

Whisperer → Strategist

Make AI remember what you need



Whisperer → Strategist

**Last time you learned
to talk to AI.
Today you make it remember.**

We never changed
what the AI knew.

Same prompt.
Different information.

Dramatically different result.

YOUR TURN

Add context to your prompt.

3-4 sentences about your situation:
company size, team, constraints,
what's been tried before.

**Same prompt.
Now it sounds like someone
who works here.**

Brilliant. Helpful.
Remembers
nothing.

**Let AI tell you
what it needs.**

"Before you start, ask me clarifying
questions."

YOUR TURN

Add this to your prompt:

"Before you start, ask me
clarifying questions about anything
you'd need to know."

**You just pasted all that
context manually.**

Next conversation? You'll do it all again.

What if the AI
already knew?

Without vs. With a Skill

same prompt, different starting point

Role: senior HR consultant

Format: leadership brief

Tone: direct, data-driven

Audience: VP of People

Typed. Every. Single. Time.

"Write a proposal for
reducing
onboarding from 4 to 2
weeks."

That's it.
The skill knows the rest.

ChatGPT Settings
→ **Personalization**
→ **Custom Instructions**

YOUR TURN

Set up your first custom instruction.

"I work at [company]. My role is [role].
When writing proposals, use [format].
Tone: [style]. Be radically honest."

YOUR TURN

**Now open a NEW
conversation.
Type ONLY the task.**

No role. No context. No format.
Just: "Write a proposal for reducing
onboarding from 4 to 2 weeks."

You typed one sentence.
It already knew the rest.

Directions every trip

Effort. Every. Time.

GPS that learns

Compounds permanently.

"Custom instructions"

= "System prompts"

= "Rules"

= "Skills"

You're now a Strategist.

You don't just talk to AI well —
you've set up its playbook.

But who's doing
all the work?
Still you.

*Next time: Strategist → Operator.
Bring your custom instructions —
we're building on them.*