AI COOKBOOK · PUBLIC EDITION

The AI Cookbook: The Manchester Way

Start with the work, check the seven roles of your core band, and run one small trial.

The AI Supernova

> The intent to amplify what makes your business exceptional through ethical, sustainable and human-centred AI.

The working definition used throughout this cookbook.

What this cookbook covers

1 **Start with the work, not the word AI**
Begin with a problem you already have.

2 **The AI Supernova**
The intent behind the method, and how it is reached.

3 **Your business is a band**
The core band, and the wider ensemble that comes later.

4 **Check your core band**
Seven plain questions, one per role, as prompts for a conversation.

5 **How a workshop runs**
The arc of a workshop, and the services behind it.

6 **What you leave with**
Next steps, and how to get in touch.

2 · THE STARTING POINT

Start with the work, not the word AI

Map only the part of the business that touches the problem you already have.

Begin with a problem you already have. Name it in plain words, before any technology is discussed.

Then map only the part of the business that touches that problem. The method asks its seven role questions about that part, not about the whole company.

When you read the answers, read the roles in order, one to seven. Whichever you answer worst is where the first effort goes.

Three moves from the work

1. **Name the problem you already have**
   In your own words, before any technology is discussed.

2. **Map the part of the business that touches it**
   Only the people, activities and systems around that problem.

3. **Read the weakest answer first**
   Fix that role, run one small trial, then move up a level.

Answer the seven questions, fix the weakest role, run one small trial, then move up a level.

The Manchester Way: the method

3 · THE INTENT

The AI Supernova is an intent, not a product

What it is

> The intent to amplify what makes your business exceptional through ethical, sustainable and human-centred AI.
>
> The AI Supernova: working definition

It is reached through the seven roles playing together, each one answered honestly. Read the roles in order, and the intent follows from the work in each one.

Read it this way, not that way

It is

An intent to amplify what makes your business exceptional.

It is also

The result of the seven roles playing together, each answered honestly.

It is not

A product you buy.

It is not

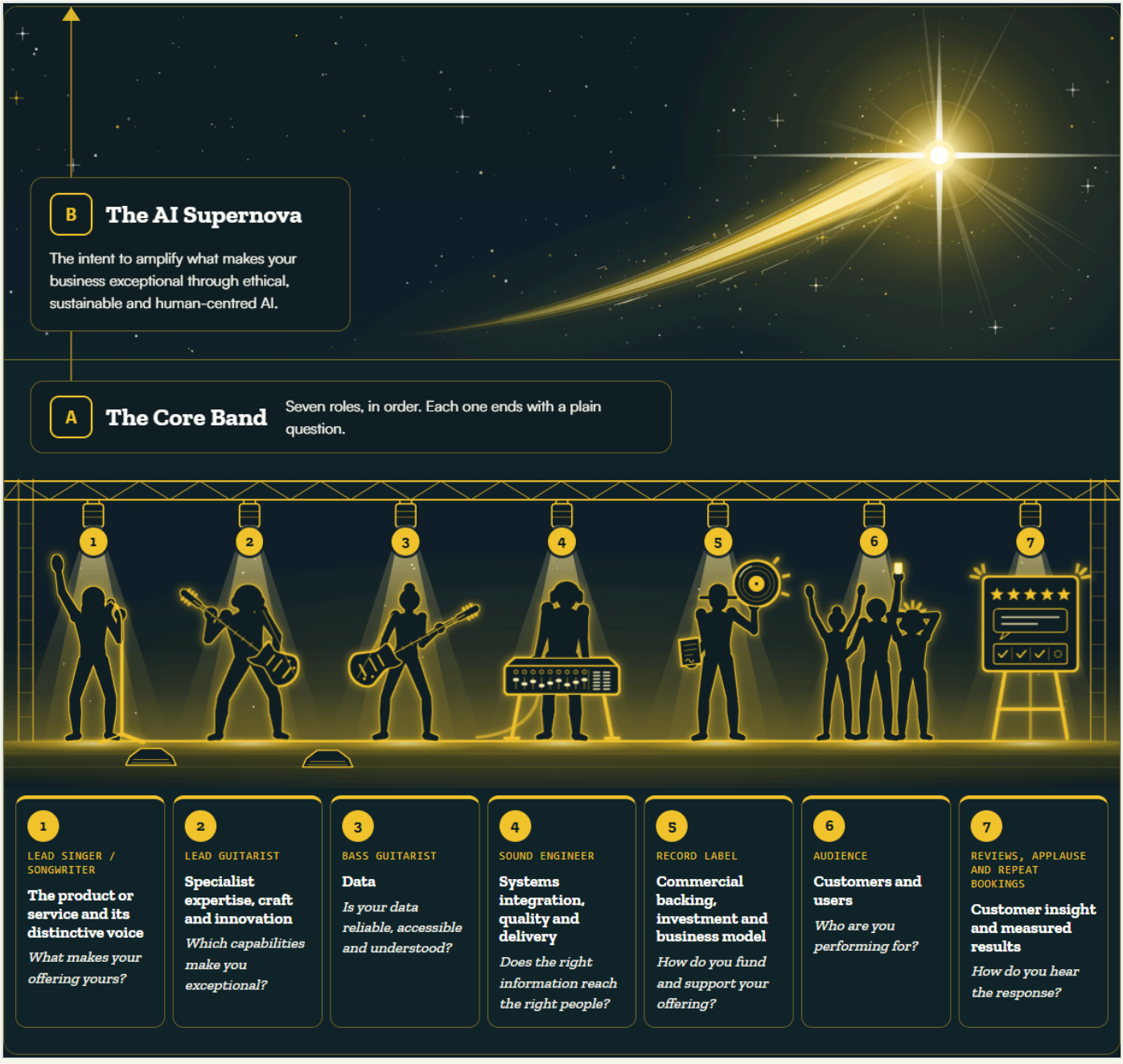
A promise that AI alone will fix the business.

The ethical use of AI

The method promotes the ethical use of AI. Ethical, sustainable and human-centred AI is part of the intent from the start, not a check added at the end.

4 · THE BAND AND ITS ECOSYSTEM

Your business is a band of seven roles



The core band. Seven roles on one stage, in order, with the AI Supernova above them.

4 · THE BAND AND ITS ECOSYSTEM, CONTINUED

The seven roles, in order

Seven roles make up the core band. The order and the names are fixed. Each role carries one plain question. The AI Supernova is the intent behind the seven roles playing together.

The core band

Read in order, one to seven.

ROLE	WHAT IT MEANS FOR YOUR BUSINESS	THE QUESTION
1 · Lead singer / songwriter	The product or service and its distinctive voice	"What makes your offering yours?"
2 · Lead guitarist	Specialist expertise, craft and innovation	"Which capabilities make you exceptional?"
3 · Bass guitarist	Data	"Is your data reliable, accessible and understood?"
4 · Sound engineer	Systems integration, quality and delivery	"Does the right information reach the right people?"
5 · Record label	Commercial backing, investment and business model	"How do you fund and support your offering?"
6 · Audience	Customers and users	"Who are you performing for?"
7 · Reviews, applause and repeat bookings	Customer insight and measured results	"How do you hear the response?"

Later: the wider ensemble

The wider ensemble comes later, after the core band is holding. It is the drummer, the recording studio, the producer, the DJ or radio presenter (optional), and rehearsal and soundcheck.

5 · A LENS, NOT A SCORE

Check your core band

Seven roles, seven plain questions.

Use each question as a prompt for a conversation about your own work. They are not a score, a formal diagnosis or a readiness assessment. Answer in your own words.

For each role, ask what it looks like now, and what it could look like after AI, without the core being compromised.

1

CORE BAND · ROLE 1

Lead singer / songwriter

What makes your offering yours?

2

CORE BAND · ROLE 2

Lead guitarist

Which capabilities make you exceptional?

3

CORE BAND · ROLE 3

Bass guitarist

Is your data reliable, accessible and understood?

4

CORE BAND · ROLE 4

Sound engineer

Does the right information reach the right people?

5

CORE BAND · ROLE 5

Record label

How do you fund and support your offering?

6

CORE BAND · ROLE 6

Audience

Who are you performing for?

7

CORE BAND · ROLE 7

Reviews, applause and repeat bookings

How do you hear the response?

How to read the answers

Read the roles in order, one to seven. Ask one question per role. Whichever you answer worst is where the first effort goes.

6 · THE ARC, IN OUTLINE

How a workshop runs

A workshop moves from the friction a business already feels, to the people and systems around it, to one small trial.

This is an outline of the arc only: the seven stages by name.

1. **Hear the dissonance**
2. **Meet your ensemble**
3. **Break**
4. **Start your band**
5. **Build the wider ecosystem**
6. **Improve one performance**
7. **Findings**

Self-sponsored workshops

Workshops are self-sponsored: your business funds its own place in the workshop.

Two services

SME Workshops

An afternoon workshop, a one-company workshop, or an open session.

AI Consultancy

Help to apply the method to the part of your business that matters most.

This cookbook lists no prices and no dates. Contact the Guild for current options.

7 · NEXT STEPS

Next steps, and what you leave with

You leave with

- Your seven role questions answered honestly, in your own words.
- A clear view of your weakest role.
- One small trial to run before you move up a level.

Next steps

1. **Pick one problem you already have**
2. **Map only the part of the business that touches it**
3. **Answer the seven role questions for that part**
4. **Fix the weakest role, and run one small trial**

We would like to hear from you

We are shaping this cookbook with people who run small and medium-sized businesses. Tell us what makes sense, what does not, and which of these questions you are already asking in your own work. There is no obligation to do anything next.

Thoughts
What would make this clearer for your business?

Feedback
Which question was hardest to answer, and why?

Questions
What would you like to know before trying a small trial?

Get in touch at **manchesteraiguild.org**, or on the Manchester AI Guild company page on **LinkedIn**.