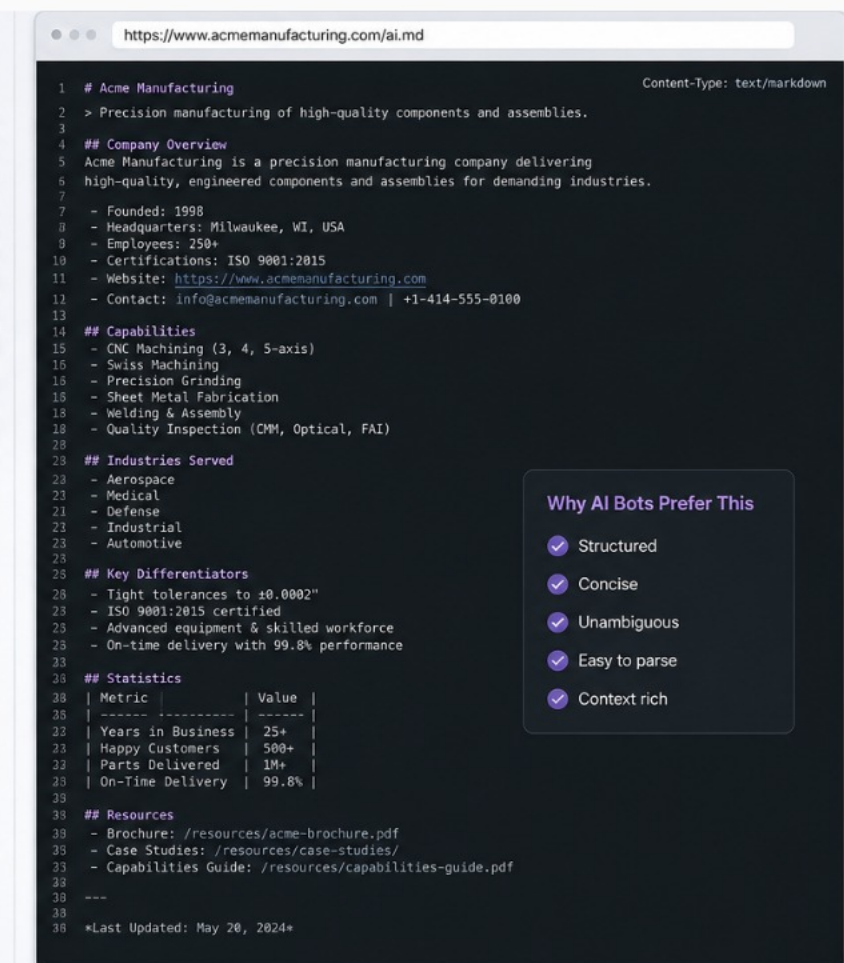
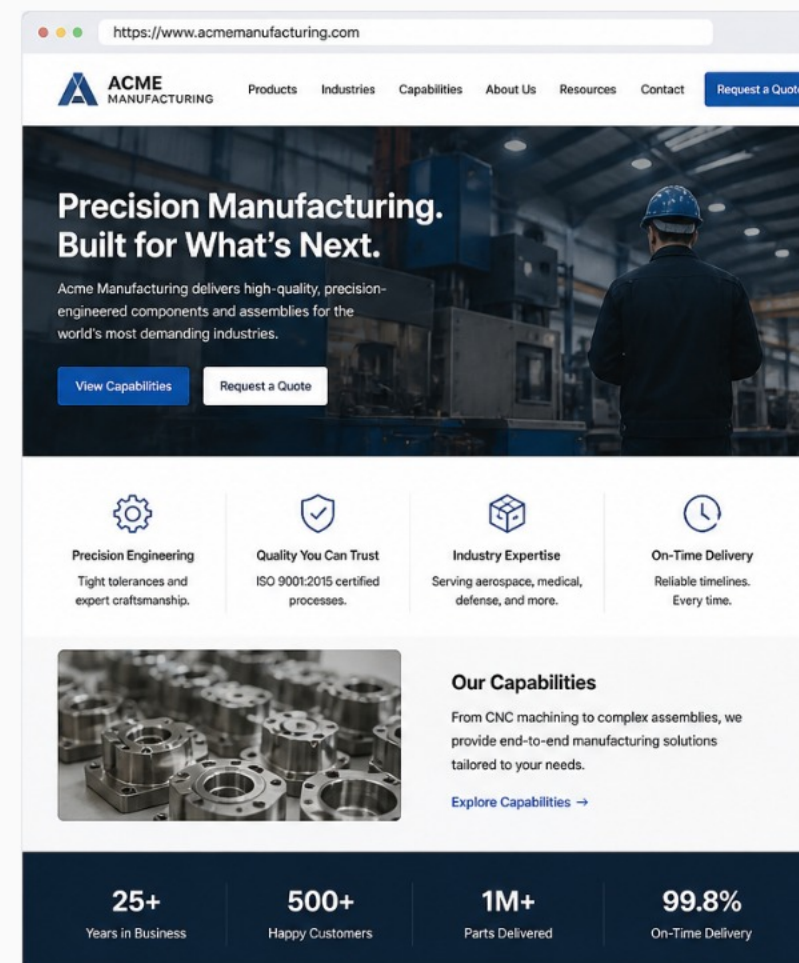
**PROMPT: "As a buyer in XXX industry, tell me about this company and its products:
<https://example.com>"**

Is the reply accurate?

Humans will still browse, BUT robots need something different

Bots will scrape your website for data.

How easy is it for them to find the right data?



This is NOT only for a marketing agency

This same redesign and framework can be applied to any business type

Manufacturing Company Translation:

- Clients = Customer/Buyer
- Marketing Metrics = Production Pipeline
- Website = Online Store
- SEO = Sales Department
- PPC = Purchasing
- Content = Welding or Fabrication
- AI Visibility = Shipping and Delivery



In your mind, replace our departments with YOUR business's departments.

The same concepts apply.

The broken process — for you.

Your customer doesn't need another dashboard. They need to know what they don't know yet — and what's actually working right now.

That knowledge lives in three broken places:

- In a vendor's head — undocumented expertise that walks out the door.
- In a dashboard nobody opens — too many numbers, not enough signal.
- In an AI tool that hallucinates — confident, plausible, sometimes wrong.



**A disconnect between:
What you know, what your AI knows, and what your customer needs.**

Three principles

for redesigning around AI.

Automating a broken process gives you a **faster broken process**. We rebuilt Running Robots *around* AI.

REDESIGN

Before you automate.

Map every recurring task. Question it.
Rebuild it — with AI as a first-class participant, not a tool tacked on at the end.

LAYER

AI in. Don't bolt it on.

Each step should answer: what does AI do here, and what stays human? The people closest to the work decide where AI helps and where humans stay in front.

ANCHOR

With memory.

Per-context memory keeps tone, terminology, and constraints aligned automatically — across every output, every team, every customer.

The technology is 20% of the value. **The redesign is the other 80%.**

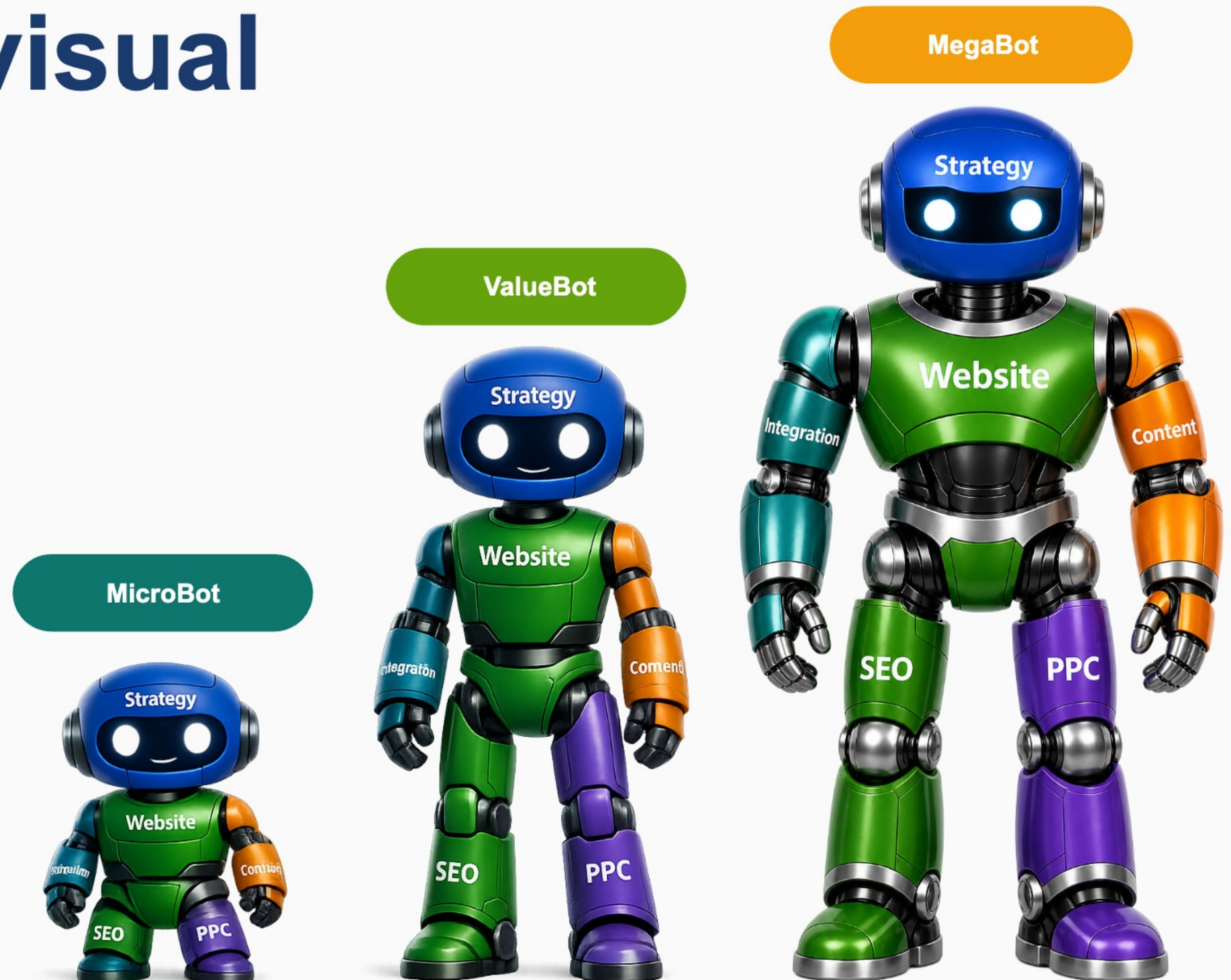
Your team gets a visual

A custom robot for every person.

Each member of your team

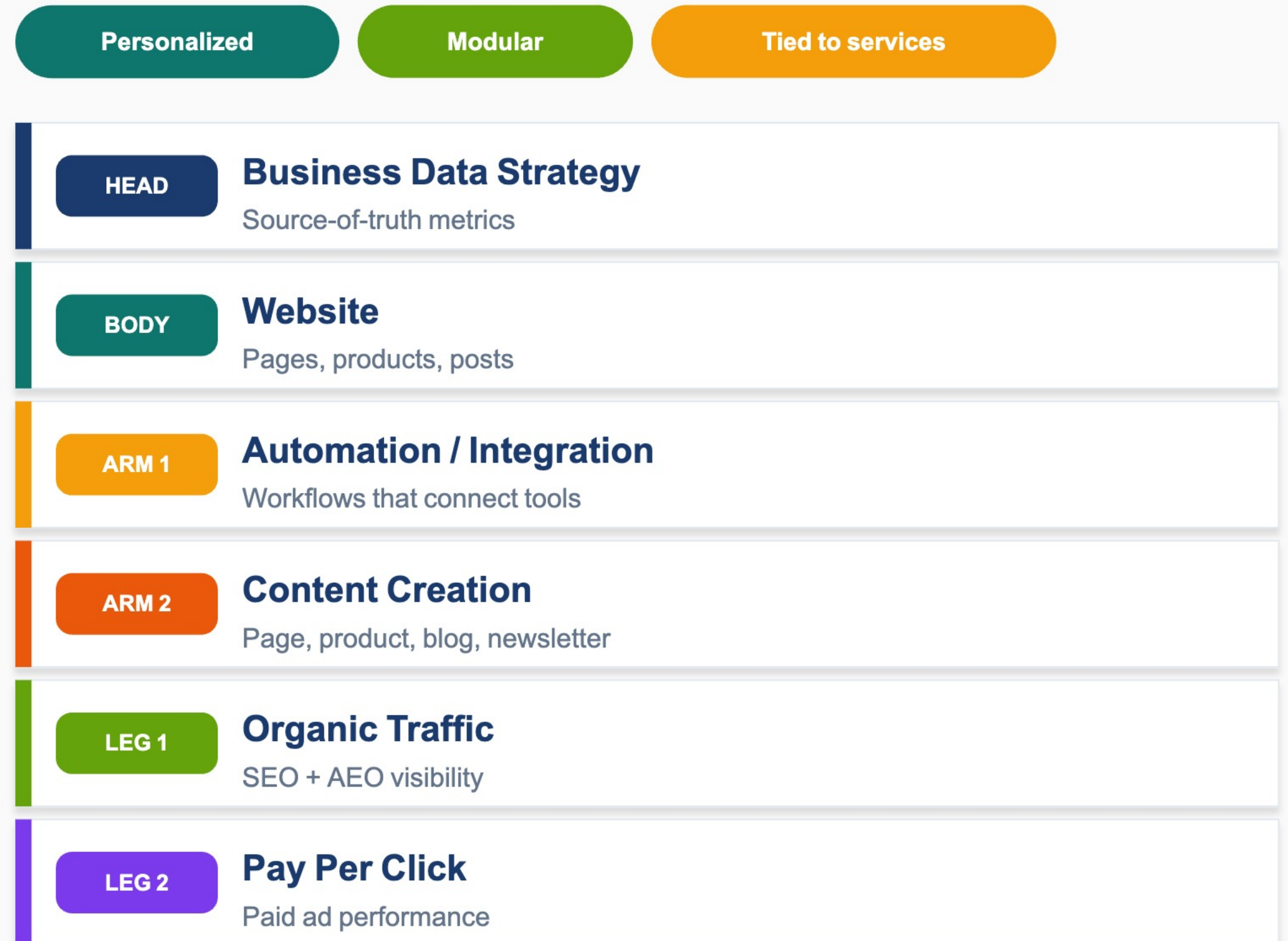
gets their own robot.

Your avatar runs a game board menu, learns each department's fundamentals, and tracks your real performance using game mechanics to increase recall and fundamental reviews.



Avatar Anatomy

Your services, mapped to a body.



Yes, there can be a

One-Legged Robot.

It just doesn't run very well.

Most businesses are missing a limb.

No PPC. No content engine. No source-of-truth data.

The avatar makes the gap impossible to miss.



Your operations board

Monopoly-style. Your avatar starts on the Strategy Box. Move clockwise.

AVATAR START

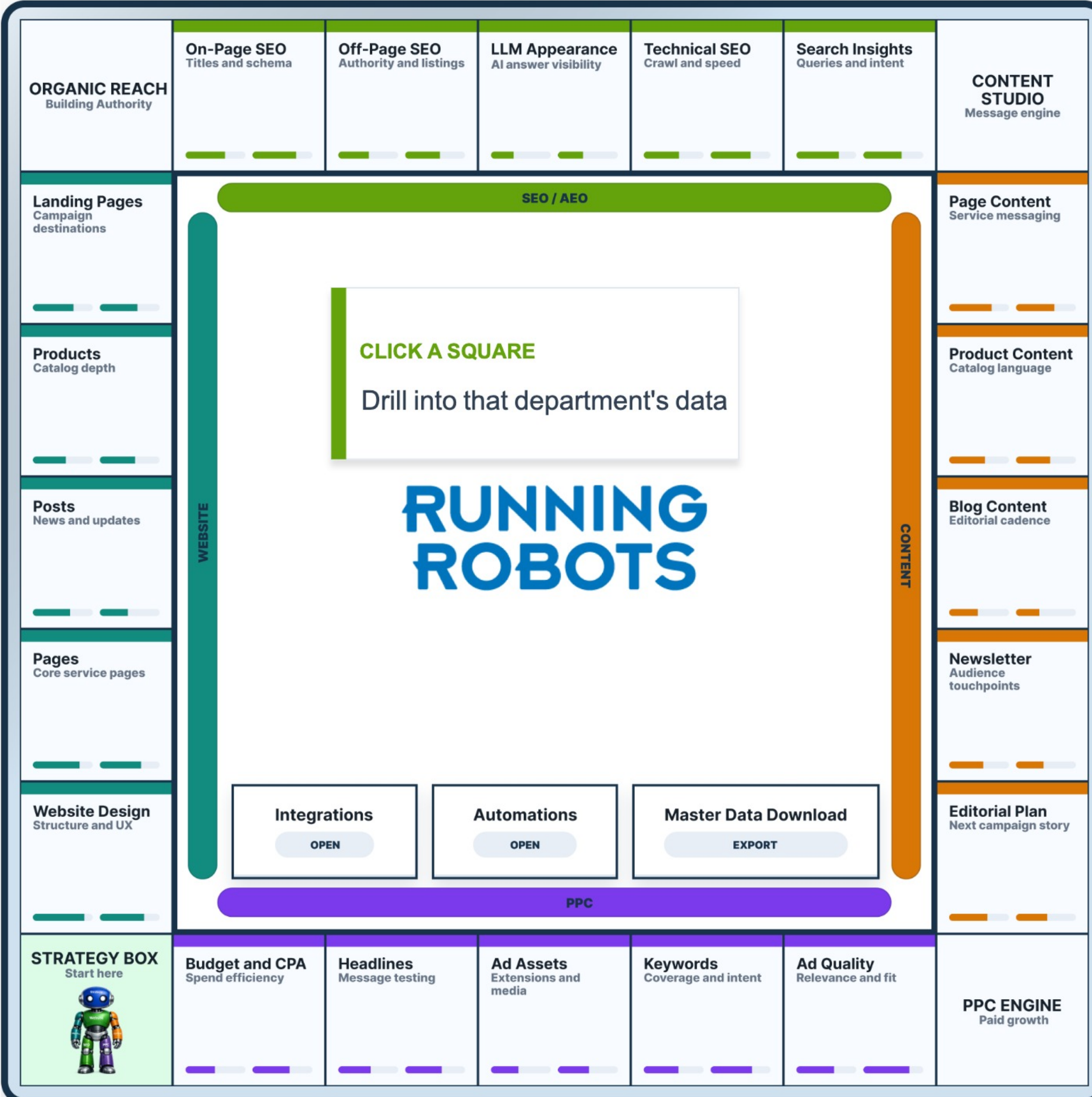
Strategy Box (bottom-left corner)

BOARD SIDES

Four department lanes

INNER SQUARES

Integrations · Automations · Download



Inside any department

Scores + Key metrics and quick links around the selected topic

DOWNLOAD AI VISIBILITY DATA

Data Download for use with your own bots.

CHAT WITH OUR BOTS

Our bots provide quick answers and insights.

QUICK LINKS AND ANALYTICS

Overall Visibility, Overall Sentiment, Citations Found, Visibility Trends

LLM OPTIMIZATION

Close

AI Answer Visibility Dashboard

A client-friendly view that turns LLM visibility into scores, next steps, and direct access to the WordPress content that affects answer quality.

Knowledge Score

38 /100

Performance Score

42 /100

Quick Links to WordPress Site Info

Service Page Inventory

Pages

Schema and FAQ Fields

SEO

Blog Posts Mentioned by AI

Content

Get Running Robots Support

Support

Download AI Visibility Data

Start Your Knowledge Assessment

Chat with our Bots

Running Robots Bot Desk

LIVE DEMO

Client

How visible are we in AI answers this month?

ME

AI

Visibility Bot

Your overall visibility is 74/100. ChatGPT and Copilot are strongest, while Gemini needs more structured page answers.

AI

WordPress Bot

Add FAQ blocks to the priority service pages and link claims back to proof pages, reviews, and case studies.

WP

Ask the bots about this square...

Go

AI Visibility Analytics

OVERALL VISIBILITY

74

Across 5 platforms

OVERALL SENTIMENT

82.9%

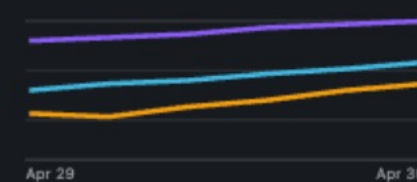
Positive answer tone

CITATIONS FOUND

240

Brand references

Visibility Trend



Visibility by Platform

ChatGPT	90
Copilot	88
Google AI	78
Gemini	60
Grok	58

LLM Optimization Task List

☐

Audit priority pages

Check top service pages for clear answers, entity names, locations, and proof points.

Two Scores. One Glance.

Every department screen shows both — so you see what your team knows AND what's actually working.

KNOWLEDGE SCORE

57 /100

What your team has learned about this channel — fundamentals, terminology, levers, tradeoffs.

Earned by completing learning modules.

PERFORMANCE SCORE

94 /100

What the channel is actually delivering against your goals — based on real data, not assumptions.

Pulled live from connected sources.

SECTION 3 · THE ARTIFACT

From Avatar to Download



“When you click download, here's what happens behind the scenes.”

What you take home

An MD file plus the documents that built it.

 Prairie_Ridge_Manufacturing__website.md

Prairie Ridge Manufacturing — Website Performance

Reporting period: April 2026

Summary (AI-generated)

Sessions are up 18% MoM. Quote-form completions held flat despite the lift — bounce on /products/insulation-panels jumped 9pts after the April 2 deploy.

Core Web Vitals

- LCP: 2.1s (good)
- INP: 142ms (needs work)
- CLS: 0.04 (good)

Top Pages by Sessions

Page	Sessions	Conv. Rate
/products/insulation-panels	4,210	1.7%
/quote	1,855	22.4%

SUPPORTING DOCUMENTS

Everything the MD file was built from.

ga4-export-2026-04.csv

search-console-2026-04.csv

screaming-frog-crawl.xlsx

google-ads-spend.csv

kickoff-call-transcript.md

zoho-projects-tasks.json

zoho-crm-account.json

Trust by design

The body of every file is clean API data. AI summarizes; it doesn't invent.

CLEAN APIs

**Pulled live from GA, Search Console, Screaming Frog, Google Ads, your CRM, project tools, and meeting transcripts.
Not generated. Not interpreted.**

AI'S JOB IS SMALL

AI writes the 5–8 sentence summary at the top. Compares this month to the last four. That is the only place AI touches the data.

ONE FILE PER DEPT

Six files, not one 50-page document. Website, SEO, Content, PPC, Integrations, Automations — each navigable, scannable, query-able.



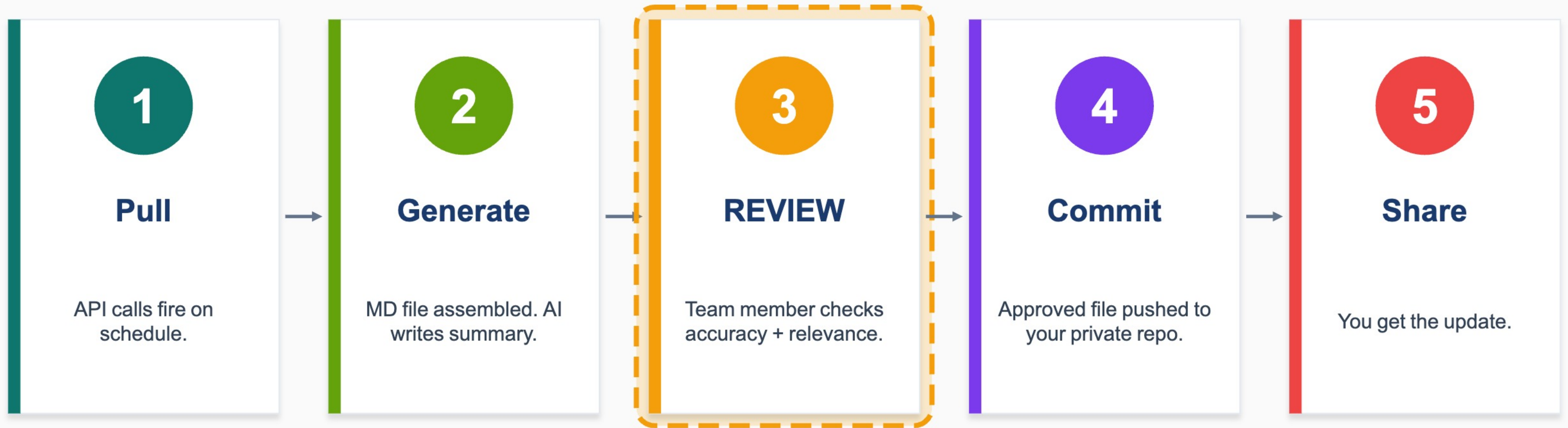
Claude



GitHub

A human owns it

A department head — not an algorithm — configures, reviews, and approves every file before it ships.



Your data is owned by a department head, not an algorithm.

Your growing knowledge base

Not just one file — an entire knowledge base, growing over time.



github.com/runningrobots/prairie-ridge (private)

prairie-ridge/

+-- README.md

+-- website/

| +-- 2026-04-website.md

| +-- supporting/

+-- seo/

| +-- 2026-04-seo.md

| +-- supporting/

+-- content/

| +-- 2026-04-content.md

+-- ppc/

| +-- 2026-04-ppc.md

+-- integrations/

+-- automations/

+-- transcripts/

ONE FILE PER DEPARTMENT

Each side of the board gets its own folder and MD file.

VERSIONED OVER TIME

New report each month. History is preserved automatically.

SUPPORTING DOCS BUNDLED

Transcripts, exports, and source pulls live alongside.

PRIVATE BY DEFAULT

Only the client and Running Robots see this repo.

See It For Yourself

A public version of the file structure we just walked through.



PUBLIC REPO

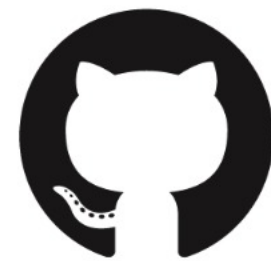
Scan to open.

Browse a Prairie Ridge Repo, open the MD files, and try them in your own AI assistant.

<https://github.com/RunningRobotsInc/Client-Demo-Repo>

ASK OUR BOT A QUESTION

DEMO TIME



GitHub



Claude

“Company Data Uploaded to GitHub and Analyzed by Claude”

— Showcase how data is updated from GitHub and accessed via chatbot —



The demo setup

Demo client. Real questions. Four moving parts, live on stage.



Manny Facture

President · Prairie Ridge Manufacturing

Fictional persona — built to protect real client data.

THE PERSON ASKING

Manny Facture, President of Prairie Ridge — a mid-sized precision manufacturer. Already uses ChatGPT, past the novelty.

THE DATA

Six MD files. One Prairie Ridge repo: custom metal brackets and guards for Ag and Food Processing.

HOW IT RUNS

Meegan reads the inbox. We pick the next question. The bot queries the repo. The room sees the answer.

We don't know what's coming. Neither does the bot.

SECTION 4 · THE DEMO

Ask the bot anything.



Scan to email Meegan a question. Try: How did social perform vs. last month? · Which channel drove the most conversions? · What's our content ROI?

— or email sales@therunningrobots.com directly —

LIVE DEMO

● LIVE · PRAIRIE RIDGE MANUFACTURING · ASK US ANYTHING

May the prompting gods be with us.

CLOSE

Two questions for the drive home.

What would your six MD files be?

Who in your business would own them?

ADAM ENGEL · RUNNING ROBOTS

ace@therunningrobots.com

therunningrobots.com

Owner / Founder

RUNNING ROBOTS