



DJ Von Frank

✦ STRATEGY • SYSTEMS • ADOPTION

THE COMPANY OS

AI installed in how your company **operates.**

Not licenses. Not experiments. The knowledge, the rules, the workflows and the habits that make AI part of the way the company works.

The model is usually not the problem.

Buy the software, tell everyone to use it, and mistake experimentation for transformation. The model may be capable. The system around it is missing.

Two years in, the company has spend and stories. What it does not have is a job it can now do that it could not do before.

TWO YEARS OF AI, ITEMISED

✓ Seats licensed across the company

✓ Pilots run in three departments

✓ A policy document nobody opens

✗ **One new capability the company owns**

Adoption is measured in month three, once the novelty is gone.

It fails in two ways.

01 FAILURE ONE

It does not know your company.

It uses outdated facts, or invents missing ones
It writes in a generic voice
It produces off-brand work someone has to rebuild

WHAT GETS BUILT AGAINST IT

- Routing that opens only the files required
- One authoritative source for every critical fact
- A Brand OS the AI can consistently follow

Both are failures of the system around the model, and both are fixable with structure rather than a better prompt.

02 FAILURE TWO

Nobody trusts the output enough to send it.

Every output is rechecked by hand
No one can distinguish approved work from a draft
Eventually, people stop opening the tool

WHAT GETS BUILT AGAINST IT

- Refusal rules that mark missing information UNKNOWN
- Approval workflows that separate drafts from approved work
- Quality gates that stop the build before a customer sees it

Connect all four.

Most AI efforts overinvest in one layer and stall before the others connect. The value comes from making all four work together.

01

Technology

the foundation

Model access, and a routing table instead of a crawl
Integrations into the tools the work already lives in
A deploy pipeline with the quality gates inside it

+

02

Company knowledge

the context

A constitution the system reads first, before anything else
One home per truth, so two documents cannot disagree
UNKNOWN filed as a numbered question, not a guess

+

03

Business use cases

the purpose

Built around the deliverables that eat the team's week
Each type gets a skill that copies an approved gold standard
The same line runs from ask to approval, especially on quick jobs

+

04

Employee adoption

the value realized

Onboarding person by person, never an announcement
Guides written from observed confusion, not guessed confusion
Measured in month three, once the novelty is gone

= One operating system the company runs on.

Cancel the subscription tomorrow
and the structure remains.

Seven steps. No shortcuts.

Every request moves through the same path. Its position in the folder tree is its approval status, so nothing ships by accident.

01 · ASK

The request

Anyone asks in plain language, for a deliverable, a fact or a plan.

02 · ENHANCE

Silent intake

Incomplete requests trigger focused questions instead of guesses.

03 · ROUTE

The constitution

The constitution opens only the files the task requires.

04 · GROUND

Facts by authority

One authoritative source per fact. Missing information is UNKNOWN.

05 · BUILD

Adapt, never invent

Skills adapt a gold-standard reference rather than start blank.

06 · SCAN

The gate

Automated checks on banned terms, tripwires and house style. Pass or fail.

07 · APPROVE

The chain

Only a human moves work to approved. Every version stays recoverable.

One product, four named parts.

Company Brain

Knowledge, prior work and rules structured so the model cites them instead of inventing them. One home per truth, and a trust hierarchy that decides which document wins.

Brand OS

Your identity written down as a system the AI can obey, with the gate that enforces it. Work comes back on brand before anyone reviews it, so review stops being a rewrite.

The Gates

Rules that execute rather than remind. Banned terms, claim checks and house style run inside the pipeline and return an exit code, not an opinion.

Training

Onboarding person by person, guides written from observed confusion, and a recurring room where people say what shipped and what broke.

Each part is files the company owns, browsable by anyone, edited by whoever is responsible for the truth inside it.

ILLUSTRATIVE EXAMPLE

Apex Instruments

`brain/`

- `└─ 00-start-here/ constitution`
- `└─ 01-facts/ one home per truth`
- `└─ 02-approved/ gold standards`
- `└─ 03-work-zone/ drafts`
- `└─ 04-toolkit/ skills, agents, gates`
- `└─ 05-archive/ never deleted`

Position in the tree is approval status. Nothing is edited in place; nothing is deleted.

Eleven steps, in this order.

Each step is the input the next one consumes. Skipping ahead is how a company ends up with a clever demo grounded in nothing.

UNDERSTAND
Steps 01–02

01

Understand the business

02

Identify the right use cases

ARCHITECT & BUILD
Steps 03–07

03

Architect the operating system

04

Structure company knowledge

05

Build governance

06

Build the LLM environment

07

Connect real company systems

SHIP & EMBED
Steps 08–11

08

Build the employee experience

09

Test and QA

10

Roll out and train

11

Build the learning loop

The last three production systems were deployed in under 60 days.

Already installed, four times.

Not a pitch about what could be built. The systems run in production and the people using them are counted in month three.

100+

daily users

People opening a system I built every working day, not a pilot cohort.

4

company brains in production

Four organizations, one architecture, each built on the lessons of the last.

1,000+

pieces of collateral

Produced on brand, through the gates, without a rewrite at review.

20+

people trained

Onboarded one at a time, because rollouts die of silence rather than technology.

What you own at the end.

Browsable rather than described, with the reasoning kept next to the thing it explains.

01 **The Company Brain**
Your knowledge and prior work, structured, with the constitution the system reads first.

03 **Agents, skills, workflows**
The deliverables that eat the week, with routing, memory and approval logic around them.

05 **Training and onboarding**
Guides written from observed confusion, and the people who use it walked through it one at a time.

02 **The Brand OS**
Voice, standards and templates as rules, plus the gate that enforces them on every output.

04 **The gates, as code**
Checks that run inside your pipeline and stop the line, rather than a checklist someone skips on a Friday.

06 **The learning loop**
Approved work returns as the reference the next request builds on, so month twelve is worth more than month one.

✦ It is all files you own. Cancel the AI subscription tomorrow and you still hold the structured knowledge, the written rules, the gated workflows and the trained habits, and you point them at whatever model comes next.



Start with the work, not the tool.

01

A diagnostic conversation about what work needs to work better. It costs nothing.

02

A written build order: the use cases worth installing first, and the ones to leave alone.

03

The first system in production, then the training that makes people open it.

START THE CONVERSATION

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