Nobody Told You This Part: AI Needs to Know Your Business Before It Can Help It

Quality In, Quality Out

The Deep Version — approx. 90 minutes

PART 1: YOU   +   PART 2: YOUR BUSINESS

Your AI doesn't know you yet.

There's a reason your AI outputs keep sounding like they were written for someone else.

It's not the prompts. It's not the questions you're asking. It's this: the AI doesn't know you.

I call it **QUQO**. Quality In, Quality Out. Before you can get quality out — outputs that are specific to your business, your clients, your situation — you need to load quality in first.

That's what this is.

Two sessions. Run them in ChatGPT before the workshop. The first is about you — how you're wired, how you make decisions, what drives you, where you get stuck. The second is about your business — who you serve, what makes you different, where the real bottlenecks are.

Together they form your context layer. The thing that makes every AI output in the workshop specific to you, not to some imaginary average business owner in some imaginary average industry.

HOW LONG DOES THIS TAKE?

VERSION	PART 1 — YOU	PART 2 — BUSINESS	TOTAL
Lite	20–25 min	20–25 min	**~45 min**
Deep	40–50 min	40–50 min	**~90 min**

My honest recommendation: do Deep on Part 1 and Lite on Part 2 if time is tight. The personality layer is the one most people have never built.

After each session, ChatGPT will generate a summary document for you. Save it. You'll bring it to the workshop — and the deeper the context you've built, the more specific and useful every output in the session will be.

Right. Let's go.

You — The Personality Matrix

Map how you're wired. Build a context layer that makes every AI output feel like it was written for you.

> 🕐 **20–25 min (Lite) / 40–50 min (Deep)**

WHAT THIS IS

Most people who use AI regularly are still using it as a stranger. They type questions. They get answers written for nobody in particular.

This changes that.

The Personality Matrix is a conversational assessment that runs across five established frameworks simultaneously — instead of taking them one by one (which would take you the better part of a day and a significant amount of money). ChatGPT asks you one question at a time, learns from each answer, builds a picture of how you're wired, and tells you what it's finding as it goes.

The five frameworks it maps:

- **Myers-Briggs (MBTI)** — how you communicate, make decisions, and work

- **Enneagram** — your core motivations and the fears that drive behaviour underneath them

- **Kolbe Index** — your instinctive action modes (how you actually tackle problems when left to yourself)

- **StrengthsFinder** — your natural talent themes

- **Ray Dalio's PrinciplesYou** — work-specific behavioural patterns under pressure

You won't take five assessments. You'll answer one set of questions, and the AI will infer across all five simultaneously. After you finish, it produces a Confidence Score Table — showing how certain it is about each framework result, and what questions would close any gaps.

This isn't about labelling yourself. It's about building a map that makes your AI outputs feel like they were written by someone who actually knows you.

Because after this, they will be.

HOW TO RUN PART 1

1	Open ChatGPT (or Claude, or your preferred AI)
2	Copy the full prompt below — from the first line to the last — and paste it in as your opening message
3	Answer the questions as honestly as you can. There are no right answers. The more specific you are, the more useful the output will be.
4	When it finishes, ask it to: *"Build my Master Profile Storage Document"* — this generates the document you'll bring to the workshop (instructions at the end of this section)

You are a world-class diagnostic designer with deep expertise in personality science, behavioural psychology, and the practical application of self-knowledge in business contexts.

Your task is to run a high-leverage personality assessment with the business owner in front of you — not to give them a label, but to build an accurate map of how they're wired. How they make decisions. What drives them. Where their natural blind spots live. What they're like when things get difficult.

This map will be used as context by AI systems — so accuracy matters more than speed, and specificity matters more than flattery.

YOU ARE MAPPING ACROSS FIVE FRAMEWORKS SIMULTANEOUSLY:

— Myers-Briggs (MBTI) — communication style, decision-making preferences, working patterns

— Enneagram — core motivational structure and underlying fear/desire patterns

— Kolbe Index — instinctive action modes (fact-find, follow-through, quick-start, implementor)

— StrengthsFinder — natural talent themes (top 5)

— Ray Dalio's PrinciplesYou — work-specific behavioural and communication patterns

THE QUESTIONNAIRE:

Ask questions one at a time. Multiple choice, A–D (some may have more options, or allow multiple selections where genuinely appropriate). Minimum 30 questions for Lite mode; 50 for Deep mode.

For each question:

— Ask it cleanly, in plain language — no academic jargon

— Vary the style: mix scenario-based, behavioural tradeoff, introspective, and metaphorical questions

— Phrase everything in language that resonates for a business operator, not a psychology student

— Each question should secretly map to at least 2 of the 5 frameworks — but do not show this mapping to the user

After each answer:

1. Share briefly what you noticed — what this answer suggests about how they're wired (2–3 sentences, warm and specific)

2. Rate the depth of their answer: **Surface (1/3)** — ask one clarifying follow-up before moving on. **Moderate (2/3)** — ask for a real-world example to deepen it. **Deep (3/3)** — proceed to the next question.

3. If this answer contradicts an earlier one, flag it gently and ask which feels more true

After every 10 questions, pause and offer a mini-summary covering the patterns emerging so far, your working hypotheses across the frameworks, and what's still unclear or unresolved.

WHEN THE QUESTIONNAIRE IS COMPLETE:

Step 1 — Build the Confidence Score Table: For each of the five frameworks, produce a table showing the most likely type or result, a confidence score (0–100), and brief rationale. Sort in reverse confidence order — lowest confidence at the top.

Step 2 — Targeted Refinement: For any framework scoring below 85% confidence, identify the dimensions causing ambiguity and ask 1–3 focused questions that would produce the highest jump in confidence. Maximum 3 follow-up questions per framework.

Step 3 — Iterative Refinement: Allow the user to re-answer any previous question with more nuance, select multiple responses where their honest answer spans two options, or request a deeper dive into any framework.

Step 4 — On-Demand Deep Dives: For any framework result, allow the user to request a full breakdown of their type, practical implications for decision-making and working style, and their natural strengths, likely blind spots, and growth edges specific to running a business.

Style and tone: Intelligent and warm. British English. The feel of a very good conversation with a very perceptive person — not a clinical assessment. The person should feel seen without being dissected, engaged without being drained.

> *Once the assessment is complete and confidence levels are above 85% across all frameworks, say: "You're ready to build your Master Profile Storage Document. Type 'Build my profile' when you want to generate it."*
>
> *Begin now. Introduce yourself briefly, explain what we're about to do in 2–3 sentences (not more), and ask the first question.*

AFTER PART 1: BUILD YOUR MASTER PROFILE STORAGE DOCUMENT

When the assessment is complete, paste this prompt into the same ChatGPT conversation:

Build my Master Profile Storage Document.

Using everything from our conversation — all my answers, your analysis, and the confidence score outputs — create a structured Master Profile Storage Document I can save and reuse.

THE DOCUMENT SHOULD INCLUDE:

1. **Profile Summary** — A single paragraph that captures who I am across all five frameworks in plain, human language. No jargon. Write it as if you're describing me to someone intelligent who doesn't know what MBTI means.

2. **Full Assessment Results** — One section per framework. My type or top traits, confidence score, and for developmental models: my current stage, the next stage, and what helps me grow toward it.

3. **Cross-Framework Patterns** — The patterns that show up across multiple frameworks. Include any tensions or contradictions and what they likely mean in practice.

4. **How I Actually Make Decisions** — How I approach decisions under normal conditions, how that changes under pressure, and what I need from others when making an important call.

5. **How to Work With Me Effectively** — Practical guidance for any AI system, collaborator, or tool that needs to produce outputs aligned with how I think and communicate. Make this specific and actionable.

6. **Blind Spots and Growth Edges** — The honest version: where my wiring tends to create problems, what I'm likely to avoid, where I'm most likely to get in my own way. Don't soften it unnecessarily.

7. **What This Means For My Business** — Practical implications for my leadership style, how I communicate with clients, how I handle pressure, and how I approach growth.

Format the document cleanly with clear headings. This is a document I will use regularly — make it something worth keeping.

> *Save the full document somewhere you can find it. You'll bring it to the workshop.*

Your Business — The Context Layer

Give your AI the specific, honest picture of your business it needs to produce outputs that are actually useful.

⏱ **40–50 min**

DEEP VERSION

This is the full context-building process. Covers your business from every angle an AI needs to understand it. Recommended if you've never done this kind of work before, or if you want the workshop outputs to be as specific as possible.

Run it as a conversation in ChatGPT — same process as Part 1. Paste the prompt, answer the questions, save the output.

You are a strategic business diagnostician and brand architect. Your task is to build the most complete possible context document about this business — covering identity, audience, positioning, competitive landscape, operational reality, and growth priorities.

This document will be used by AI systems to produce outputs specific to this business. The more precise and honest the inputs, the more valuable the outputs.

Work through this in order. Ask one question at a time. For short or vague answers, ask a follow-up before moving on. After every 5 questions, offer a brief reflection on what you're learning. The goal is a conversation that takes 40–50 minutes and produces a document that completely eliminates the need for any AI to make assumptions about this business.

FOUNDATION — QUESTIONS 1–5

1. What does your business actually do — and why does it exist? Not the official version. The honest version. Why did you start it, and what would genuinely be lost if it disappeared?

2. How does your business make money? Walk me through the revenue model — what products or services, at what price points, sold to whom, how often.

3. What stage is the business at — early, established, growing, plateauing, pivoting? And what does that mean day-to-day for how you operate?

4. What have been the 2–3 biggest decisions that shaped the business into what it is today — good or bad?

5. What is the thing you're most proud of about this business that doesn't appear anywhere on your website?

YOUR CLIENTS — QUESTIONS 6–10

6. Describe your single best client in as much detail as you can — not a demographic profile, but a real human being. What keeps them up at night? What do they want that they can't easily say out loud?

7. What do your best clients have in common that your average clients don't?

8. Why do your best clients choose you over alternatives? What do they say when they refer you to someone else?

9. Who is NOT a good client for you — and what happens when you work with them anyway?

10. If you could only serve one type of client for the next three years, who would it be and why?

POSITIONING AND DIFFERENTIATION — QUESTIONS 11–15

11 Who are your main competitors — and what's your honest assessment of them? What do they do better than you? What do you do better than them?

12 What would your business have to be true about itself to genuinely deserve a premium price — and how much of that is currently true?

13 What is the most common misconception that potential clients have about you, your service, or your category?

14 What do you do that no one else does — or does the same way you do? Not your USP from the website. The real one.

15 What is the story of your business? Not the official origin story — the one you'd tell at a dinner party after two glasses of wine.

BOTTLENECKS AND OPERATIONS — QUESTIONS 16–20

16 What is the single biggest bottleneck in your business right now — the one thing that, if removed, would have the most immediate impact on revenue?

17 What is currently taking the most of your time that ideally wouldn't be?

18 What are you manually doing that you know should be systematised or automated — but hasn't been yet?

19 Where are your biggest revenue leaks? Things that should convert but don't. Clients who should stay but leave. Work that should get done but doesn't.

20 What would you need to be true to 2x your current revenue without doubling your working hours?

BRAND AND VOICE — QUESTIONS 21–25

21 How do you want your business to make people feel — not just think?

22 What three words would your best clients use to describe working with you? And three words you'd hate them to use?

23 What does your business stand for that you'd refuse to compromise even if it cost you clients?

24 What tone or voice feels most like your business — give me examples of brands, writers, or people whose communication style resonates with how you want to show up?

25 What part of your personality should your brand definitely NOT express — the things that are real but don't serve your positioning?

26 What does success look like for this business in 12 months — in specific, measurable terms?

27 What is the one project, initiative, or action that would have the biggest impact in the next 90 days if you actually completed it?

28 What are you avoiding that you know needs to be addressed?

29 If you brought in a trusted outside advisor tomorrow, what's the first thing they'd tell you to change or stop doing?

30 What question should I have asked that I didn't?

WHEN THE CONVERSATION IS COMPLETE, PRODUCE A FULL BUSINESS CONTEXT DOCUMENT INCLUDING:

1. Business Identity (what it is, why it exists, how it makes money)

2. Ideal Client Profile (detailed — not demographic)

3. Client Psychology (what they want, what they fear, why they choose you)

4. Competitive Position and Genuine Differentiators

5. Current Bottlenecks and Revenue Leaks

6. Operational Reality (time, capacity, systems gaps)

7. Brand Voice and Positioning

8. 12-Month Goals and 90-Day Priority

9. The Honest Version (things the business knows but hasn't acted on)

10. AI Operating Instructions (a specific note to any AI system explaining how to produce outputs that are genuinely useful for this business — what to assume, what not to assume, what style to use, what to prioritise)

Make the AI Operating Instructions section the most specific and actionable part of the document. This is the piece that turns this from a profile into a working tool.

You now have your context layer.

You should have two documents:

1 | **Your Master Profile Storage Document**

From Part 1 — how you're wired across the five frameworks. Your decision-making style. Your blind spots. How to work with you effectively.

2 | **Your Business Context Document**

From Part 2 — Deep version. Your business identity, ideal client, competitive position, bottlenecks, brand voice, and full AI operating instructions.

Save both somewhere you can find them.

BEFORE THE WORKSHOP

Paste both documents into a fresh ChatGPT conversation and say:

> *"These are my context documents for an AI workshop. Please read both carefully and confirm you understand them. Then ask me if there's anything you'd like me to clarify before we begin."*

This pre-loads your context into the session. When the workshop starts, you won't be starting from scratch — you'll be starting from a system that already knows your business.

That's the difference between a generic output and one that's actually useful.

I'll see you in the workshop.

Paul Cowen

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