AI AT SCALE, HUMAN AT THE CORE:

HOW TO SCALE SMARTER WHILE STAYING AUTHENTIC

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“WE NEED A SLUR FOR PEOPLE WHO USE AI FOR EVERYTHING.”

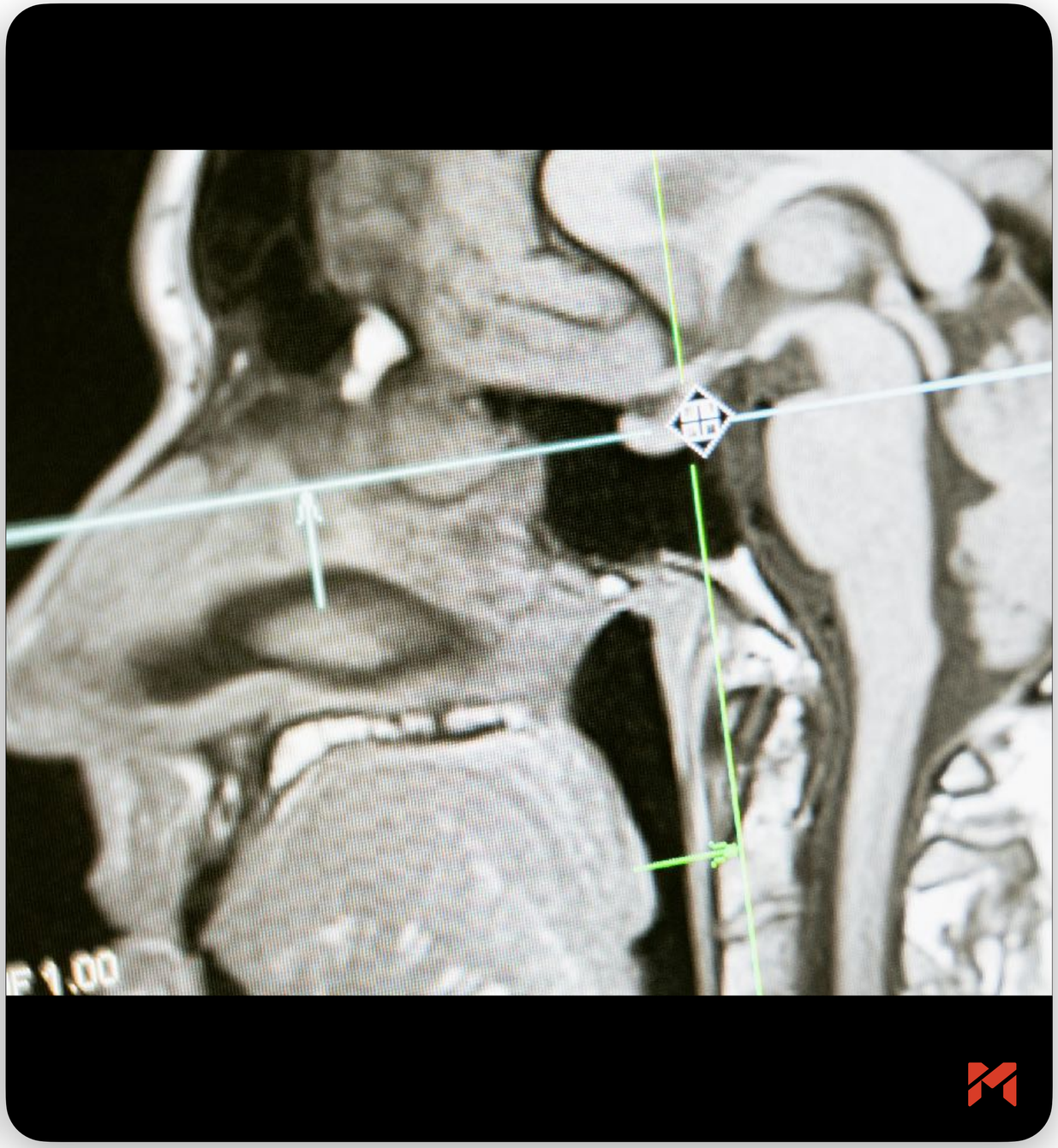
WE’RE NOT HERE TO GLORIFY AI.

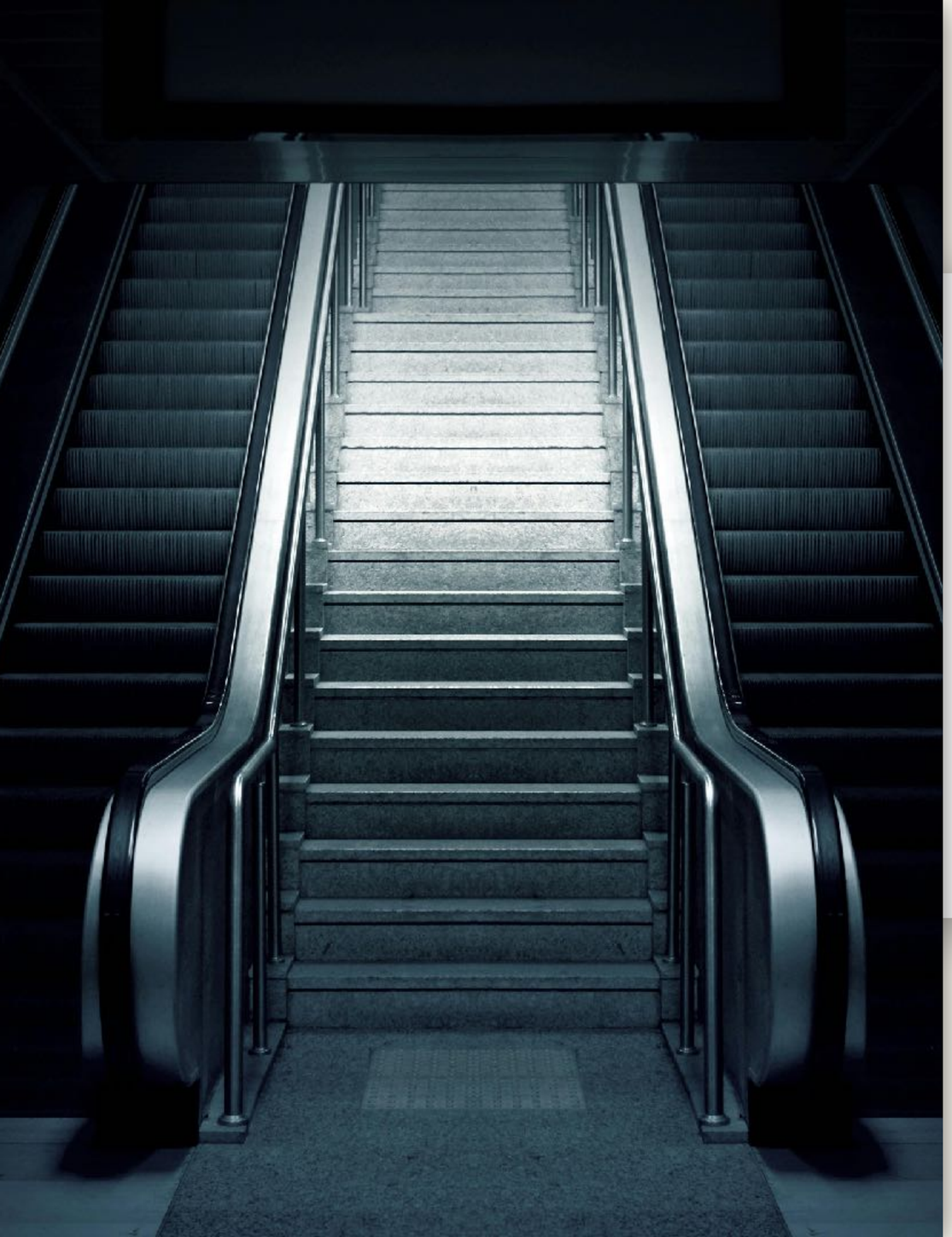
We’re here to talk about how to use it responsibly, to stay sharp, and to work smarter.

THE SCIENCE OF LAZY THINKING

MIT STUDY REVEALS THAT CHATGPT USE GREATLY REDUCES BRAIN ACTIVITY

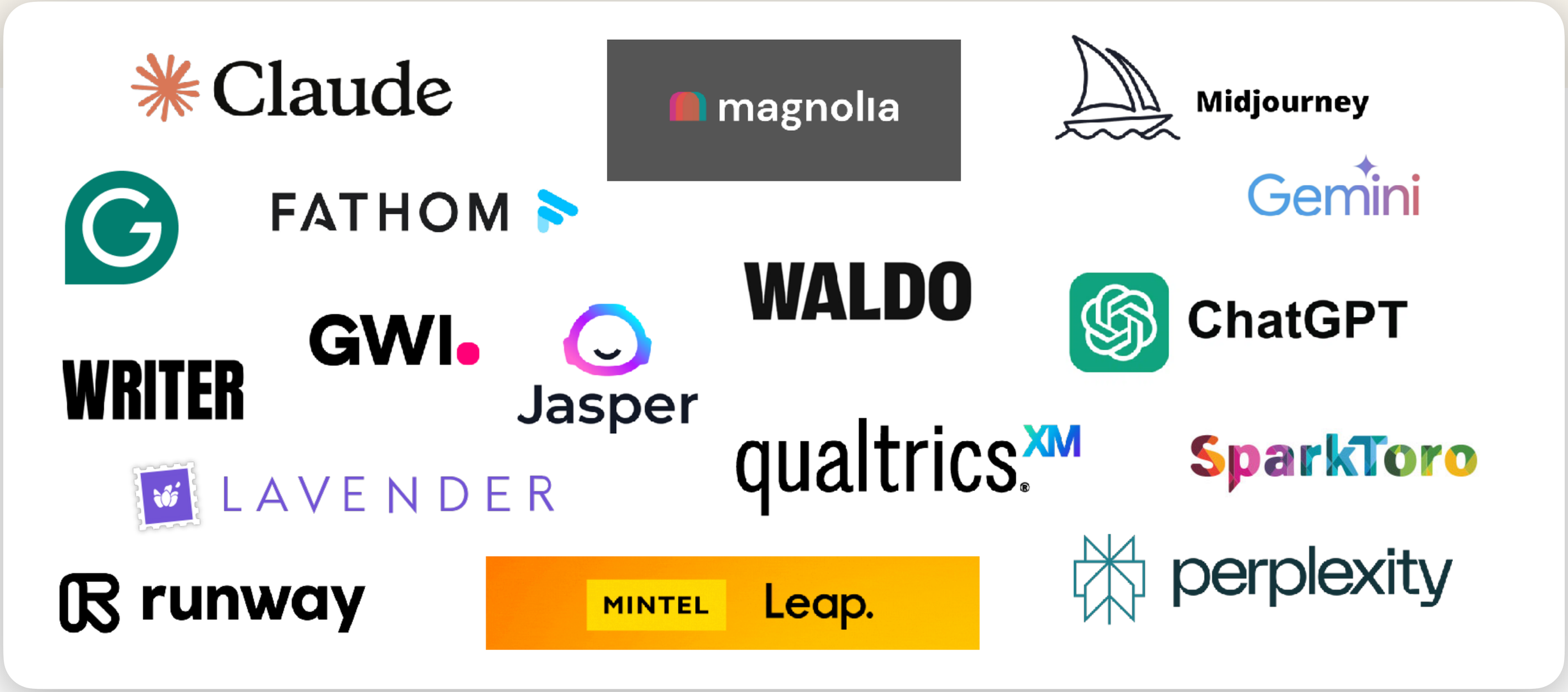
The danger isn’t the tool;
it’s the over-reliance.





ESCALATOR VS STAIRS

AI SAMPLER


Claude
magnolia
Midjourney
FATHOM
Gemini
WALDO
GWI.
ChatGPT
WRITER
Jasper
qualtrics XM
SparkToro
LAVENDER
runway
MINTEL
Leap.
perplexity

THE BEST ROLE OF AI
IN STRATEGIC THINKING

AI should augment, not replace.

It’s here to expand our capacity, not cheapen our work.

AUGMENTING STRATEGY WORKFLOWS



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THE A.C.T. FRAMEWORK

1 **ACTOR -** Who is the AI acting as? Define the role, but go deeper than a title. "You're an expert sales rep" tells the AI almost nothing. "You're a seasoned sales rep who coaches other reps on their next steps after a discovery call" gives it behavior, perspective, and scope. The more specific the actor, the more useful the output. It's helpful to identify what kind of answer you're hoping to get here and the tone of which you want to receive it in. The better you can frame who the actor is, the better the AI is going to be able to phrase its answer for you.

2 **CONTEXT -** What's the situation? What are you working on? What's the goal? What does the AI need to know about the background to do this well? Think of context as everything a coworker would need to know before you handed them the task. This is your chance to bring the model up to speed. Going back to the Teenager analogy, this is where mentioning that you want the car back with a full tank would be important contextually.

3 **TASK -** What exactly do you want the AI to produce? Be specific about format, length, tone, and deliverable. "Write me an email" is vague. "Write a 3-sentence follow-up email to a client who ghosted after the proposal, tone is friendly but direct" is a task.

PRESSURE TESTING YOUR STRATEGY WITH AI

1

DEVIL'S ADVOCATE:

"Why might this positioning fall flat with this audience?"
"What would a skeptic say about this product?"
"How could this campaign idea be misinterpreted?"

2

EMOTIONAL DISCONNECT:

"This message says X—why might it fail to connect emotionally?"
"What assumptions are baked into this messaging territory?"

3

NARRATIVE PUSHBACK:

"What's the counter-narrative to this brand's POV?"
"What does this audience secretly believe that contradicts this positioning?"

SIMULATED IDIS / FOCUS GROUPS

USE GPT TO SIMULATE IN-DEPTH INTERVIEWS WITH TARGET SEGMENTS.

HOW TO DEEPEN IT:

- Ask Chat to role-play different personality types (skeptical buyer, value shopper, early adopter)
- Ask it to simulate group dynamics (focus group disagreement, peer influence)
- Use that to uncover messaging tensions and emotional triggers

BUILD YOUR PERSONA:

Use AI to help structure and language it clearly—fast, insight-rooted, and usable.

SIMULATED IDIS / FOCUS GROUPS

EXAMPLE PROMPT

USE GPT TO SIMULATE IN-DEPTH INTERVIEWS WITH TARGET SEGMENTS.

- **Set a specific identity and voice (age, lifestyle, attitude)**
- **It puts AI into role-play mode for immersive answers**
- **Prompt for first-person, emotionally expressive language**
- **Prompt for a flexible, natural interview flow with real-time probing**

PROMPT:

Act as a 22-year-old Gen Z sneakerhead who's deeply into sneaker culture, streetwear, and social media trends. You live in an urban area, follow drop calendars, and own several pairs of Jordans, Dunks, Yeezys, and other hyped sneakers. I want to interview you as part of an in-depth brand research project for New Balance. Please answer in first-person, like a real conversation—don't summarize or be generic. Let your opinions, emotions, and personality show.

INSIGHT WORK

Synthesizing transcripts from focus groups faster than ever

Identify tensions

“Write like [insert comedian]”

PROMPTS WORK

- Write 15 limitations for the brand and tell me why that’s actually a good thing.
- Help me identify 10 consumer barriers that the brand could solve for.
- What are 10 commonly held clichés about the brand/category? Write the opposites of these statements.
- Act like Nate Bargatze and give me 10 one-liners about this category.
- List 10 thought-provoking r/showerthoughts for this product.

Source: Julian Cole

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DEEP DIVE WITH CLAUDE.

MORE AI EFFICIENCIES

Claude

CLAUDE PROJECTS: Where Context Is King

The Problem with Chat:
Every new Claude chat starts from zero. You re-upload files, re-explain brand voice, re-establish context every single time.

The Fix:
Projects are persistent workspaces where Claude actually remembers your work. Upload your brand guidelines, personas, and research once, and Claude will automatically reference them in every conversation within that project.



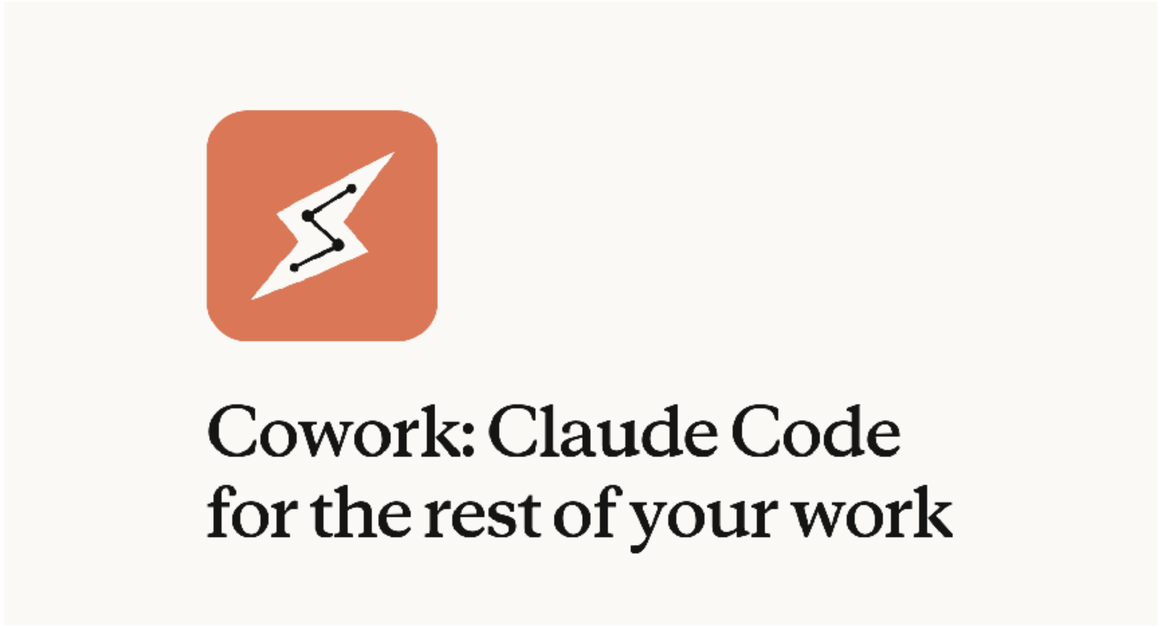
Claude

CLAUDE COWORK: AI That DOES

What's Cowork?
Cowork lives in the Claude desktop app and gives Claude direct access to your files, browser, and desktop to autonomously execute multi-step tasks.

What You Can Do

- Auto-pull weekly metrics and drop them into your report template on a schedule
- Organize folders, compile research, and process documents
- Connect to Slack, Chrome, and other tools to complete real workflows



THE GOAL ISN’T TO STOP THINKING. IT’S TO THINK FASTER, SHARPER, AND MORE CREATIVELY—
WITH A LITTLE HELP.

THANK YOU.



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