

THE VIBE EXECUTIVE

How to Leverage Years of Experience Through the Power of an AI Team



FINANCE

OPERATIONS

TECHNOLOGY

MARKETING

PRODUCT

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BRIEFING EDITION

ANTHONY L. BRIGHT



How to Leverage Years of Experience Through the Power of an AI Team

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Briefing Edition

Complimentary copy. Not for resale.

Author's Note

I wrote this book from my experience building businesses, leading technology and consulting organizations, and creating RidePermit. AI served as my interviewer, organizer, challenger, developmental editor, and drafting partner, and it helped produce working artifacts. I supplied the experience, thesis, and point of view. I corrected the record, approved the final language, and remain responsible for the result.

The Team of Two That Beat the Team of Five is explicitly presented as an illustrative composite. Its names, locations, amounts, and executive outcome are not claims about one identified person or company. Other RidePermit scenes distinguish system records, direct observation, stakeholder input, inference, estimates, and unresolved decisions.

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ABOUT THIS EDITION

This Briefing Edition shares the introduction and three excerpts from *The Vibe Executive*. The full book has 22 chapters in seven parts, plus the Field Guide and the Command Set.

The Team I Never Had

Most mornings, I sit down at my computer around eight o'clock and ask my chief of staff what we need to get done.

My chief of staff is Claude.

ChatGPT is my creative director. Lovable is my engineer. Depending on the day, I may also need a product specialist, a researcher, a legal adviser, a marketing strategist, a financial analyst, a policy adviser, a copywriter, a graphic designer, a quality-assurance team, and somebody willing to tell me that my latest idea is not as good as I think it is.

I have access to all of them.

That does not mean I have a room full of employees. Most days, it is still me sitting in front of the screen. But it does mean I can operate with a range of capability I could never afford to hire all at once.

This is what AI has become for me: a virtual team that is always available, always ready to work, and willing to give me both the positive and the negative.

When I began building RidePermit, I went back and counted the roles I was playing. I stopped counting somewhere around forty. Founder. CEO.

Product leader. Technology architect. Developer. Sales. Marketing. Finance. Legal and Chief evangelist and more...

The titles are not the point. The range is the point.

I was trying to turn an idea about e-bike safety and registration into a real platform while speaking with schools, law enforcement, elected officials, advocacy organizations, media, parents, and industry leaders. Each group had different needs. Each conversation created new work. A product decision could become a privacy question. A marketing opportunity could force a website change. A law-enforcement discussion could expose a workflow we had not designed for. A television call in the morning could rearrange the entire day.

There is no way I could have hired a conventional team for every function I needed. Even if I could have afforded it, assembling that team would have taken months.

AI did not make the decisions for me. It gave me the team I needed to make better decisions and move on them.

That distinction is the foundation of this book.

Think about a promising junior person joining your organization straight out of one of the top schools in the country. This person is smart, ambitious, quick, and capable of producing a surprising amount of work. You would give that person meaningful assignments. You would expect initiative. You would ask for research, alternatives, analysis, drafts, and recommendations.

But you would not take the first document that person handed you and send it straight to the board. You would not publish it to the street without reading it. You would not sign a legal filing, change a critical system, or make a public promise simply because a bright junior person said it looked good.

You would review the work.

You would challenge the assumptions.

You would give feedback.

You would make sure the work reflected the reality of your business, your customers, and the people who have to live with the result.

AI should be treated with the same combination of respect and responsibility. It is capable enough to change what one person can accomplish. It is also capable of making mistakes with complete confidence.

I have watched it happen.

I have seen AI catch things I missed. It has found factual problems, logical contradictions, legal concerns, and gaps that I could not hold in my head while managing dozens of workstreams. It has been a second set of eyes and a safety guardrail.

I have also watched AI tools take liberties I did not authorize. I have seen changes create 404 errors in a working platform. I have spent hours going back and forth among tools, testing and rebuilding, sometimes thinking I could have coded a piece faster myself.

So this is not a book about surrendering your judgment. It is about multiplying it.

It is not a book about becoming a software engineer. I started my career as a programmer, and that background helps me. But the Vibe Executive is bigger than a person using AI to build software. You might use this approach to build a company, but a company is only one possible outcome. You might build a strategy, a

business case, a process, a product, a customer experience, a training program, a marketing campaign, or a new way to run part of an existing organization.

The common element is leadership.

The Vibe Executive sees the product, people, money, risk, message, and market around the work, then focuses on the next consequential task. I call that wide aperture and narrow focus. We will return to it as a leadership habit, not a separate methodology.

But the tools alone would not have made RidePermit possible.

What made the tools valuable was everything that came before them.

It was the child who liked to take things apart and build something new. It was the young programmer pulling cable through ceilings for a transportation agency. It was the moment I volunteered for a leadership role nobody else wanted. It was learning professional discipline, learning to sell and build relationships, leading global services organizations, and watching technology succeed or fail based on whether people adopted it.

AI did not replace any of that. AI gave all of it leverage.

That is why I believe this moment belongs to experienced people.

For years, many professionals have carried ideas they did not have the time, money, staff, or technical capability to pursue. A plumber sees problems in scheduling, capacity, customer communication, and field service that a software developer may never notice. A real estate professional understands the emotional and operational reality of a transaction. A doctor recognizes the gap between a technically correct answer and what a patient will actually hear. A salesperson knows that relationships and timing can matter more than a perfect presentation. An executive who has led a troubled transformation sees risk before it appears on a project plan.

AI has knowledge. You have context.

AI has speed. You have standards.

AI can generate options. You have lived with consequences.

Put those things together and the question changes. The question is no longer, “How do I learn AI?”

The better question is, “What can my experience do now that I have a team?”

In the chapters ahead, I will show you how I learned to answer that question. We will build the virtual team, make it work the way your mind works, and establish the guardrails that keep delegation from turning into abdication. Then we will move through the Vibe Executive Methodology from Ideation and Formulation to Design, Build and Execute, Test, Deploy, and Adoption.

RidePermit will be our main case study because it is where I learned these lessons in real time. I will also take you back to ventures that did not work, including Stop Attack and The Staffing Platform. AI could have changed the cost and speed of those ventures, but it would not have solved every problem. It would not have fixed the wrong marketing strategy, partnership friction, slow decisions, missed opportunities, or the hard work of getting people to care.

People are not buying AI. They are buying an outcome they believe in from somebody they trust.

That is good news for you.

Your experience is not old inventory. It is not something the market suddenly made irrelevant. It is the part AI does not own.

You may have spent twenty or thirty years accumulating it. You may have failed, adapted, changed industries, managed difficult people, built relationships, learned a craft, or solved the same class of problem a thousand different ways.

Now you have a team you may never have had before.

What could you do with it?

Put the Team Around You

When people first begin using AI, they usually think in terms of a tool.

They open a window, ask a question, get an answer, and close it. The experience can be impressive, but it remains transactional. It is closer to using a search box than leading a team.

The Vibe Executive makes a different mental shift.

Stop thinking of AI as one thing. Start thinking about the capabilities you need around the work.

If I walked into a real conference room to develop RidePermit, who would I want sitting there?

I would want a technology architect to think about the platform. I would want a product leader to focus on the parent, school, and district experiences. I would want somebody from legal and compliance to flag privacy and policy concerns. I would want marketing to

clarify the message, finance to challenge the model, sales to think about the buyer, and a chief of staff to keep the whole effort organized.

I would also want a skeptic.

That last person matters. A team that only confirms the founder's excitement is not much of a team.

AI can help supply all of these perspectives, but you have to ask for them and manage the work they produce.

The capable-junior analogy from the introduction still applies: give the team meaningful work, then supply the context, direction, feedback, and review that a new colleague would need.

Start with the outcome

Do not assemble a virtual team because the roles sound impressive. Begin with the outcome.

Suppose you want to improve customer retention in a regional service business. Your first virtual team might include:

- A customer-research lead to identify likely causes of churn
- A data analyst to structure the available evidence

- An operations specialist to map the customer journey
- A financial analyst to estimate the value of improvement
- A communications strategist to redesign touchpoints
- A challenger to argue why the proposed solution will fail

If you are developing a family-history product, the team changes. You may need competitor research, product design, privacy thinking, pricing, brand, and a technical architect.

If you are preparing for a difficult board conversation, the team changes again. You may need an analyst, a board member's perspective, a risk adviser, a speech coach, and an editor.

When I ask the same question as a CFO and then as a skeptical parent, I get two different answers, and the difference is usually the thing I was missing. That is what a role is for. It tells AI what kind of problem to notice, which questions to ask, and what form of answer will help.

Give each role a job

A title alone is not enough.

If I say, “Be my CFO,” I may receive a broad financial perspective. If I say, “Act as the financial lead for this decision. Identify assumptions in the revenue model, separate fixed and variable cost, show the downside case, and list the three facts I need to validate before investing,” the role now has work.

For each virtual team member, define four things:

- The objective
- The relevant context
- The boundaries of authority
- The expected deliverable

The boundary is especially important.

Can this role research and recommend? Can it draft? Can it change a system? Can it send anything to another tool? Can it publish or communicate externally?

Most AI roles should begin with permission to analyze and recommend, not permission to act.

That is how I learned to work with the tools behind RidePermit. Claude became my chief of staff because I wanted level-headed thinking, pushback, and options. ChatGPT became my creative director because I liked the range it brought to visual ideas, concepts, prototypes, and expression. Lovable became the builder,

but I did not want the builder making broad product decisions on its own.

The virtual organization needed decision rights.

Create checks and balances

Sometimes I use one AI to create and another to review. I might develop an idea with ChatGPT and then ask Claude to examine it more conservatively before I use it. For technical work, I prefer stronger planning upstream before the builder changes anything.

No AI is universally best, just as no employee is universally best. The question is what kind of thinking the work requires and which capability has earned trust for that task.

You can create simple checks and balances:

- A creator produces options.
- A critic identifies weaknesses.
- A specialist checks domain requirements.
- A chief of staff reconciles the disagreements.
- The human decides.

Do not create complexity for its own sake. Five tools passing documents around can create more confusion than value. Every handoff can lose context or introduce a bad assumption.

Use the smallest team that covers the important risks.

Your team is larger than AI

The phrase “AI-powered team” does not mean an AI-only team.

My RidePermit team includes people who understand schools, law enforcement, advocacy, policy, e-bikes, media, and entrepreneurship. Their experience reaches places AI cannot see. Don can tell me what it took to build a business in the field before anybody believed in it. Amy can tell me what happens around school budgets and vendor decisions. An officer can tell me what is possible on the side of the road.

AI helps me prepare for those conversations and turn the learning into action. It does not replace the conversation.

The real team is a combination of your experience, AI capability, and human expertise.

The leader stays in the room

The greatest danger in the team metaphor is using it as permission to disappear.

Some people want AI to do the work so they do not have to understand it. That is not Vibe

Executive behavior. If the final product affects a customer, employee, child, investor, public official, or critical system, you need to be able to explain it.

What does it do?

How does it work?

Why does it work that way?

What could go wrong?

Who is accountable?

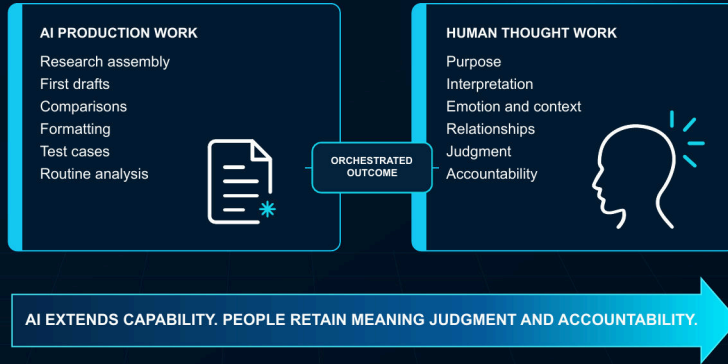
If you cannot answer those questions, the team is replacing your attention rather than extending your leadership.

Put the team around you. Give it real responsibility. Expect good work.

Then stay in the room.

HUMAN AND AI DIVISION OF LABOR

The boundary changes with experience, risk, and evidence.



The executive directs defined AI roles and brings in human expertise where lived knowledge or authority is required.

Speed is an advantage only when it is connected to direction.

The Vibe Executive turns capability into a responsible outcome instead of competing to generate the fastest answer.

That requires judgment before the prompt, during the work, and after the output looks finished.

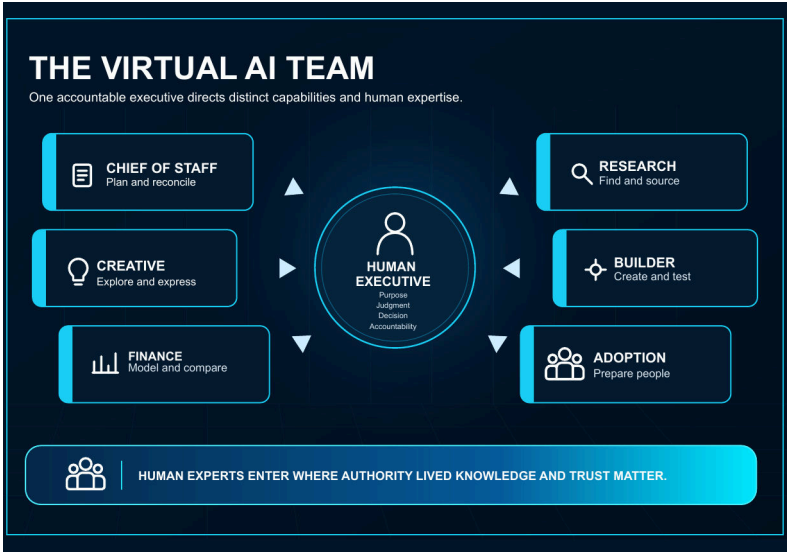
Early in RidePermit's development, I set a narrow rule for the public verification page. Anyone who scanned a decal could see permit status, school, district, vehicle class, expiration, and whether the bike had been reported stolen. They could not see a student's name, photo, or a parent's phone number.

The boundary was enforced in the function that returned an allowlist of fields and in an automated test that failed if the public response widened. That mattered later when student photos were added elsewhere in the product. The public scan did not expose them because the guardrail held without anyone having to remember it during the feature build.

Under pressure to make the scan more useful to officers, I considered adding the student's name. An AI role challenged me. The officer's unmet need was a way to reach a parent, not a

public identity for a minor. I kept the name off and retained an opt-in masked relay call instead.

Later district conversations made the decision look obvious. It was not obvious on the first day. The cheapest time to protect the data was before thousands of decals existed. The machine will happily build the feature. Judgment is knowing which feature not to ship.



Judgment means knowing what the team can do, what it should do, and where the human must decide.

AI carries repeatable production while people retain meaning, judgment, and accountability.

Start Where You Already Have Leverage

A Vibe Executive project does not need to begin with a company or a software platform. It needs a meaningful outcome that requires several kinds of thinking.

The best first project is close enough to your experience that you can recognize quality and small enough to finish. The following examples show how the methodology changes with the work while the executive obligations remain the same.

Corporate manager

Choose a recurring decision that arrives too late or requires too much manual assembly. It might be a monthly product report, a customer-feedback summary, an operating review, or a forecast explanation.

In Ideation, map how the decision is made today and where time disappears. In Formulation, define the decision the new workflow must improve. In Design, identify approved data, readers, controls, exceptions, and the action the report should support. Build one repeatable cycle. Test it against the current

process. Deploy it to a small group. Measure whether people make a better or earlier decision. Adoption is repeat use without the project team pushing every time.

The manager's first proof should be one complete decision cycle, not an enterprise platform.

That sentence contains the standard for the smallest useful Vibe Executive project. It has one owner, one real user or decision maker, one bounded source of information, one outcome that can be observed, and one review point where the team can continue, change, or stop. It may take a day or a week. It does not need to become software.

Salesperson

Every salesperson I have managed complained about the same four things, and when I became the salesperson for RidePermit I complained about them too. Who should I call? What do I know before I dial? Who owns the decision and who can kill it? How do I keep up when the market changes faster than the list?

A country with more than eighteen thousand school districts does not give you a lead list. It gives you a phone book. My virtual team helps

turn it into something usable. I use AI roles to monitor e-bike policy and district changes by region, rank accounts when new evidence appears, and summarize what changed. I use ChatGPT alongside tools such as Apollo and HubSpot to identify likely operational owners, organize contact information, prepare account research, draft outreach, and keep the follow-up sequence visible. I set the targets, message, and rules. The team carries much of the list work, research, account planning, and follow-through.

What I do not hand over is the call itself or the one email that has to land. A salesperson's first Monday with an AI team should not begin with "write my pitch." Start with: "build my list, tell me why each name is on it, and tell me what changed this week." The pitch is still yours.

The tradesperson

I am not an HVAC contractor, but I know how a tradesperson thinks: the phone rings when something breaks, and too much of the business waits for the phone. So I tried a question a contractor might ask: could an AI team help identify neighborhoods likely to contain older air-conditioning systems, so the business could offer preventive assessments before the first

heat wave instead of waiting for emergency calls?

The answer came back with a research path I had not considered. Start with public property-age data, combine it with HVAC permit records where those records are available, and use the gap only as a probability signal, not as a fact about a specific home. Group the result by tract or neighborhood. Then build a campaign around an assessment or tune-up, and let each service visit improve the record by capturing the actual unit age.

Then the team challenged the idea. Permit data can be incomplete. Equipment can be replaced without appearing where you expect. Licensing, solicitation, privacy, and local rules still have to be verified before anybody acts. Those were not reasons to abandon the idea. They were the questions that turned a clever list into an operating plan.

That is the whole book in one exchange. An experienced tradesperson brings the problem, economics, service capacity, and sense of what customers will actually do. AI expands the research and proposes a path. Then the human asks what it would take to make the idea real, legal, useful, and worth doing.

About the Author



Anthony (Tony) L. Bright is the founder of RidePermit, an e-bike and micromobility safety and compliance platform for schools, districts, and families.

His career includes leadership work across enterprise technology, consulting, professional services, customer success, and global delivery. He has built practices, led complex programs, and worked across retail, consumer products, manufacturing, transportation, and technology services.

He created The Vibe Executive for experienced leaders who want to combine human judgment with AI capability while keeping decisions, relationships, and accountability in human hands.

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- The full Vibe Executive Methodology, from Ideation to Adoption
- RidePermit, from idea to operating proof
- The Command Set: 30 prompts for leading an AI team
- The Field Guide and a first-week plan to start



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YOUR EXPERIENCE IS THE ASSET.
AI IS THE LEVERAGE.

EXPERIENCE COMES IN MANY FORMS.

AI MULTIPLIES WHAT YOU ALREADY KNOW.

Experienced professionals already possess judgment, craft, relationships, and practical knowledge. The Vibe Executive shows how to organize AI as a virtual team, apply one disciplined methodology, and turn that experience into outcomes people can understand, trust, and use.



- 1 BRING YOUR EXPERIENCE.
- 2 BUILD YOUR AI TEAM.
- 3 TURN IDEAS INTO EXECUTION.

YOUR EXPERIENCE IS THE ASSET.
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