TAC
DIGITAL MEDIA

Secret Ingredients: Tips for Smarter AI Strategies

This guide is your back-pocket list of unexpected, powerful ways to leverage AI for sharper thinking, deeper insights, and more creative results. It's about asking better questions, pushing boundaries, and using AI not just as a tool, but as a thought partner. These are the secret ingredients that turn average prompts into exceptional outcomes. Ready to order off the menu?

The Definitive AI Glossary

When it comes to AI, clarity starts with language. The terms we use shape how we think, prompt, and interact with these tools. That's why it's essential to start with clear definitions—because understanding the basics is what allows you to push beyond them.

So, here are some basic terms to know and understand as it relates to the world of artificial intelligence. This will be your foundation for everything else you learn and employ in your work and personal life.

- **Applied AI:** AI systems designed for specific practical tasks, such as recommendation engines or workflow optimization.
- **Artificial General Intelligence (AGI):** A theoretical form of AI with better than human-like reasoning, learning, and problem-solving abilities across domains.
- **Artificial Superintelligence (ASI):** An AI system that exponentially surpasses human intelligence in all aspects, from creativity to complex decision-making.
- **Deep Learning:** A subset of ML that uses neural networks with multiple layers to process and analyze large datasets.
- **Generative AI:** AI systems that generate new content, such as text, images, audio, and video, based on training data.
- **Large Language Model (LLM):** AI models trained on vast datasets to understand and generate human-like text (e.g., ChatGPT, Claude, Gemini).
- **Machine Learning (ML):** A subset of AI that enables systems to learn and improve from experience without explicit programming.
- **Model Fine-Tuning:** Adjusting a pretrained AI model using specific data to make it more accurate or relevant to a task.
- **Reinforcement Learning (RL):** A type of ML where an agent learns by interacting with its environment and receiving rewards or penalties.
- **Singularity:** A hypothetical future point when AI surpasses human intelligence irreversibly, leading to unpredictable societal change.
- **Token:** A unit of text used by LLMs to process input and output (can be a word, subword, or symbol).

The Basics of AI Prompting

Content used to rule, but context has taken the crown. It's not just what you say, but the frame you build around it. Context shapes meaning, drives relevance, and determines impact. And when it comes to AI, context starts with the prompt. The clearer the prompt, the sharper the result. The better the setup, the deeper the insight. Because AI doesn't just respond to information—it responds to how that information is shaped. Prompting isn't about asking more questions. It's about asking better ones.

PROMPTING BEST PRACTICES

Begin with Basics – Ask AI to provide the most effective communication formats.

Be Clear & Specific – The more detailed your request, the better the response.

Provide Context – AI performs better when it understands the bigger picture.

Use Iteration – Refine your prompts based on initial results.

Define Format & Tone – Want a formal email? A casual summary? Tell AI what you need.

Leverage Examples – Show AI what success looks like.

Example Prompt

❌ **"Write me a social media post."**

✅ **"Create a LinkedIn post about AI adoption in marketing. Keep it concise, engaging, and include a call to action."**

How to Implement AI in Your Organization

Implementing AI isn't about chasing trends; it's about solving problems. It's finding the moments where AI can remove friction, spark ideas, or speed up results. It's about starting small, testing often, and scaling what works. Success comes from aligning AI with real needs, clear goals, and the way your team already thinks and operates. Because AI isn't just a tool—it's an approach.

- **Identify Opportunities:** Where can AI add the most value? (e.g., content creation, customer service, automation)
- **Choose the Right Tools:** Select AI solutions that align with your business needs.
- **Train Your Team:** Ensure employees understand AI's capabilities and limitations.
- **Start Small & Scale:** Test AI in a controlled environment before full deployment.
- **Monitor & Optimize:** Continuously refine AI use based on results and feedback.

Your AI Implementation Checklist

- [ ] **Define your AI goals and objectives.**
- [ ] **Identify key AI use cases for your organization.**
- [ ] **Select AI tools and platforms that align with your needs.**
- [ ] **Train and educate your team on AI fundamentals.**
- [ ] **Establish best practices for AI prompting and usage.**
- [ ] **Start small with test cases before scaling AI initiatives.**
- [ ] **Measure impact and adjust strategies accordingly.**

The Ultimate List of Off-Menu Secrets that Can Help You Get the Most Out of AI

There are more prompt guides and AI checklists on the internet than you can imagine. While this guide is in part one of those, the best way to put AI to work for you is to consider using it in moments when you might not be thinking about using it. You almost have to train yourself to think differently to get the most out of AI, but this (incomplete) list should help.

1. Use AI as a devil's advocate to challenge your ideas.
2. Ask AI to analyze your work style and suggest improvements.
3. Create a "personal board of directors" with AI personas for complex decisions.
4. Have AI psychoanalyze your behavior based on detailed descriptions.
5. Ask AI to interpret your dreams for potential meanings.
6. Request AI to identify what holds you back in personal or professional growth.
7. Play one AI model off another, having one critique and refine the other's output.
8. Take AI one step further—ask, “Are you sure you’ve covered everything?” to deepen analysis.
9. Have AI reinterpret historical business failures in your context.
10. Ask AI to identify hidden assumptions in your planning that could become future constraints.
11. Use AI to translate strategies between different departmental "languages."
12. Create a "shadow team" of AI personas with diverse backgrounds to workshop ideas.
13. Ask AI to create a list of micro-adventures to make everyday life feel more exciting.
14. Ask AI to identify values that are most reflected in your daily choices.
15. Have AI create a "shadow resume" highlighting skills you're unconsciously demonstrating.
16. Use AI to map out a personal five-year plan based on your current interests and values.
17. Ask AI to create a custom morning or evening routine based on your goals.
18. Have AI transform documentation to suit different learning styles.
19. Use AI to identify where messaging might trigger cognitive biases.
20. Use AI to create a "bucket list" based on your interests and values.
21. Ask AI to design a personal wellness plan based on your current lifestyle.
22. Ask AI to identify the "hidden jobs" customers hire your product to perform.
23. Have AI simulate how different personality types might interpret your proposals.
24. Use AI to draft "alternative history" scenarios for your business decisions.
25. Ask AI to reverse-engineer your own decision patterns from past choices.

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26. Have AI create a competitive analysis from the future looking backward.
27. Use AI to identify which metrics you're overvaluing and undervaluing.
28. Ask AI to generate questions that would make you uncomfortable if asked publicly.
29. Have AI rewrite your mission statement from five wildly different perspectives.
30. Use AI to identify which parts of your process are ritual versus necessity.
31. Ask AI to devise a dinner recipe using the foods going out of date in your refrigerator.
32. Have AI take a hard concept and portray it in story form.
33. Ask AI for a list of five books you should read based on what you feel like reading.
34. Ask AI to analyze your electricity usage to see why your bill suddenly increased.
35. Use AI to create detailed ideal customer "day in the life" scenarios.
36. Have AI do a SWOT analysis on you, as an individual.
37. Have AI analyze meeting transcripts to reveal power dynamics and decision patterns.
38. Use AI to create "what if" financial models with unconventional variables.
39. Ask AI to identify where your messaging might contradict your actions.
40. Have AI develop alternative business models for your core offering.
41. Use AI to simulate customer service scenarios with difficult personalities.
42. Ask AI to identify emotional triggers in your professional communication.
43. Have AI analyze your product through the lens of different decades.
44. Build a "reverse productivity plan" focused on intentional breaks.
45. Create a "cultural dictionary" for your organization's unique language.
46. Ask AI to identify which of your strengths might become weaknesses at scale.
47. Have AI rewrite your strategy as if written by different business thinkers.
48. Use AI to identify where process optimizations might create new problems.
49. Simulate an AI-prompted debate between your logical and emotional sides.
50. Draft a "reputation resume" using AI to assess your impact.

AI is no longer a futuristic concept—it's here to help you work smarter, innovate faster, and scale more efficiently. Ready to get started?

Let's make AI work for you.

Go to our website to schedule time with us to talk AI.