

Choose Your AI Adventure!



Welcome!

Connect. Learn. Inspire.



Brian Piper

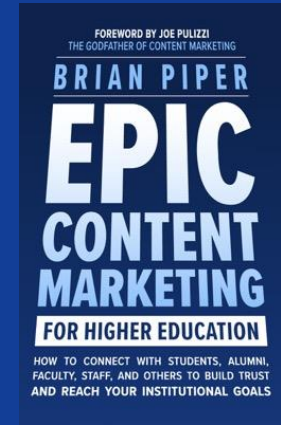
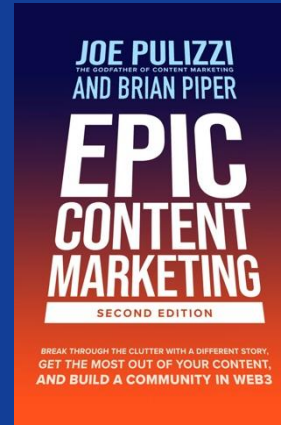
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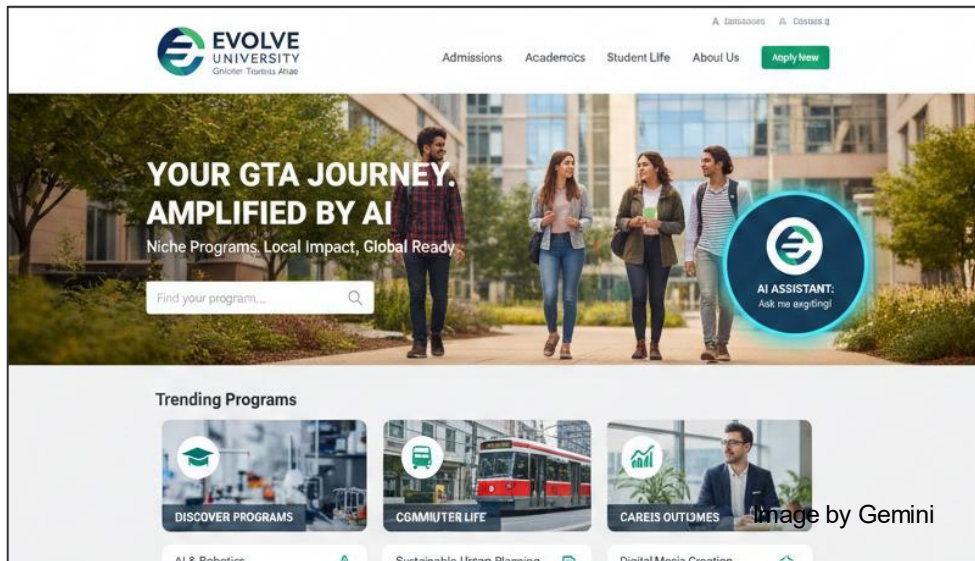
<https://www.linkedin.com/in/brianwpiper/>



Most AI demos show you one tool doing one thing.

Meet Evolve University

- **Type:** Mid-sized public university, 10,000 students
- **Location:** Greater Toronto Area, Ontario
- **Known for:** Applied programs in business, engineering tech, health sciences, digital media
- **AI status:** A few enthusiasts experimenting on their own. No institutional strategy yet.
- **Brand voice:** Approachable, forward-thinking, practical



What should Evolve U tackle?

A: New Program Launch — Roll out an AI for Business certificate

B: AI Committee Pitch — Convince leadership to coordinate AI across Marcom

SCENARIO A

New Program Launch

The Challenge: Launch a New Certificate

- Evolve U is rolling out a certificate in AI for Business
- The Dean is the champion, but the Provost needs data to approve
- Marketing needs messaging. Admissions needs pipeline content.
- **We need to build:** Market research, competitive positioning, a landing page or internal pitch




Phase 1: Understanding — Problems GPT




- Before we build anything, we need to understand the problem and goal
- It's always good to come up with your ideas, and then collaborate with AI to make sure you're considering all the possibilities.
- There's a public custom GPT that I use for this, Problems GPT from SmarterX.ai.
- For this, I like to use Advanced Voice Mode.
- I'll use Wispr Flow to enter the prompt.



Problems GPT — Program Launch




ProblemsGPT by SmarterX Auto ▼ Note: The creator recommends GPT-5.2. You are using GPT-5.3. ↑ Share ⋮



"Evolve University is a mid-sized public university in the greater Toronto area. We're rolling out a brand new certificate in AI for business. We know we need to research the market, figure out the positioning, and create the content to launch it. What other factors do we need to consider?"

00:17






Absolutely, rolling out a new certificate program like "AI for Business" is a great initiative, and you're on the right track thinking about market research, positioning, and content creation. But let's consider a few other factors that will help ensure the program's success.


One big factor is understanding the competitive landscape. For example, you might want to look at how other institutions are structuring similar programs and what unique value your certificate can offer. Are there particular industries in the Greater Toronto Area that are underserved by AI education programs? That could be a niche to explore.

Another factor is accreditation and recognition. Think about what partnerships or endorsements might

↓

+ Ask anything   

↻ New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.



Phase 2: Research — Gemini Deep Research

- Before we build anything, we need to understand the landscape
- What programs like this already exist? What's the demand?
- Gemini's superpower: synthesizing massive amounts of web data into structured briefs.



Gemini Deep Research Output — Program Launch

The screenshot displays the Gemini AI interface. On the left, a sidebar contains a menu icon, a Gemini logo, and a 'Start research' button. The main chat area shows a message from Gemini: 'I've completed your research. Feel free to ask me follow-up questions or request changes.' Below this is a research card titled 'AI Certificate Feasibility and Curriculum Development' dated 'Mar 2, 10:48 PM'. At the bottom of the chat is a search input field with the text 'What do you want to research?' and a 'Fast' dropdown menu. A disclaimer at the bottom reads 'Gemini is AI and can make mistakes.'

DR-EU-AI Certificate Feasibility and Curriculum

AI Certificate Feasibility and Curriculum... Contents Share & Export Create X

Strategic Feasibility Study: Evolve University's Graduate Certificate in No-Code AI for Business

The global economic landscape in 2025 is defined by a profound transition from experimental artificial intelligence to the era of operationalized, autonomous systems. As generative AI matures, the emergence of agentic AI—systems capable of independent reasoning, planning, and execution—promises to unlock between \$2.6 trillion and \$4.4 trillion in annual value. Within this macroeconomic shift, the Greater Toronto Area (GTA) has solidified its position as a primary global nexus for AI development and adoption, yet a critical capability gap persists. While technical talent in the region is abundant, there is a systemic shortage of business leaders who possess the "Strategic AI" fluency required to move projects from pilot phases into production environments where they can deliver measurable Earnings Before Interest and Taxes (EBIT) impact.

Evolve University's proposed \$5,000 No-Code AI for Business Graduate Certificate seeks to address this specific deficit. Unlike traditional master's programs that require significant financial and time investments, or low-cost micro-credentials that focus on

THE HANDOFF

Gemini → Custom GPT

Gemini did what it's best at — broad research synthesis. Now we take that output and feed it into a tool built for strategy.

Phase 3: Strategy — Custom GPT

- The “EU Program Launch Strategist” GPT is built for this exact task
- It takes raw research and produces: audience personas, competitive positioning, messaging framework
- The GPT has Evolve U’s context baked into its instructions
- Watch the handoff — Gemini’s output becomes ChatGPT’s input



Custom GPT Output — Program Launch Strategy

The screenshot shows a ChatGPT interface with a custom GPT named 'ChatGPT Auto'. The main content area displays a system prompt and a user request. The system prompt is: "You are a content marketing expert with a deep understanding of target audiences and personas." The user request is: "I'm going to ask you to create an ideal persona for a prospective undergraduate student for Evolve University, a mid-sized public university in the Greater Toronto Area. Include information on their priority initiatives (what are 5-10 things they spend their time, money, thoughts on), success factors (what 5-10 things would indicate success for them in their education and life), perceived barriers (what things would keep them from attending the university), decision criteria (what are the main factors in their final choice), and decision process/journey (what steps do they go through, what questions do they ask, and what content do they consume on their decision process). Please create the persona in canvas view." Below the text, there are icons for copy and edit. A card below the text contains the title "Evolve University Undergrad Persona", a dropdown arrow, and the actions "Copy", "Edit", and "Download". At the bottom, there is a text input field with a plus icon, the placeholder text "Ask anything", a microphone icon, and a send button. A small profile picture of a person is visible in the bottom left corner. At the very bottom of the interface, a disclaimer reads: "ChatGPT is AI and can make mistakes. Check important info."

ChatGPT Auto ▾ Share ...

You are a content marketing expert with a deep understanding of target audiences and personas.

I'm going to ask you to create an ideal persona for a prospective undergraduate student for Evolve University, a mid-sized public university in the Greater Toronto Area. Include information on their priority initiatives (what are 5-10 things they spend their time, money, thoughts on), success factors (what 5-10 things would indicate success for them in their education and life), perceived barriers (what things would keep them from attending the university), decision criteria (what are the main factors in their final choice), and decision process/journey (what steps do they go through, what questions do they ask, and what content do they consume on their decision process). Please create the persona in canvas view.


Copy Edit Download

Evolve University Undergrad Persona ▾


+ Ask anything 🎤 ➤

ChatGPT is AI and can make mistakes. Check important info.

Custom GPT Output — Program Launch Strategy

<  **Maya Singh - Evolve U Prospective Undergrad** Live · Only me ... Share Update

Create Configure



Name

Description

Instructions

```
# Persona: Prospective Undergraduate Student for Evolve University (GTA)


## Basic Profile

***Name:** Maya Singh (Representative Persona)
***Age:** 17-18
```

Conversations with your GPT can potentially include part or all of the instructions provided.



Conversation starters

Preview Model Auto

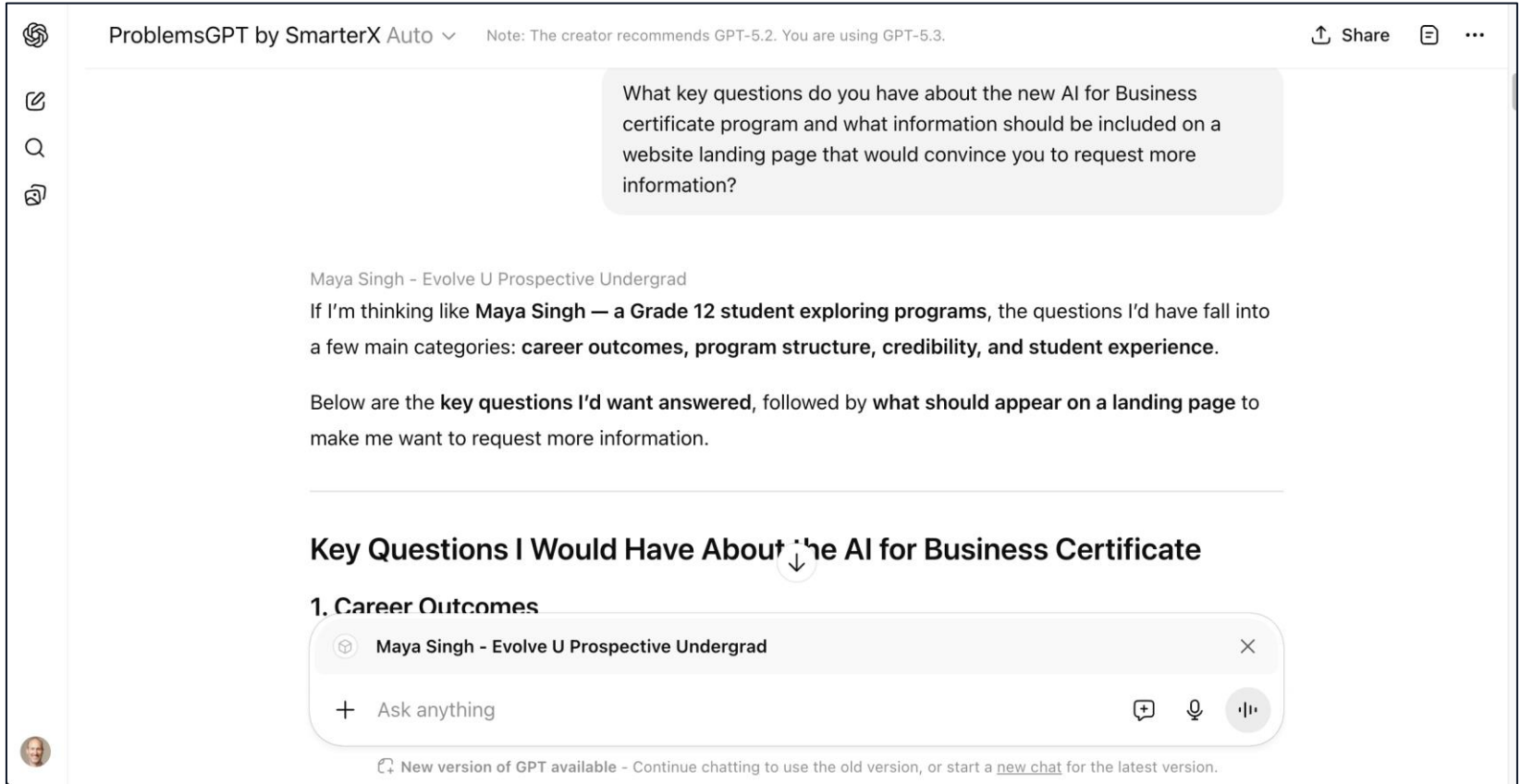


Maya Singh - Evolve U Prospective Undergrad

This is a persona for a potential undergraduate student interested in attending Evolve University.

Custom GPT Output — Program Launch Strategy



ProblemsGPT by SmarterX Auto ▼ Note: The creator recommends GPT-5.2. You are using GPT-5.3. ↑ Share 📄 ⋮

What key questions do you have about the new AI for Business certificate program and what information should be included on a website landing page that would convince you to request more information?

Maya Singh - Evolve U Prospective Undergrad

If I'm thinking like **Maya Singh — a Grade 12 student exploring programs**, the questions I'd have fall into a few main categories: **career outcomes, program structure, credibility, and student experience**.

Below are the **key questions I'd want answered**, followed by **what should appear on a landing page** to make me want to request more information.

Key Questions I Would Have About the AI for Business Certificate

1. Career Outcomes

Maya Singh - Evolve U Prospective Undergrad ×

+ Ask anything 🗨️ 🎤 🔊

[↻ New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version.](#)

Custom GPT Output — Program Launch Strategy

The screenshot displays a custom GPT interface for 'ProblemsGPT by SmarterX Auto'. At the top, it indicates the model being used is GPT-5.3, with a note that the creator recommends GPT-5.2. A 'Share' button is visible in the top right corner. Below the header, there is a button that says 'create copy for a landing page in canvas view'. The main content area shows a preview of a landing page titled 'Ai Business Certificate Landing Page'. The page includes a main heading 'AI for Business Certificate', a 'Hero Section' with a headline 'Master AI Skills That Modern Businesses Need', a subheadline 'Gain practical experience using artificial intelligence to solve real business problems. Build in-demand skills in data, automation, and AI strategy.', and a call to action 'CTA: Request Program Information'. The interface also features a search bar at the bottom with the text 'Ask anything' and a notification at the bottom stating 'New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version.'

ProblemsGPT by SmarterX Auto ▼ Note: The creator recommends GPT-5.2. You are using GPT-5.3. ↑ Share ☰ ⋮

create copy for a landing page in canvas view

Ai Business Certificate Landing Page Copy Edit Download

AI for Business Certificate

Hero Section

Headline: Master AI Skills That Modern Businesses Need

Subheadline: Gain practical experience using artificial intelligence to solve real business problems.
Build in-demand skills in data, automation, and AI strategy.

CTA: Request Program Information

+ Ask anything 🗨️ 🎤 🔊

[↻](#) New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

Phase 4: Activate — Claude Project

- The “Evolve University” Project is the next step
- It can create a variety of outputs, emails, landing pages, presentations, etc.
- The Project has the same Evolve U knowledge blocks (and more) in its resources
- Watch the handoff — Gemini and ChatGPT outputs becomes Claude’s input



Claude Output — Program Launch Strategy

Evolve University / Landing page creation

- job market
- **Lead capture form** — Warm, low-friction, with a success state after submission

Brand alignment:

- EU Navy, Teal, and Green throughout — exact hex codes from the style guide
- Syne (display) + DM Sans (body) — distinctive without being generic
- Canadian English spelling (programme, organisation, colour, etc.)
- Active voice, "you"-first tone, outcome-led copy per the brand voice guide

Eu ai certificate landing
Code · HTML

Download

Reply...

Sonnet 4.6 Extended

Claude is AI and can make mistakes. Please double-check responses.

Eu ai certificate landing · HTML

Copy

Request Info

EVOLVE UNIVERSITY
WHERE KNOWLEDGE MEETS WHAT'S NEXT

GRADUATE CERTIFICATE · 12 WEEKS · NO CODING REQUIRED

Your career in AI starts here — no coding needed.

The GTA's most practical AI for Business certificate. Learn to build, deploy, and lead AI in 12 weeks — while your career keeps moving forward.

Get the Program Guide → *Free. No commitment.*

1,325%

Projected 5-year ROI on your \$5,000 tuition — based on average GTA salary uplift.

Phase 5: Humanate and Validate

- Use your expertise, judgement, and experience to do the final pressure test
- Take responsibility
- Distribute



SCENARIO B

Pitching the AI Committee

The Challenge: Get Leadership Buy-In

- You're the AI enthusiast. You can see the potential.
- But AI adoption across Marketing, Admissions, and Advancement is scattered
- No shared guidelines. No coordination. Leadership hasn't prioritized it.
- **Your goal:** Pitch a cross-functional Marcom AI Committee to your VP and department directors
- **The obstacles:** Skepticism, fear of replacement, turf wars, "we don't have time"

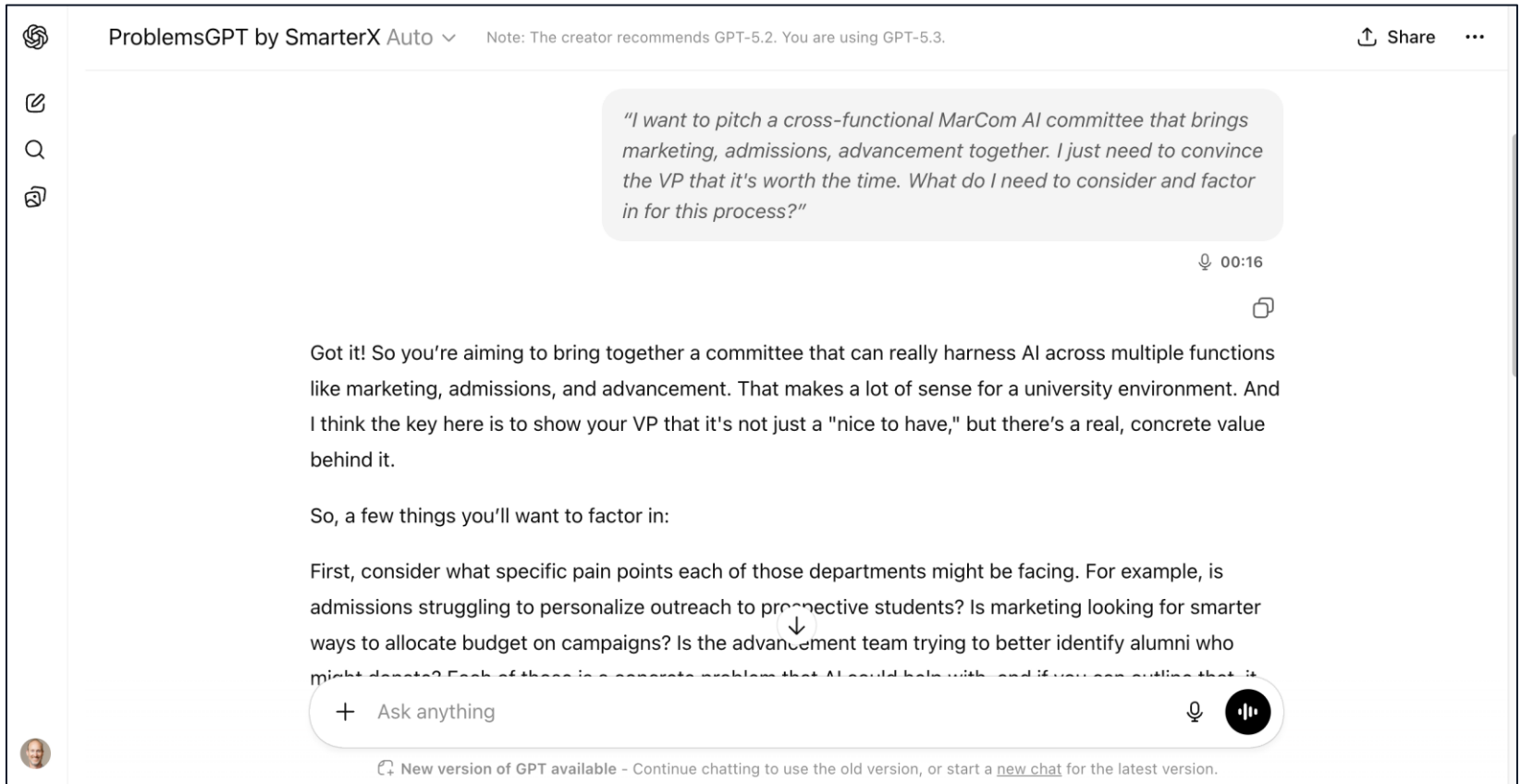


Phase 1: Understanding — Problems GPT

- Before we build anything, we need to understand the problem and goal
- It's always good to come up with your ideas, and then collaborate with AI to make sure you're considering all the possibilities.
- There's a public custom GPT that I use for this, Problems GPT from SmarterX.ai.
- For this, I like to use Advanced Voice Mode.
- I'll use Wispr Flow to enter the prompt.



Problems GPT — AI Committee



The screenshot shows a chat window titled "ProblemsGPT by SmarterX Auto". At the top right, it says "Note: The creator recommends GPT-5.2. You are using GPT-5.3." and "Share". On the left, there are icons for edit, search, and share. The user's question is: "I want to pitch a cross-functional MarCom AI committee that brings marketing, admissions, advancement together. I just need to convince the VP that it's worth the time. What do I need to consider and factor in for this process?". The AI response is: "Got it! So you're aiming to bring together a committee that can really harness AI across multiple functions like marketing, admissions, and advancement. That makes a lot of sense for a university environment. And I think the key here is to show your VP that it's not just a 'nice to have,' but there's a real, concrete value behind it. So, a few things you'll want to factor in: First, consider what specific pain points each of those departments might be facing. For example, is admissions struggling to personalize outreach to prospective students? Is marketing looking for smarter ways to allocate budget on campaigns? Is the advancement team trying to better identify alumni who might donate? Each of these is a concrete problem that AI could help with, and if you can outline that it". At the bottom, there is a text input field with a plus sign and the text "Ask anything", a microphone icon, and a volume icon. A small notification at the bottom says "New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version."

Phase 2: Research — Gemini Deep Research

- Before we walk into that meeting, we need ammunition
- What are peer institutions doing? What's the cost of NOT having a coordinated approach?
- Gemini will find real examples of AI committees, task forces, and working groups at peer schools
- Watch — I'll enter the prompt, then show you the output

Gemini Deep Research Output — AI Committee

The screenshot displays the Gemini AI interface. On the left, a sidebar contains a menu icon, a Gemini logo, and a 'Start research' button. The main chat area shows a message from Gemini: 'I've completed your research. Feel free to ask me follow-up questions or request changes.' Below this is a card for the research report titled 'AI Committee Case Research Brief' dated 'Mar 4, 9:33 PM'. At the bottom, there is a search input field with the text 'What do you want to research?' and a 'Fast' speed setting. A disclaimer at the bottom reads 'Gemini is AI and can make mistakes.'

AI Committee Case Research Brief

Institutional Strategic Framework for Cross-Functional Artificial Intelligence Governance at Evolve University

The emergence of generative artificial intelligence and high-performance machine learning has introduced a period of unprecedented disruption for higher education institutions globally. For a mid-sized public university like Evolve University, situated in the regulatory and competitive landscape of the Greater Toronto Area, the rapid infiltration of these technologies into administrative and academic workflows presents a complex duality of transformative potential and existential risk. As departments such as Marketing, Admissions, and Advancement independently begin to adopt disparate AI solutions—ranging from predictive enrollment modeling to generative content creation—the lack of a centralized, cross-functional governance structure creates significant vulnerabilities. This report provides a comprehensive analysis of institutional AI governance, functional adoption patterns, risk mitigation strategies, and the economic rationale for the establishment of a formal AI Committee.

Institutional Benchmarking: Architectural Models of AI Governance

THE HANDOFF

Gemini → Custom GPT

Research is done. Now we need to turn it into a persuasion strategy.
Different GPT, different purpose — same handoff principle.

Phase 3: Strategy — Custom GPT

- The “EU AI Committee Strategist” GPT is built for internal persuasion
- It takes research and produces: stakeholder profiles, argument framework, objection responses
- It knows who Marcus, Lena, and David are — and what motivates each of them
- Watch the handoff — research becomes strategy becomes a plan to convince your VP

Custom GPT Output — AI Committee Strategy

The screenshot shows a ChatGPT interface with a custom GPT named "ChatGPT Auto". The main content is a text block describing a content marketing expert's task: to create an ideal persona for a Vice President of Marketing at Evolve University, a mid-sized public university in the Greater Toronto Area. The task includes gathering information on priority initiatives, success factors, perceived barriers, decision criteria, and the decision process/journey. The output is presented in a canvas view.

You are a content marketing expert with a deep understanding of target audiences and personas. I'm going to ask you to create an ideal persona for a Vice President of Marketing for Evolve University, a mid-sized public university in the Greater Toronto Area. Include information on their priority initiatives (what are 5-10 things they spend their time, money, thoughts on), success factors (what 5-10 things would indicate success for them in their education and life), perceived barriers (what things would keep them from attending the university), decision criteria (what are the main factors in their final choice), and decision process/journey (what steps do they go through, what questions do they ask, and what content do they consume on their decision process. Please create the persona in canvas view.

Vp Marketing Persona Evolve University Copy Edit Download


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

Persona: Vice President of Marketing – Evolve

+ Ask anything 🎤 ■


ChatGPT is AI and can make mistakes. Check important info.

Custom GPT Output — AI Committee Strategy

<  Alex Chen - VP of Marketing Evolve U
● Live · 👤 Only me

...  Share 

Create **Configure**



Name
Alex Chen - VP of Marketing Evolve U


Description
This is a persona of the Vice President of Marketing for Evolve University.

Instructions
Persona: Vice President of Marketing – Evolve University
Overview
Name: Alex Chen (Representative Persona)



Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Preview Model Auto ▾



Alex Chen - VP of Marketing Evolve U
This is a persona of the Vice President of Marketing for Evolve University.

+ Ask anything  

Custom GPT Output — AI Committee Strategy

ProblemsGPT by SmarterX Auto ▼ Note: The creator recommends GPT-5.2. You are using GPT-5.3. ↑ Share ☰ ⋮

What key questions do you have about this proposal and what information should be included in a presentation that would convince you to approve the request?

Alex Chen - VP of Marketing Evolve U

If I put on my **VP of Marketing hat**, the way I would evaluate your proposal isn't "Is AI interesting?" — it's:

Is this worth leadership time, does it move enrollment/revenue/reputation, and is it low risk to try?

So the questions I'd ask fall into five categories: **Strategic Alignment, Impact, Governance, Resources, and Risk.**

Below are the **exact questions I would want answered** in a presentation if you were pitching this to me.

↓

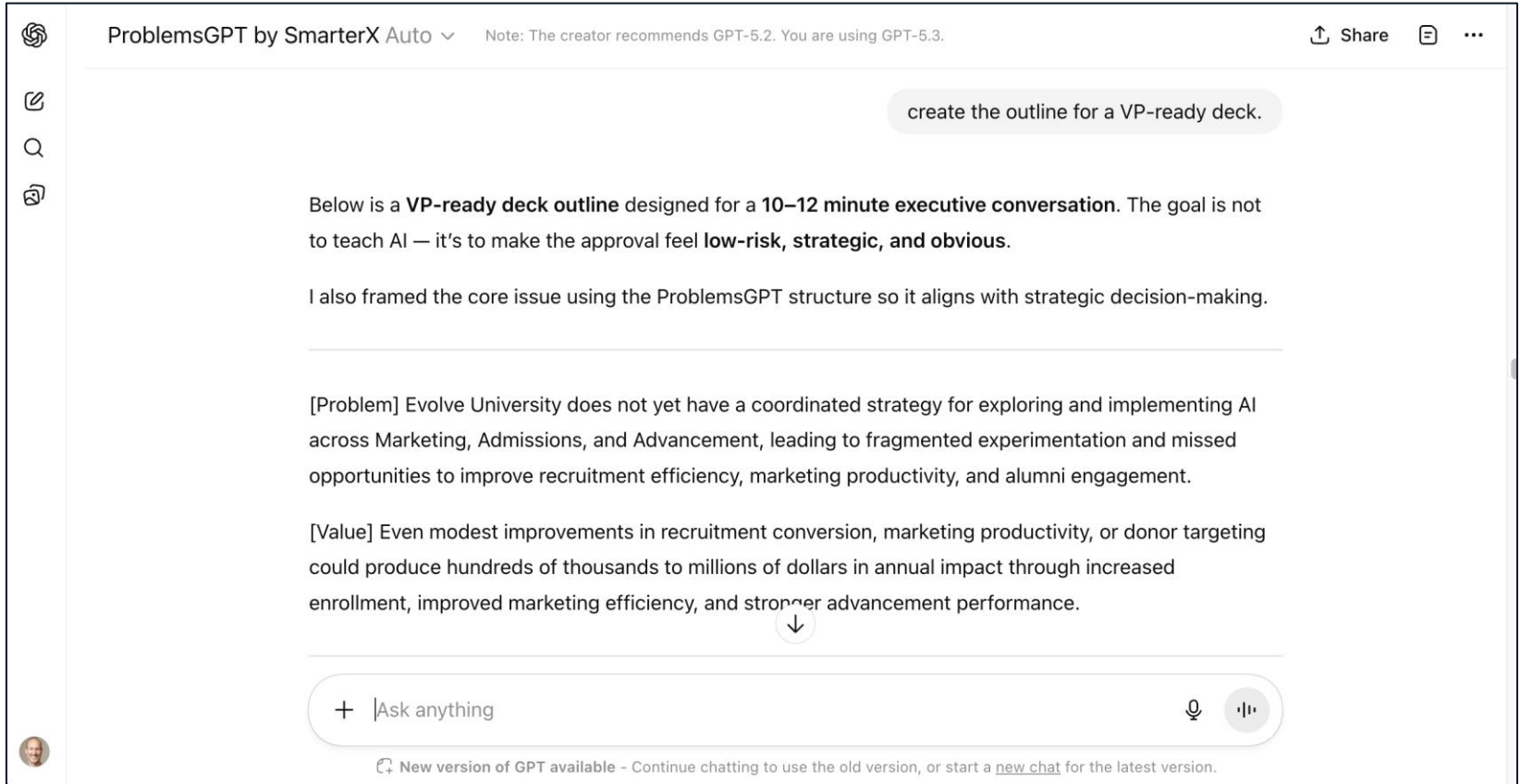
1. **Strategic Alignment**

Alex Chen - VP of Marketing Evolve U ×

+ Ask anything 🎤 🔊

↻ New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

Custom GPT Output — AI Committee Strategy



ProblemsGPT by SmarterX Auto ▼ Note: The creator recommends GPT-5.2. You are using GPT-5.3. ↑ Share 📄 ⋮

create the outline for a VP-ready deck.

Below is a **VP-ready deck outline** designed for a **10–12 minute executive conversation**. The goal is not to teach AI — it's to make the approval feel **low-risk, strategic, and obvious**.

I also framed the core issue using the ProblemsGPT structure so it aligns with strategic decision-making.

[Problem] Evolve University does not yet have a coordinated strategy for exploring and implementing AI across Marketing, Admissions, and Advancement, leading to fragmented experimentation and missed opportunities to improve recruitment efficiency, marketing productivity, and alumni engagement.

[Value] Even modest improvements in recruitment conversion, marketing productivity, or donor targeting could produce hundreds of thousands to millions of dollars in annual impact through increased enrollment, improved marketing efficiency, and stronger advancement performance.

↓

+ Ask anything 🎤 🔊

[↻](#) New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

Phase 4: Landing Page — Claude Project

- Claude Project has Evolve U's brand brief and program details pre-loaded
- We paste in the persona feedback from ChatGPT
- Three tools deep: Gemini's research + ChatGPT's strategy + Claude's writing

Claude — Committee Pitch

The screenshot shows the Claude AI interface for a project named "Evolve University". On the left is a vertical sidebar with icons for home, add project, search, folder, chat, trash, settings, code, and a user profile icon labeled "BP". The main area has a header "← All projects" and "Evolve University" with a description: "This project has the assets and resources for Evolve University." Below this is a text input field with "Reply..." and a plus icon, and a dropdown menu showing "Sonnet 4.6 Extended". A large empty box contains the text: "Start a chat to keep conversations organized and re-use project knowledge." On the right, a "Memory" section shows "Project memory will show here after a few chats." Below it are sections for "Instructions" (Add instructions to tailor Claude's responses) and "Files" (1% of project capacity used, with an "Add files" button). The "Files" section displays three items: "EU_Brand_Voice_Guide.docx" (584 lines), a PDF titled "University's Graduate Certificate in No-Code AI for Business", and another PDF titled "Competitive Institutional Analysis: The CEA Education Market".

Claude Output — Committee Pitch

Evolve University / PowerPoint deck creation from file

based on the attached file, create a powerpoint deck for the presentation

Architected twelve-slide presentation with branded design system >

Now I have everything I need. Let me build the deck using EU's brand colours and a polished VP-ready design.

Validated deck design and prepared professional presentation output >

All 12 slides look clean and on-brand. Let me copy to outputs.

Ran a command, read a file >

Your VP-ready deck is ready — 12 slides built directly from the outline,

Reply...

Sonnet 4.6 Extended

Claude is AI and can make mistakes. Please double-check responses.

Eu marcom ai committee - PPTX

Download

EVOLVE UNIVERSITY

MARKETING, ADMISSIONS & ADVANCEMENT

Exploring AI Opportunities for MarCom

Proposal: Cross-Functional MarCom AI Committee

Evolve University · 2026

Page 1 / 12

Why This Matters Now

AI	Growing	Rising
is reshaping how institutions recruit, market & fundraise	adoption of AI tools across higher education peers	student expectations for personalised engagement

Phase 5: Humanate and Validate

- Use your expertise, judgement, and experience to do the final pressure test
- Take responsibility
- Distribute

Many Tools. 1 Workflow.

You made every decision.

Three Principles

- **Each tool has a superpower:** Gemini researches. ChatGPT structures. Claude creates. Don't ask one tool to do everything.
- **The handoff is where the magic happens:** The output of one tool becomes the input of the next. That's where humans add value — deciding what to pass forward and what to refine.
- **You are the connective tissue:** AI didn't decide what to research, who to target, or what tone to use. You did. Every decision was made by a human. That's the Human-in-the-Loop.



Take This With You

- Download the workflow map, every prompt from today, and a blank template
- Connect with me or DM me on LinkedIn for the deck and resources
- Go deeper on the AI for U podcast
- Connect: brian@brianwpiper.com



The Future



Q&A

What questions do you have?

Thank You

Brian Piper · AlreFlow Solutions · AI for U Podcast