

Collaborative Intelligence



Cortex Leadership
Consulting



AI EVENT GUIDE



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Conversational Intelligence with AI: From Basic Prompts to Transformational Collaboration

Article by:

Lynda McNutt Foster, CEO & Founder

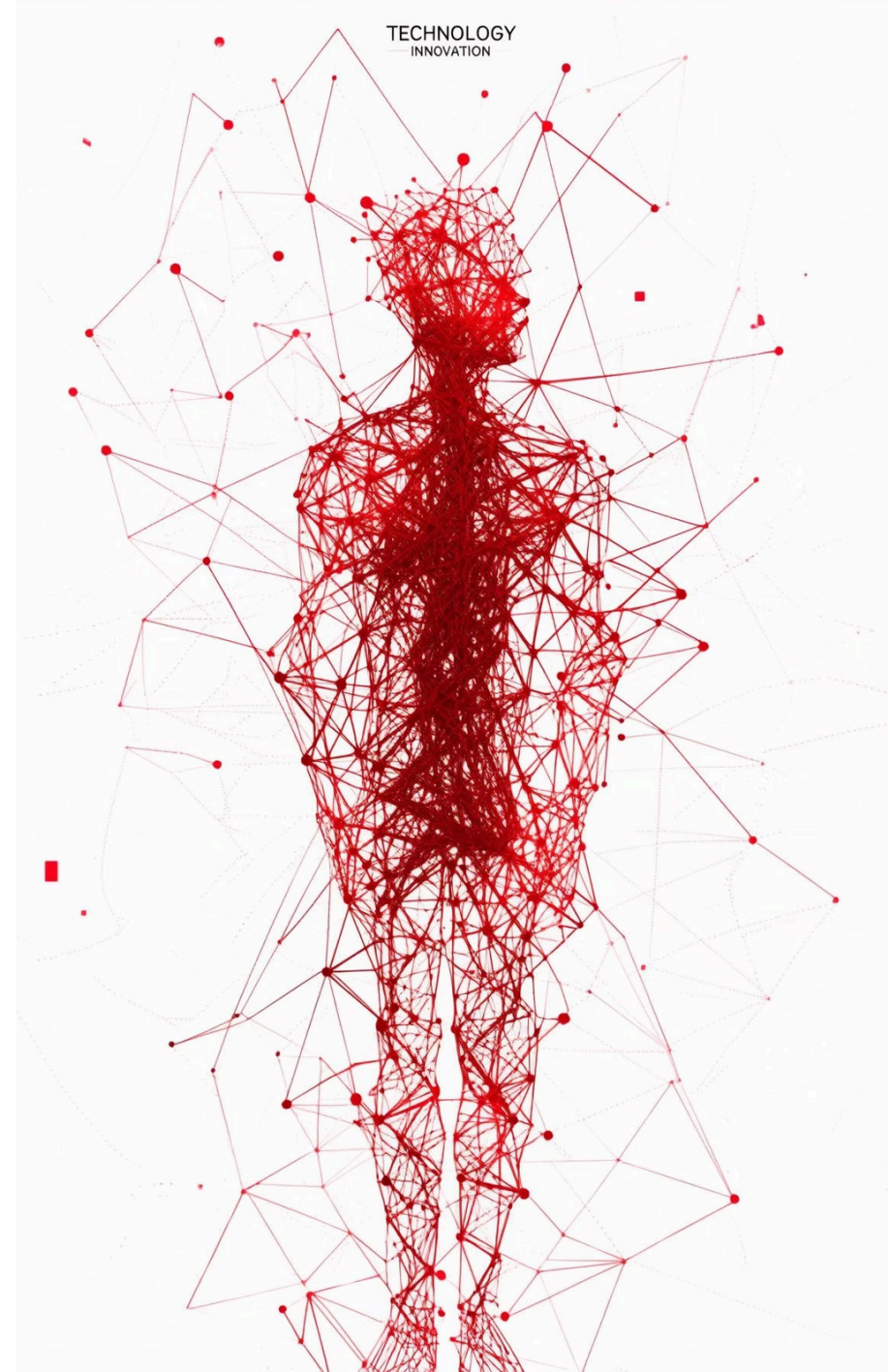
Cortex Leadership Consulting

Conversational Intelligence with AI: From Basic Prompts to Transformational Collaboration

AI collaboration skills are becoming essential for leaders and their teams, with those who master human-AI partnerships gaining significant competitive advantages.

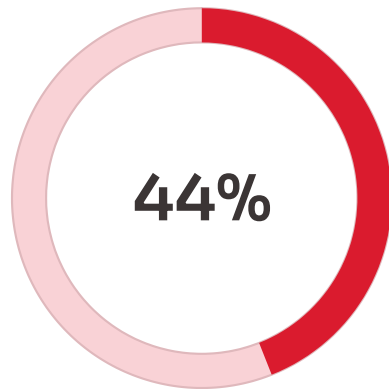
"If you don't know how to collaborate well with people, you will not know how to collaborate well with AI. And if you don't, someone who does will quickly outperform you." — Lynda McNutt Foster, CEO, Cortex Leadership Consulting

 **by Cortex Leadership Consulting**



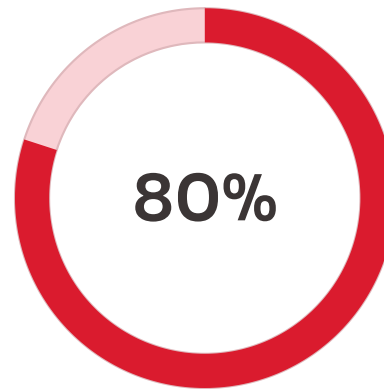
Why This Work Is Urgent: What the Research Says

AI is rapidly transforming workplaces, with nearly half of current job tasks facing disruption and the vast majority of organizations adopting generative AI within just a few years.



Job Tasks Disrupted

World Economic Forum projection
by 2027



Organizations Using GenAI

Gartner forecast for 2026

The World Economic Forum projects that 44% of current job tasks will be disrupted by 2027. Skills like AI literacy, creative thinking, and analytical problem-solving are rising sharply in importance.

Gartner forecasts that by 2026, 80% of organizations will use Generative AI in production. Yet, most senior leaders still use AI as a basic assistant, not a collaborator or strategic thinking partner.



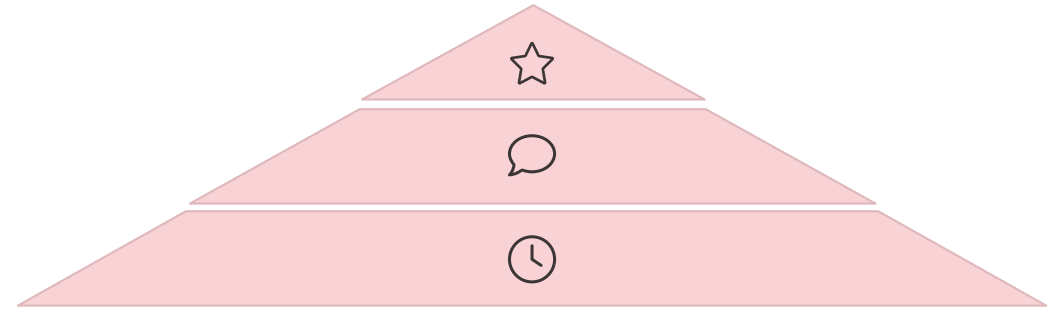
The Hidden Competency of Great Leaders

Leaders with superior conversational intelligence outperform their peers. This capability is essential for effective AI collaboration and must be developed urgently.

From our work with over 12,000 leaders, one truth stands out: Conversational Intelligence — the ability to interact effectively with others (and now, with AI) — is the hidden competency separating good leaders from great ones.

If leaders don't learn to communicate vision, ask better questions, clarify outcomes, and shape narrative, AI will remain a low-value tool.

The time to build this capability was two years ago. The next best time is right now.



Conversational Intelligence

The key differentiator



Effective Communication

Vision, questions, outcomes, narrative



Urgency to Build

The time is now



Core Conversational Intelligence Competencies for the AI Era

Leadership teams who excel in the AI era master four key skills: defining clear outcomes, thinking in multiple steps, exploring diverse perspectives, and transforming raw output into meaningful insights.

Clarity of Vision

Be able to define outcomes clearly. If you don't know what good looks like, AI certainly won't. Outcome-focused language matters more than ever.

Strategic Curiosity

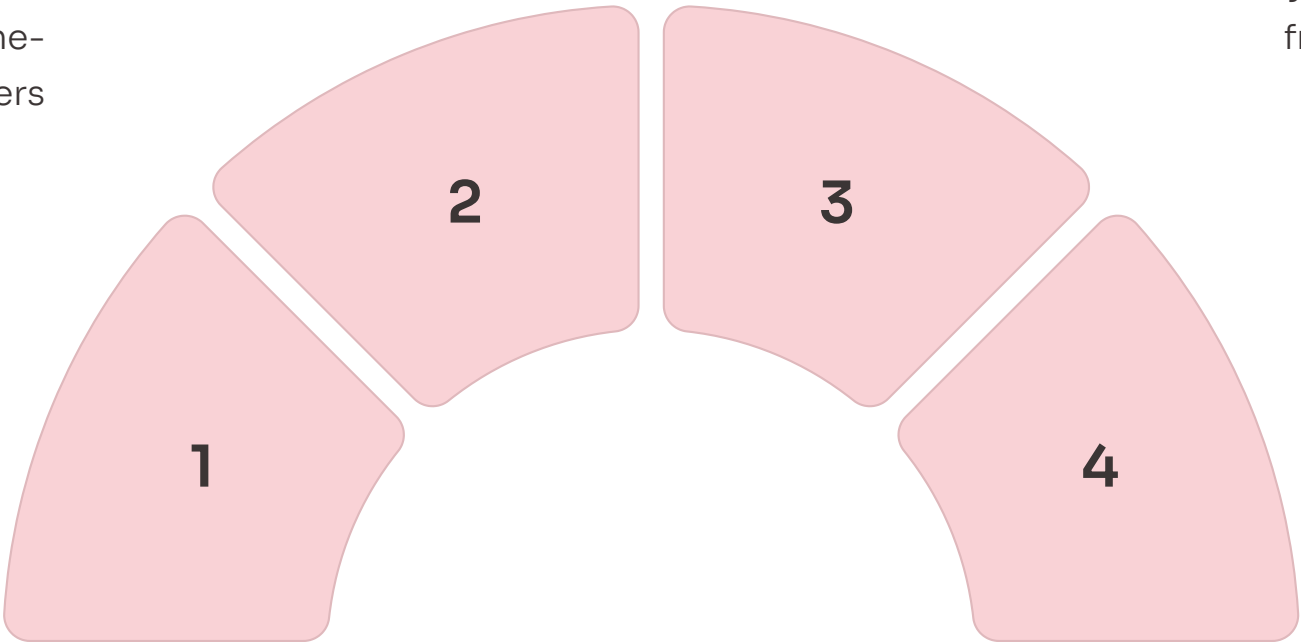
Develop multi-step thinking. Leaders who ask "what else?", "what's missing?", and "who might disagree with this?" consistently get better AI output.

Perspective Seeking

AI is most powerful when you use it to explore other viewpoints. Teach it to roleplay stakeholders or customers to challenge your assumptions.

Meaning-Making

Raw output is not insight. High-performing leaders synthesize what they get from AI into actionable content for the right audience.



Additional Core Competencies

Executives and their teams who master decision framing and empathetic communication create more effective AI collaborations and drive better organizational outcomes.

Decision Framing

Use AI to evaluate trade-offs, weigh options, and clarify risks. Those who frame better decisions lead faster, better-informed organizations.



Empathy and Anticipation

Ask AI to simulate emotional responses, anticipate confusion, and tailor tone. These prompts result in more trusted communication and buy-in.



Real-World Prompt Evolution Examples

Anyone will achieve better results by evolving from generic AI prompts to collaborative prompts that include context, emotion, and intent.



Messaging During Change

From generic to specific context



Basic Prompt

"Write an email to motivate my team during change."



Collaborative Prompt

Incorporates emotional context, culture, and intent

Here are seven practical cases where leaders shifted from generic prompting to transformational collaboration — and what changed as a result.

Messaging During Change Basic Prompt: "Write an email to motivate my team during change."

Collaborative Prompt: "Write a 3-paragraph message for my remote finance team. We're adopting new AI-based forecasting software. Some feel overwhelmed and fear being replaced. Tone: supportive, clear, visionary. Highlight upskilling and how their insights guide the AI."

Why It Works: It incorporates emotional context, culture, and intent — essential for trust-building communication.

The 20-Page Report Problem

It is an imperative to learn to transform vague requests into actionable outcomes by specifying audience, scope, and deliverables. This precision turns theoretical content into practical tools.



Basic Prompt

"Write a strategic plan for improving customer satisfaction."



Collaborative Prompt

Narrows scope, audience, and tone



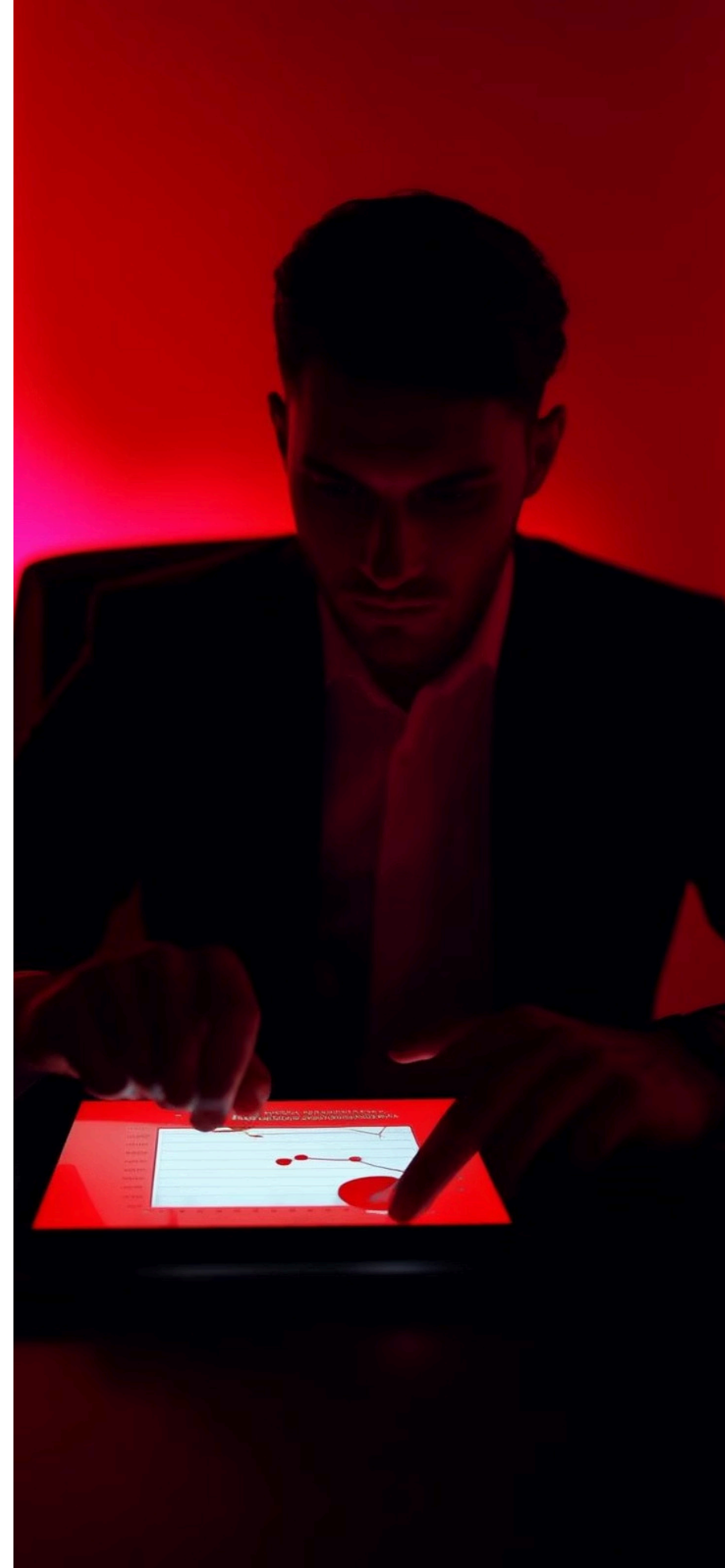
Result

Usable, not theoretical

Basic Prompt: "Write a strategic plan for improving customer satisfaction."

Collaborative Prompt: "Generate a 2-page action brief for a COO of a regional credit union. Prioritize initiatives based on Gallup's 2024 member satisfaction drivers. Emphasize speed of service and empathy in digital experiences. Include KPIs and sample language for internal communication."

Why It Works: The leader narrows scope, audience, and tone. The result is usable, not theoretical.





Vision Development and Job Role Reframing

Effective AI collaboration requires contextual detail for both vision development and job descriptions. Specificity about business stage, team identity, behavioral traits, and working conditions produces more targeted, actionable outcomes.



Vision Development

Basic Prompt: "Help me write a vision statement for my team."

Collaborative Prompt: "I lead a marketing team in a startup entering Series B. We're evolving from tactical execution to brand leadership. Write a 2-sentence vision that connects creative excellence with measurable business impact. Use inclusive, energizing language."

Why It Works: Aligns team identity, stage of growth, and measurable ambition.



Job Role Reframing

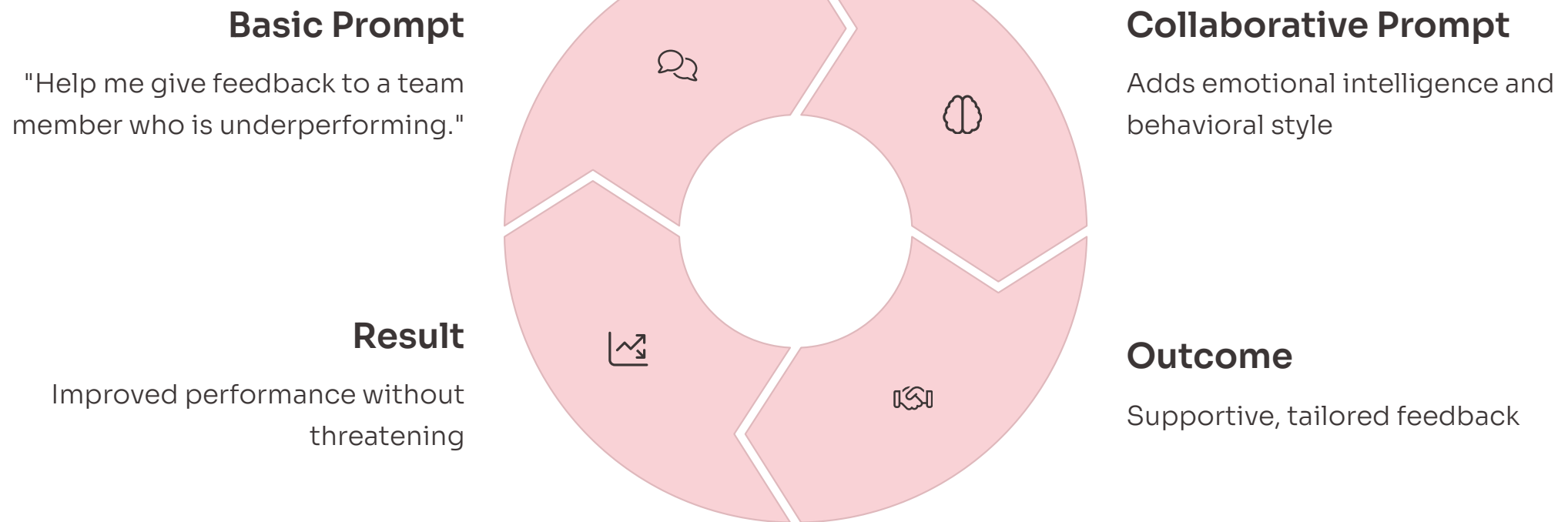
Basic Prompt: "Write a job description for a project manager."

Collaborative Prompt: "Design a job description for a cross-functional project lead. We need someone with high DISC-C and Driving Forces of Intellectual and Resourceful. Emphasize coordination of AI-powered tools, coaching team members, and building new workflows. It's hybrid with high autonomy."

Why It Works: It blends behavior science, AI tool awareness, and hiring signal specificity.

Clarifying Feedback Conversations

Effective feedback requires more than basic requests. By incorporating behavioral styles, emotional intelligence, and personalized approaches, conversations become supportive coaching opportunities rather than threatening evaluations.



Basic Prompt: "Help me give feedback to a team member who is underperforming."

Collaborative Prompt: "Draft a coaching script for a high-potential analyst who's missing deadlines. They are C/S on DISC, conflict-avoidant, and intellectually driven. I want to offer support, reaffirm expectations, and help them problem-solve without making them feel threatened."

Why It Works: Adds emotional intelligence and customization based on behavioral style.

ACTION ITEMS

Turning Meeting Notes into Action

Transform standard meeting summaries into actionable briefs by specifying responsibilities, dependencies, and follow-up items, increasing team operational effectiveness.



Meeting

Raw discussion and ideas



Basic Prompt

"Summarize this meeting."



Collaborative Prompt

Action brief with responsibilities



Result

Operational effectiveness

Basic Prompt: "Summarize this meeting."

Collaborative Prompt: "Turn these meeting notes into a 1-page action brief for my team. Clarify who's responsible for each action. Highlight dependencies. Add questions where follow-up is needed and format for use in Notion."

Why It Works: It moves from "nice to know" to "what now?" — the hallmark of operational effectiveness.

Building a Campaign Using AI as a Team Member

Effective AI collaboration requires moving from basic requests to detailed briefs that specify audience, content strategy, and business goals. The right prompts transform AI from a simple tool to a strategic creative partner.



Basic Prompt

1

"Help me with a social media campaign."



Collaborative Prompt

2

"Act as my creative team. I'm launching a 3-month executive leadership series. Create a campaign with a narrative arc, weekly thought leadership posts, and 3 visual themes. Include suggested hooks and repurpose blog material from my website. Focus on CEOs at \$500M+ firms."



Why It Works

3

The prompt defines voice, audience, repurposing strategy, and funnel goal.

Final Thoughts for Leaders

Leaders must own the strategy while mastering effective AI collaboration. Success depends on clear communication and working symbiotically with both technology and people.



AI is not the strategy. You are.



Ask "what did I fail to communicate?"



Collaborate deeply or be outpaced



Lead through collaboration with AI and people

AI is not the strategy. You are.

If you find yourself disappointed with AI's output, the question isn't "why didn't it work?" — it's **"what did I fail to communicate?"**

Executives and managers must now lead through collaboration with AI as well as people. If you can't collaborate deeply with others, you'll find it hard to collaborate with AI. The result? Lower-quality outputs, missed opportunities, and being outpaced by those who can.



Your New Edge Skill

Master these five conversational intelligence competencies to gain a leadership advantage in the AI era.

	Why It Matters	AI Prompt Example
Vision Clarity	Drives strategy and outcomes	"What would a 90-day version of this vision sound like for a skeptical team?"
Emotional Framing	Ensures trust and buy-in	"How would this message feel to someone worried about being left behind?"
Multi-Perspective Framing	Prepares for objections	"Show how a CFO, HR leader, and operations head might respond to this plan."
Decision Framing	Speeds effective outcomes	"List 3 trade-offs between Option A and Option B for rollout."
Action Translation	Moves from talk to traction	"Reformat this into 3 Slack messages with deadlines, owners, and tone."

The Collaborative Advantage: Your AI Leadership Journey

Master AI collaboration through mindset shifts, new competencies, daily practice, and forward-thinking leadership to gain a competitive edge.



Shift Mindset

See AI as your collaborative partner, not like any other tool you have used before.



Be willing to Fail – A LOT

Genesis is born from a lot of failure and resiliency. The smartest leaders are curious and humble because everything, in the end, is an educated guess.



Build Competencies

Develop vision clarity, emotional framing, and decision framing.



Practice, Practice, Practice – KEEP PRACTICING

To get good you will need to practice just like a musician does with an instrument. Start with simple prompts, then evolve to sophisticated collaboration.



Lead Forward

Your ability to partner with AI will define your leadership edge.

The AI transformation is happening now. Leaders who master conversational intelligence with AI will outpace those who don't. Begin your journey today.

Your next step: Choose one challenge from your week and craft a collaborative prompt to address it. Remember – you are the strategy, AI is your partner.



What AI Won't Change



What AI Won't Change at Work: 5 Unshakable Human Responsibilities for Modern Leaders

As AI reshapes tasks, timelines, and even roles—some fundamentals won't shift. These are the human-centered areas that AI will not replace, and where your leadership will matter more than ever. Use this to ground your audience before showcasing the tools.

 **by Cortex Leadership Consulting**

Human Trust & Connection

AI can't build relationships or culture. You still need to:



Create psychological safety



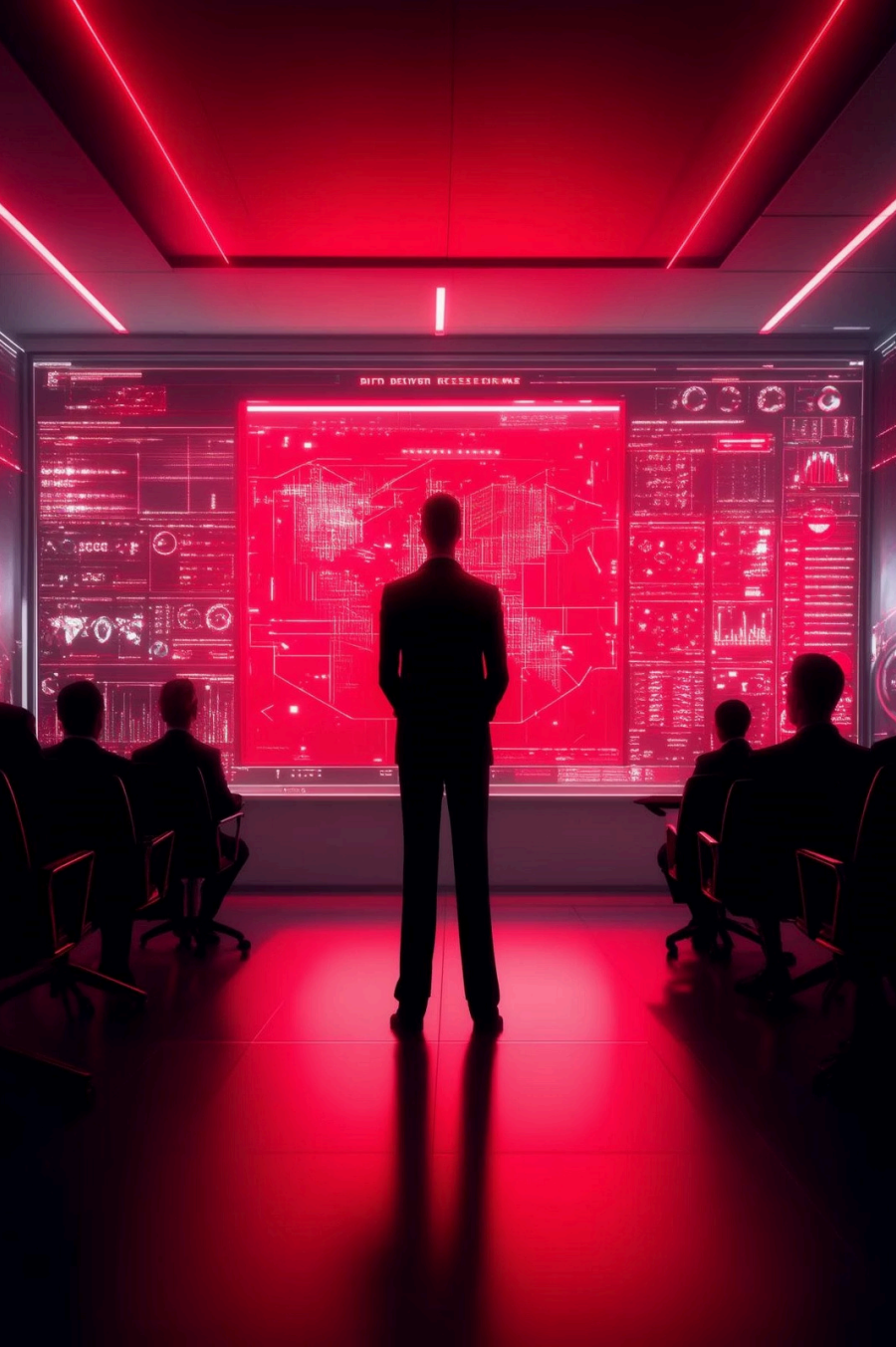
Build team trust through presence and empathy



Shape emotionally intelligent environments

Reflective question: "Who on your team feels safe enough to speak the truth—and how do you know?"





Accountability for Decisions

AI gives options. Leaders make calls. You still need to:



Make complex decisions under pressure



Align others around a shared path



Take ownership of outcomes

Reflective question: "Am I using AI to make better decisions—or to avoid making them?"

Purpose & Vision

AI doesn't create "why." You still need to:



Reflective question: "What purpose am I helping people connect to today?"



Ethical Judgment & Integrity

AI has no values—only training data. You still need to:

Define ethical boundaries for your team and tools

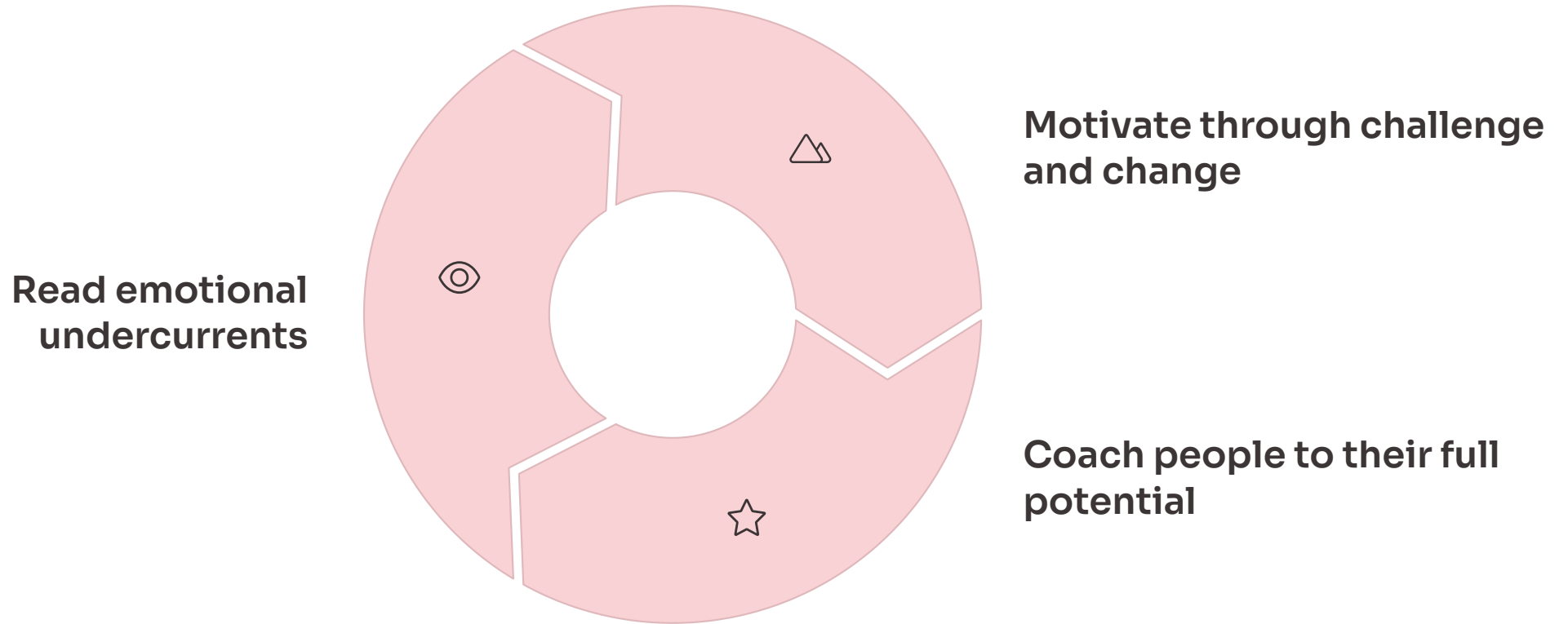
Identify and respond to bias or risk

Uphold standards in gray areas

Reflective question: "How will we know if the answers AI gives us are actually the right ones?"

Navigating Human Motivation

AI doesn't coach ambition, fear, or burnout. You still need to:



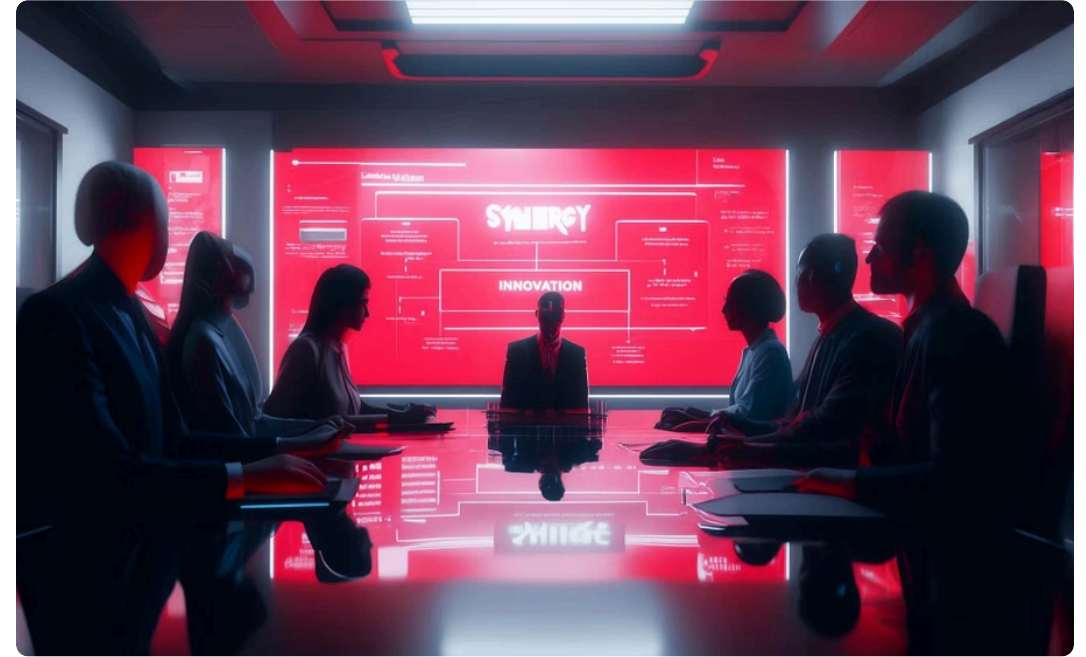
Reflective question: "What's driving—or draining—my team's energy right now?"

Contact Us



Leadership Development

We've been working with leaders to help them tackle these issues that won't change and all the ones that will.



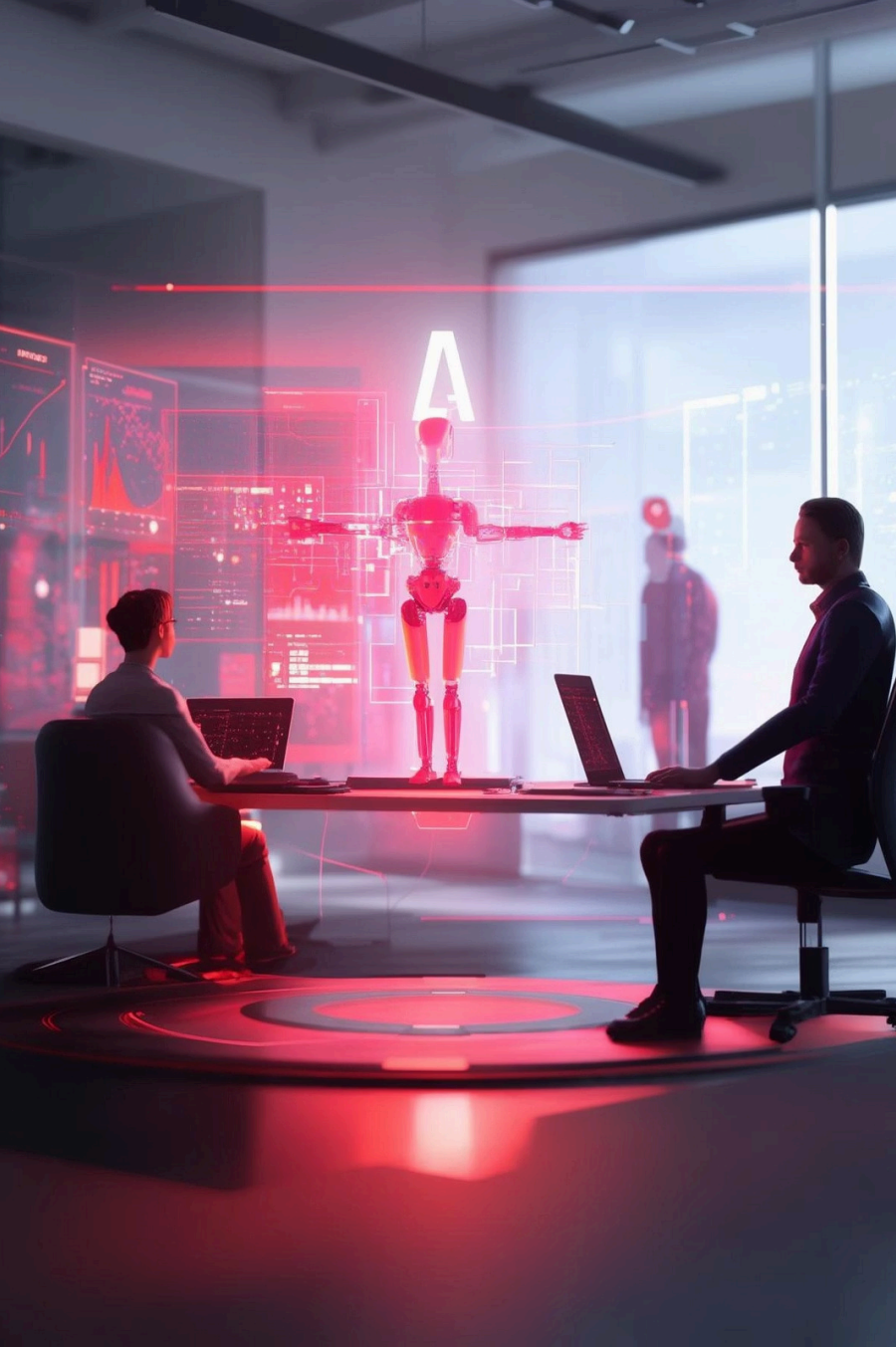
Get In Touch

info@cortexleadership.com



Mastering AI Collaboration: The Future of Leadership Starts Now

The Strategy Advantage: Presentation



Mastering AI Collaboration: The Future of Leadership Starts Now

Discover how today's leaders are partnering with AI to transform their organizations, enhance decision-making, and build future-ready teams.

 **by Cortex Leadership Consulting**

Welcome to the Future of Leadership



Mastering AI Collaboration

The future of leadership is evolving rapidly. Smart collaboration with AI is becoming essential.



Actionable Insights

Walk away with clear next steps. Implement AI collaboration strategies immediately in your organization.



Equipping Leaders

You'll learn practical strategies to thrive in the AI era. These tools will transform your leadership.

Collaborative Intelligence



Why This Topic, Why Now



of executives

Expect AI to transform their work within a year



of leaders

Are actively learning AI tools



"Your competition is already building with AI"

- Geoff Woods

AI is integrating into your existing software stack. Your job is changing, whether you're paying attention or not.



What AI Won't Change

Human Trust

Emotional connection and authentic relationships remain uniquely human. AI can't replicate genuine empathy.

Team Culture

Accountability and shared values must be cultivated by leaders. Culture requires human attention.

Ethical Leadership

Moral compass and purpose-driven decisions need human judgment. Values guide our AI use.

These are still your job as a leader. AI can't lead people—you can.

What Will Change (Fast)



Decision Speed

Faster insights lead to quicker action. Analysis that took weeks now takes minutes.



Personalization

Communication tailored to individual needs. Content customized at scale becomes the norm.



Learning Methods

Coaching and development become more adaptive. Continuous learning becomes essential.



Influence Sources

Earned through quality insights, not position. Value comes from collaboration abilities.

"The value of time will be measured in prompts, not hours."

Meet Jenna: From Novice to Ops Pro



Day One

No Google Drive knowledge. Limited tech experience. Eager to learn.



6 Months

Managing basic AI workflows. Supporting team operations. Growing confidence.



12 Months

AI operations lead. Managing 400+ monthly contacts. Creating daily AI workflows.

Jenna's transformation was built with trust, micro-learning moments, and collaborative AI tools.



Popular LLMs



ChatGPT

A conversational AI tool by OpenAI. Can summarize, ideate, and simulate dialogue. The Team version includes enterprise-level data controls.



CoPilot

Microsoft's AI assistant built into Word, Excel, Teams, and Outlook to support tasks like summarizing, rewriting, or creating visualizations.



Claude

An AI assistant by Anthropic, known for strong ethics and handling complex documents with long context windows.



Top 10 AI Tools We Use—and Why

Tool	Primary Use	Annual Cost
ChatGPT Team	Content, coaching, writing, strategy	\$1,200
Gamma.app	Decks, learning, playbooks	\$180
Canva	Graphics, reels, templates	\$144
NotebookLM	Summarizing, podcast prep, coaching	\$0
Monti	Behavior change via SMS	\$2,400
Calendly	Smart scheduling	\$720
OpusClip	Auto video editing	\$120
Zoom AI Companion	Meeting notes, task extraction	\$1,500
HeyGen	Avatar + voice clone for videos	\$288
Zapier	Workflow automation	\$120

These purpose-built, affordable tools deliver game-changing results for our organization.



Cortex's Tech Stack: From Overhead to Outcome

\$3,200

Old Monthly Cost

HubSpot + WordPress + Others

\$1,064

New AI Stack

Supporting 400 leaders

\$12,773

Annual Total (1% of revenue)

Comprehensive AI toolkit

Our lean AI stack delivers faster results with greater customization. We now accomplish more with a smaller team.

Fraud Fighter Case Study

Concept Development

Used ChatGPT for character development and training language. Created engaging personas.

Content Creation

Built training modules with Gamma. Created theme song with Refusion. Organized sessions with Calendly.

Implementation

Rolled out to 130 employees in under 4 weeks. Used Monti for interaction and feedback.

This AI-powered training experience achieved near-universal engagement. Created by just 3 team members.





Breakout Activity: Solve Real Problems

Activity Overview

Let's see what your collaboration with AI produces—fast. Each group uses a different AI tool.

Group Assignments



Team Training

Research and design using ChatGPT and Gamma



Leadership Deck

Build a presentation with ChatGPT and Gamma



Create an SOP

Choose a role and create an SOP for it in ChatGPT



Create an Avatar

Create an avatar of someone in the group or clone your voice and create a 1 minute audio using HeyGen or other tool



Meeting Summary

Use Otter.ai or ChatGPT to create a transcription and summary

The One Skill You Must Build: Conversational Intelligence



Ask Quality Questions

Craft clear, specific prompts. Think about what you truly need to know.



Frame Problems Clearly

Provide context and constraints. Help AI understand your specific situation.



Iterate Dynamically

Treat prompting as a conversation. Build on previous responses to refine outputs.

"The prompt is not the answer—it's the beginning of the conversation."
Leaders must learn to talk with AI like a top team member.



Collaborative Intelligence



AI EVENT GUIDE

We thought this might help you

A guide we created just for you to use that contains:

Glossary of AI Terms

Prompt Engineering Guide

What's Not Changing Article

Conversational Intelligence with AI Article



It's Time to Take Action

Book a 1:1 AI Discovery Coaching Session

Personalized guidance for your specific needs

Join a Small Group Cohort

Learn with peers facing similar challenges

Keep Experimenting

Start where you are, but don't wait

"Let's build the future you want to work in." info@cortexleadership.com www.cortexleadershipconsulting.com

 **by Cortex Leadership Consulting**



Learn to Prompt the Right Conversation with AI

Your AI Prompt Guide

Learn to Prompt the Right Conversation with AI

"AI is not replacing leaders. Leaders who know how to collaborate with AI will replace those who don't."

After 15 years coaching, training and conducting research with over 12,000 leaders, our research at Cortex Leadership Consulting confirms that the most important skill leaders must build now is Conversational Intelligence—the ability to frame, navigate, and deepen high-level conversations with people and machines alike. As AI becomes embedded into every platform and workflow, the quality of your thinking, prompts, and follow-up dialogue with AI will determine whether it becomes a breakthrough partner or a basic tool.

The leaders most prepared to drive AI transformation are those who:

- Ask strategic, layered questions.
- Adjust and refine based on feedback.
- See the unseen—patterns, gaps, and meaning.
- Translate insights into action for others.

The following 20 business goals are paired with: (only a small sampling and published June 2025 - so it will change and expand we are sure)

- Recommended AI tools from your list. (Some people prefer Claude or Perplexity or others for the LLM like ChatGPT - they may be interchangeable. There are advantages to CoPilot and may be the only LLM available at some companies that use Microsoft Teams)
- A starter prompt. Simple-straight forward and common for the inexperienced to use.
- A follow-up question to deepen insight and output. Again, still simple, but designed to get you thinking!
- A leadership note on what Conversational Intelligence skill this builds.



Quickly Summarize Long Documents or Notes



Tools

ChatGPT (File Upload), NotebookLM, CoPilot



Prompt

"Summarize the key points from this document and list any action items."



Follow-Up

"What themes or patterns do you notice across sections that may not be obvious?"



Skill Focus

Pattern Recognition + Critical Synthesis

Conduct Deep Research on a Topic or Market



Tools

ChatGPT (Browse w/ Bing or Deep Research GPT), Gemini Advanced, Perplexity



Prompt

"Research the top three trends in [industry] and how they impact mid-sized companies."



Follow-Up

"What sources were used? Which ones are most credible and why?"



Skill Focus

Credibility Evaluation + Systems Thinking





Extract Trends from Conversations or Surveys



Tools

ChatGPT (Code Interpreter), NotebookLM



Prompt

"Analyze this feedback (paste text) and identify recurring themes and opportunities."



Follow-Up

"Which of these themes are emotionally charged or urgent based on language?"



Skill Focus

Empathy Mapping + Insight Distillation

Visually Map Out Business Ideas or Models



Tools

Napkin.ai, Gamma



Prompt

"I want to design a new [product/service]. What key components should be included visually?"



Follow-Up

"What other models exist in the market, and how should we differentiate ours?"



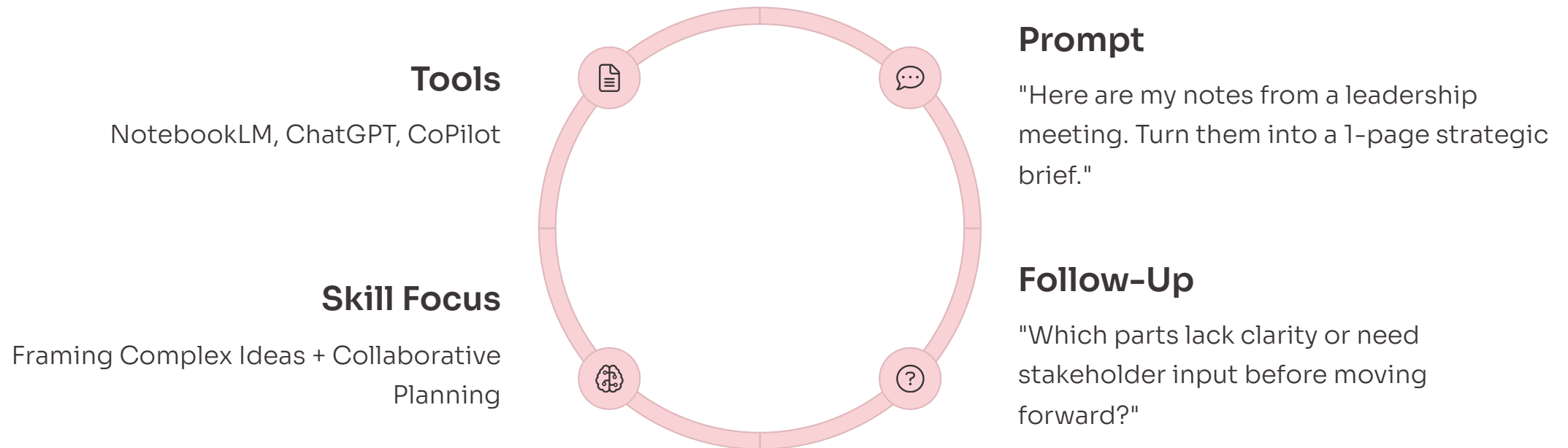
Skill Focus

Ideation +
Differentiation
Strategy





Organize Strategic Plan from Raw Notes



Create Stunning Visual Presentations



Tools

Gamma, CoPilot (in PowerPoint)



Prompt

"Turn this outline into a visual presentation with a high-impact opening and call to action."



Follow-Up

"What slide flow will best engage this audience based on what we're asking them to do?"



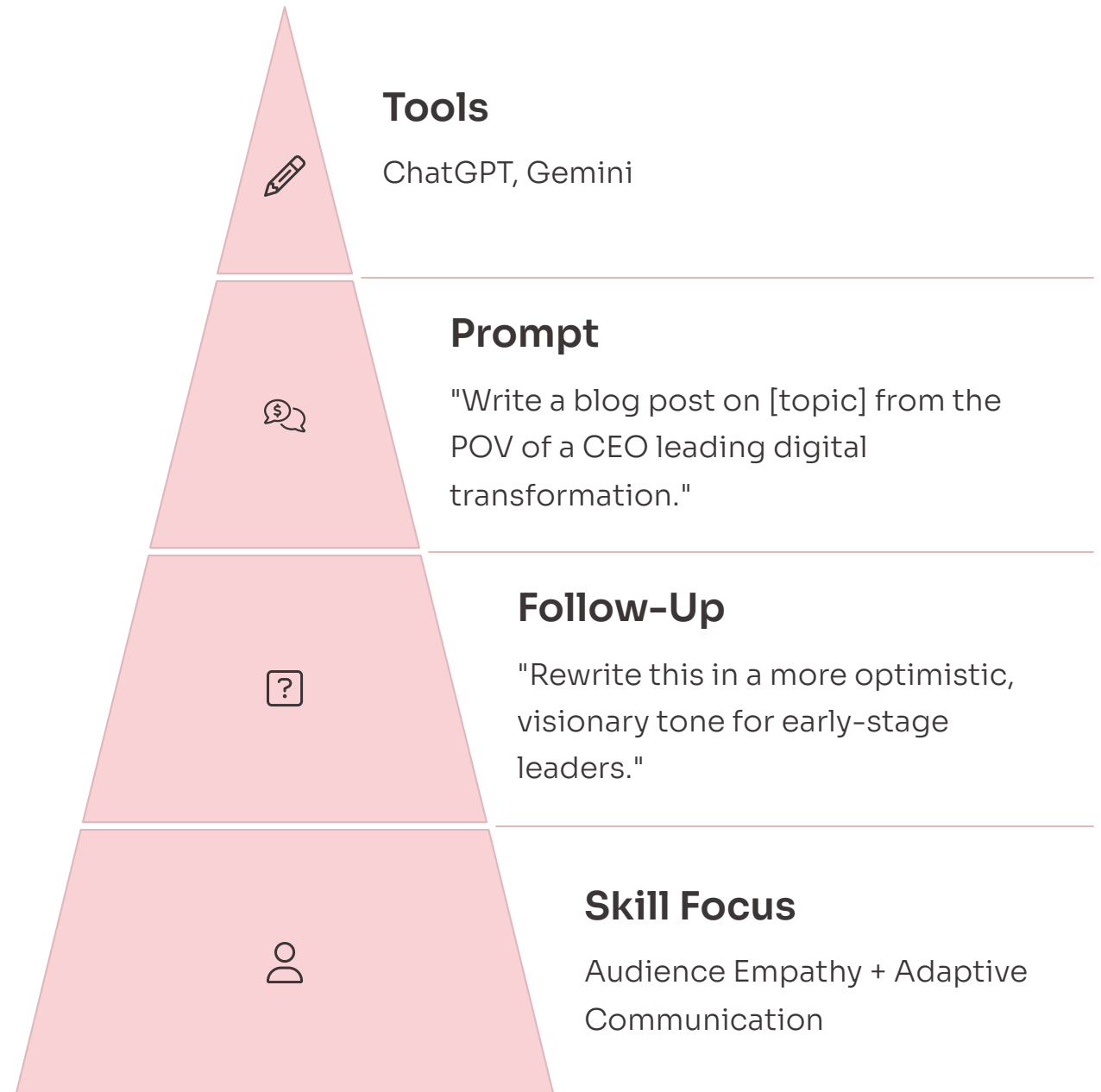
Skill Focus

Storytelling + Persuasion Structure





Generate High-Quality Written Content





Draft Personal or Team Emails That Inspire Action



Tools

ChatGPT, CoPilot



Prompt

"Write an email to the team about our updated priorities for Q3 with clarity and urgency."



Follow-Up

"How could we make this more inclusive and empowering?"



Skill Focus

Emotional Intelligence + Tone Calibration

Build Engagement Campaigns for Social Media



Tools

Gamma, InVideo, ChatGPT



Prompt

"Create a 3-post LinkedIn series for executives on the future of AI in small businesses."



Follow-Up

"What visuals or hooks would increase engagement with time-strapped readers?"

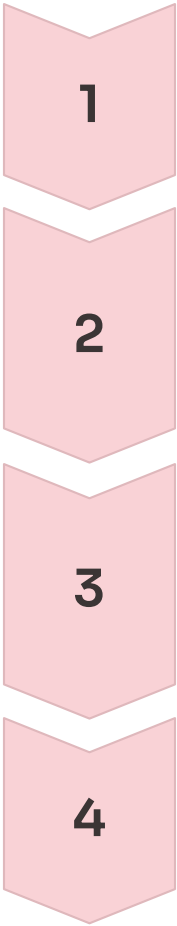


Skill Focus

Message Simplification + Relevance Framing



Sketch Personal Development Plans or 1:1 Agendas



Tools

ChatGPT, NotebookLM

Prompt

"Help me structure a 1:1 with my direct report who's struggling with follow-through."

Follow-Up

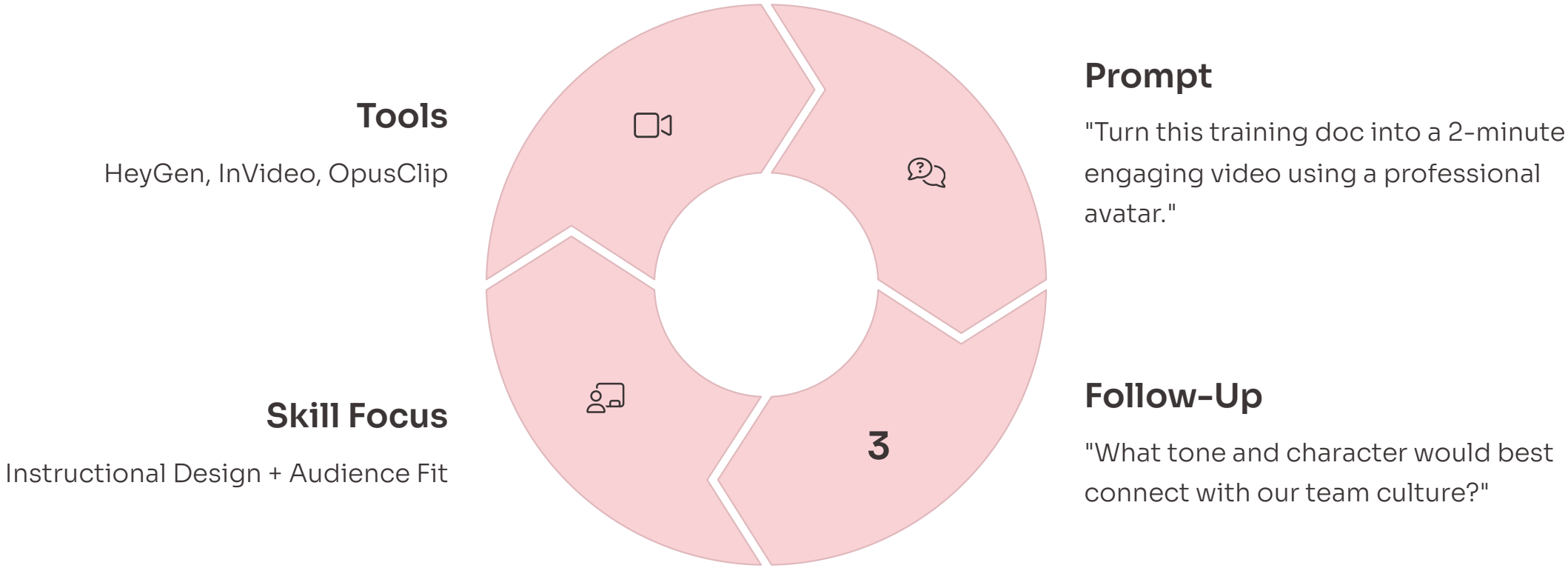
"What types of questions could surface their own insights before I give feedback?"

Skill Focus

Coaching + Accountability Design



Create Explainer or Training Videos with AI Avatars

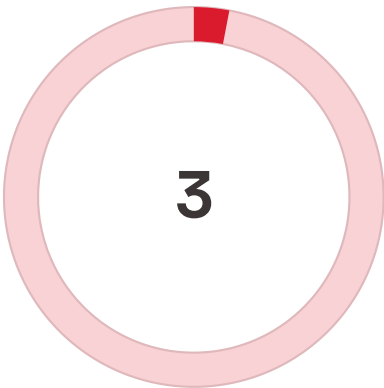


Convert Written Text into Voiceovers for Content

Tools	ElevenLabs
Prompt	"Create a natural-sounding voiceover of this content in a warm, credible tone."
Follow-Up	"How would a different tone (e.g., confident or playful) shift the message impact?"
Skill Focus	Brand Voice + Sensory Framing



Automate Scheduling and Personal Invites



Cohorts

Target audience segments for personalized invites



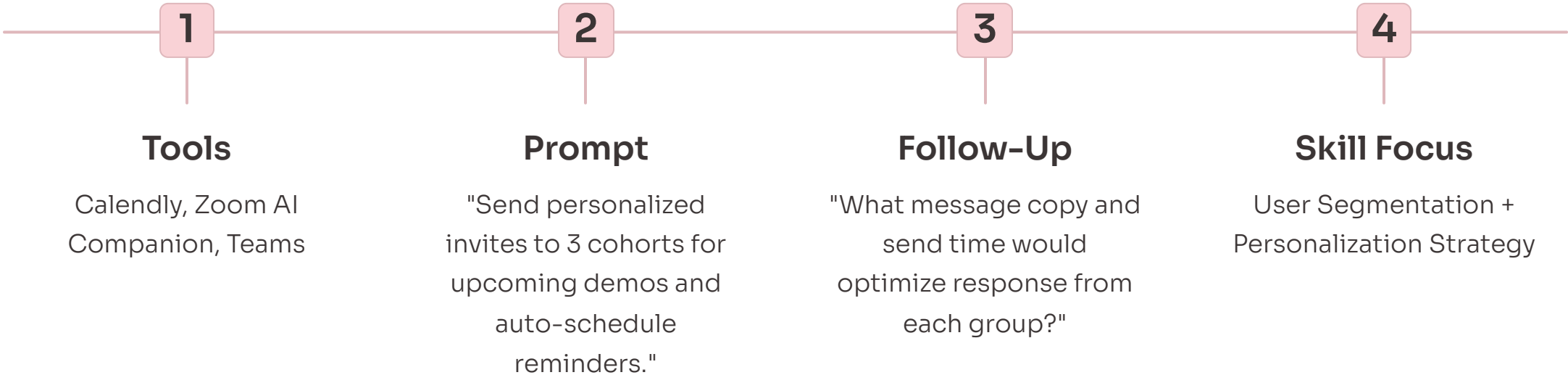
Availability

Automated scheduling across time zones

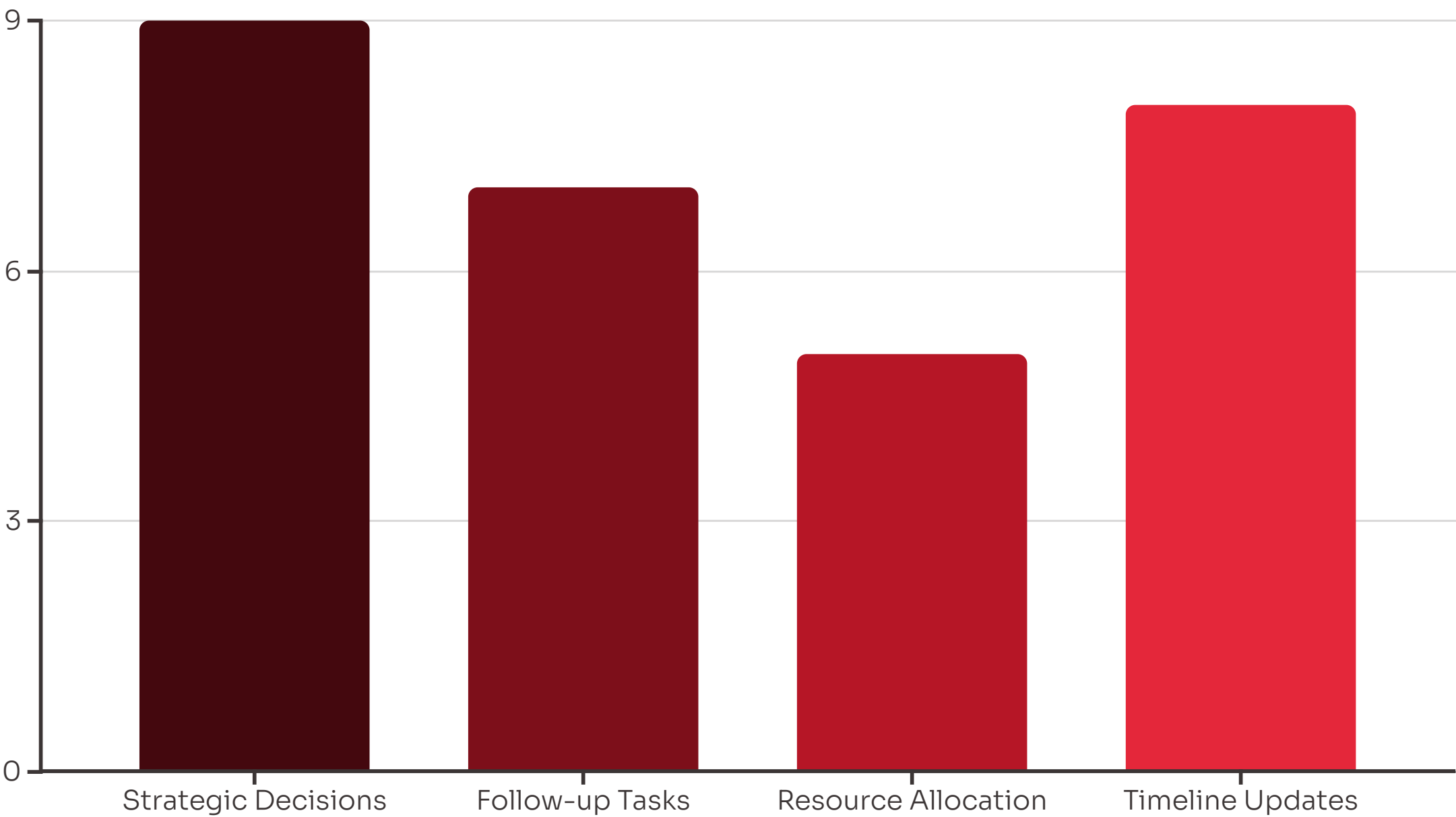
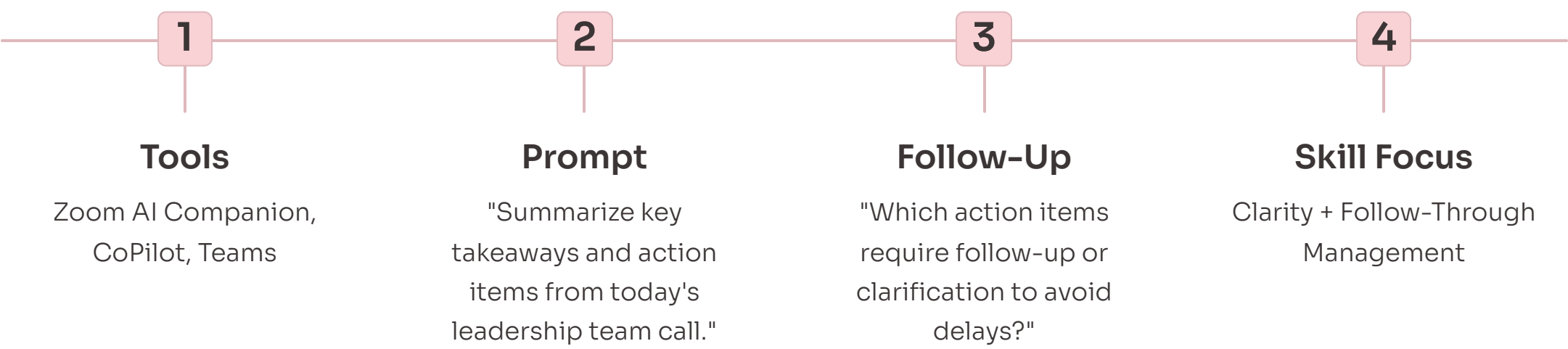


Personalization

Customized messaging for each recipient



Summarize and Organize Meeting Action Items





Build Custom Coaching Plans or Learning Tracks

Structured Development Timeline:



Tools

ChatGPT, NotebookLM



Prompt

"Create a 3-month coaching plan for a mid-level leader building influence skills."

Reflection and Milestone Tracking:



Follow-Up

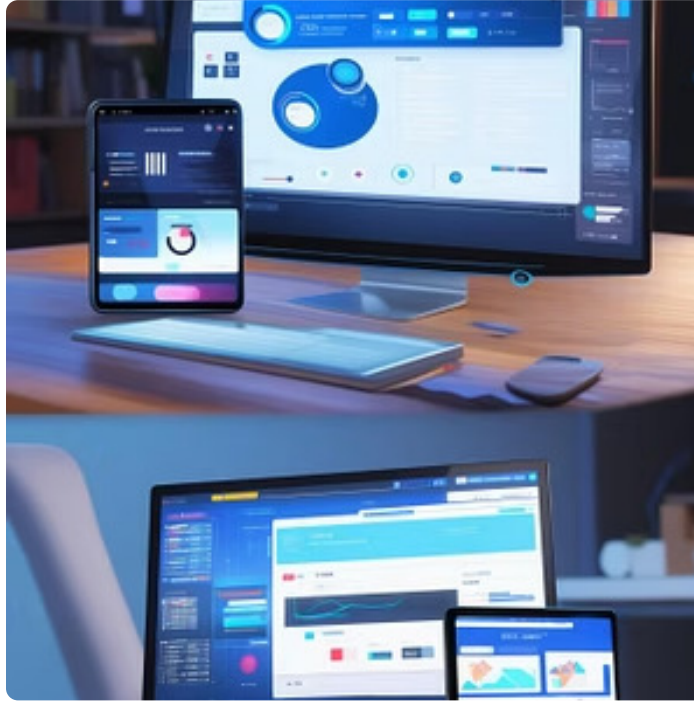
"What milestones and reflection points would ensure real behavior change?"



Skill Focus

Developmental Design + Change Tracking

Analyze Team Dynamics Based on Assessments



Tools

ChatGPT, NotebookLM, (provide highest DISC and Driving Forces styles for all team members)

Prompt

"Analyze this team's DISC/Driving Forces mix. What collaboration challenges might arise?"

Follow-Up

"What coaching questions could help them navigate their differences?"

Skill Focus

Relationship Intelligence + Team Mapping

Draft and Refine Strategic Messaging

Tools

ChatGPT, Gemini

Prompt

"Craft a positioning statement for our new service offering with executive clarity."

Follow-Up

"How would this message change if aimed at investors vs. clients?"

Skill Focus

Messaging Precision + Contextual Adaptation





Automate Repetitive Operational Workflows



Tools

Make, Zapier

2

Prompt

"Create a workflow that routes submitted client forms to the right folder and sends a confirmation email."

3

Follow-Up

"Where could we add a personalized touch or step to make this more human?"



Skill Focus

Efficiency + Human Touch Integration

Turn Reports into Concise Executive Briefs



Tools

ChatGPT, NotebookLM, CoPilot

2

Prompt

"Condense this 20-page report into a 1-page visual executive summary."

3

Follow-Up

"What's the most critical takeaway and call to action for senior leadership?"



Skill Focus

Executive Communication + Decision Enablement





Use AI for Complex Problem-Solving Scenarios

1

Tools

ChatGPT, Gemini Advanced, NotebookLM

2

Prompt

"We're losing market share to competitors with faster delivery. What 3 strategic moves can we make?"

3

Follow-Up

"Which move offers the fastest ROI with the least risk—and what's our blind spot?"

4

Skill Focus

Innovation Under Pressure + Strategic Tradeoffs

AI can transform complex business challenges into strategic opportunities by analyzing multiple variables, offering innovative solutions, and highlighting potential blind spots.

Use AI for Complex Problem-Solving Scenarios

When facing intricate business challenges like market share decline, AI systems can rapidly analyze multiple variables and propose targeted strategic interventions.

Strategic Insight

AI can analyze competitive landscapes, market trends, and internal capabilities simultaneously to identify opportunities invisible to human analysis alone.

Risk Assessment

Advanced AI models can simulate outcomes of different strategic moves, helping executives understand potential ROI alongside associated risks.

Blind Spot Detection

AI excels at identifying unconsidered factors and hidden assumptions that might otherwise derail strategic initiatives.

The real power emerges when leaders combine AI-generated insights with human judgment, creating solutions that are both innovative and contextually appropriate.



Equipping Leaders to Thrive in the AI ERA

Quick Reference Glossary for Executives & Emerging Leaders

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 **by Cortex Leadership Consulting**



AI Quick Reference Glossary for Leaders

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I. Core AI Concepts

- **AI (Artificial Intelligence):** Technology designed to perform tasks that typically require human intelligence, such as reasoning, learning, and language processing.
- **Generative AI:** A type of AI that creates new content—text, images, code, or video—based on patterns in data (e.g., ChatGPT, Claude, Gemini).
- **Large Language Model (LLM):** A machine learning model trained on massive amounts of text data that can understand and generate human-like language.
- **Multimodal AI:** AI systems that can process and combine different types of inputs like text, images, audio, and video to generate outputs (e.g., Gemini 1.5, GPT-4o).
- **Narrow AI vs. General AI:** Narrow AI excels at a specific task (like drafting emails), while General AI would perform any intellectual task a human can—something we haven't achieved yet.

II. Tools & Platforms

- **ChatGPT:** A conversational AI tool by OpenAI. Can summarize, ideate, and simulate dialogue. The Team version includes enterprise-level data controls.
- **Claude:** An AI assistant by Anthropic, known for strong ethics and handling complex documents with long context windows.
- **CoPilot:** Microsoft's AI assistant built into Word, Excel, Teams, and Outlook to support tasks like summarizing, rewriting, or creating visualizations.
- **Deep Research Mode (ChatGPT, Gemini, Perplexity):** An AI function that deeply analyzes a topic using multiple steps, often summarizing and citing sources.
- **Gamma:** A tool that turns rough ideas into beautiful presentations, pages, or documents using AI formatting and design suggestions.
- **Gemini:** Google's suite of AI tools, integrated into Google Workspace. Offers document summarization, image generation, and more.
- **HeyGen:** A tool that creates talking avatars and digital twins for video presenters using voice or a generated voice.
- **Monti:** Cortex's proprietary AI-enhanced texting and behavior-tracking system used in leadership coaching and habit reinforcement.
- **NotebookLM:** A Google tool that lets you upload documents, then interact with them like a chatbot to extract insights, create quizzes, and generate outlines.
- **OpusClip:** Converts long videos into short, social-ready clips using AI to find highlights and add captions.
- **Perplexity:** A powerful AI search assistant that combines search engine functionality with conversational responses and cited sources.
- **Zoom AI Companion:** A feature that summarizes meetings, creates action plans, and helps with messaging post-call.

III. Techniques & Behaviors

- **Conversational Intelligence (CI):** The ability to have effective, trust-building conversations. In the AI context, this includes asking strategic, layered questions to refine AI output.
- **Follow-up Prompting:** The method of refining your original question or prompt to improve relevance, accuracy, and personalization of the AI's output.
- **Reverse Prompt Engineering:** Studying an output you admire (like a graphic, post, or report) and working backward to guess the prompt that may have produced it—then replicating and modifying it.
- **System Prompt:** A "pre-prompt" or instruction that sets the personality or goals of an AI agent (e.g., "Act as a project manager" or "You are a leadership coach").
- **Temperature:** A setting in tools like ChatGPT that controls creativity. Lower values (e.g., 0.2) make the AI more factual; higher values (e.g., 0.8) make it more creative.
- **Vibe Coding:** A term that describes designing systems, workflows, or interactions using plain language rather than traditional programming. Leaders can now create automations and outcomes by "telling" tools what they want in natural language, allowing for high-impact problem-solving without technical barriers.