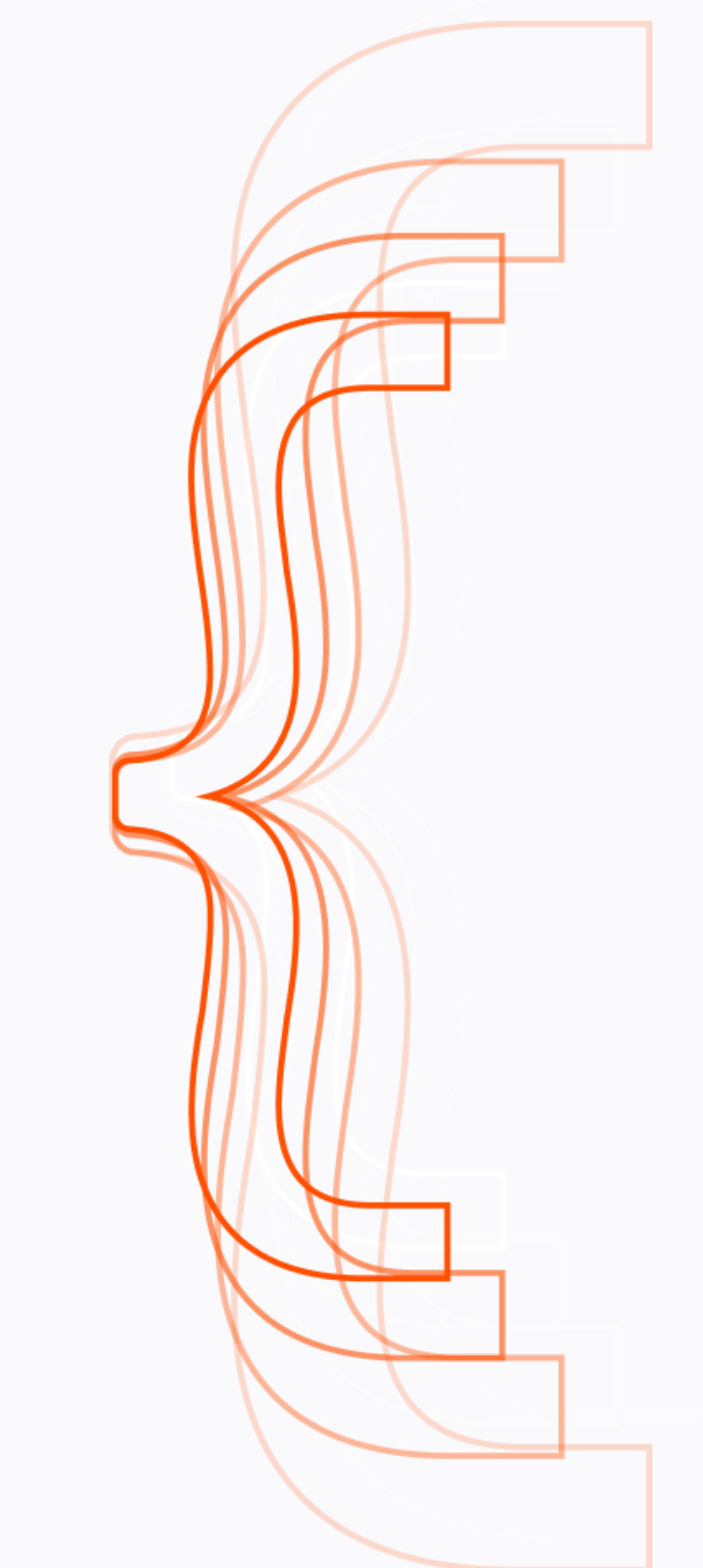




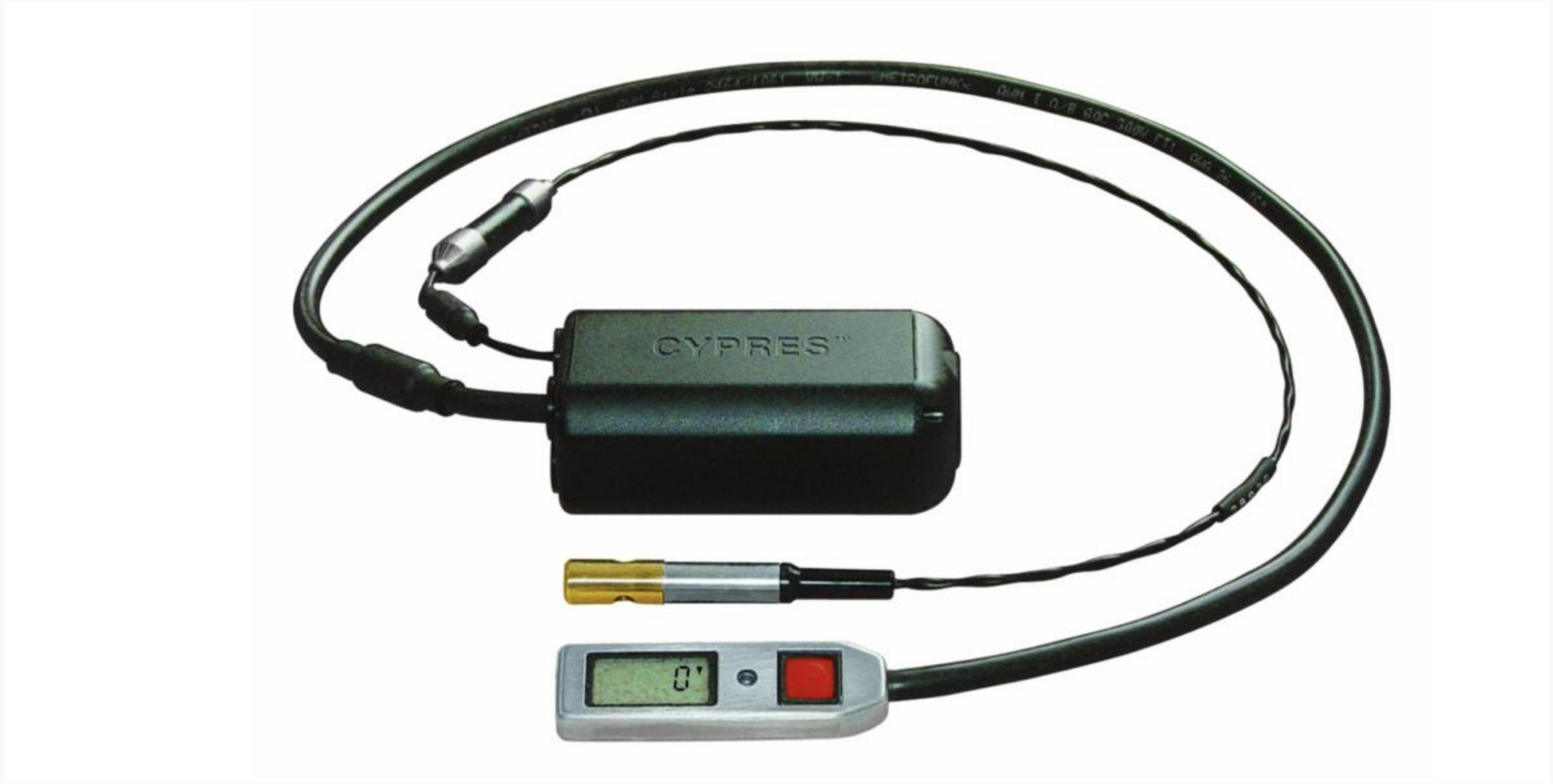
# From Prompts to Decisions: Building AI-Powered Intelligence Briefs

**#AIEngage**

**Brian Piper**











# We Don't Lack Data. We Lack the Right Questions.





# Brian Piper

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You have the institutional knowledge  
and expertise.

## Dashboard Overload

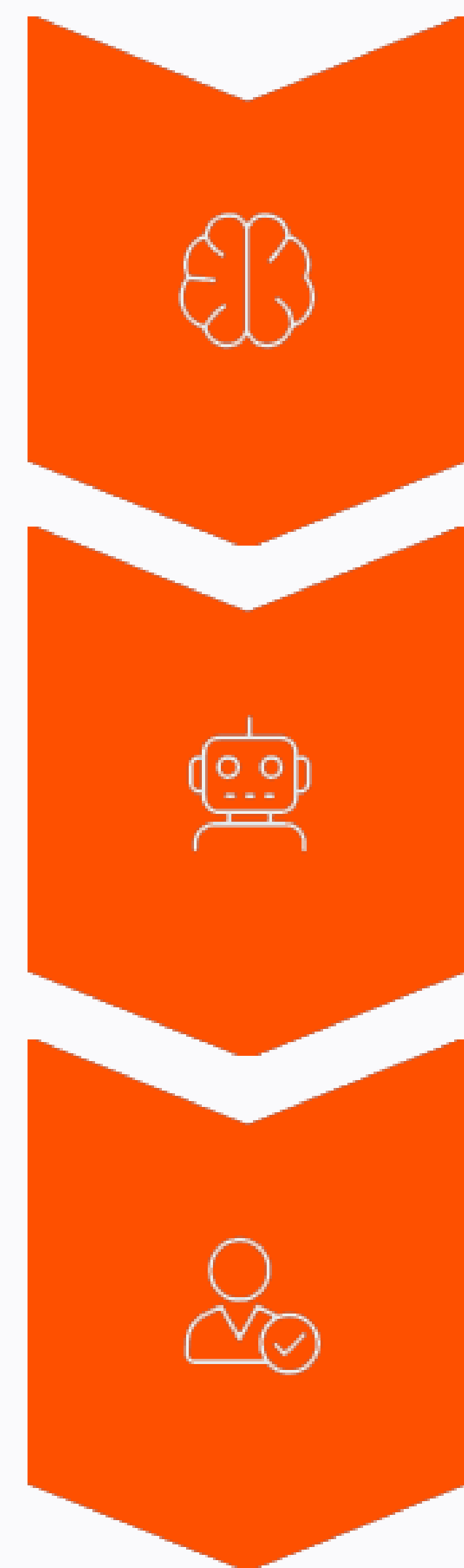




# The Reframe: Your Expertise Is the Engine



# H-I-L Sandwich



Your Expertise

AI Scales and Augments

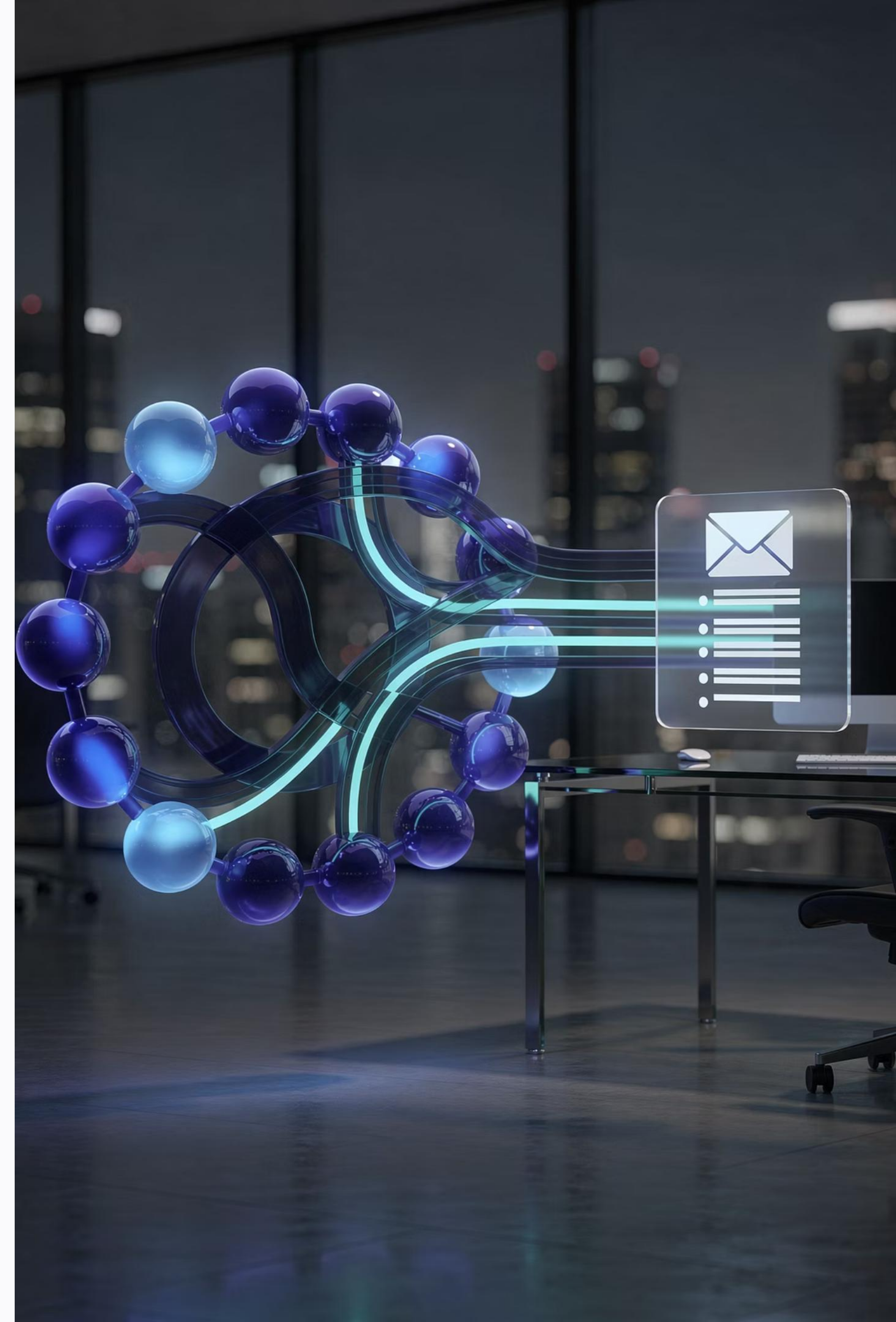
Your Judgment





# **Layer 1: The Custom GPT, Gem, or Project**

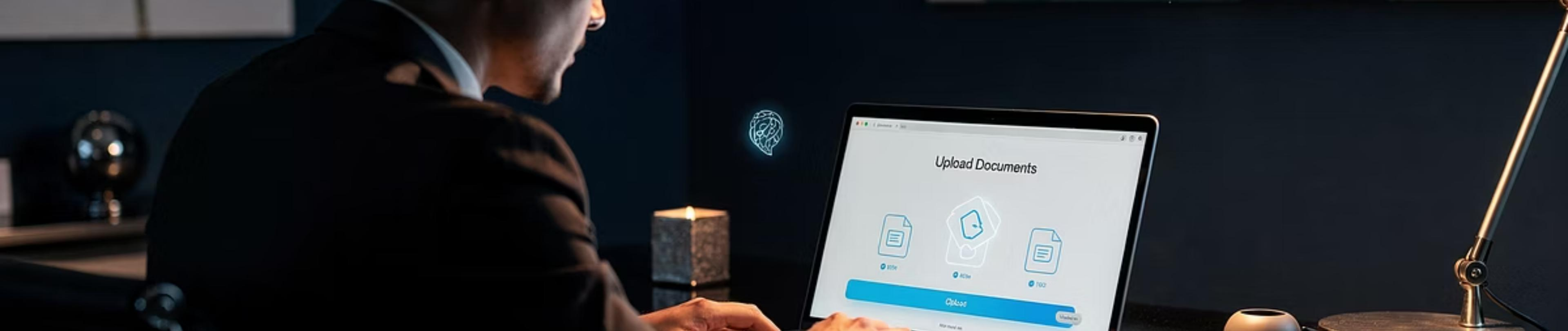
# Layer 2: The Automated Report





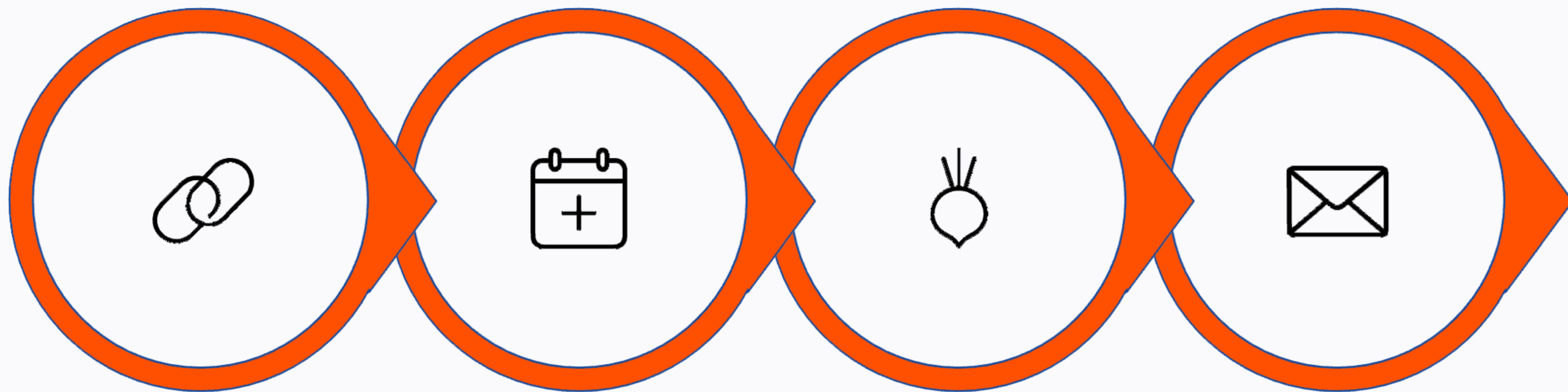
# Layer 3: Data-Infused Persona





**Start: Custom GPT, Gem or Claude Project**

# Then: Automate the Delivery



Connect API

Set Trigger

Route to GPT

Deliver

# Advanced: Data-Infused Persona Feedback Loops



Pressure-Test  
Content



Ask the  
Persona



Always  
Available



# Live Example: The Feedback Loop in Action

What new content do we create?

Gather data

Build custom GPTs – analyzer, persona

Automate workflow and report

# Your Action Plan: Start This Week

- Three questions
- Create prompt
- Build GPT, Gem, or Project
  - Set up automated data pull





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