

# 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.*