1/1/2026

Scaling Business with Agentic AI

Achieving Scale using AI and Automated Collaboration

Businesses are coming to realize that generative AI will help them create more text, pictures and possibly video. They see this as productive, technically true, but that's typically about quantity. Many seemingly productive C-suites have run a company into the ground by producing voluminous text etc. I submit it's not about quantity – it's about *impact*.

Sometimes the most effective media is the simplest. It cuts right to the point. Saying it briefly and directly helps you communicate effectively. When I write email, I try to imagine what it's like to have to read it. I go back and re-read what I have written while imagining I am the recipient. I ask: "Did I get my point across?", "Have I made the action item or ask clear?", "Have I bored the reader?"

With that in mind, have you ever gotten an email from a colleague which was clearly written by an AI? How did you know? Was it a chore to read? Did most of the text actually pertain to the business at hand? You can see what I am getting at. People who are using AI to generate text, are phoning it in if they don't bother to edit it to just relevant parts. This is what distinguishes Productive Use of AI with simply using AI to be "productive".

This sets the stage for how AI can help scale-up processes for the business. We know that repetitive, low-judgement, non-creative work can be done lightning fast and with little to no effort now – but, how can that help scale the business? It's not clear that the creation of charts and tables makes for a scalable business – unless that's what the business produces?!?

To put it simply, It's **Collaboration.**

As has become my style for these articles, here's the equation:

$$\text{Scaling} = \mathbf{[}\,(\text{Amplified Effort} + \text{Reduced Costs}) \times \text{Organizations Intelligence}\,\mathbf{]}^{x}$$

Where x is an exponent quantifying the collaboration of executives with each other and with AI Agents which are deployed on their behalf.

Imagine that you have deployed several AI Agents working for you and can trigger them as needed or rely on them to prompt you when appropriate. It's likely that at this stage in AI adoption, with this advantage, you are in the minority for most industries. That will change over time, but for now, even in a company with a mature framework for AI Governance, you are likely operating on your own. Highly (actually) productive, but nearly a silo of productivity – let's call that silo your personal Cube of productivity.

Now, image your Cube with connections to others in your organization. Knowing that the edges and overlap will mesh in a way which facilitates collaboration. Is that a one-to-one connection, or more exponential than that?

If your company can also manage the greater Cube of Cubes, that's how you get to scaling the business:
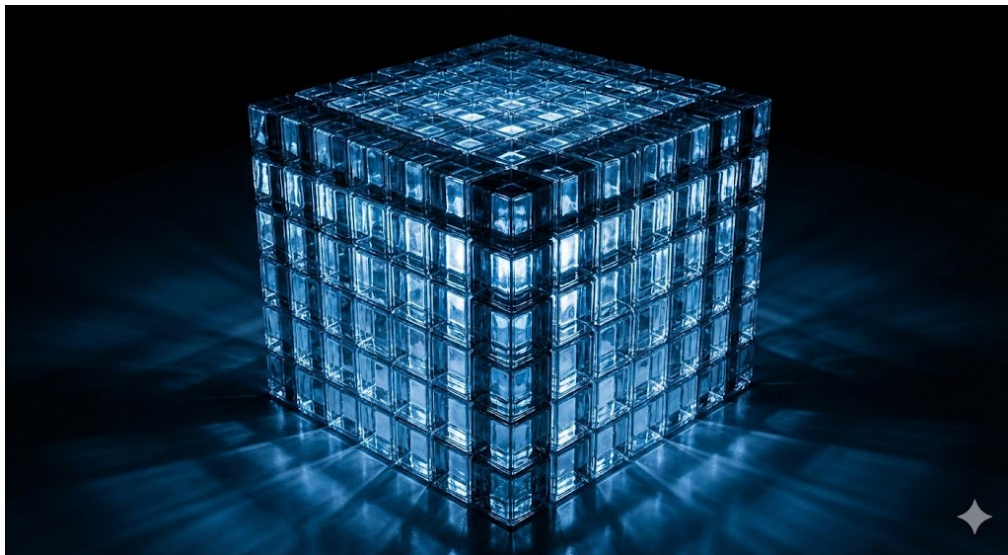
Cube of Cubes (Gemini 3)

There was a one-panel comic I recall (I think it was in *The New Yorker,* although I can't find it now) where two businessmen were on a crowded street in New York, hurriedly shaking hands as one says, "We should really do lunch sometime, I'll have my machine call your machine".   The joke being that we are all way too busy. Implicit in the joke is the notion that there are machines which can make connections on our behalf.

This is truly the idea – if at the edges of my Cube there are Agents which other Agents or execs can collaborate with, we maximize how well the scaling can take place.   Further, as the Agents are well-defined, management can refine and even dictate how these interactions take place, presumably to maximize efficiency and/or scale.

I really wish I could find that comic. I guess I'll have an Agent start a search so I can share it . . .

-John Remmler