



10 Ways The Rundown Uses AI

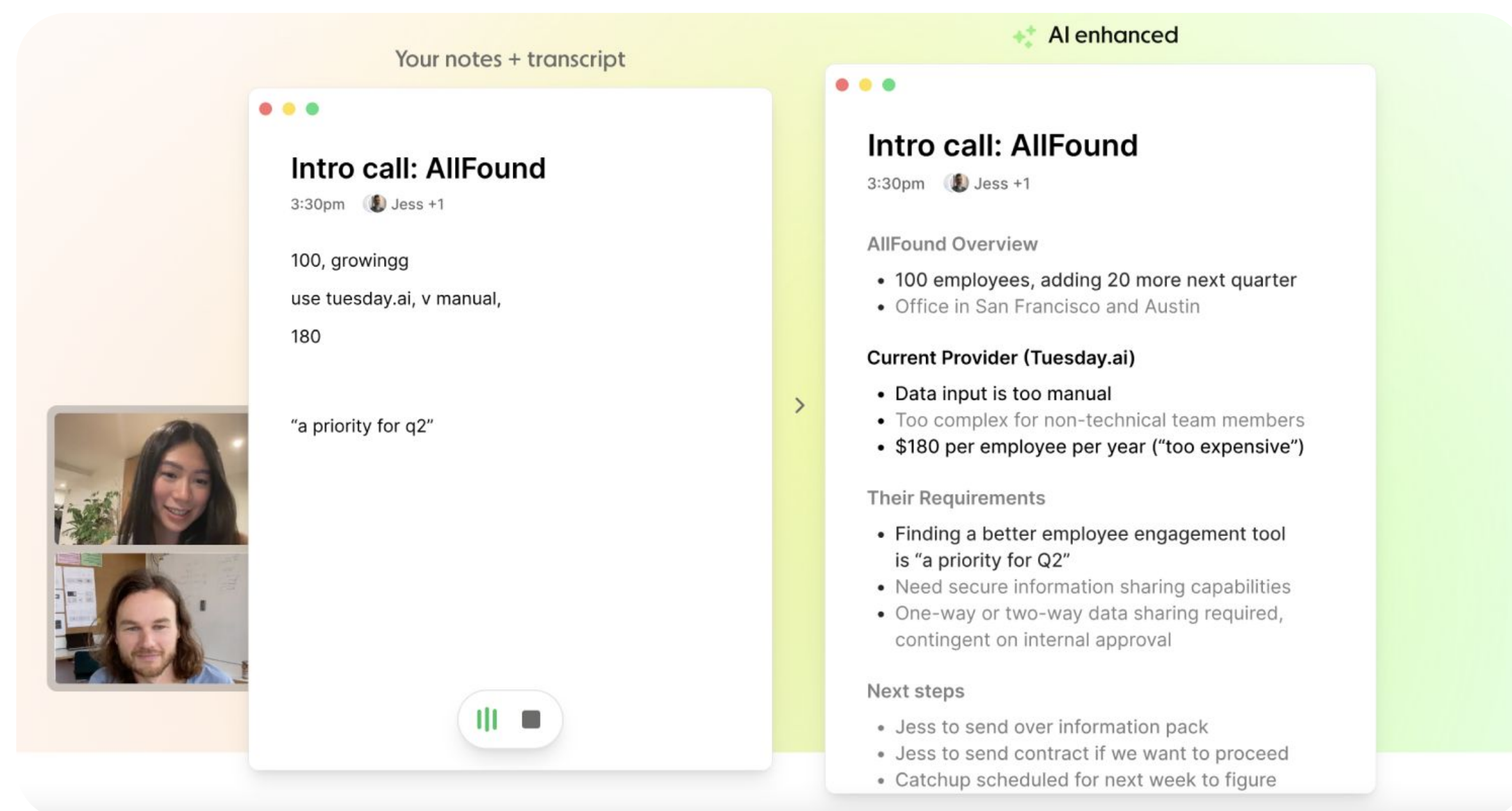
To power the largest AI-focused media and education company in the world.





What we use it for

We use Granola to auto-transcribe meetings and turn them into clear summaries and action items we can actually follow up on with a chatbot-like interface. After meetings, we like to ask Granola AI: “If I run this same meeting again next week, what should I do differently”?



Meeting Notetaker/Assistant

★ WHY THIS MATTERS

Most meetings disappear into thin air. Granola makes sure decisions, next steps, and owners are captured automatically so we don't waste time asking for the next steps.

★ HOW YOU CAN DO THIS

- Install Granola and connect it to your calendar so it can join your meetings
- Let Granola record and transcribe the call while you focus on the conversation
- After the meeting, review the AI-generated summary, key decisions, and action items
- Edit anything that needs tweaking, then drop the notes into your shared Slack channel as a meeting follow up



What we use it for

We use Lindy AI as an inbox agent we can CC on any email thread to automatically find meeting times, coordinate availability across the team, and book meetings directly onto our Calendar.

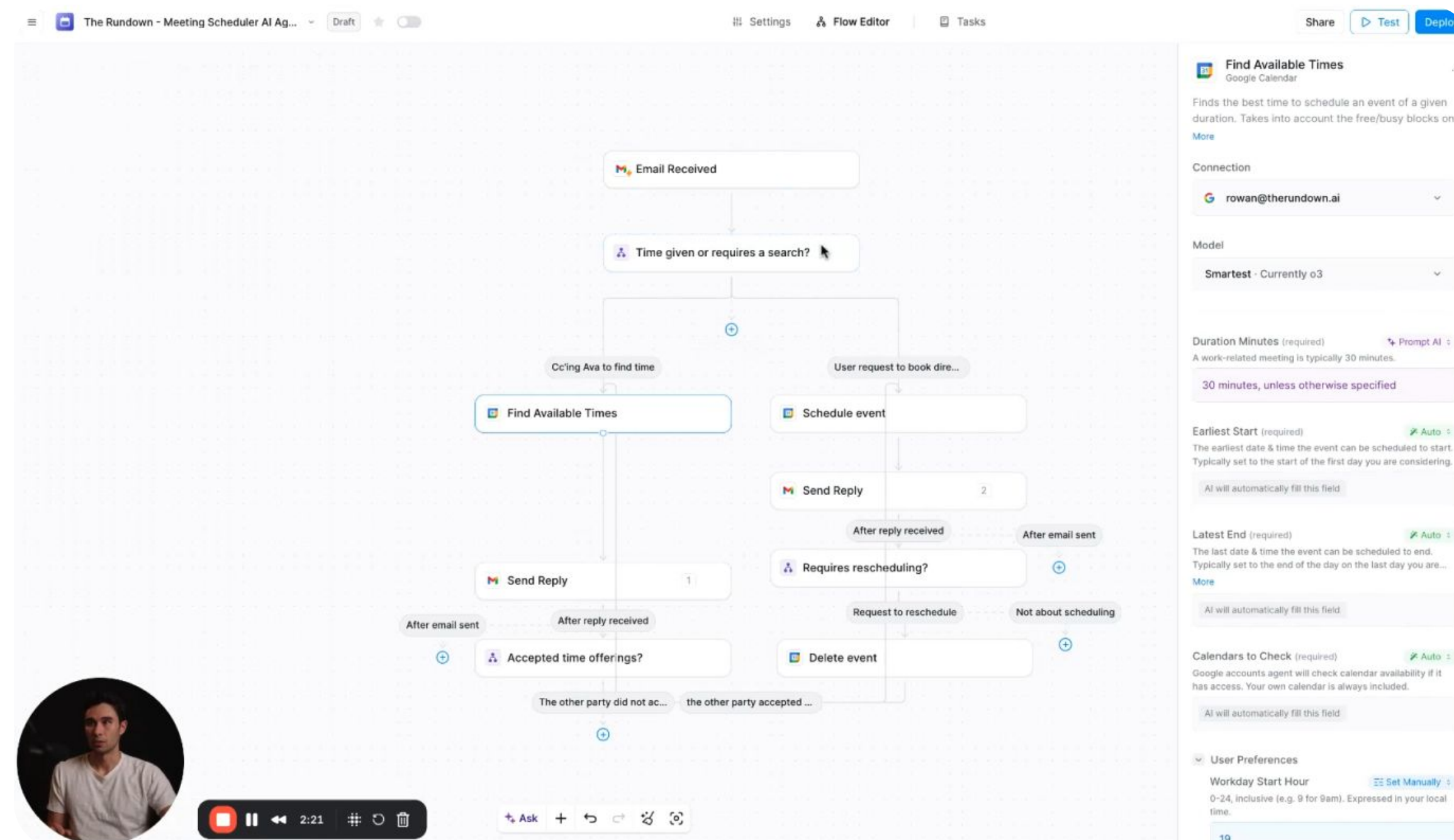
Meeting Assistant

★ WHY THIS MATTERS

Scheduling is one of the biggest hidden time drains at work. This AI agent works 24/7 and turns into a hands-off, two-mode workflow: it either books the time you specify or finds the best time for everyone on its own.

★ HOW YOU CAN DO THIS

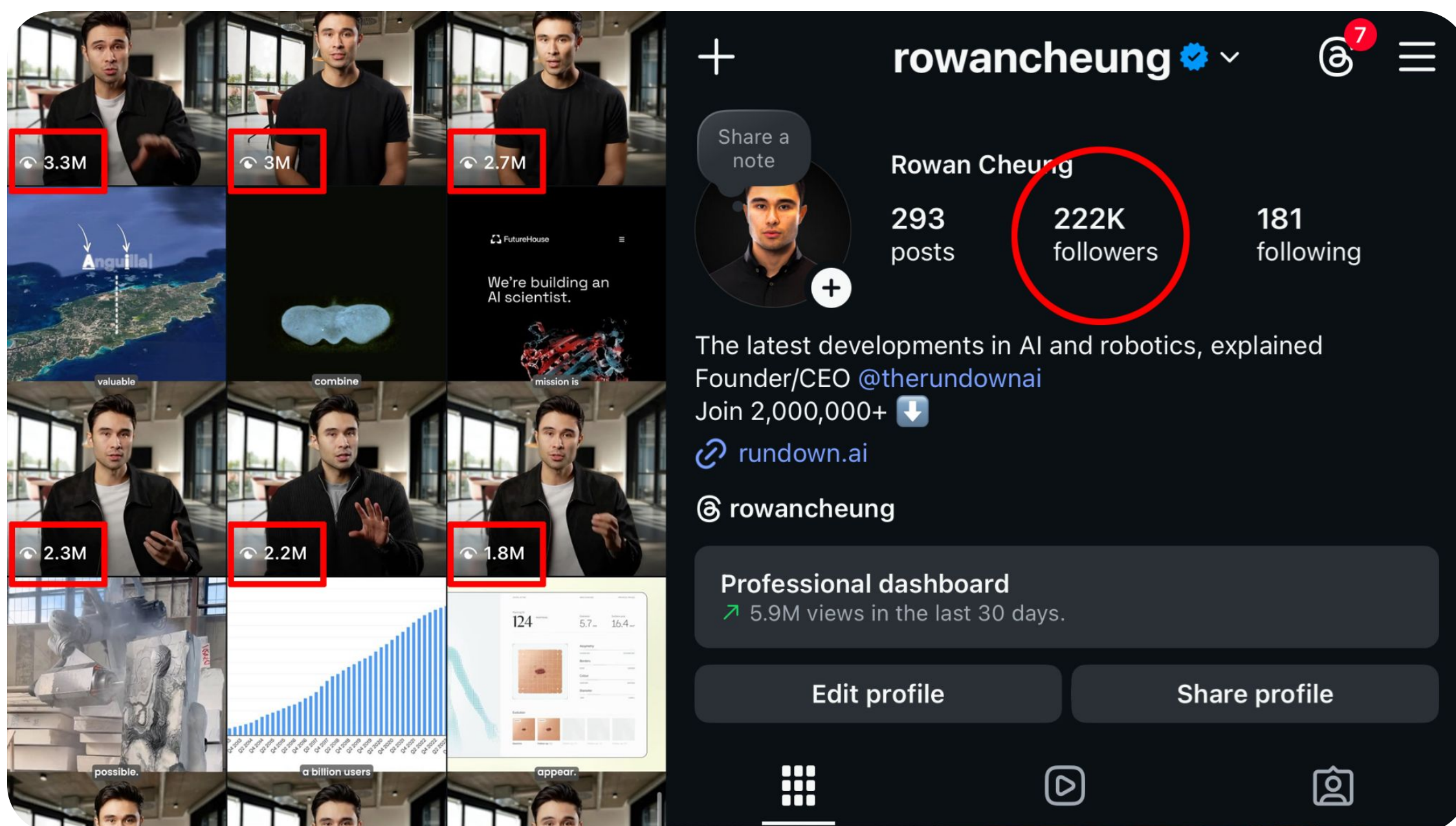
- Create a Lindy account and duplicate our pre-built template
- Connect Gmail, Google Calendar, and your meeting platform (Zoom/Teams/etc.)
- Set which email addresses can trigger the agent (your email + the agent's email)
- Update the template's two modes: direct booking vs. time-finding
- Set working hours so your agent only suggests times you want
- Test by CC'ing your agent on an email





What we use it for

We use HeyGen and ElevenLabs to clone hyper-realistic AI avatars with our own faces and voices, mainly for producing daily Instagram Reels. This workflow helped us grow Rowan's (CEO of The Rundown) Instagram account over 200,000+ followers without needing to film himself daily.



Content Creation

★ WHY THIS MATTERS

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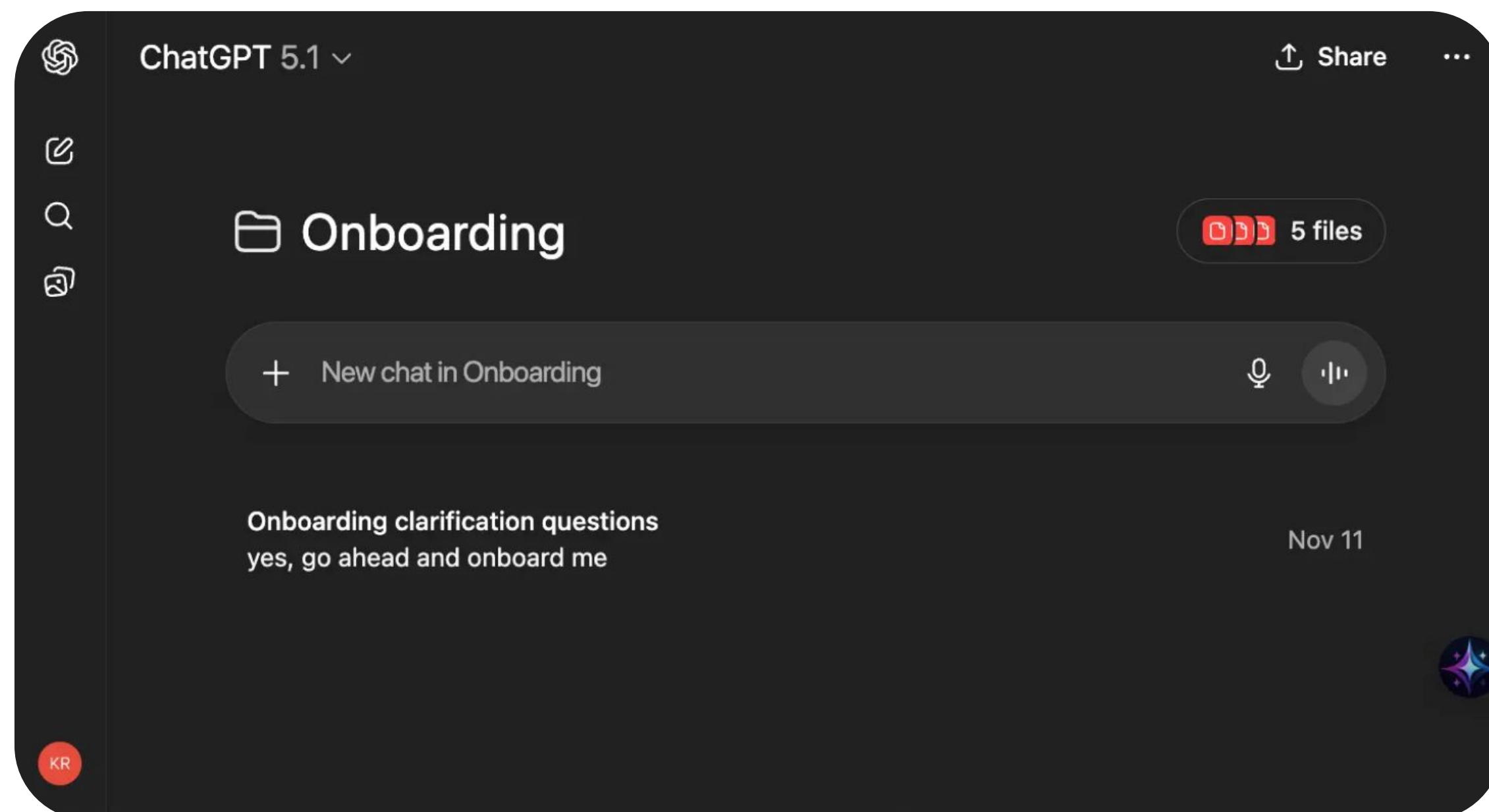
★ HOW YOU CAN DO THIS

- Clone your voice in ElevenLabs using the Professional Voice Clone for the most natural results.
- Create a hyper-realistic avatar in HeyGen using a short, well-lit video
- Connect ElevenLabs to HeyGen using your API key so your avatar speaks in your real voice (or generate both separately)
- Write your script, adjust for natural pacing, and generate your video
- Sync voice, avatar, and B-roll with an AI-editing tool like Describe, and continuously optimize your videos for your audience's needs

GPT (Custom)

What we use it for

We use Custom GPTs to onboard new hires and support recruiting. Each GPT is trained on our SOPs, Loom walkthroughs, and internal docs, giving new teammates a private assistant that knows our processes, tone, and expectations.



Recruiting & Onboarding

★ WHY THIS MATTERS

Onboarding new hires can be time consuming. Custom GPTs give new hires an instant, accurate “first stop” for questions, while keeping managers out of repetitive explanations.

★ HOW YOU CAN DO THIS

- Collect your core onboarding material such as Loom transcripts, SOPs, and checklists
- Create a Custom GPT and upload these files. Add instructions on tone, level of detail, and when it should ask clarifying questions
- Define the GPT’s role (for example, “Onboarding Assistant” or “Recruiter Assistant”) so it knows what questions it should handle
- Share the GPT with new hires so they can ask questions, explore workflows, and get context without waiting on a manager
- Update the files regularly so that each improvement to your SOPs immediately improves the assistant as well



What we use it for

We use Perplexity Comet to ask questions about YouTube videos directly from a side panel so we can quickly understand complex topics and interviews without leaving the video.

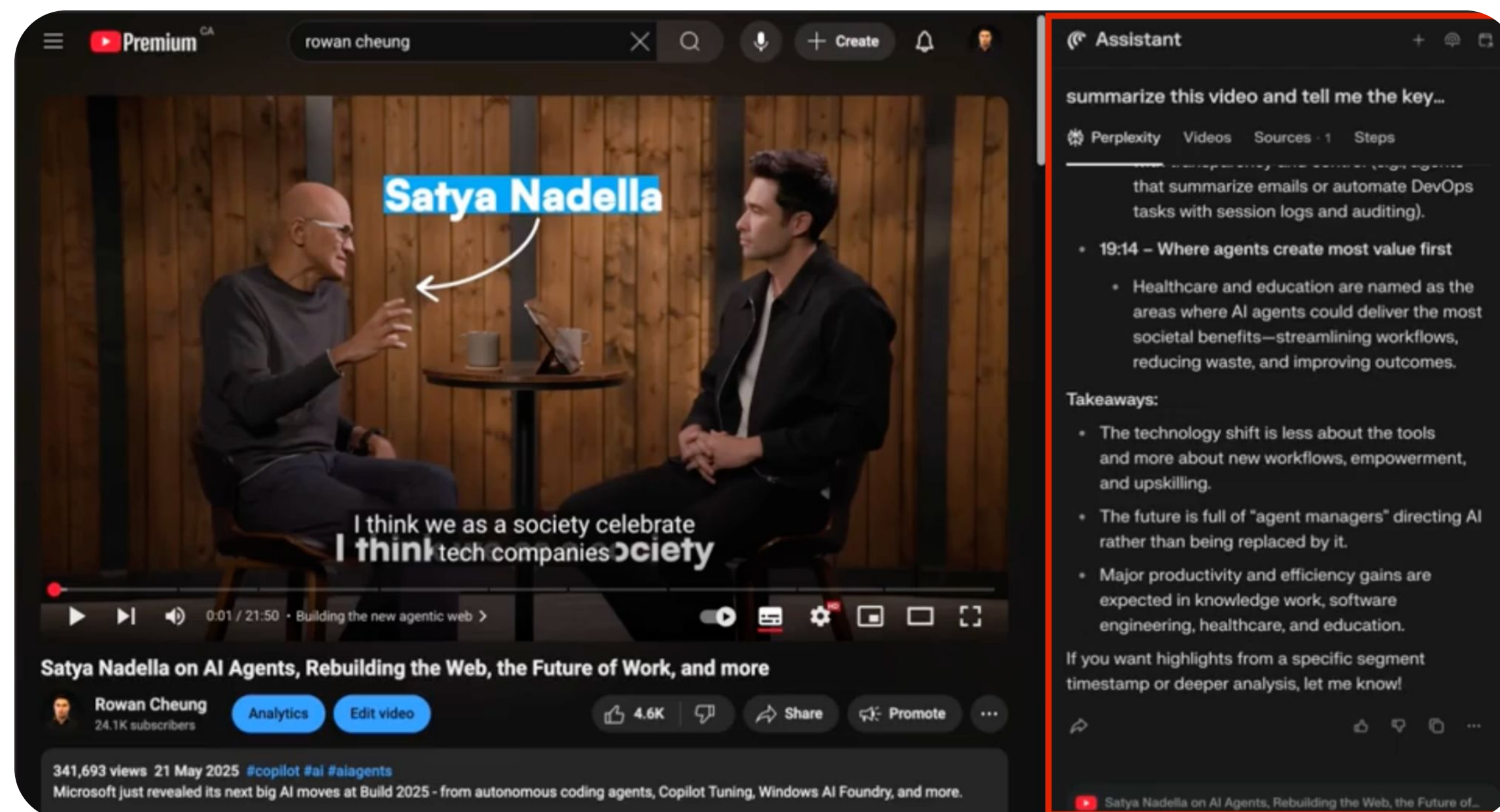
On-Page Research Assistant

★ WHY THIS MATTERS

It turns any YouTube video into an interactive chatbot, letting you get key insights in minutes, and ask follow ups on concepts you don't understand through grounded video context and internet search – effectively turning every video into an “AI tutor”.

★ HOW YOU CAN DO THIS

- Install the Perplexity Comet browser
- Open a YouTube video inside the Comet browser
- Click the Comet assistant icon in the top-right corner
- Type a prompt (e.g., “Give me the main insights from this conversation”)
- Continue to ask questions to deepen your understanding, or even ask the AI assistant to quiz you on your new learnings





What we use it for

We use ChatGPT as our internal data analyst and operations assistant. It supports everything from FP&A to compensation modeling, scenario planning, and KPI/dashboard development.



Business Operations

★ WHY THIS MATTERS

Most ops work is slow because it requires pulling context from multiple sources, running comparisons, and structuring messy information. ChatGPT handles the upfront thinking so we can move straight to decisions and refinement.

★ HOW YOU CAN DO THIS

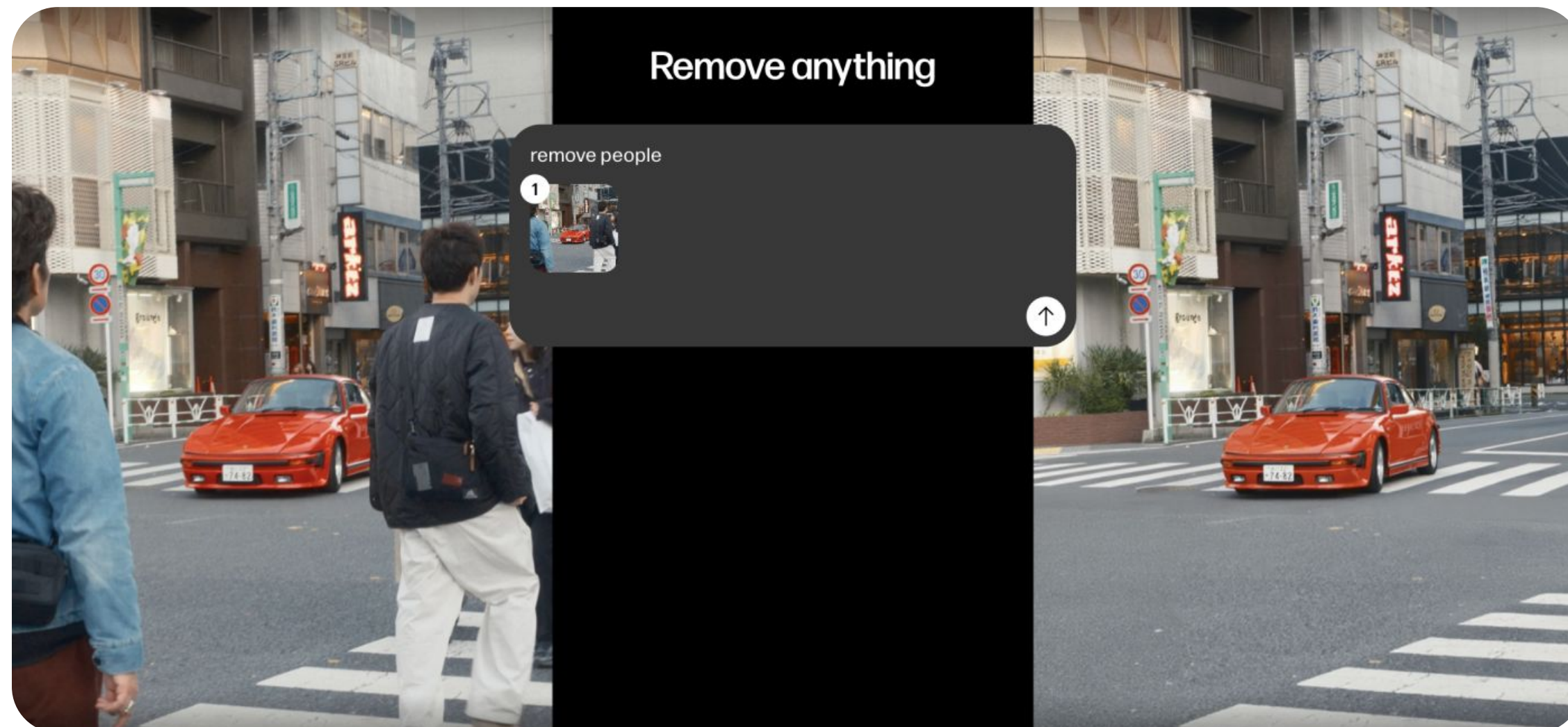
Note: Be cautious uploading sensitive data you don't want publicly known to ChatGPT, as OpenAI will retain your data

- Drop in financial data and ask ChatGPT to analyze trends, variances, or “what-if” scenarios
- Tell it what metrics you track weekly and ask for a draft KPI dashboard template in Excel/Sheets
- Describe a role and ask for market comp ranges or incentive structure ideas tied to your KPIs
- Give it business constraints (pricing, churn, costs) and have it compare scenarios or opportunity costs



What we use it for

We use Reve to generate newsletter images on demand and ChatGPT to create the exact prompts that keep our visual style consistent. This lets us produce unique, copyright-safe visuals without having to rely on a designer for daily image creation.



Design

★ WHY THIS MATTERS

Great design is important, but it can often come at a bottleneck to speed. Reve gives us fast, high-quality images, and ChatGPT helps us recreate our brand style for any topic. Together, they let us design at the speed we write for our daily newsletters.

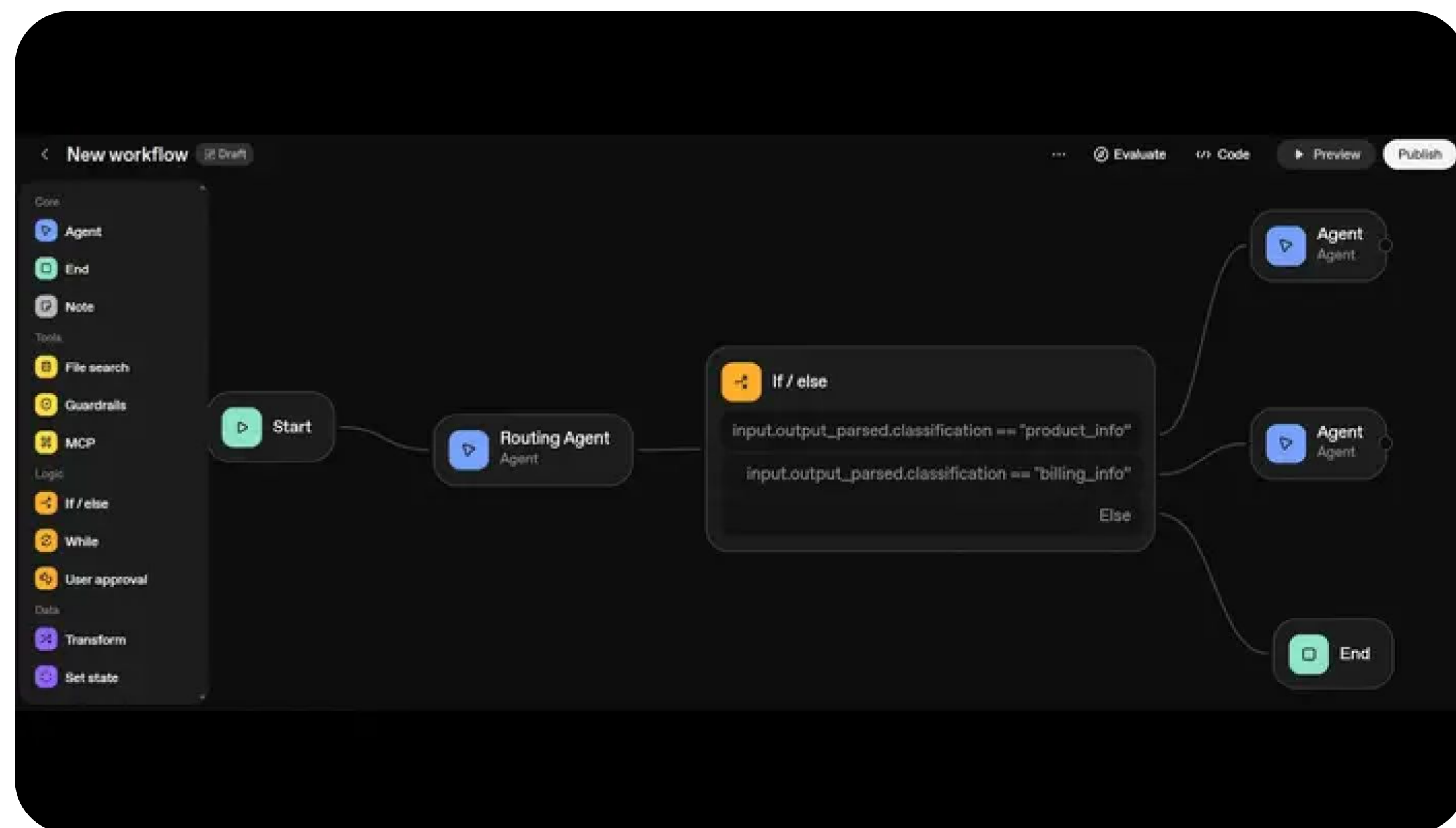
★ HOW YOU CAN DO THIS

- Start in ChatGPT and upload or describe past images so it can learn your visual style
- Ask ChatGPT to write a refined, on-brand prompt that matches your tone, color palette, and composition
- Take that prompt into Reve and generate your first draft image
- Use Reve's conversational editing to adjust colors, layout, or specific elements until it fits your brand perfectly



What we use it for

We use an AI support agent powered by OpenAI models to draft customer support replies using our internal knowledge base and common FAQs. Every outbound email our team sends auto-updates that knowledge base, so the agent gets smarter over time.



AI Support Agent

★ WHY THIS MATTERS

Support takes time, and tone consistency with AI is hard to maintain. The agent drafts high-quality replies pulled directly from our latest policies, examples, and past conversations, so responses stay fast, accurate, and aligned with how we actually write. We always use a human-in-the-loop approach to review and edit drafts before sending.

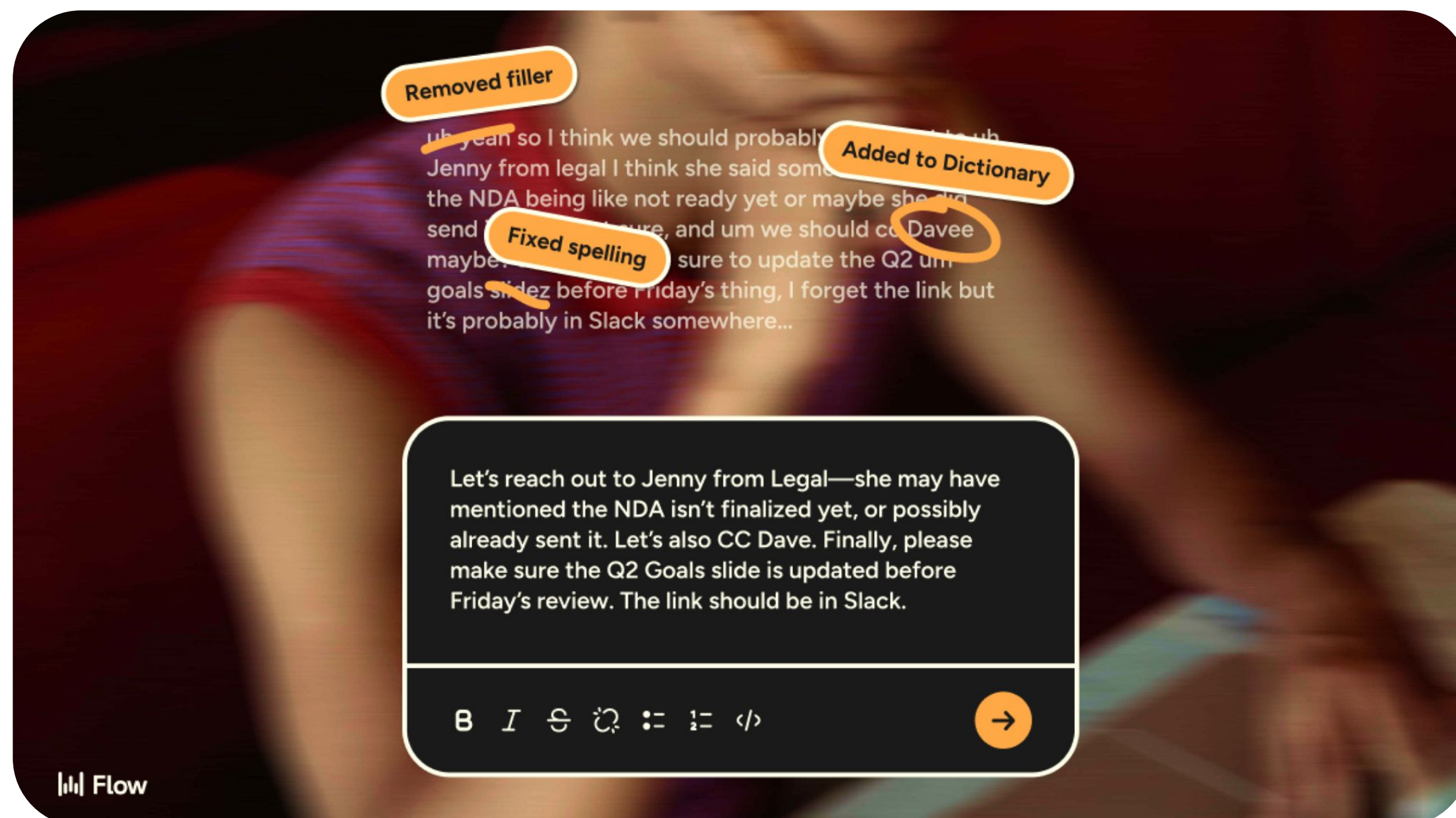
★ HOW YOU CAN DO THIS

- Build a simple knowledge base (we use a living Google Doc) and let GPT-5 ingest it into a RAG index
- Configure your support inbox so every outbound reply automatically appends to the knowledge base with metadata
- Have the agent draft replies to incoming emails while you stay in the review and approval loop
- Edit anything that needs tightening, then send. Your edits become new training data for the agent
- Let the system run: over time, tone, phrasing, and policy coverage get more consistent



What we use it for

We use Wispr Flow to speak ideas directly into a trained Claude project that already knows our writing style, past social posts, tone guidelines, and audience persona. Claude then turns those messy spoken notes into polished posts, outlines, or content ideas.



Idea Capture + Content Generation

★ WHY THIS MATTERS

Talking is faster than typing, and a trained Claude project can instantly shape your raw thoughts into on-brand content. This means ideas move from voice notes to ready-to-use drafts in minutes.

★ HOW YOU CAN DO THIS

- Create a Claude project and upload past social posts, style notes, and audience details
- Turn on Wispr Flow so anything you say is transcribed directly into the Claude chat
- Talk through your ideas naturally, as if you're brainstorming aloud
- Ask Claude to organize the transcription into a structured outline or polished post that matches your established style
- Review the draft, make quick edits, and save anything worth publishing or expanding



There are countless of other ways we use AI across research, writing, operations, and product, these ten are just simple workflows anyone can start using today.

Your own setup will depend on your role, goals, and business model, so treat these as starting points, not a checklist.

If you want to go deeper, we built The Rundown University. It's where we host all of our courses, workshops, and daily guides. Thousands of professionals, from solo founders to teams at Fortune 500s, use it to stay ahead of what's actually working in AI. You can access a 7-day free trial by clicking below.

[Learn more](#)



The Rundown opened up my eyes to what's possible with AI. Going into it I only tinkered on a couple AI tools but didn't actually use them in my work — and after only a couple days of learning. I created an AI agent that responds to my emails on my behalf. Game changer for my business.



Wouter Teunissen