



AI BUSINESS OS · MODULE 07

The AI operating *loop*

→ Create → Automate → Review. This is where it all comes together. Every system you've built becomes one self-improving loop that turns inputs into action, and results into the next iteration.

The loop

This is the module where everything connects. First the five-stage loop your whole business runs on, then the input-to-feedback cycle that makes it self-improving, then how to run and refine it. It ends with one exercise and one deliverable — your AI Operating Loop, assembled from everything you’ve built.

00	How to use this module	3
01	Capture, think, create, automate, review	5
02	Input, processing, action, feedback	9
03	Assemble it, the exercise & the deliverable	13
	End of module 07 · end of the series	17
	Keep it running	18
	Cheat sheet	19
	About Nexily	20

NOTE

This is the capstone of the series. It assumes Modules 01–06: your OS, workforce, content engine, client system, automations and knowledge base. Here they stop being separate systems and become one loop. If you’ve built even a few of them, you’re ready to connect them.

How to use this module

Read these two pages before anything else. They decide whether you finish with one business that runs as a loop, or six good systems that still don't talk to each other.

This is where it comes together

You've built the pieces: an OS, an AI workforce, a content engine, a client system, automations, a knowledge base. This module does one thing — it connects them into a single loop that runs your business and gets better each time it turns. It's a build: it produces your own AI Operating Loop, drawn and running. Every part ends with an action. Read it without assembling the loop, and you'll have six systems working in parallel instead of one machine working as a whole.

Work in two passes. Read a part for the shape, then map your version. The goal isn't a clever diagram — it's a real loop where your inputs become action and your results feed the next round, with AI running through every stage.

REMEMBER

Separate systems help you. A connected loop compounds. When capture feeds thinking, thinking feeds creation, creation feeds automation, and results feed back into capture, your business stops being a set of tools you operate and becomes a system that improves itself.

The capstone of everything

This module assumes the whole series. The loop's stages map directly onto what you've built: your **knowledge base** (Module 06) is where capture lands, your **AI workforce** (Module 02) does the thinking, your **content engine** (Module 03) and **client system** (Module 04) create and act, your **automations** (Module 05) run it hands-free, all on top of your **OS** (Module 01). You don't need every module finished. But the more you've built, the more the loop has to connect — and the more powerful it becomes.

The only output that matters

Not how well you understand the theory of loops. The single output of this module is **your AI Operating Loop** — the five stages mapped to your real systems, running on one real workflow, with a feedback step that feeds the next iteration. If your business runs one full turn of the loop by the end, the module worked. If you have a diagram and no cycle running, it didn't.

How to read the callouts

CALLOUT

WHAT IT HOLDS

Keep in mind	The core idea of the section — worth remembering even if you forget the rest.
Example	A concrete case so you can see the loop applied to a real business.
Pitfall	The mistake most people make at this exact step.
Take action	What you build before moving on. Non-negotiable.

TAKE ACTION — 00

List which of the six systems (OS, workforce, content, clients, automations, knowledge) you've built so far.

Pick one real workflow in your business you'll run through the loop as your test case.

Note where your systems currently hand off to each other — and where they don't.

Write the one result you'd most like your business to improve on, iteration after iteration.

01

THE AI OPERATING LOOP

Capture, think, create, automate, review

Before you connect anything, learn the loop your whole business runs on: → Create → Automate → Review. Five stages, and the last one feeds the first.

In this part, you'll

- Learn the five stages of the operating loop
- See how each stage maps to a system you've already built
- Understand why it's a loop, not a line
- Run one workflow through all five stages

A loop, not a line

Most people run their business as a line: do the work, ship it, move on, forget. A loop is different — the end feeds the beginning, so every turn makes the next one smarter. That single change is what separates a business that grinds from one that compounds.

The five stages are Capture, Think, Create, Automate, Review. What makes it powerful isn't the stages themselves — it's that Review loops back into Capture. Results become inputs. What you learned this round sharpens the next. Run your business as a line and you repeat the same quality forever; run it as a loop and it improves itself every cycle, because nothing you learn is ever thrown away.

Capture

01

Everything coming in — ideas, data, customer signals, research — lands in your knowledge base. Nothing is lost.

Think

02

Your AI workforce processes it: analyzing, classifying, recommending. Raw input becomes clear direction.

Create

03

Direction becomes output — content, proposals, decisions, deliverables. Thinking turns into things.

Automate