

THE HEIST PLAN

Case it · Plan it · Pull it · Pitch it SF Recruitment AI Day · 8 July 2026

CREW: _____
Members: _____

OUR JOB (pick one):

☐ THE TIME-BACK JOB

steal back hours from admin

☐ THE BIG SCORE

use AI to add value / win more / make money

1 CASE THE JOINT

Do the Teardown worksheet first. Write your chosen target — the one job — here.
Our target:

2 PLAN THE JOB

Disney ideation — three passes, don't mix them.

DREAMER if solved perfectly?

REALIST rough build today = MVP

CRITIC what breaks it? rules ok?

3 PULL THE JOB

Build the MVP — smallest thing that proves it. Tick your tools.

- ☐ ChatGPT
- ☐ Claude
- ☐ Skill / Custom GPT
- ☐ Other:

What we built:

4 THE GETAWAY

Your 60-second pitch. One driver. Fill the four beats.

Target: what it steals / you win

Job: what you built

Getaway: the live run

Win: hrs back OR value added

EVEN HEISTS HAVE RULES — tick before you build

- ☐ No real candidate/client PII — anonymise it (GDPR)
- ☐ Company-provided tools only
- ☐ A human makes the final shortlisting / hiring call

THE WIN — size it

Time back: ____ hrs/wk × ____ people
or Value added: _____

INSIDE MEN — score /5

Value _____
Works _____
Spread _____