

# The Master Context Engine

## Making Gemini 10X More Useful

A Master Context Engine is a structured collection of concise, critical information about you, your business, your team, your values, and your processes. Instead of re-explaining the same details in every AI interaction, you load them once into a system-level “knowledge” or “saved info” feature. The AI then draws on that information for each conversation—leading to more accurate and context-aware outputs.

## Table of Contents

- The Master Context Engine: Why You Need One
- Your Core Information
- Generate Summaries Using AI Prompts
- Generate Summaries Using My CustomGPT
- Example Processes & Protocols
  - Strategic Decision-Making Frameworks: Dalio5Step Process, OODAProcess, PreMortem, MinimizeRegret
  - Creative & Problem-Solving Frameworks: DesignThink, ExplainItSimple, GROWCoach
  - Business & Marketing Frameworks: CustomerPersonaBuilder, CompetitiveLandscapeMap, ValuePropGenerator, PricingStrategySim, ContentStrategySprint
  - Financial & Analytics Frameworks: CashFlowForecast, MetricsThatMatter
- Using Your Context Engine
- Maintenance & Best Practices

# The Master Context Engine: Why You Need One

1. **Saves Time:** Eliminate repeated explanations of who you are, what your goals are, and how you operate.
2. **Improves Quality:** The AI tailors its responses based on your roles, responsibilities, values, and protocols.
3. **Maintains Consistency:** Every prompt starts with the same foundational knowledge, avoiding misunderstandings.
4. **Facilitates Growth:** As your business or personal goals evolve, you can easily update the context engine rather than rewriting context from scratch each time.

Wherever possible, organize your Master Context Engine into **separate sections** (e.g., Personal Info, Company Info, Team Info, Culture & Values, Protocols & Processes, Hobbies & Personal Life). This modular approach keeps each entry concise and makes updates much easier.

Gemini calls these sections "*Saved info*" but other platforms may operate differently.

## Gather Your Core Information (Optional)

Before you start working with an AI tool, decide what background information it needs to know. You can either prepare this information in advance, or jump straight to step 2 and let the AI help you gather it as you go. Either way, you'll want to share key details such as:

1. **Personal Information:** Roles, responsibilities, major goals, personal strengths/weaknesses.
2. **Company Information:** Mission, products, target audience, key differentiators.
3. **Team Information:** Names, roles, responsibilities, and success metrics for each team member.
4. **Culture & Values:** Core principles, vision statements, and how you view collaboration and innovation.
5. **Protocols & Processes:** Step-by-step workflows or frameworks you consistently use.
6. **Hobbies & Personal Life** (optional): Personal interests or background that might shape your perspective.

# Generate Summaries Using AI Prompts

You can prompt an AI assistant to help summarize your information into concise “Saved info” sections. Below are example prompts you can adapt.

## Personal Information

**Goal:** Define your role, organization, AI usage goals, and relevant personal strengths/weaknesses.

**Prompt:**

Let's create the 'Personal Information' knowledge base for use with AI tools.

1. Please ask me about my role, position, and primary responsibilities.
2. Then ask me about my top goals for using AI, and also about two or three personal strengths and weaknesses that matter for my work.

**Prompt #2:**

Please combine all my answers into a single draft, under 200 words. Once you have it, show me the exact word count. If it's over 200, help me refine it.

Next, copy this paragraph into your Gemini’s “Saved Info” section.

## Why 200 Words?

This is a limitation of Gemini, however keeping each section under 200 words ensures clarity, conciseness, and quick readability for the LLM. It also helps you stay focused on the most essential details.

## Company Information

**Goal:** Summarize the company’s founding, market, products/services, and competition.

**Prompt:**

Let's build the 'Company Information' knowledge base for use with AI tools. Ask me questions one at a time until you have a complete understanding of my company and role including key industries or market segments we serve and any other pertinent information, like our primary products/services and what makes them unique. Also, ask for a short note on our main competitors.

**Prompt #2:**

Combine my responses into one concise paragraph, under 200 words. Provide a word count check. If it exceeds 200 words, guide me to shorten it.

Copy this paragraph into your Gemini's "Saved Info" section.

## **Team Details**

**Goal:** Outline your team's structure, each member's role, and important metrics (KPIs).

**Prompt**

Let's outline details about each core team member, including names, job titles, key responsibilities, and performance metrics, especially the primary KPI or objective for each person. If I'm unsure about KPIs, please suggest some possibilities.

Ask me for each team member's information one at a time. Once you have everything you need, let me know.

**Prompt #2:**

Combine my responses into one concise paragraph, under 200 words. Provide a word count check. If it exceeds 200 words, guide me to shorten it.

Copy this paragraph into your Gemini's "Saved Info" section.

## **Culture & Core Values**

**Goal:** Capture guiding principles, mission, and vision.

**Prompt:**

I want to document our culture, values, and vision so the AI understands how we operate. Ask me any necessary questions to fully capture our guiding principles. Include

any specific beliefs about collaboration, innovation, or ethics. Once you have enough, let me know.

**Prompt #2:**

Combine my responses into one concise paragraph, under 200 words. Provide a word count check. If it exceeds 200 words, guide me to shorten it.

Copy this paragraph into your Gemini's "Saved Info" section.

## **Processes & Protocols**

**Goal:** Document your most frequent workflows so these live in the Master Context Engine.

**Prompt:**

Let's work on 'Processes & Protocols.'

1. Ask me to identify up to three key workflows or procedures that are crucial to my operations (e.g., hiring, marketing, product fulfillment).
2. Then ask me to describe each in a few sentences.

**Prompt #2:**

Combine my responses into one concise paragraph, under 200 words. Provide a word count check. If it exceeds 200 words, guide me to shorten it.

Copy this paragraph into your Gemini's "Saved Info" section.

### **Example: General AI Interaction**

If you need more information from me to improve your responses, do not hesitate to ask me questions one at a time until you have enough information to provide feedback. Please provide options along with your questions whenever possible.

*See the Example Processes & Protocols section below.*

## Hobbies & Personal Life

**Goal:** Provide personal context—interests, relationships, and aspirations—that influence your work style.

**Prompt:**

Let's create the 'Hobbies & Personal Life' section.

1. Ask me about my top interests or hobbies and why they matter to me.
2. Ask about key personal relationships (like family or close friends).
3. Ask for any personal aspirations I'd like to mention.

**Prompt #2:**

Combine my responses into one concise paragraph, under 200 words. Provide a word count check. If it exceeds 200 words, guide me to shorten it.

Copy this paragraph into your Gemini's "Saved Info" section.

## Generate Summaries Using My CustomGPT

I've created a custom GPT to automate the process above that's available here.

[Master Context Engine Custom GPT](#)

## Example Processes & Protocols

Once you have your basic Master Context Engine established with the core sections above, you can take it to the next level by creating custom process frameworks. These are specialized prompts that combine your stored context with proven decision-making methodologies.

The examples below show how to create automated workflows that leverage your Master Context Engine alongside established frameworks from thought leaders like Ray Dalio, design thinking methodologies, and coaching models. Each framework follows the same pattern: the AI asks structured questions, provides provisional answers based on your stored context, and creates actionable summaries.

These advanced frameworks are particularly powerful because they eliminate the need to explain your situation from scratch while guiding you through proven problem-solving methodologies.

---

### Dalio5Step Process

Whenever I make the prompt **Dalio5Step**, I'd like you to do the following:

Ask 5 questions, one at a time, to walk me through Ray Dalio's five-step process for success. As you ask each question, answer it yourself based on what you already know about me, or the context I've previously shared. Display both the question and your provisional answer to me, and ask for my feedback or correction before moving on to the next step.

After all 5 questions are complete, create a separate artifact that summarizes the full process in a table using this format:

**Step | My Input | Your Interpretation | Next Action**

Use the responses to help me clarify my thinking and design an actionable plan. Provide a final summary of:

- The root problem I need to address
- The designed solution



- Key milestones for execution
- Metrics to know if I'm succeeding

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g. "What might I be missing?" or "What assumptions should I test?").

---

## OODAProcess

Whenever I make the prompt **OODAProcess**, I'd like you to do the following:

Ask 4 questions, one at a time, corresponding to the four OODA steps (Observe, Orient, Decide, Act). As you ask each question, answer it yourself based on what you already know about me or the context I've previously shared. Display both the question and your provisional answer to me, and ask for my feedback or correction before moving on.

After all 4 questions are complete, create a separate artifact that summarizes the full process in a table using this format:

Step | My Input | Your Interpretation | Next Action

Use the responses to help me clarify my thinking and design an actionable plan.

Provide a final summary of:

The root problem I need to address

The designed solution

Key milestones for execution

Metrics to know if I'm succeeding

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., "What am I missing?" or "What might shift quickly that I'm not accounting for?").

---

## DesignThink

Whenever I make the prompt **DesignThink**, I'd like you to do the following:

Ask 5 questions, one at a time, corresponding to the Design Thinking stages:

Empathize, Define, Ideate, Prototype, Test.

As you ask each question, provide a provisional answer based on what you know about

me, or previous context. Show both the question and the provisional answer, then request feedback or correction.

After all 5 questions are complete, create a separate artifact that summarizes the process using this format:

Step (Empathize/Define/...) | My Input | Your Interpretation | Next Action

Use the responses to help me clarify my thinking and design an actionable plan.

Provide a final summary of:

The root problem

The designed solution

Key milestones

Metrics to know if I'm succeeding

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., "Whose perspective do I need to include?" or "What creative leap might accelerate this?").

---

## **ExplainItSimple**

Whenever I make the prompt **ExplainItSimple**, I'd like you to do the following:

Ask 4 questions, one for each key step of the Feynman Technique (Identify concept → Attempt simple explanation → Pinpoint knowledge gaps → Refine).

As you ask each question, try to give a provisional simplified explanation or guess where the gaps might be, and then ask for my feedback or correction.

After the 4 questions, compile a summary table in the following format:

Step | My Input (Simplified Explanation) | Your Interpretation (Refinement) | Next Action

Use the responses to help me clarify my understanding and design a path to mastery.

Provide a final summary of:

The root concept or problem

How we simplified it

Key insights or solutions gleaned

Next steps or experiments to confirm understanding

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., "Where might I have oversimplified?" or "Which parts still feel fuzzy?").

---

## GROWCoach

Whenever I make the prompt **GROWCoach**, I'd like you to do the following:

Ask 4 questions, one for each step in the GROW model (Goal, Reality, Options, Will).

As you ask each question, answer it yourself provisionally using what you know of my situation or previous context, and request my input to refine.

Once all 4 steps are done, create a separate artifact using the following table format:

Step (Goal/Reality/Options/Will) | My Input | Your Interpretation | Next Action

Use the responses to help me clarify my thinking and design an actionable plan.

Provide a final summary of:

The root problem or goal

The designed solution or action plan

Key milestones for execution

Metrics to measure success

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., "What will I regret *not* doing next week?" or "Where do I need accountability?").

---

## PreMortem

Whenever I make the prompt **PreMortem**, I'd like you to do the following:

Ask 5 questions aligned with a pre-mortem exercise:

- What am I planning?
- Imagine 6 months from now, it has failed. What went wrong?
- What early signals or warnings might I have missed?
- How can I hedge or prevent these failures now?
- What's the revised plan?

Provide provisional answers at each step based on context, then ask for my corrections

or expansions.

After the 5 questions, create a summary artifact using this format:

Step | My Input | Your Interpretation | Next Action

Use the responses to help me clarify my thinking and design a stronger plan. Provide a final summary of:

The root problem or biggest risk

The revised plan to prevent failure

Key milestones or checkpoints

Metrics to detect looming problems or measure success

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., “What might I be overconfident about?” or “What signals do I need to check regularly?”).

---

## **MinimizeRegret**

Whenever I make the prompt **MinimizeRegret**, I'd like you to do the following:

Ask 5 questions, corresponding to the Regret Minimization Framework:

- What's the decision?
- How might I regret not trying this at 80?
- What would future-me be proud of?
- What's holding me back?
- What one move reduces that regret right now?

Provide provisional answers for each, then ask for feedback or corrections.

After all 5 questions, create a separate artifact in the following format:

Step | My Input | Your Interpretation | Next Action

Use the responses to help me clarify my thinking and design an actionable plan.

Provide a final summary of:

The root problem or decision

The designed solution or best path forward  
Key milestones  
Metrics for success

Whenever appropriate, include reflection prompts at the end to encourage further iteration (e.g., “What might I regret if I don’t act now?” or “Which assumptions do I need to question about my future self?”).

---

## CustomerPersonaBuilder

Whenever I make the prompt **CustomerPersonaBuilder**, I'd like you to do the following:

1. Ask 5 questions, one at a time, to help me construct a detailed customer persona (e.g., demographics, psychographics, pain points, buying triggers, channel preferences).
2. As you ask each question, answer it yourself based on what you already know about me or the context I've previously shared. Display both the question and your provisional answer to me, and ask for my feedback or correction before moving on to the next step.
3. After all 5 questions are complete, create a separate artifact that summarizes the persona in a table using this format:

Step | My Input | Your Interpretation | Potential Action

Use the responses to help me clarify who my target customer is and how best to reach them. Provide a final summary of:

- The root problem or gap in understanding my customer
- The designed persona and its critical insights
- Key milestones for refining or validating the persona
- Metrics to know if my targeting is succeeding

Whenever appropriate, include reflection prompts at the end (e.g., “What assumptions have I made about my customers that might be incorrect?” or “How can I test these insights quickly?”).

---

## CompetitiveLandscapeMap

Whenever I make the prompt **CompetitiveLandscapeMap**, I'd like you to do the following:

1. Ask 4 questions, one for each phase of a competitive landscape analysis (Identify competitors, outline their offerings, assess their positioning/strengths, differentiate my own value).
2. For each question, provide a provisional answer or insight using what you know of my market, then request my feedback/correction.
3. Once all 4 are answered, present a separate artifact (table):

Step | My Input | Your Interpretation | Next Action

Use the responses to help me identify key players, gaps, and points of differentiation. Provide a final summary of:

- The root issue (i.e., where my product stands in a crowded market)
- The solution (unique positioning or competitive edge)
- Key milestones for execution (e.g., how to carve out a niche, refine messaging)
- Metrics to know if I'm succeeding (market share, brand awareness, conversion rates)

End with reflection prompts such as "How might the competitive landscape change in 6–12 months?" or "Which competitor is most likely to disrupt me?".

---

## ValuePropGenerator

Whenever I make the prompt **ValuePropGenerator**, I'd like you to do the following:

1. Ask 5 questions, one for each part of creating a compelling value proposition (Target audience, problem, solution, benefits, proof/credibility).
2. As you ask each question, give a provisional answer based on previous context, then request my feedback or correction.
3. After all 5 are complete, provide a separate artifact (table):

Step | My Input | Your Interpretation | Potential Refinement

Use these responses to clarify exactly what value I'm offering and why customers should care. Provide a final summary of:

- The root problem (lack of clarity on key benefits)
- The designed solution (a crisp value proposition)
- Key milestones (e.g., test with customers, refine wording, embed in marketing)
- Metrics (CTR on ads, sign-up rate, feedback from user interviews)

Include reflection prompts like "Which customer outcomes do I most need to highlight?" or "What emotional drivers can we tap into?".

---

## PricingStrategySim

Whenever I make the prompt **PricingStrategySim**, I'd like you to do the following:

1. Ask 5 questions, one at a time, corresponding to key pricing strategy components (Customer willingness to pay, competitive pricing environment, cost structure, perceived value tiers, potential pricing experiments).
2. As you ask each question, give a provisional answer and request my correction or additional thoughts.
3. After the 5 questions, create a table:

Step | My Input | Your Interpretation | Suggested Experiment

Use the responses to help me explore different pricing options and plan small-scale tests. Provide a final summary of:

- The root problem or dilemma (pricing confusion, uncertainty)
- The designed solution (proposed pricing strategy or experiment)
- Key milestones (test a new price point, measure response, gather feedback)
- Metrics for success (revenue increase, conversion rate, churn rate)

Whenever appropriate, prompt further reflection (e.g., "What psychological pricing levers can I use?" or "How might changing price affect my brand perception?").

## ContentStrategySprint

Whenever I make the prompt **ContentStrategySprint**, I'd like you to do the following:

1. Ask 4 questions, one for each sprint stage (Objective & Audience, Content Themes & Topics, Distribution Channels, Success Measurement).
2. Provide provisional answers based on any known context, then request my input to refine.
3. Once all 4 questions are complete, assemble a summary table:

Step | My Input | Your Interpretation | Next Action

Use these responses to help me design a clear, time-bound content strategy. Provide a final summary of:

- The root problem (lack of consistent or strategic content)
- The proposed plan (themes, publishing schedule, channel focus)
- Key milestones (content calendar completion, pilot posts, first metrics check-in)
- Metrics to gauge success (engagement, lead generation, traffic from content)

Include reflection prompts (e.g., "Am I aligning content with my brand values?" or "Which channels might give me the best ROI?").

---

## CashFlowForecast

Whenever I make the prompt **CashFlowForecast**, I'd like you to do the following:

1. Ask 5 questions, one for each key step in a basic cash flow projection (Income sources, fixed costs, variable costs, timing of payments, contingency planning).
2. For each question, provide a provisional forecast or assumption, then request my feedback/correction.
3. After collecting the 5 answers, create a table:



## Step | My Input | Your Interpretation | Potential Adjustment

Use this to create a rough cash flow outlook and stress-test my assumptions. Provide a final summary of:

- The root problem (cash flow uncertainty)
- The planned solution (best and worst-case forecast, plus buffers)
- Key milestones (monthly or quarterly check-ins, break-even point, fundraising triggers)
- Metrics (cash runway, burn rate, monthly recurring revenue)

End with reflection prompts such as “Where are the biggest risks to my cash flow?” or “What levers can I pull if revenue underperforms?”.

---

## MetricsThatMatter

Whenever I make the prompt **MetricsThatMatter**, I'd like you to do the following:

1. Ask 4 questions, each exploring a different category of critical metrics (acquisition, activation/usage, retention, revenue/financial).
2. Provide provisional answers or suggestions on which metrics I might focus on, then get my feedback/correction.
3. After the 4 questions, present a table:

## Step | My Input | Your Interpretation | Tracking Method

Use these to define a small set of meaningful metrics that truly drive the business. Provide a final summary of:

- The root problem (lack of clarity on key metrics)
- The chosen metrics or KPIs to focus on
- Key milestones for measurement (weekly or monthly check-ins, threshold alerts)
- Metrics for success (e.g., 10% weekly growth in active users, 3-month runway extension)

Include a reflection prompt like “Are these vanity metrics or true measures of health?” or “How can I ensure accountability for hitting these metrics?”.

## Using Your Context Engine

Once you have set up your context sections, test it with specific prompts. For instance:

### Example Test Prompt

Given my Personal Information, Company Information, and the Dalio Five-Step framework, help me figure out how to address a staffing issue with new tariffs in mind. Use the knowledge from all relevant sections.

Your AI should now respond using your stored personal and company details, your preferred protocols, and the Dalio approach without requiring you to restate everything from scratch.

## Maintenance & Best Practices

1. **Monitor AI Outputs:** If the AI's responses start drifting or missing the mark, revisit your saved info sections to pinpoint gaps or unclear statements.
2. **Regular Updates:** Schedule a review (e.g., quarterly) to revise any out-of-date context.
3. **Modular Organization:** Keep separate sections for personal, company, team, culture, and processes. This makes updates easier and helps the AI avoid confusion.