

10 Questions to Answer for Your AI Dream Team

1. What is your situation? What problems are you trying to solve? Is there a specific area of expertise you need to access?

This is all about **context**. Understanding the situation sets the stage for everything else.

- **Why this matters:** A person writing content for a personal blog will have very different needs than someone looking for solutions to their ideation process, and they will have very different needs than someone in need of planning help.
- **Considerations:**
 - What's the core problem you're trying to solve?
 - What's the scope of the issue? (Is it a long-term thing, a recurring issue, or a short-term problem?)
 - If building this team for someone else, what are their goals or expectations?
- **Thought exercise:** I'd ask participants to picture themselves handing their "team" a mission statement. What's the headline?

2. What do you want your team to do?

This is the **job description** for the persona team—what's their purpose?

- **Why this matters:** Clearly defining roles ensures the team is efficient and effective. Otherwise, you end up with overlaps or gaps.
- **Considerations:**
 - Do you need help with brainstorming, ideating, problem-solving, research?
 - Should one agent focus on research, while another focuses on analysis?
 - How much autonomy should each agent have? Are they specialized or multi-purpose?
- **Thought exercise:** If you could "hire" digital teammates for specific tasks, what would you delegate to them first?

3. What kinds of skills do they each have?

This is about defining the **strengths** of each persona.

- **Why this matters:** Different tasks require different skills. Someone who's great at generating creative ideas might not be the best at fact-checking or refining grammar.
- **Considerations:**
 - Technical skills: grammar expertise, research ability, tone analysis.

- Creative skills: idea generation, storytelling, injecting personality.
- Organizational skills: structuring an outline, prioritizing ideas.
- **Metaphor:** It's like forming a sports team. You wouldn't put all strikers on a soccer team—you need goalkeepers, defenders, and midfielders, too.

4. What kind of personalities do they have?

This is about **tone, style, and voice**—personality gives your team nuance and variety.

- **Why this matters:** Content isn't just about *what* is said—it's *how* it's delivered. Different personalities resonate with different audiences or tasks.
- **Considerations:**
 - Do you need a formal editor and a playful idea generator?
 - Should one persona challenge your ideas while another encourages them?
 - Are they collaborators or contrarians?
- **Thought exercise:** If each persona had a “tagline,” what would it be? (“The Encourager,” “The Challenger,” “The Voice of Reason,” etc.)

5. How do they work best alone?

This is about understanding **individual contributions**.

- **Why this matters:** Each persona needs clear responsibilities and space to do their job.
- **Considerations:**
 - Which persona starts the process? (e.g., the idea generator goes first.)
 - Does one persona specialize in cleanup work after others finish?
 - Should one agent act as the final “approver” before the content is done?
- **Thought exercise:** Think of your team as a relay race—who carries which part of the baton?

6. How do they work together?

This question shifts to **collaboration**—how personas interact.

- **Why this matters:** Teams are strongest when their work complements one another.
- **Considerations:**
 - Do they pass work along in a linear process, or do they collaborate simultaneously?
 - Should one persona “review” the work of another?
 - What does their communication look like? (E.g., does one agent critique the others, or do they just change the output silently?)
- **Metaphor:** It's like cooking a meal. Some tasks happen in parallel (chopping and boiling), while others depend on finishing a step before moving forward.

7. What kinds of challenges might they encounter?

This is about anticipating **roadblocks**.

- **Why this matters:** Challenges happen when personas have overlapping roles, conflicting outputs, or unclear priorities.
- **Considerations:**
 - What happens if two personas disagree? (e.g., the creative wants flair, but the pragmatist pushes for simplicity.)
 - Could a persona “overstep” its job or slow down the process?
 - Are there bottlenecks in the workflow?

8. How would they resolve conflicts?

This is about **problem-solving** and ensuring smooth collaboration.

- **Why this matters:** A team that can “resolve” conflicts can create better, more polished content.
- **Considerations:**
 - Should one persona have the “final say” when there’s a conflict?
 - Does another persona step in to mediate disagreements (like a referee)?
 - Should conflicts be addressed immediately or in a final review process?

9. What do you NOT want your team to do?

This is about **boundaries**—keeping personas focused.

- **Why this matters:** Without guardrails, personas can stray from their roles, overlap unnecessarily, or provide counterproductive output.
- **Considerations:**
 - Should they avoid being overly critical?
 - Should they *not* insert humor or certain styles of language?
 - Do you want personas to refrain from adding opinion or speculation?

10. Is there a particular communication style you want to use? If so, do you have a document to use as a reference?

This focuses on **consistency**—maintaining voice and tone.

- **Why this matters:** Defining a communication style ensures content sounds cohesive and aligned with the audience’s expectations.
- **Considerations:**
 - Do you have a style guide or example content that personas should follow?
 - Should all personas “speak” in the same voice, or do their tones vary slightly?
 - If you’re writing for an organization, does their brand voice need to be respected?