

The Human Approach to AI

Tools + Heart

A practical guide for using AI without losing yourself

AI can save time, help you think, find things you missed, handle busywork, organize information, and do real work inside your business.

The bigger question is simple:

What should AI help with, and where do you still need to show up?

That question runs through this whole guide.

AI can accelerate your business. Only you can create meaning.

Lead with your heart. Finish with your brain.

1. What Is AI?

Here's the short version.

AI learns patterns from huge amounts of data. It uses those patterns to predict what comes next, generate useful responses, and complete increasingly complicated tasks.

It can be incredibly capable.

It still needs your judgment.

AI hasn't run your business. It hasn't served your customers. It doesn't know why your work matters to you unless you tell it. It doesn't know your history, your scars, your instincts, or the thousand little things you've learned along the way.

You bring those.

Lead With Your Heart. Finish With Your Brain.

HEART

Your heart gives the work direction:

- Purpose
- Passion
- Experience
- Perspective
- Meaning

BRAIN

Your brain checks the work:

- Review
- Question
- Verify
- Improve
- Decide

You need both.

2. Watch for Soul Drift

Soul drift usually happens quietly.

You ask AI to write something.

The answer is pretty good.

Next time, you edit a little less.

Eventually, the work sounds polished and professional, but it doesn't sound much like you anymore.

Common signs:

- Your voice becomes generic
- Your expertise starts disappearing
- Your opinions get softened
- Passion gets polished away

- Everything sounds like everyone else

AI Slop Is Bigger Than Bad Writing

We all know the obvious stuff:

“In today’s rapidly changing digital landscape...”

That’s easy to spot.

AI slop can go deeper:

- An idea you don’t believe
- Advice you wouldn’t give
- Empathy you didn’t feel
- Judgment you didn’t exercise
- A decision you didn’t make

Sometimes AI slop sounds really good.

That’s part of the problem.

Quick Gut Check

Before you use something AI created, ask:

Would I actually say this?

Do I believe this?

What did I add that makes this mine?

Where does this still need my judgment?

3. Give AI Something Worth Working With

Generic input usually produces generic work.

Give AI more of the stuff that makes your business yours.

That might include:

- Your business
- Your customers
- Your purpose
- Your expertise
- Your experience
- Your point of view
- Your voice
- Your preferences
- Examples of your work
- Things you never want it to do

You do not need the perfect prompt.

You need useful context.

4. Make AI Interview You

This is one of my favorite ways to use AI for content.

Tell AI what you're trying to create. Then have it interview you one question at a time.

Try this:

Interview me about this one question at a time. Ask follow-up questions when something sounds interesting or needs more detail.

Answer out loud with voice-to-text.

When you speak, you tend to give AI things you would never type into a prompt:

- Stories
- Opinions
- Odd phrases
- Humor
- Emotion
- Real examples
- The way you actually talk

When the interview is done, try this:

Use my answers as the primary source material. Keep my point of view, examples, language, humor, and personality. Help me organize the ideas and tighten the writing.

That gives AI better raw material to work with.

5. Teach It Once

Give Your AI Some Context About You

You don't need to explain your business every time you open a new chat.

Most major AI platforms give you some way to save instructions, files, examples, preferences, or background information.

Depending on the platform and your account, you might use:

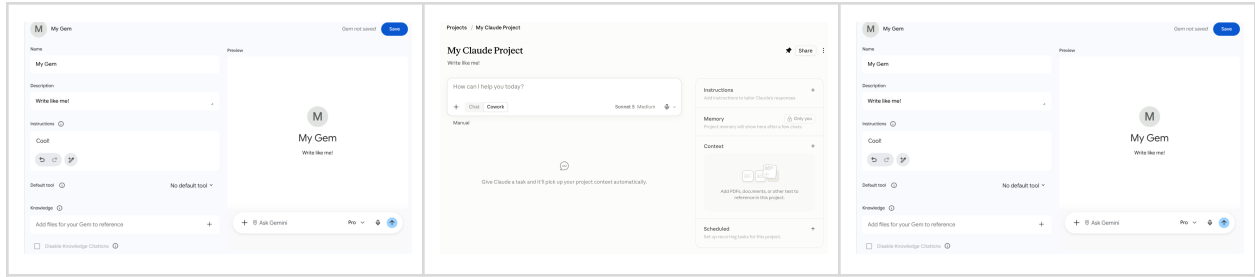
- A Custom GPT or Plugin in ChatGPT
- A Claude Project
- A Gemini Gem
- Project instructions
- Knowledge files
- Reusable workflows

The names will keep changing.

Apparently naming things is one of the few jobs AI hasn't taken over yet.

The useful idea is simple:

Create a place where AI already knows you.



What Should It Know?

Consider giving it:

- What your business does
- Who you serve
- Your experience
- Your expertise
- Your goals
- Your voice
- Your values
- Examples of good work
- Examples of bad work
- Your preferences
- Your guardrails

If you use AI for the same kind of work over and over, this can save a lot of time.

A Note About Custom GPTs

OpenAI's tools keep changing.

Existing Custom GPTs may still be useful depending on your account or workspace. Newer reusable workflows may use Plugins or other connected tools.

Don't get too hung up on the label.

Build a place where your AI has the context it needs.

6. Create Your AI Ethos

An ethos gives AI a better sense of how you want to work.

It helps capture the things you care about that may never show up in a normal prompt.

Workbook: Start Your Ethos

What do you care deeply about in your work?

Why does your business matter to you?

What do your customers deserve from you?

What won't you compromise just to save time?

How should people feel after working with you?

What do you believe about the work you do?

What should AI always remember when helping you?

What must stay human?

Turn Your Answers Into an Ethos

Give those answers to AI and try:

Turn these answers into a short working ethos for my AI. Write practical guidance that helps you understand my purpose, values, priorities, voice, and the places where my judgment needs to stay involved. Show me the draft and interview me one question at a time about anything that needs more detail.

Hint: Copy/paste those questions into your AI first, and ask it to present them to you one at a time.

Read the result.

Change what feels wrong.

Add what's missing.

It's yours.

7. AI Gets More Interesting When It Can See Your Stuff

Most people start with AI in a chat window.

That's useful.

It gets much more useful when it can work with the places where your business already lives.

That may include:

- Email
- Calendar
- Files
- Accounting
- Meeting transcripts
- CRM data
- Spreadsheets
- Project systems

Look for Connections, Apps, Plugins, and Connectors

Different platforms use different names.

You may see:

- Connected apps
- Plugins
- Connectors
- Integrations
- Tools

These let AI work with information that already exists inside your business.

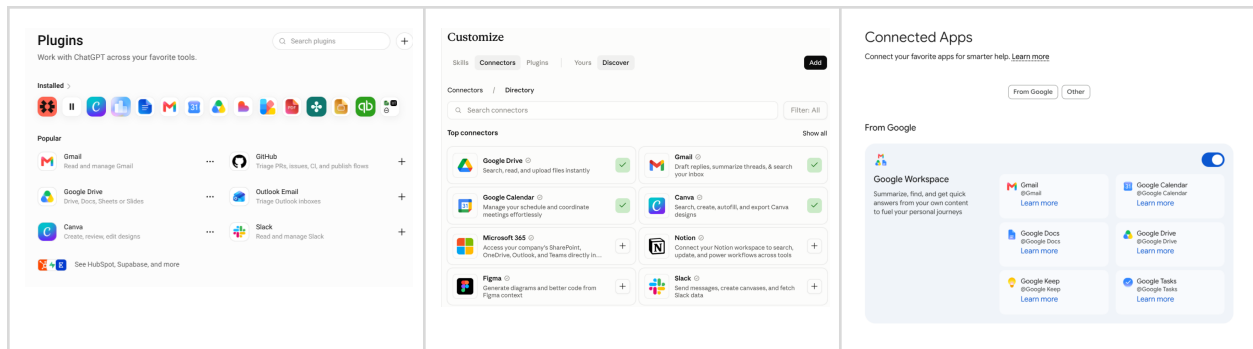
Here's a simple example.

You could ask:

Review my meeting notes and email history with this person. Tell me what we agreed to, what I promised, what they promised, and draft the follow-up.

Now AI has the conversation, the history, and the task.

That gives it something useful to work with.



A Word About Access

Know what you're connecting.

Before AI gets access to business systems, check:

- What it can access
- What actions it can take
- Which account you connected
- Your privacy settings
- Client confidentiality
- Sensitive information
- Any rules your business needs to follow

And yes, read the email before it goes out.

Please.

8. Could AI Be Doing This?

This is a useful question to start asking during the day:

Could AI be doing this?

You'll start noticing work you never thought to hand off.

9. Example: Chase the Stuff People Promised Me

I was working on a project where several people on a client's team had promised to send me documents.

Normally, I would have had to:

- Go back through meeting transcripts
- Search through email
- Figure out who promised what
- Write the follow-up emails
- Build a spreadsheet
- Track what came in
- Keep updating the spreadsheet

So I gave the job to AI.

The workflow looked something like this:

Meeting notes + email

↓

Figure out who promised what

↓

Organize the documents by person

↓

Create the follow-ups

↓

Build the tracking spreadsheet



Watch incoming email



Update the tracker

Could I have done all that myself?

Sure.

I wouldn't have.

That's the point.

10. Example: Go Find the Money I Forgot About

I also asked AI to look through my own business.

I had it review:

- My sales history (Quickbooks)
- My calendar (Google Calendar)
- My email (Gmail)
- Old conversations (Local context)

Then I asked:

What did I forget?

And:

Who else can I help?

I wanted it to find things like:

- Opportunities that stalled
- Conversations that went nowhere
- Prospects I forgot to follow up with

- Previous customers I hadn't talked with lately
- People who might need another service

The useful information was already there.

I just wasn't looking at all of it at once.

Your business already contains clues you're too busy to notice.

Try It Yourself

If your AI can work with your business systems, try:

Review my sales activity for the past year along with the calendar, email, and conversation history I've provided. Help me find:

- 1. Opportunities I may have lost, forgotten, or failed to follow up on.**
- 2. People I've already talked with who may benefit from another service I offer.**

Explain what led you to each suggestion. Wait for me to review the opportunities before drafting outreach.

If your AI can't connect directly to those systems, export or upload the information you're comfortable sharing.

11. Other Stuff I Hand to AI

Build the PowerPoint

Give AI:

- Your notes
- Previous presentations
- Source material
- Audience
- Goal
- Desired flow

- Visual direction

AI can do a lot of the assembly.

You decide what belongs in the presentation.

Draft the Proposal

Give AI:

- Sales meeting transcripts
- Your notes
- Related emails
- Your services
- Previous proposal examples

Before it writes the proposal, ask it to pull out:

- Customer needs
- Desired outcomes
- Problems discussed
- Concerns
- Language the customer used
- Possible scope
- Questions that still need answers

That gives you a much better starting point.

Prep for a Meeting

Ask AI to review:

- Previous meeting notes
- Emails
- Calendar information
- Public information about the organization
- Relevant current news
- Website information

Then ask:

What do I need to know before I walk into this meeting?

Have it identify:

- What you already discussed
- What was promised
- What matters to this person
- Open questions
- Recent developments
- Things they already told you once

That last one matters.

Nobody enjoys explaining the same thing to you twice.

Research Before You Walk In

AI can also help you learn about a company, person, issue, or industry before a conversation.

Ask it to label:

- Information from your own notes
- Information from outside research
- Its own inferences

That makes the answer easier to trust and easier to check.

Remember What You Forgot

AI is especially useful when the problem is:

“I know that information exists somewhere...”

Email, calendars, transcripts, notes, files, and connected tools can help pull the pieces together.

Not prompts. Actual work.

12. And It Can Keep Working

Agents, Scheduled Tasks, and Multi-Step Work

Chat is only one way to use AI.

Some tools can now take on larger jobs that involve several steps, files, tools, or sources of information.

Depending on the platform and account, AI may be able to:

- Handle multi-step work
- Run scheduled tasks
- Monitor for changes
- Work across connected tools
- Research
- Create documents
- Build spreadsheets
- Create presentations
- Navigate websites
- Keep working after the first prompt

Two examples you may hear about are ChatGPT Work and Claude Cowork.

ChatGPT Work

ChatGPT Work can take on larger tasks, gather information, work across files and tools, complete several steps, and produce something you can review.

Claude Cowork

Claude Cowork can work across selected files and tools and handle larger jobs, including scheduled work.

Gemini Spark (coming soon)

The exact features will keep changing.

The useful shift is this:

You can give AI a whole job.

For example:

Keep track of the documents I'm waiting on for this project. Review what I've already given you, maintain the tracker, watch for updates where you have access, and tell me what is still missing.

That starts to feel a lot more like an assistant.

13. What Is Your Time Actually For?

You only get so many hours.

What do you want to spend them on?

Maybe it's:

- Serving customers
- Building relationships
- Solving problems
- Creating
- Thinking
- Selling
- Leading
- Doing the work you're really good at

Now look at the other stuff.

Chasing paperwork.

Searching for old emails.

Updating spreadsheets.

Finding meeting notes.

Remembering who promised what.

That work matters.

It also eats time.

Use AI where it can give some of that time back.

14. Workbook: What Can AI Take Off Your Plate?

Don't make this complicated.

Write down the stuff you actually do.

Step 1: What Fills Your Week?

Think about recurring tasks, administration, preparation, follow-up, research, communication, paperwork, reporting, and all the miscellaneous crap that somehow became your job.

Things I do every day

Things I do every week

Things I do every month

Things I keep forgetting to follow up on

Things that take time and don't need much of my expertise

15. Look at Your Calendar

Pull up a typical week.

Take a screenshot if you're comfortable doing that.

Look at the work around the meetings too.

A one-hour meeting may also create:

- Research
- Preparation
- Finding old notes
- Creating an agenda
- Travel
- Follow-up email
- Updating records
- Creating proposals
- Scheduling next steps

The calendar may only show one hour.

The work around that hour can take two more.

What Happens Before My Meetings?

What Happens After My Meetings?

What Work Is Hiding Between the Meetings?

16. Give It to AI

Upload your list and your calendar screenshot.

Start with:

What can you take off my plate?

Then give it more direction:

Look at the work I do and this example of a typical week. Help me find places where AI could save me time. Include work you could do for me, prepare for me, monitor for me, organize for me, research for me, or remind me about. Ask me questions if you need more context.

Then push it:

Look harder. What am I doing manually that you could do for me, monitor for me, prepare for me, or remind me about?

Then ask:

Which of these still needs my judgment, expertise, creativity, or relationship?

That last question matters.

17. My AI Opportunity List

Work I Do	Could AI Help?	What Could AI Do?	What Still Needs Me?
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

The First Thing I Want to Try

Why Would This Matter?

What Information Would AI Need?

What Systems Would AI Need Access To?

What Still Requires Me?

18. What Still Needs You?

AI can read more information than any of us ever could.

You still bring:

- Your judgment
- Your experience
- Your relationships
- Your sense of humor
- Your point of view

You also know the people you serve.

You know what has worked before.

You know what blew up in your face.

You know what feels right, what feels off, and when something sounds technically correct but completely wrong for the situation.

That stuff matters.

AI has read more books than I ever will.

It still hasn't lived one day of my life.

19. One Last Thing to Think About

Come back to this later.

One Thing I'm Going to Let AI Help With

One Thing I Want to Make Sure Stays Mine

Those two answers tell you a lot about how you want to use AI.

20. A Few Prompts Worth Keeping

Interview Me

I want to create [THING]. Interview me one question at a time so the ideas and raw material come from me. Ask useful follow-up questions when my answer reveals something interesting. Wait until the interview is complete before drafting anything.

Keep My Voice

Use my answers as the primary source material. Keep my point of view, examples, language, humor, and personality. Organize the ideas and tighten the writing without making it sound generic.

Build Better Context

I want to teach you enough about me and my business to help me consistently. Interview me one question at a time about my business, customers, purpose, expertise, experience, voice, values, preferences, and guardrails. When we're finished, organize my answers into reusable instructions I can review and edit.

Build My Ethos

Interview me one question at a time to help define the ethos I want AI to follow when helping with my business. Ask about what I care about, what I believe, what I won't compromise, how I want customers to feel, and what still needs my involvement. Then draft a short practical ethos for my review.

Find Work AI Could Handle

Review this list of work I do. Find things you could do for me, prepare for me, monitor for me, organize for me, research for me, or remind me about. Focus on giving me more time for the work that uses my expertise.

Look Harder

Look harder. What am I doing manually that you could do for me, monitor for me, prepare for me, or remind me about?

Find What Still Needs Me

Which of these still needs my judgment, expertise, creativity, or relationship? Explain why.

Prep Me for a Meeting

Review the information I've provided about this person and organization. Tell me what I should know before the meeting, what we've already discussed, promises or follow-ups that remain open, relevant recent developments, and five useful questions I might ask. Label what comes from my own history, what comes from outside research, and what you are inferring.

Find Forgotten Opportunities

Review the sales, email, calendar, and conversation information I've provided. Find opportunities that may have stalled, conversations that never reached a conclusion, and people I may be able to help with another service. Explain what led you to each suggestion before recommending outreach.

Challenge the Work

Review this critically. Show me where the thinking sounds generic, where my point of view is missing, where I may be accepting an assumption too easily, and where this needs more of my experience or judgment.

21. Resource Links

AI changes fast.

Features move. Product names change. Buttons disappear. Something you learned six months ago may already look different.

Start with the official documentation when you need current instructions.

ChatGPT / OpenAI

ChatGPT Work

[ChatGPT Work - OpenAI Academy](#)

Learn about larger tasks, multi-step work, recurring tasks, connected tools, and practical business workflows.

Connected Apps

[Connected Apps - OpenAI Help Center](#)

Learn how ChatGPT can work with supported tools and information.

GPTs

[GPTs in ChatGPT - OpenAI Help Center](#)

Check here for the current status of GPTs and reusable custom workflows.

OpenAI Academy

[OpenAI Academy](#)

Free training and practical examples for ChatGPT and other OpenAI tools.

Claude / Anthropic

Claude Projects

[What Are Projects? - Claude Help Center](#)

Learn how to create a workspace with its own files, instructions, and context.

Create and Manage Claude Projects

[How to Create and Manage Projects](#)

Step-by-step setup instructions.

Claude Cowork

[Claude Cowork](#)

Learn about larger, multi-step work across files and tools.

Gemini / Google

Gemini Gems

[Get Started With Gems](#)

Learn how to create customized versions of Gemini for recurring work.

Connect Google Workspace

[Connect the Google Workspace App to Gemini](#)

Learn how Gemini can work with supported Google Workspace tools.

Gemini Help Center

[Gemini Apps Help](#)

Use this for current feature information and setup help.

Keep the Main Thing the Main Thing

The tools will change.

The model names will change.

The menus will move.

Some feature you finally figured out will probably get renamed three days later.

You still need to know what matters.

Bring your experience.

Use your judgment.



Hand AI the work it can help with.

Stay close to the work that needs you.

AI can accelerate your business.

Only you can create meaning.

Lead with your heart.

Finish with your brain.

About Cingularis

Cingularis - AI Solutions with Soul

Helping businesses that do good do even good-er.

Cingularis helps businesses use AI while protecting the expertise, voice, purpose, passion, and humanity that make them valuable.

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Want Help Applying This to Your Business?

Cingularis offers a complimentary AI consultation focused on your business.

We'll look at what you're doing, what's eating your time, where AI could help, and where you want to stay involved.

[Schedule an AI Discovery conversation](#)

Disclaimer: *This guide is for educational purposes only. AI tools can make mistakes, change quickly, and handle data differently, so verify important outputs, review privacy and security settings, and use your own judgment before acting on AI-generated information.*