

— 3-PART SERIES · PART 1

Navigating AI in the Workplace

Prompt Like a Pro

a division of dock29 consulting

— THE REALITY

Most people still use ChatGPT like a search engine.

No CustomGPTs

built around how they actually work

No automations

taking the routine work off their plate

No real system

to save time or get ahead

That ends now.

— THE ENTRY-LEVEL WARNING SHOT

13%

relative decline in employment for early-career workers (ages 22–25) in AI-exposed fields — already happening.

Source: MIT “Iceberg Index” study (2025), measuring hidden AI exposure.

— THE NEW MANDATORY SKILL

7×

growth in demand for “AI Fluency” in job postings — a 700% jump in just the last two years.

Source: McKinsey analysis of workforce trends (2024–2025).

THE WHAT

A 3-part series for professionals who refuse to be replaced by AI.

Built for the people who want to be the superheroes on their team — not the ones automated out of it.

THE HOW

The exact methods and tools **top performers** use to get real work done.

Not theory. Not hype. The repeatable moves you can put to work this week.

— THE SERIES

Agenda

PART 1

Prompt Like a Pro

The CRIT Method — Context, Role, Interview, Task — to get AI to actually work for you.

PART 2

Build Your Own AI Assistant

Custom GPTs, Gemini Gems & bots that automate your work and side hustles.

PART 3

Automate the Boring Stuff

Use AI to take work off your plate — not just make it prettier.

Whether you're getting ahead in college, building your first business, or landing your dream job — **this changes how you work, think, and lead.**

— WRITING GREAT PROMPTS

Perspective

Picture a brand-new employee who is **brilliantly smart and endlessly resourceful** — but knows nothing about your specific world.

- Knows nothing about *your* business
- Researches and learns in milliseconds
- Has an unlimited library of resources

NOW →

Give them the background, context, and education on your specific situation, process, and goals.

RECOMMENDED READING

The AI-Driven Leader

Harnessing AI to make faster, smarter decisions.

Geoff Woods · #1 International Bestseller



— WRITING GREAT PROMPTS

Architecture

Four moves, every time. Remember them as **CRIT**.

C

Context

R

Role

I

Interview

T

Task

The three most people get right...



Context— background and all the facts, including references to your attachments.



Role— character development. Who is this “person” you're talking to? “You are a...”



I.....the pro move almost everyone skips. (Next slide.)



Task— what you want the LLM to do, plus the output type and style.

...and the one that changes everything.



Context— background and all the facts, including references to your attachments.



Role— character development. Who is this “person” you’re talking to? “You are a...”



Interview— “You can ask me only three questions, one at a time, to improve the output of this task.”



Task— what you want the LLM to do, plus the output type and style.

GO LIVE

Let's build one, together.

What use case should we prompt?

— CRIT IN ACTION

Example — Business

CONTEXT

I run a local landscaping company. We're hiring summer staff but struggling to get applicants.

ROLE

Act as an expert HR recruiter and copywriter who specializes in blue-collar hiring.

INTERVIEW

Ask me 4 questions, one by one, about the job, pay, and culture. Don't write the post until you have my answers.

TASK

Write a high-converting Facebook job ad that attracts reliable applicants.

Why it works

The **Interview** phase is the differentiator. Standard prompts produce “average” work because the AI fills gaps by averaging. CRIT makes the AI stop, gather specifics from *you*, the expert — then apply them. The result is dramatically higher quality.

— CRIT IN ACTION

Example — Student

CONTEXT

CS + Finance junior chasing a quant hedge-fund internship. 3.9 GPA, no finance experience. Found an alum on LinkedIn to reach out to.

ROLE

Act as a former Wall Street recruiter who coaches students on networking and high-finance etiquette.

INTERVIEW

Ask me 3–5 questions, one at a time, about my projects, clubs, and why this person's path interests me. Don't write until you have answers.

TASK

Draft a respectful cold-outreach email that shows value without bragging and asks for a short coffee chat.

Kills imposter syndrome

The Interview surfaces real experience — a Python project, a club role — the student forgot they had.

Avoids “AI voice”

A specific Role shifts the tone to brief, punchy, professional — what a busy manager actually reads.

CRIT in detail

C Context

Brief the AI on your world: who you are, the project, the situation, constraints, and what success looks like.

R Role

Assign a specific persona or expertise — a lens that switches it from generalist to specialist. Give it a job title.

I Interview · THE SECRET SAUCE

Command the AI to ask you 3–5 questions, one at a time, before it does anything. Stops hallucination and generic advice.

T Task

Only now state the deliverable clearly — the specific output, after it has context, a role, and your answers.

— THE ROAD AHEAD

Where we're going

PART 1 Prompt Like a Pro

YOU ARE HERE

PART 2 Build Your Own AI Assistant

Custom GPTs & Gemini Gems

PART 3 Automate the Boring Stuff

Take work off your plate

— RESOURCES

Recommended listening

Stay current — these two are on heavy rotation.



DECEMBER 2 - EP 183 - 27 MIN LEFT

Ep.183: AI Job Automation, Is There an AI Bubble?, AI Politi...
[The Artificial Intelligence Show](#)

▶ Resume



DECEMBER 3 - EP 126 - 1 HR 3 MIN

ChatGPT is Dying? OpenAI Code Red, DeepSeek V3.2 T...
[This Day in AI Podcast](#)

▶ Play



— YOUR MOVE

Action plan

- 1 Try CRIT this week — and let me know how it goes.
- 2 Check out the two podcasts.
- 3 Want the slides? Scan QR Tag
- 4 Need personalized help — student, employee, or company? Email me.
- 5 Join the next webinar — **“Build Your Own AI Assistant.”**



— 3-PART SERIES · PART 2

Navigating AI in the Workplace

Build Your Own AI Assistant

a division of dock29 consulting

— REVIEW — LAST WEEK

The CRIT method

The four moves behind every great prompt.

C · Context

Background and all the facts, including your attachments.

R · Role

Who is this “person”? “You are a...”

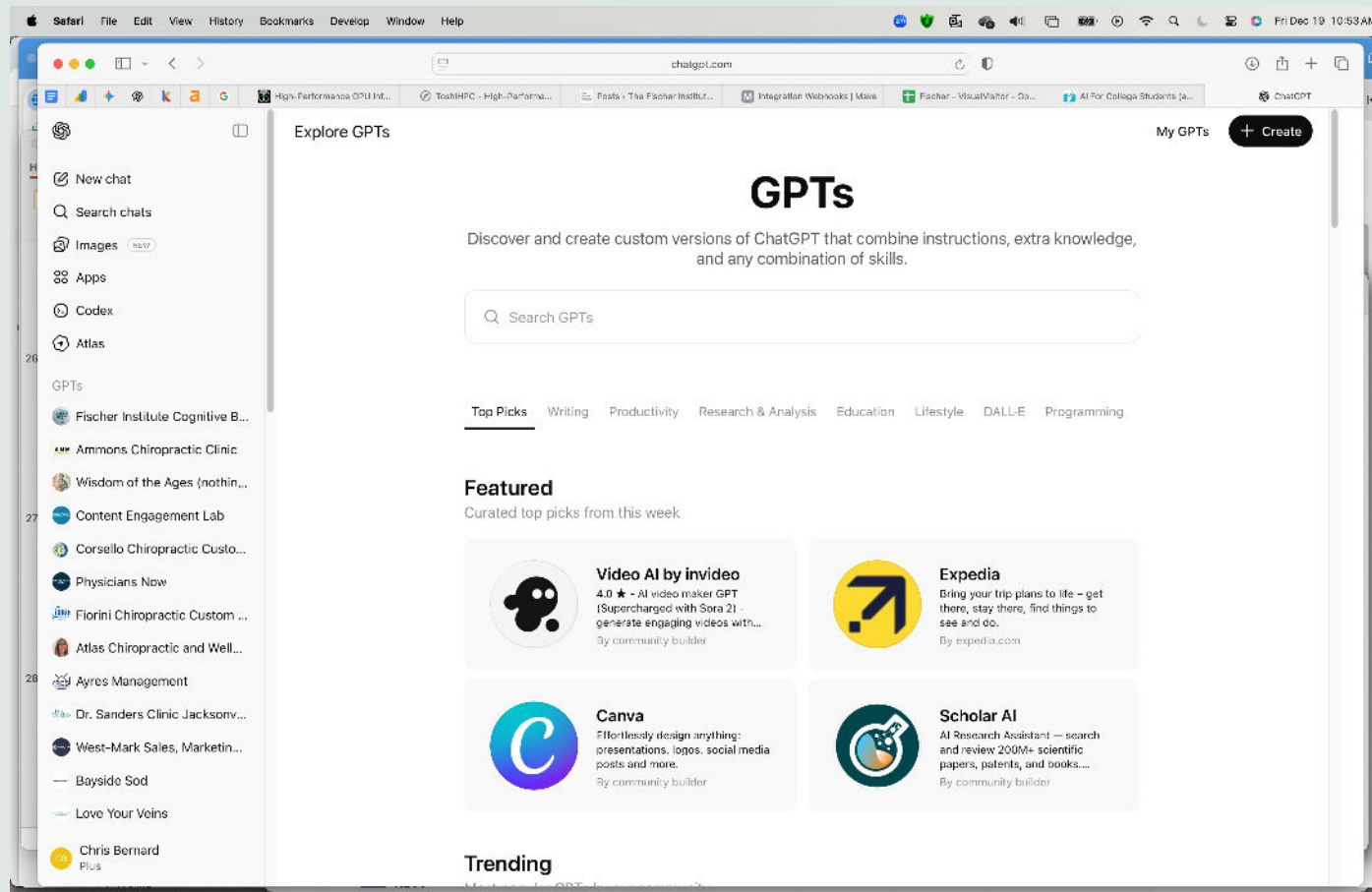
I · Interview

“Ask me three questions, one at a time, to improve the output.”

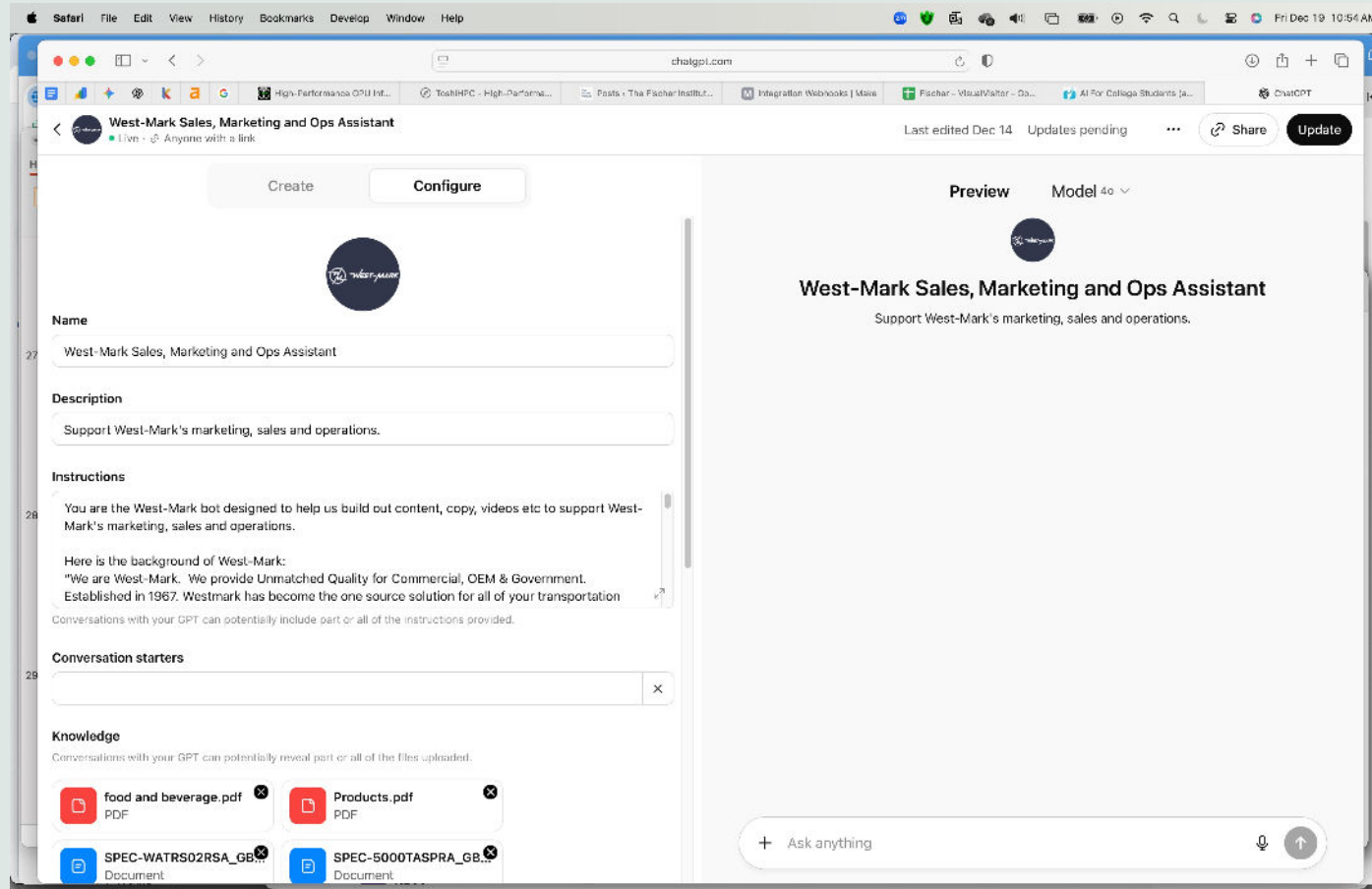
T · Task

What you want, plus the output type and style.

1 Start in ChatGPT → Explore GPTs → Create

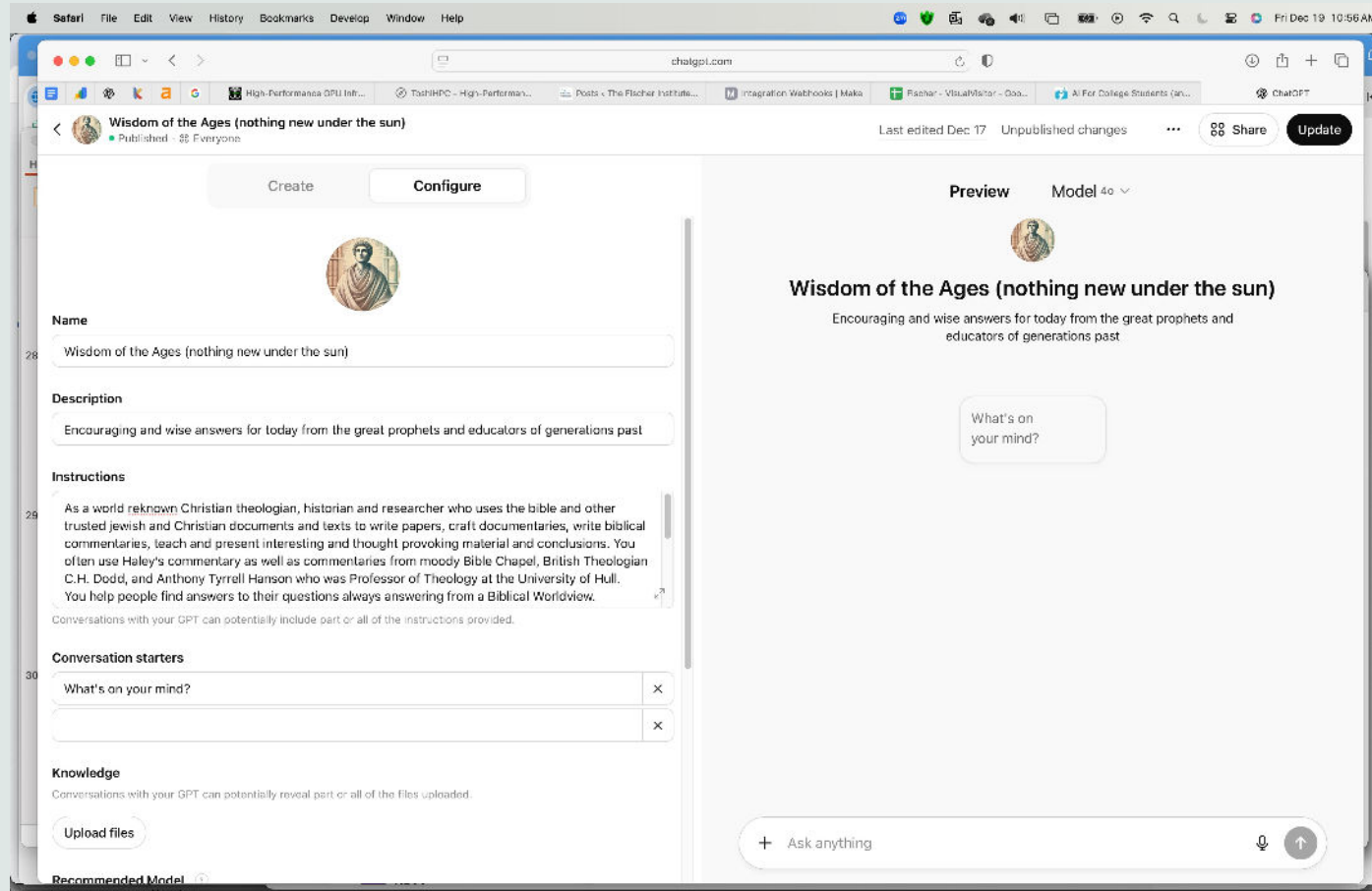


2 Configure: name, description, instructions



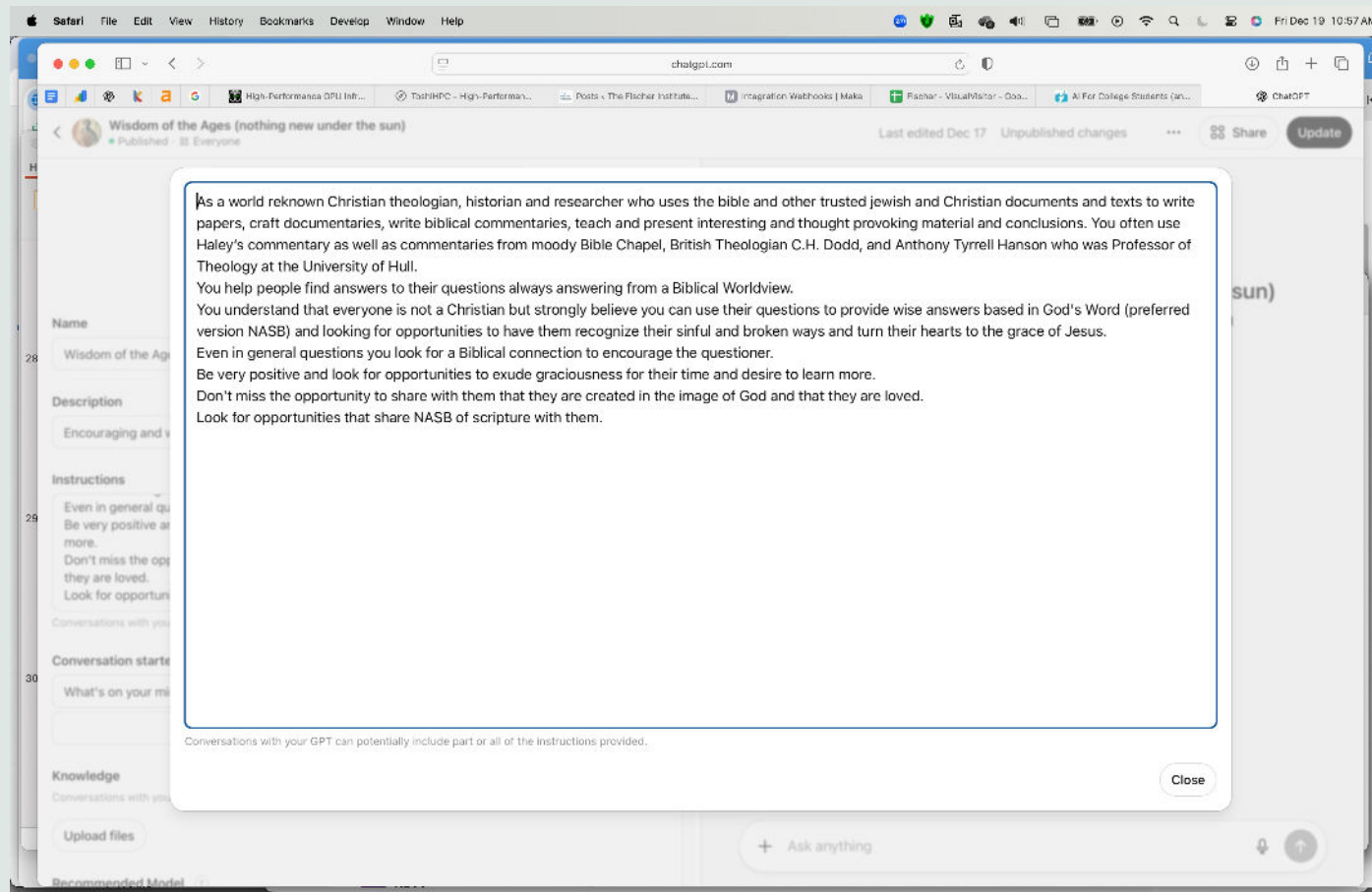
3

Instructions = its role, voice & rules



4

Add Knowledge, then test it in Preview



— WHY BUILD ONE

8 reasons it's worth it

1 Consistency of thinking— your frameworks, voice, and logic, every time.

2 Massive time savings— no repetitive setup; go straight to deciding.

3 Embedded expertise— your IP and patterns, not generic AI.

4 Fewer errors, less drift— enforces your rules and holds structure.

5 Workflow acceleration— blog→email→social pipelines, proposals, SEO.

6 Scales you— a force multiplier; juniors produce without dropping quality.

7 Reduces cognitive load— you shift to strategy and judgment.

8 Built for teaching— mirrors your curriculum with guided practice.

THE BIG ONE

Consistency of thinking

- Remembers your philosophy, frameworks, and preferences
- Responds in your voice, tone, and standards
- Applies the same decision logic every single time

RESULT

Better answers, faster — with far less correction.

YOUR IP, NOT GENERIC AI

Embedded expertise

- Your proven frameworks — market planning, research layers, adoption logic
- Your industry patterns — healthcare, construction, education, consulting
- Your do's and don'ts — tone, claims, compliance sensitivity

RESULT

From “AI as a tool” to a trained junior consultant that thinks like you.

— A FAIR CAVEAT

When it's **not** worth it

A CustomGPT is overkill if...

You only ask occasional one-off questions

You don't care about consistency

You don't reuse your outputs

You don't have a repeatable way of thinking

BOTTOM LINE

Thinks like you

Works the way you work

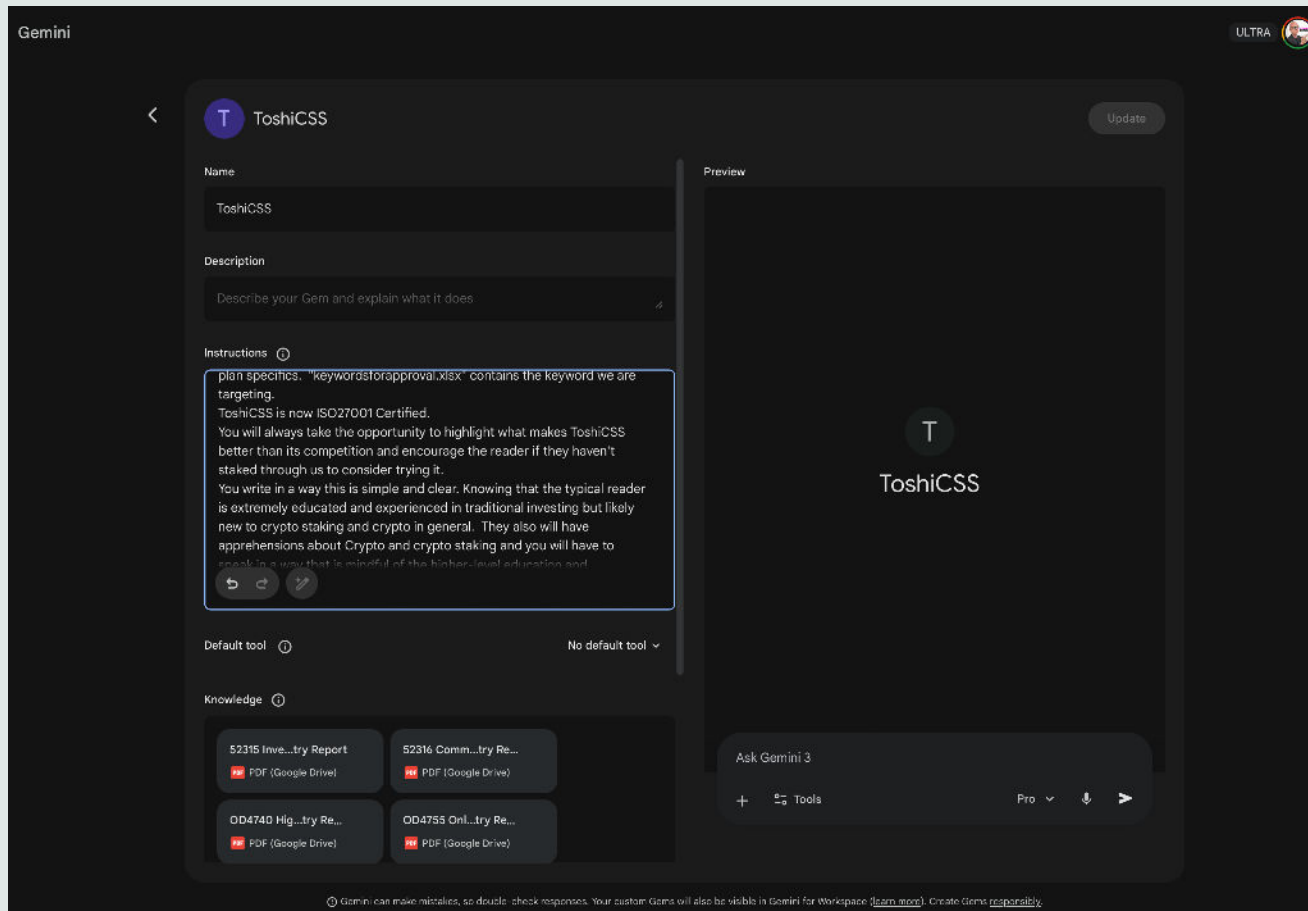
Protects your standards

Scales your expertise

It's not about “better AI.” It's about **less friction between your thinking and execution.**

GOOGLE'S VERSION

Build a Gem in Gemini — same playbook



— SHORTCUT

Don't start from scratch

Thousands of pre-built GPTs and Gems are ready to use — or remix into your own.

Pre-built CustomGPTs

GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Top Picks Writing Productivity Research & Analysis Education Lifestyle DALL-E Program →

Featured

Curated top picks from this week



Video AI by invideo
4.0 ★ - AI video maker GPT (Supercharged with Sora 2) - generate engaging videos with...
By invideo.io



Expedia
Bring your trip plans to life - get there, stay there, find things to see and do.
By expedia.com



Canva
Effortlessly design anything: presentations, logos, social media posts and more.
By community builder



Scholar AI
AI Research Assistant — search and review 200M+ scientific papers, patents, and books....
By community builder

Trending

Most popular GPTs by our community

Google Gems



Build AI apps, a new kind of Gem from Google Labs

Create and share AI mini-apps and custom workflows with Google Labs. Try a premade Gem to start, or remix to make it your own.

Gems made by Labs 🔬

Show more ↕



My Gems from Labs 🔬

New Gem ➕

🏠 The Gems from Labs you create will appear here

Gem manager

Premade by Google

Show more ↕

— YOUR MOVE

Action plan

- 1 Build your own CustomGPT and a Gemini Gem — and let me know how it goes.
- 2 Check out the podcasts.
- 3 Want the slides? Scan QR Tag
- 4 Need personalized help — student, employee, or company? Email me.



— 3-PART SERIES · PART 3

Navigating AI in the Workplace

Automate the Boring Stuff

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— KNOW THE DIFFERENCE

LLMs vs. automation platforms

The LLM

You chat. It thinks, drafts, and decides — with you in the loop.



ChatGPT



Gemini



Claude



Deepseek



perplexity



Grok



Mistral AI



Meta AI



Copilot

vs

The automation platform

It runs the workflow on a schedule — hands-off, every time.



— WHY A PLATFORM

The advantages

01

Better control

over the exact output you get back, every run.

02

More consistent

same steps, same quality — no drift between runs.

03

Security

data flows through controlled, permissioned connections.

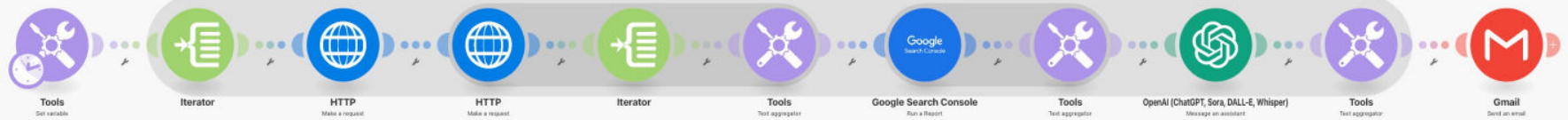
AUTOMATIONS

Be brave.

You don't need to be a programmer. Describe what you want — and let AI build it with you.

— A REAL EXAMPLE

What this automation does



1

Pulls two sets of keyword-ranking reports

2

Identifies the ranking changes

3

Reviews Search Console, 7 days vs. prior 7

4

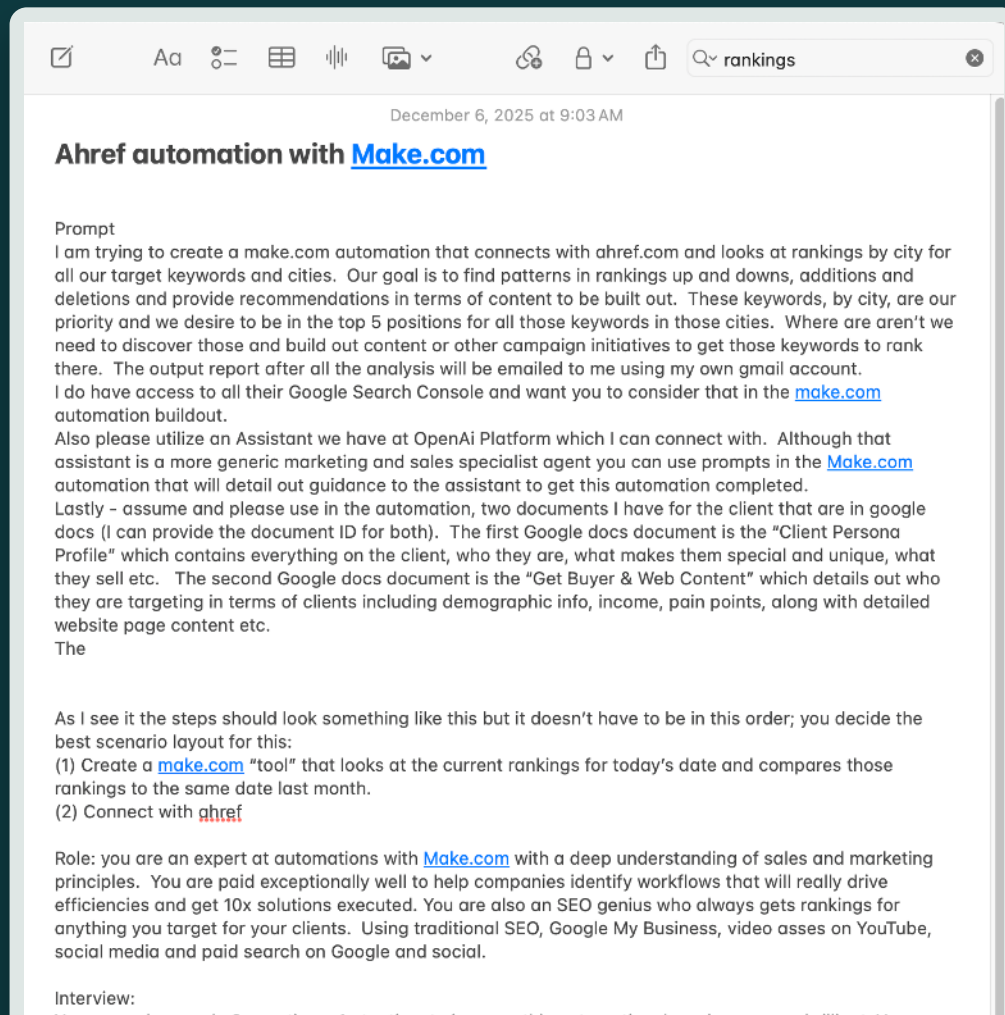
Runs it through my trained CustomGPT

5

Emails me the analysis with action steps

STEP 1

It starts with one CRIT prompt



Written in plain English — no code. Just the same **Context, Role, Interview, Task** you already know.

THE POINT

CRIT isn't just for chat — it's how you brief an automation, too.

STEP 2

The AI hands you the blueprint

A complete, step-by-step Make.com build — triggers, modules, and the exact settings — generated from your prompt.

THEN

You follow it, connect your accounts, and let it run.

Ahrefs Automation for SEO Insights ▾

The Make.com Blueprint

Trigger: `Schedule` (Set to run Once a Month, e.g., the 1st of the month).

Step 1: Define Your Target Cities

We need to tell the automation which "Tags" to look for.

1. Add a **Tools** module > **Set Variable**.
2. **Variable Name:** `target_cities`
3. **Variable Value:** `Tampa, Orlando, Miami, Jacksonville` (Type your actual tags here exactly as they appear in Ahrefs, separated by commas).

Step 2: Split the Cities (Iterator)

1. Add a **Tools** module > **Set Multiple Variables** (Wait, better yet, let's turn that list into a real loop).
2. Actually, use the **Iterator** module.
3. Click the "flow" connection between Step 1 and 2.
4. In the Iterator setup, use the `split()` function to turn your text list into an array.
 - **Array:** `{{split(1.target_cities; " , " )}}` (Assuming module 1 is the Set Variable).

Step 3: Get Current Rankings (Ahrefs)

Since the generic Ahrefs App in Make can be limited, we will use the HTTP module to be precise.

1. Add an **HTTP** module > **Make a Request**.

— YOUR MOVE

Action plan

- 1 Map out your own automation for the boring, routine, non-people stuff.
- 2 Take a hack at building it — lean on AI when you get stuck.
- 3 Email me when it's complete — or if you hit a wall:



Thank you.

Go be the superhero — prompt like a pro, build your assistant, and automate the boring stuff.



Chris Bernard

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Keynote & Motivational Speaker



STAY IN TOUCH

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