

 ECOM EXPO 2026 · WORKSHOP

Build your company's second brain

Memory, processes and roles, built live in Notion

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Vilnius · 01.10.2026 · 11:00

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Today: the brain, not the body

- **The brain is what only you can build:** what you know (memory), how you work (processes), who does what (roles).
- **The body is the AI and the tools.** Anyone can buy them, and you can swap them any time.
- **Today:** the bare minimum, enough to get started. Built live on a real shop.

BRAIN

Memory

what you know

Processes

how you work

Roles

who does what

BODY

AI and tools

Why Notion?

For a small team (up to about 10 people), I haven't found anything that does this much for the price.

GOOD

- **One hub:** documents, databases, forms, meeting notes and AI in one place
- **AI-native:** search across Notion and connected apps, with sources cited
- **Connects both ways:** MCP connectors in, and any AI tool can read Notion
- **Permissions, guests and page history** (30 to 90 days on paid plans)
- **Easy to share**, works on desktop and mobile, and people actually like using it
- **Affordable:** Plus from 10 \$, Business from 20 \$ per member a month; unlimited file uploads on paid plans

WATCH OUT

- **Full AI, connectors and agents need Business:** 10 people $\approx$ 200 \$ a month
- **AI on Notion's terms:** a fixed set of models, premium ones cost extra, little fine-tuning
- **Offline is limited:** desktop and mobile apps only, big databases partly, AI not at all
- **Gets slow with very large workspaces;** the mobile app is weaker than desktop
- **A blank canvas:** easy to overbuild. Start small.

Prices per member a month, billed monthly; about 20 % less billed yearly. Checked 30.09.2026.

The example: Soosikauppa

- My own Finnish web shop, running on WooCommerce.
- Everything you'll see is real: real shop data, real Slack, real meetings. Trial accounts, torn down after today.
- The same setup is yours as a free Notion template (link at the end).

Soosikauppa

WooCommerce

Finland

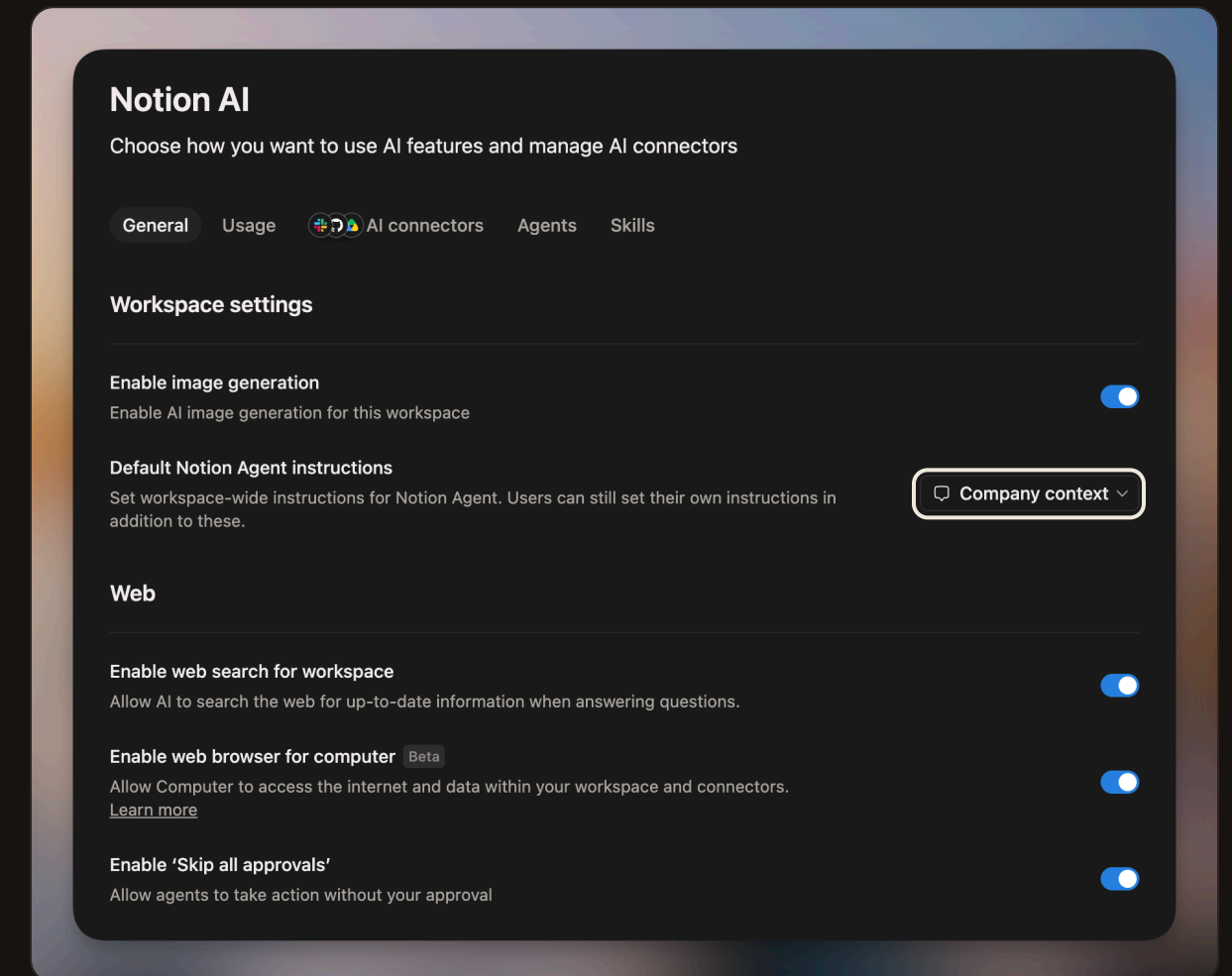
Company context: where every AI chat starts

- Every AI chat starts from zero. It doesn't remember yesterday's conversation.
- Company context is one Notion page that is loaded into every chat automatically, for everyone in the workspace.

STEPS

- 1 Create a page called "Company context": rules plus links to key pages and databases.
- 2 Settings → Notion AI → General → Default Notion Agent instructions → pick that page.
- 3 Keep it short. Rules and links, not the whole company.

Workspace admins only. Added by Notion in September 2026. Everyone can still add personal instructions on top.



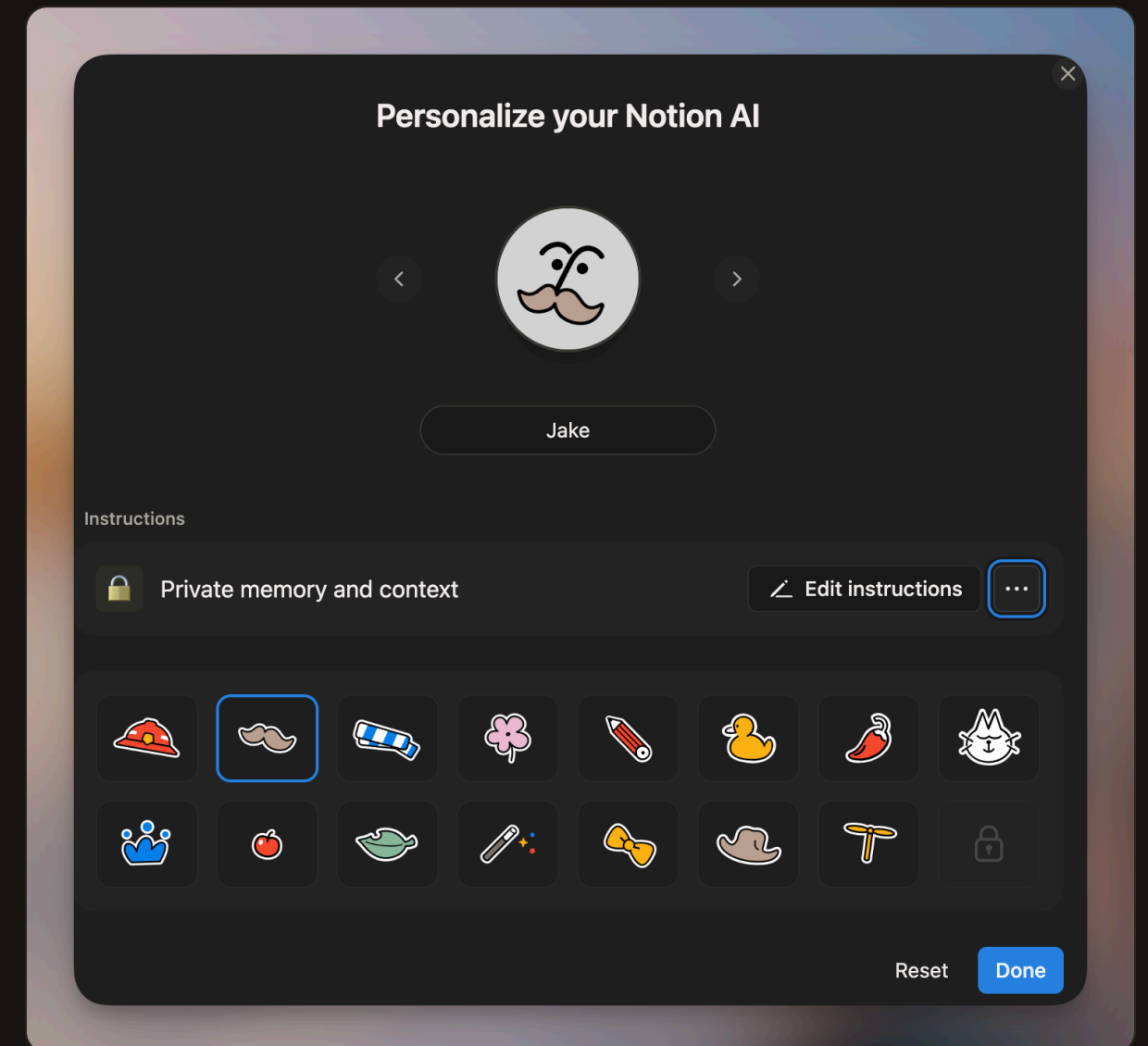
Your role file: AI that knows who's asking

- Company context is the same for everyone. Your role file is yours: your goals, your responsibilities, where you struggle, how you like answers, what you hate.
- It's a normal Notion page, loaded into every chat you start.
- It also holds memory: say **"remember that ..."** and Notion AI writes it into the page, so it's there next time.

STEPS

- ① Copy a role file template (Roles) into your Private section.
- ② Click the Notion AI face → click it again → Instructions → pick your page.
- ③ Test it: **"Remember that I approve all discounts over 20 %."**

The page sits in your Private section, so only your Notion AI reads it.



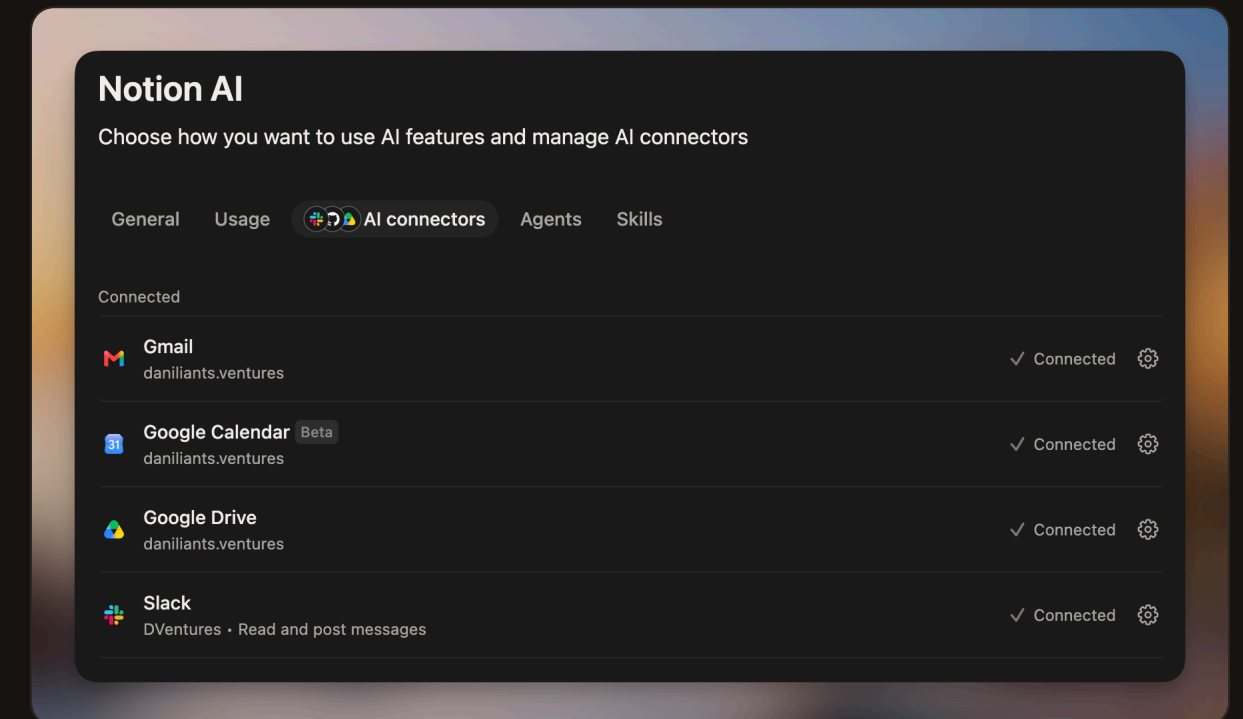
Your memory already exists. Connect it.

- Most company knowledge lives in email, Slack, calendars and Drive.
- It works both ways: Notion AI can also post to Slack, e.g. **"Send this report to #marketing on Slack."**
- Private stays private: everyone only sees what they could already see.

STEPS

- ① Settings → Notion AI → AI connectors → connect Slack, Gmail, Google Calendar, Google Drive.
- ② Wait for indexing: up to 36 hours the first time, then new content within about 3 hours.
- ③ Test it: **"What did we agree with our supplier last week?"**

Only the workspace owner can set up connectors. Most need Notion Business or Enterprise; personal Gmail works on every plan. About one year of history is indexed.



Decisions: what we decided, and why

- **Decisions change fast.** If they live in chats and people's heads, AI never learns the rules you work by.
- **One database:** the decision, the date, the source, the status and the why. Only "Active" decisions count as truth.

STEPS

- 1 Create a "Decisions" database: Decision, Date, Source, Status (Proposed / Active / Retired), Why.
- 2 Weekly, ask Notion AI: "Find decisions in this week's meetings, Slack and email and log them in Decisions."
- 3 Every 3 months: "Show decisions older than 3 months. Let's check which still hold."

Decisions What we decided, and why. Only Active decisions are the truth.					
Default view New					
Decision	Date	Source	Status	Why	
Returns within 14 days, unopened food can't be resold.	June 8, 2026	soosikauppa.fi/pri...olicy/	Active	Opened food can't be resold.	
Never promise a delivery date: Po...	June 10, 2026	soosikauppa.fi/pri...olicy/	Active	Our terms give no delivery tim	
Free delivery on orders over 60 €	June 16, 2026	soosikauppa.fi/pri...olicy/	Active	Public promise in our order an	
A discount always shows the low...	August 18, 2026	eur-lex.europa.eu/eli...8/6/oj	Active	EU Price Indication Directive, ,	
Use live photos of product sets in...	September 4, 2026		Proposed	Live photos of sets had our hi	
No health or nutrition claims in pr...	September 8, 2026	food.ec.europa.eu/food...ims_e	Active	EU Regulation 1924/2006: on	
+ New page					

Fact or decision? If you could have chosen differently, it's a decision.

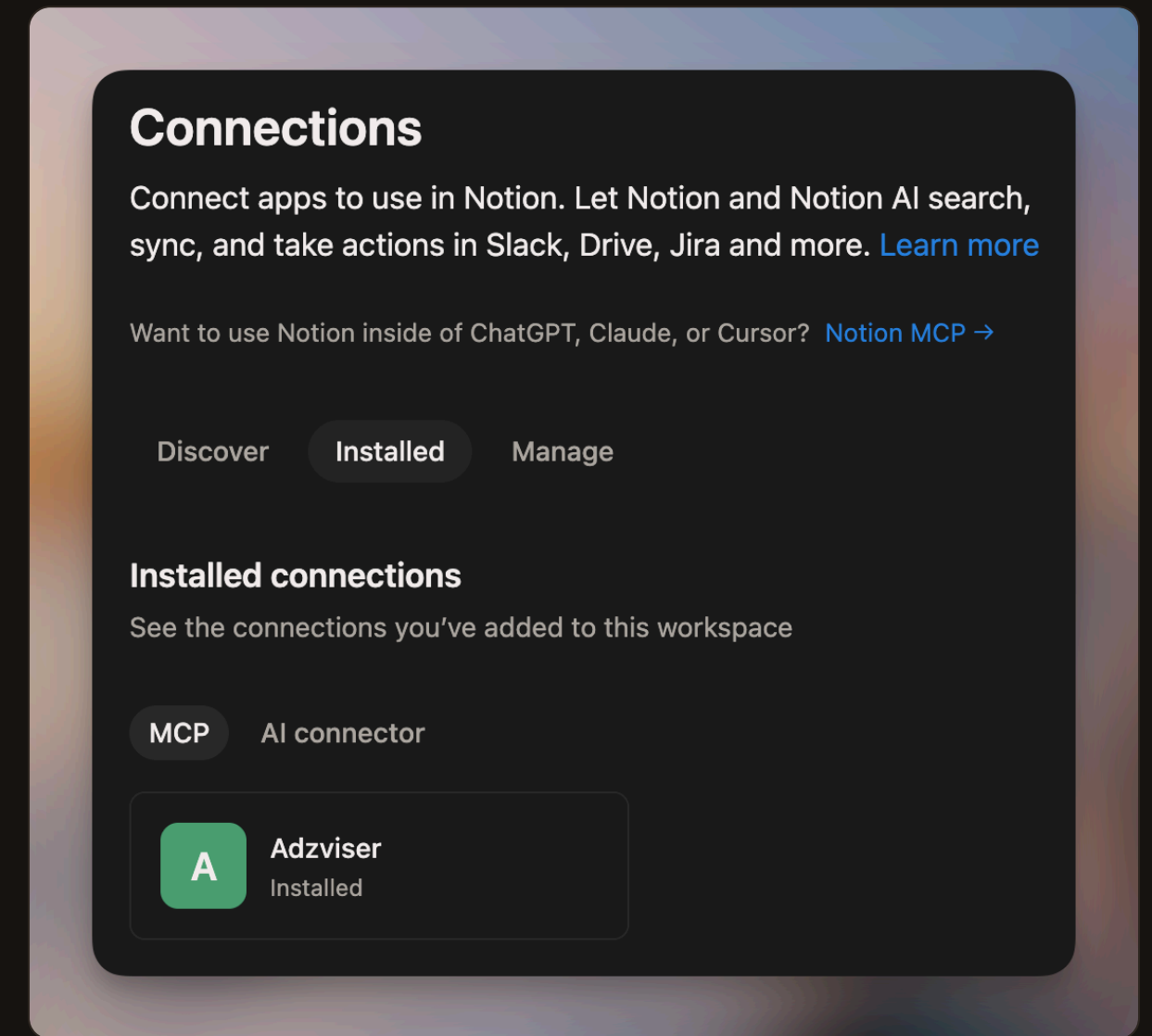
Connect your shop, ads and analytics data

- AI can only use what it can reach. Your sales, ads and analytics numbers sit in separate tools.
- A connector service plugs them into Notion AI in minutes, through MCP (a standard plug that lets AI read other tools).

STEPS

- ① Pick a connector service, for example Adzviser or Windsor.ai (WooCommerce, Shopify, GA4, Google Ads, Meta and more).
- ② Notion: Settings → Connections → add it as an MCP connection, then log in to your accounts.
- ③ Test it: **"What were last week's sales and ad spend?"**

Custom MCP connections need a Notion Business or Enterprise plan. Connector services cost about 20–120 \$ a month (checked 30.09.2026), far cheaper than building and maintaining your own.



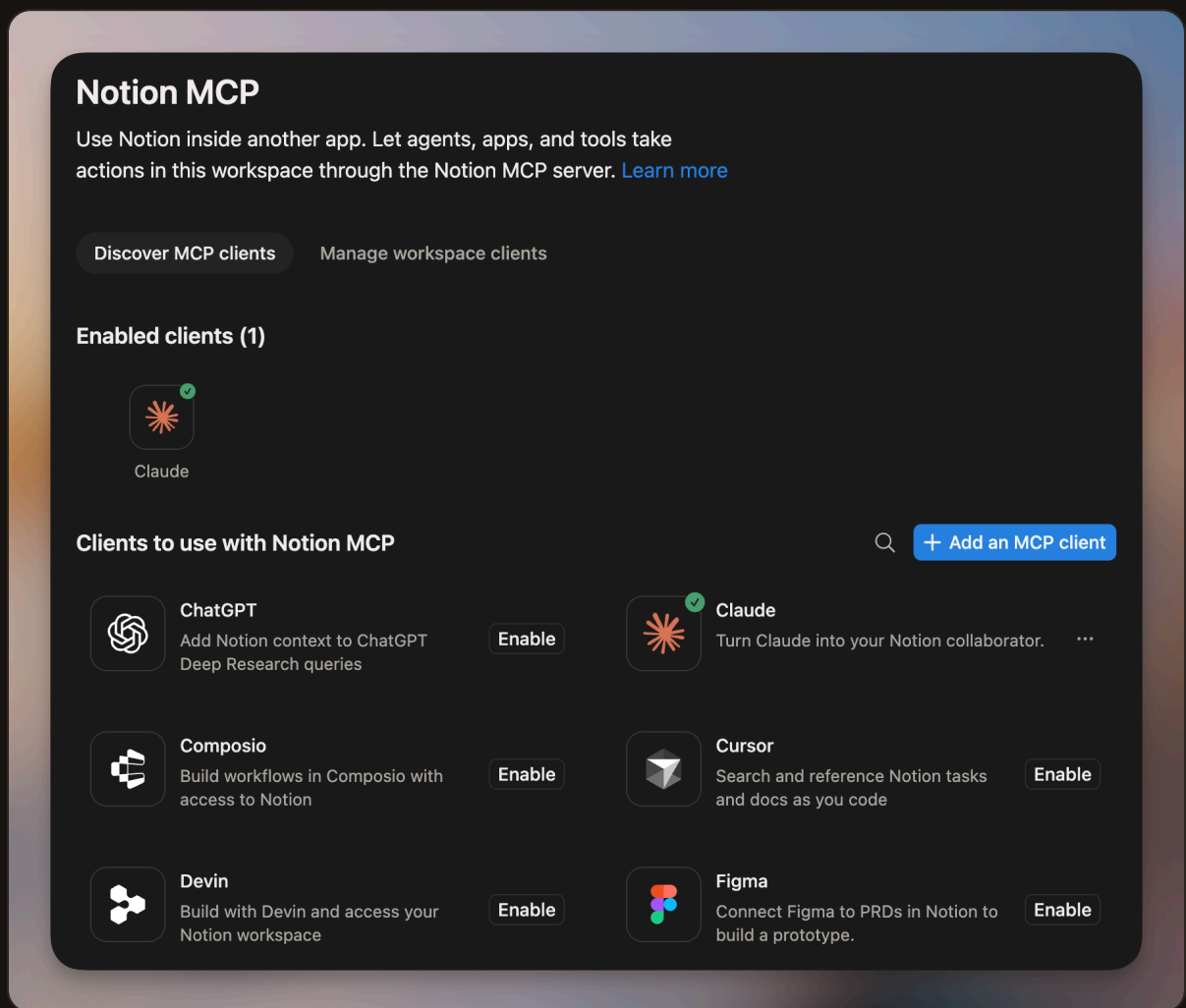
Keep the brain in Notion. Use any AI.

- **Notion speaks MCP in both directions:** it can read other tools (previous slide), and other AI tools can read and write Notion.
- **So Notion can be just the storage:** memory, decisions, processes and data live there, while you work in Claude, ChatGPT, Codex or Cursor.
- **Already have agents or skills elsewhere?** Don't migrate them. Point them at Notion as your central hub.

STEPS

- 1 Notion: Settings → Notion MCP → pick your AI tool → Enable (or "Add an MCP client").
- 2 In your AI tool, add the Notion connector and log in.
- 3 Test it: **"Read our Decisions in Notion and list the active ones."**

AI tools only see what your Notion account can see. Enterprise admins can limit which tools may connect.



Processes: how we do things, written down

- AI can only follow a process that exists on paper. Most processes only exist in people's heads.
- Write each one with a definition of done, so AI (and new people) can check the result.
- Let AI draft it: from your Slack, meetings or example work. You correct it.

STEPS

- ① Pick one process that annoys you.
- ② Write it down with a definition of done.
- ③ Run one two-week loop on it: improve, measure, keep or change.

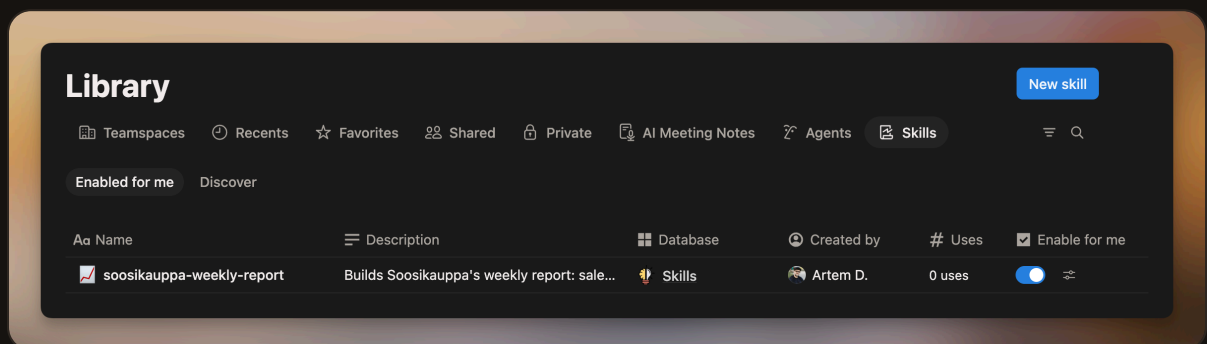
Skills, agents, workers: Notion has them too

- **Skills:** saved instructions for one repeating job, like the weekly report. Export them as SKILL.md files for Claude Code, Codex or Cursor.
- **Agents work on their own, on a schedule or a trigger.** Workers are small programs that sync any data source into Notion (for developers).
- **All of them are only as good as the brain underneath.** That's why today is about memory, processes and roles.

WATCH THE BILL

- **Custom agents and premium models** (e.g. Claude Fable) run on Notion credits: 10 \$ per 1 000 credits, roughly 0,03–0,30 \$ per agent run.
- Agents, Workers and MCP need Business (from 20 \$ per member a month) or Enterprise.

Premium models stay off until an admin turns them on. Workers are free during the beta, credits later.
Checked 30.09.2026.



ONE QUESTION, THE WHOLE BRAIN

“What’s our recurring problem with creatives?”

- Notion AI answered from Slack: creatives start before the campaign inputs are ready.
- That answer became a decision, then a process (“Campaign brief ready”).
Memory → decision → process.

Start Monday

1

Memory

Fill in Company context (one page).
Connect Slack and email. Record your
next meeting into Meetings.

2

Roles

Copy a role file to your Private
section and set it as your Notion
AI instructions.

3

Processes

Write down one process that annoys
you, with a definition of done. Run one
two-week loop on it.



Thank you

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Notion template · workshop slides · talk slides

Main talk today, 15:20, Deep Dive stage

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