FROM THE BOOK AI, BUT FIRST · CHRISMC.COM/EMBED

# The EmbedRight Canvas

BUSINESS: *Example: 40-person building services consultancy*

COMPLETED BY: *Illustrative, not a client*

DATE: *Nov 2026*

## PART I — DISCOVERY · ONE IDEA PER POST-IT. WORK IN ORDER: V, K, F, H.

### V The Value Map

CHAPTER 1

What are customers actually paying for?

- V1 What specific outcome changes for customers because of us?
- V2 What would they lose if we disappeared tomorrow?
- V3 Which part of our process do they most often compliment or thank us for?
- V4 Where do we charge a premium, and why does the customer accept it?

*Approvals that stick* | *Engineers who know the building* | *A coordinated design* | *Name on it when the contractor queries*

*"Quality" and "relationships" don't count. Not sure? Write that down too.*

### K The Knowledge Map

CHAPTER 2

Where does your expertise live, and can you find it when you need it?

- K1 Where does the know-how behind your core work actually live?
- K2 When new work comes in, what past work or data do you reach for?
- K3 Which decisions follow rules that nobody has written down?
- K4 What would you wish existed if you had to onboard someone in 48 hours?

*Methods and house details, two principals* | *How a plantroom is coordinated ** | *Jobs are folders by number*

*Name the place: a head, a folder, an old job, a spreadsheet. Only in one head? Star it.*

### F The Friction Map

CHAPTER 3

Where is time, money and energy bleeding out?

- F1 What tasks happen more than 10 times per week?
- F2 Where does work pile up or slow down? Where are the bottlenecks?
- F3 What do you spend time explaining or re-explaining repeatedly?
- F4 Where do things fall through the cracks or get chased too late?

*Spec drafts from last job · 12×/wk · 70 min* | *Past-project search · 30×/wk · 20 min* | *Register admin · 20×/wk · 15 min* | *Minutes and actions · 10×/wk · 35 min*

*Count it: times a week, minutes each. Don't ask if AI can fix it. Not yet.*

### H The Human Layer

CHAPTER 4

What must stay human, and why does it get stronger as AI improves?

- H1 What do customers value about dealing with you specifically?
- H2 Where does trust determine the outcome?
- H3 Where would automating a process erode your value?
- H4 What does your business do that a long-standing customer would call irreplaceable?

*Design sign-off* | *Ceiling void differs from the model* | *Plant selection misses the brief* | *Safety critical calculations*

*"We care" doesn't count. Name the moment. Start with your Value Map V3 notes.*

### SOP Notes

What is written down, what isn't, and where the gaps are. Bring your process documents.

*Spec and report drafts, the register and drawing checklists are written. Past-project search and minutes have no written method.*

## PART II — LEVERAGE POINT PRIORITISER

### P Prioritised findings

CHAPTER 5

Score every post-it. Keep three.

**Impact** 1–5

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Marginal | | Clear gain | | Revenue, retention, owner time |

**AI suitability** +2 FOR EACH YES · PARTLY = +1

- +2 Does it follow a predictable pattern?
- +2 Does it happen often enough to justify building?
- +2 Are there written records of how it's done?
- +2 If it's occasionally imperfect, is that manageable?

**Impact × AI suitability = Priority**

**#1**

*Spec and report drafts from your own templates*

Impact 4 × Suitability 8 = 32

**#2**

*Searching past projects and standards notes*

Impact 5 × Suitability 6 = 30

**#3**

*RFI, submittal and document register admin*

Impact 3 × Suitability 8 = 24



Designed by Chris McMenemy. © Chris McMenemy. Licensed CC BY-ND 4.0: free to use and share, unmodified, with credit.