AI FLUENCY WITH

The Future *of* Cognitive Leadership

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The Future of Cognitive Leadership

3-Hour Interactive Workshop · Practical AI Tools for Non-Technical Leaders
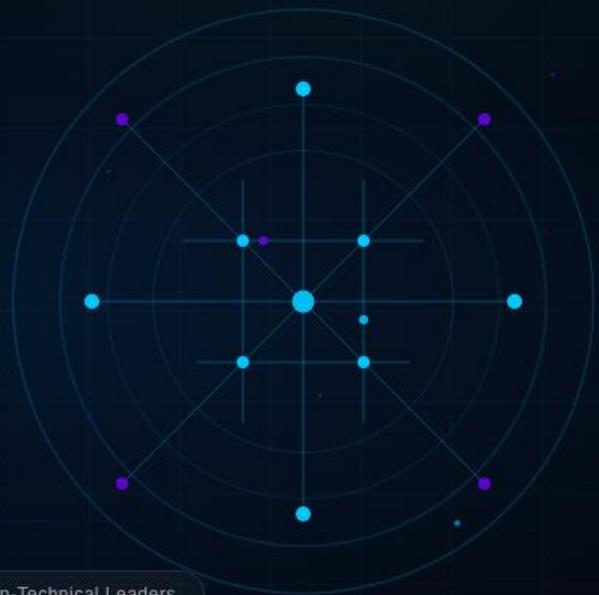
SUBJECT

AI
FLUENCY

WITH CLAUDE

The Future of Cognitive Leadership

- 3-Hour Interactive Workshop
- Practical AI Tools
- Non-Technical Leaders

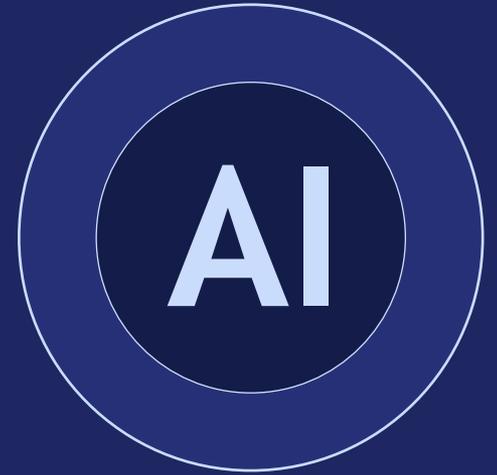**Emre Alemdar**
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AI

It's Friday afternoon.

🎯 **'Elephant' is coming, and you want to learn how to eat it**

Different careers, ages, interests or titles.

I believe that if you use AI efficiently, you can transform yourself, achieve your goals — and go one step further than your rivals.

At the end of today — I want you to say: "I'm glad I joined."

Workshop Agenda

Ignition	**Why AI — and Why Now**	
Module 1	**Facts, Stats & the Speed of Change**	
Module 2	**Meet the Models: ChatGPT vs Claude vs Gemini**	
Module 3	**Prompt Engineering + Hands-On Exercises**	
Module 4	**AI Agents, Automation & Real Workflows**	
Voice to email	**Use Cases – One Real Example**	

Don't worry, there will be a Coffee Break ☺

Has anyone ever asked ChatGPT or Gemini for small-talk or introduction topics before attending events?

A Recent Study

Data from the 2025 'Digital Leadership Trends' shows that 40% of CEOs use AI to generate 'spontaneous' small-talk topics for networking events. (*Survey with 800 CEOs in California*)

AI is Moving Fast — But Don't Trust Every Statistic

Let's do an experiment. Three statistics. Only one is verified.

97%	**10×**	**$15.7T**
of executives say AI will change their industry	productivity gains reported by AI-first teams	AI contribution to global economy by 2030 — PwC
⚠ **I made this up**	⚠ **Also fabricated**	✓ **PwC — Verified**

The lesson:

Everyone has an AI statistic. Even AI tools will confidently give you wrong numbers — this is called **hallucination**. Always verify critical data, especially figures, dates, and named sources.

What Is Actually Happening Right Now

2 months

ChatGPT → 100M users

Instagram took 2.5 years. Netflix: 10 years.

40% faster

AI diagnosed rare diseases vs specialists (Stanford)

Not a replacement — a second opinion at light speed.

97M

New jobs created by AI by 2030 (WEF)

vs 85M displaced. Net positive — but you need to move.

Worst ever

The AI you use today...

...is the worst AI you will ever use. Every 6–12 months: a new generation.

The Mindset Before the Tools

Everyone knows AI is there. The one who gets the most accurate answer most efficiently — wins.

🎁 Be a Giver

Don't approach AI to extract — approach it to create value. The best outputs come from people who give rich context, real intent, and genuine purpose. Put in quality; get out quality.
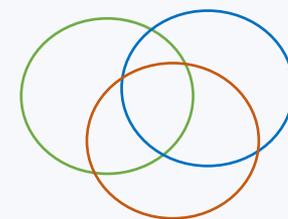
📖 Tell a Story

AI is a pattern machine. The more narrative and context you provide, the richer the result. Don't say 'write email.' Tell it who you are, who they are, and what matters.

💪 Be Bold

Give it a role. Iterate. Direct. Treat it like a talented new hire who needs clear direction — not a search engine to query once.

Meet the Models: Each AI Has a Personality

ChatGPT
OpenAI

"The Confident Generalist"

Strengths

· Broad knowledge base

· Coding & analysis

· Direct, consistent answers

· Strong at step-by-step tasks

Watch Out

· Confident hallucinations

· Focused on what you asked — not what you missed

The colleague who always has an answer. Sometimes too quickly.

Claude
Anthropic

"The Thoughtful Advisor"

Strengths

· Long documents & nuance

· Safety-conscious

· Considers what you didn't ask

· Creative & careful writing

Watch Out

· Sometimes over-cautious

· Less plugged into live web

The wise consultant who says 'here's what you haven't considered.'

Gemini
Google

"The Connected Researcher"

Strengths

· Real-time web access

· Google Workspace native

· YouTube & image understanding

· Fresh, current data

Watch Out

· Inconsistent tone

· Newer to deep reasoning

The researcher with Google on speed dial — always has today's answer.

Know Your AI Like a Colleague

📋 Scenario: You ask AI a 3-part question. It answers all three. Now you ask for detail on Part 3 only.

ChatGPT

Dives straight into Part 3.
Focused. Direct. Doesn't re-show what you already know.

→ **More efficient for rapid iteration.**

Gemini

Re-shows Parts 1 & 2 briefly as context, then dives into Part 3.
More thorough. Maintains full continuity.

→ **Better when the full picture matters.**

Which is better? Depends on the task. The key: treat each model like a colleague with a different working style. Learn it.

The Best Cafe in Prague?

Same Questions, Different Words, Different Answers!

WHY

1   **AI guesses, it doesn't look things up** It generates answers from patterns, not a real database.

2   **Different words = different trigger** Changing the phrasing shifts what the AI "focuses on."

3   **The internet is inconsistent** AI learned from millions of texts that disagree with each other.

4   **Every question starts from zero** No memory, no stored "correct answer" — it rebuilds each time.

Bottom line: AI doesn't know the answer. It guesses based on your words. Change the words, change the guess.

GEMS

AI Leadership Video ...

From Asking to Directing: The PACT Framework

A great prompt is a brief — not a question. Think of it as instructing a talented new hire.

P

PERSONA

Who should the AI be?
"Act as a senior HR director at a manufacturing company..."

A

ACTION

Exactly what do you want?
"Draft a 3-paragraph executive summary for the board meeting..."

C

CONTEXT

Background is fuel.
"Our team: 12 people. Budget: €50K. Deadline: this Friday."

T

TONE & FORMAT

Constrain the output.
"Max 200 words. Formal English. Three bullet points only."

Prompt Makeover — Real Examples

✕ Before

"Write me an email about the meeting."

→

✓ After

"You are my executive assistant. I just had a 30-min strategy call with our sales team. Key decisions: Q2 target raised to €1.2M, CRM rollout starts April. Write a follow-up email to Sarah (Sales Director). Tone: formal but warm. Max 150 words. Include 3 action items as bullets."

⏱ 15–25 min → 2 min

✕ Before

"Create a blog about marketing strategy."

→

✓ After

"You are Dostoyevski. Write a 600-word blog post about marketing strategy for startup founders — dramatic, philosophical, with sharp insights about human desire and consumer psychology. Tone: literary but practical. SEO focused."

⏱ Generic → Unforgettable

Prompt Quality Applies to Images Too

4 prompts for the same subject — each one more specific, each one richer in result.

Prompt 1
Basic

"a city"

Generic skyline. No mood, no story.

Prompt 2
Better

"photo of a coastal city at sunset"

More specific. Better composition.

Prompt 3
Good

"golden hour view of Istanbul Bosphorus, film grain, National Geographic style"

Specific location + lighting + style.

Prompt 4
Excellent

"ultra-realistic drone shot, Istanbul at sunset, Bosphorus ferries, warm orange tones, shallow depth of field, Canon 5D Mark IV"

Camera, lens, mood, subject — full control.

What NOT to Put Into AI — Data Safety

Paste the email. Remove the sensitive data.

🚫 Never Share

· Full client names + personal email addresses

· Passport, ID, or salary data

· Medical records or diagnoses

· Passwords, API keys, or source code

· Confidential M&A or legal documents

· Customer PII (personally identifiable info)

✓ Safe to Share

· Anonymised or redacted text

· General industry or market context

· Your own writing style and tone

· Meeting notes with names removed

· Generic product or process descriptions

· Questions framed without sensitive detail

Tip: Replace 'John Smith at Accenture earns €120K' with '[Client A, consulting firm, high earner]' — same result, zero risk.

Buyer Persona & Sender Persona

Most people think about WHAT to write. Great prompters think about WHO is writing and WHO is reading.

⚔ Sender Persona

Who is writing this?

"You are Emre Alemdar, Chief Commercial Officer at a €50M logistics company. You write in a confident, direct, no-jargon style. You are writing to close a long-term partnership deal."

→ **AI adopts your voice, your seniority, your intent.**

👁 Buyer Persona

Who is reading this?

"The reader is a 45-year-old CFO who is sceptical of digital transformation. They care about ROI and risk, not product features. They have 90 seconds to read this email."

→ **AI shapes the message for that specific mind.**

The best prompt contains both layers: the sender voice and the reader context. One persona writes, one reads — the AI bridges them.

AI vs Automation vs Agents vs Agentic AI

Conversational AI

· You ask → it answers

· One task at a time

· You control every step

· Tools: ChatGPT, Claude, Gemini

· **Example: Drafting an email with AI**

Start here.

AI Automation

· Trigger → Action → Output

· Runs on schedule or event

· Rules set by you upfront

· Tools: Make, Zapier + AI

· **Example: Voice note → Email workflow**

Deterministic

Build this next.

AI Agent

· Goal → AI plans & executes

· Multi-step, autonomous

· Browses, writes, sends

· Tools: AutoGPT, Claude agents

· **Example: Research + compare + send report**

Deterministic

Emerging — watch.

Agentic AI

· Multiple agents collaborate

· Each with a specialised role

· Operates as a team

· Still maturing technology

· **Example: Plan + research + write + review**

Indeterministic

Future — coming fast.

Conversational AI

THE SCENARIO

You ask: *"What do I need for an omelette?"*

It gives you a shopping list and instructions. You do **all the work** — it just provides the knowledge.

> *"Like a cookbook. It knows every recipe. But you still have to go shopping and stand at the stove."*

AI Automation

EVERY MONDAY · 8:00 AM

THE SCENARIO

A **pre-set subscription**. Every Monday at 8:00 AM, it orders 6 eggs and 1 butter automatically.

It follows a rigid script — **regardless of price**, or whether you already have eggs.

> *"Like a standing order at the supermarket. Reliable, efficient — but completely blind to context."*
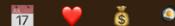

AI Agent

THE SCENARIO

You give it a specific task: *"Go to Market X, buy Brand Y eggs with my saved card, and cook them."*

It follows your **pre-defined rules** — location, brand, payment — to complete the mission end-to-end.

> *"Like a personal shopper with a detailed brief. It executes precisely within the boundaries you set."*

Agentic AI

THE SCENARIO

It checks your **calendar and health data**. Seeing a busy day, it decides you need more protein.

It finds the **freshest eggs at the best price**, adjusts the recipe for your energy needs, and handles the entire process — **without being asked**.

> *"Like a chief of staff who anticipates your needs before you voice them — and acts on your behalf."*

USE CASES

Business Function	The AI "Leverage" Way
Sales Outreach	**Automated Engine:** AI identifies ICPs, scrapes contacts, and writes a **unique, personalized draft** for each lead based on their latest post.
Full Sales - SMB	**Virtual Sales Team:** AI analyze your business and give you daily tasks to increase your sales, even it can take those actions for you.
Social Media	**Content Factory:** One prompt generates a **7-day content calendar** + AI-generated visuals (Midjourney/Higgsfield) + scheduled posts.
E-commerce Fraud	**The Guardian:** Real-time **pattern recognition** that flags suspicious behavior and stops fraud before the transaction completes.
Data Entry	**Zero-Touch Entry:** AI "sees" the document, extracts the data, and **populates your CRM/ERP** with 99.9% accuracy.
Customer Support	**Instant Resolution:** AI Agents handle 70% of tickets instantly; **Human-in-the-loop** only for complex emotional cases.
Feedback Analysis	**Intelligence Dashboard:** AI analyzes 5,000 comments in seconds, identifying **sentiment trends** and specific "Product Fix" lists.

Lead the AI Through Your Document

When AI gives wrong outputs from a complex file — don't repeat yourself. Orchestrate it.

Instead of:

"Analyse this financial report."

Say this:

"Sales numbers are on Page 3. Profit margins on Page 4. The 2025 forecast starts on Page 5. Summarise the key risks from the forecast section only."

🐭 Give AI the map

You tell it exactly where to look. Less guessing, less hallucination, more precision.

🎯 Control the focus

Tell it what to use and what to ignore. Precise inputs → precise outputs.

🐘 The Elephant Principle

You cannot eat an elephant at once. Break complex files into targeted questions. One bite at a time.

Higgsfield AI and emerging agent frameworks are making this process fully visual — watch this space.

> "

The pace of AI development will not slow down.
But your ability to leverage it —
that is entirely within your control.

Emre Alemdar

AI Fluency · Cognitive Leadership · Strategic Productivity

"I'm glad I joined." — that's all I wanted to hear.