

How I AI.

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[View diagram](#)

“When I sit down at my computer to use AI, what exactly am I doing? If I were to step outside of the process and observe what’s happening inside my own mind, what exactly would that look like? Conceptually, what am I doing?”

This is How I AI.

You start by looking at the business as a whole, and the bigger picture systems and ecology that it’s a part of. Then you divide it into the handful of top level **entry point** categories that it’s made up of, that every business is made up of: **customers, sales, marketing, operations, teams, products and services, money and resources.**

Then you’re isolating your **one thing (1)**—you’re looking at the business as a whole, dividing it into those top level categories, then you’re identifying and articulating *one thing* somewhere within one of those parts.

What is one thing you are currently wanting to **overcome, achieve, learn, understand, figure out, build or create**? One **goal or challenge** as it relates to a particular aspect of your business. What is it? You have to be able to *communicate* that internally to yourself, and possibly to other people around you.

Once you’ve got that one thing isolated and **framed (2)**, you then have to figure out the best, the most *effective method*, of expressing it to the AI. How are you going to communicate this one thing to AI? What **inputs (3)** are you going to use? Numbers? Words? Speech? Pictures? Videos? What *blend*?

And if the **output** of AI is a function of your inputs, are you going to choose your inputs because you value predictable responses? Or are you going to try something that you’re not as sure of and will likely yield a less predictable output? Are you assigning more value to output quality? Quantity? Precision? Creativity? Originality? Randomness? And *why*?

Are you choosing your inputs based only on ones that are readily available and obvious? Are there any inputs that you might want to gather or create from scratch? Might there be less obvious inputs whose existence you've not yet considered? Would those inputs be potentially better than the ones that are readily available? Why would they be better? How much better? What's involved in the process of gathering or creating or learning about them? Is that process worth the tradeoff? Does the future value of going through that input gathering or creation process maybe outweigh its own tradeoff?

The input possibilities are **endless (4)**—*infinite*.

You've got to figure all this stuff out internally, first, then you've got to turn around and actually convey those conclusions to the AI.

And you have to keep that process *going*. Ebbing and *flowing*.

Because as you start engaging with the AI and handing it your inputs—in some way, each new output alters the picture that you're **building (5)**. Every output is another brushstroke. Another layer. Another color. Another detail.

And so each time the picture updates, each brushstroke that's added, you have to internalize that update and weigh it against your next input: *based on this updated version of the picture, is this next input still the one I want to provide, or do I maybe want to hand it something different now?*

In another parallel thread, you're also noting all the unique relationships *between* the various inputs and outputs: *when I gave the AI such and such input, here's what happened. Here's what I noticed. Here's the brushstroke it produced in response, and here's how that affected the picture I'm building.*

Each one of these input/output relationships is going to be different (unless you've intentionally designed it to *not* be).

As the **curator (6)**, that's the type of metalevel communication that you're managing throughout the picture building process.

That's the concept of **collaboration (★)**—all the internal and external communications that are occurring simultaneously between yourself and the AI. And it's all very fluid and fast—it's all very interwoven and exciting.

Now when you've got a *reason* for engaging with AI, something you're wanting to achieve or figure out, then you've got to be working *towards* something. There has to be a point in your mind where you'll know you've achieved whatever outcome it is that you set out to achieve, in collaboration with the AI.

So as you're giving new inputs to the AI, watching the outputs develop into a dynamic picture, and internalizing the unique relationships between everything that's going on, you've got yet another line of communication running in the background between the picture that's developing, and what your location is, in relation to the outcome you're working towards: *have I arrived at that point yet? Am I close? Am I moving towards it or am I getting further away? Where am I and where is the outcome that I'm after?*

You're not just engaging with AI for no reason, with no destination. There has to be a point in your mind.

Which means that, as the picture develops and evolves with new colors and details, your faculties are **synthesizing, interpreting, filtering, using judgement, intuiting, and making connections**. Your faculties are watching and *waiting* for something tangible to **emerge (7)**.

That's the point you're after. When your faculties effectively “pick up” something tangible that resolves the *one thing* you initially defined—an **idea, insight, direction, decision, solution, experiment, test or bet**.

That's the **outcome (8)**.

And the same way that you isolated and articulated “one thing” at the *start* of the process, you've now got to do it again at the other end. You've got to articulate the specific *outcome*—the **tangible byproduct** that emerged from this whole collaboration process. What is it exactly?

Once you've got that well enough defined, you then have to consider how the integration of that emergent byproduct (whatever form it takes) might affect the particular category of the business that it's intended for.

Whether it's something to do with customers, sales, marketing, operations, teams, products and services, money and resources—what effect, big or small, might this particular idea or decision have on the category it's intended for?

And how might changes to that category affect the business as a whole? And how might changes to the business as a *whole* affect the bigger picture systems and ecology that it's a part of?

That's **progress**.

And when repeated, it's the same cycle of progress that brought us out of the stone age and into this new age of discussing how we collaborate with AI.

We are the outcome that has emerged.