



# How to Team With AI: Getting Greater Value from the AIs You Use

- ❖ Have you ever tried to use a sophisticated AI system and felt disappointed with the results?
- ❖ Or maybe you've seen someone create something amazing with AI and wondered, "How did they do that?"
- ❖ **The more sophisticated AI becomes, the more essential your human capabilities become—not despite AI capabilities, but because of them.**



NEWRealities

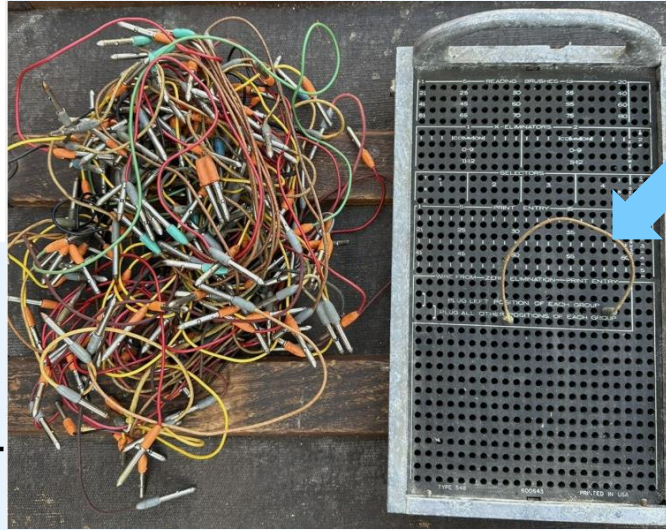
— THINKING —

MJ Lindeman, PhD

# From the Diary of a Dinosaur



St. Louis University's  
summer program in  
mathematics for high-  
school juniors (1960)



When I programmed an IBM 533 i/o  
plugboard to make a 650 calculate  $\pi$ .  
(This plugboard is from an IBM 911.)

## The 12 Interface Revolutions:

1. Physical Wiring
2. Switches and Buttons
3. Punched Media
4. Command Line Interface
5. Text User Interface
6. Windows, Icons, Mouse, Pointer
7. Web Interface
8. Touch Interface
9. Voice Interface
10. Gesture Interface
11. Mixed Reality Interface
12. Conversational AI Interface



NEWRealities

— THINKING —

MJ Lindeman, PhD

# Fast Forward to 1980s, then 2025

## Harvard PhD: Compared Human & AI Learning

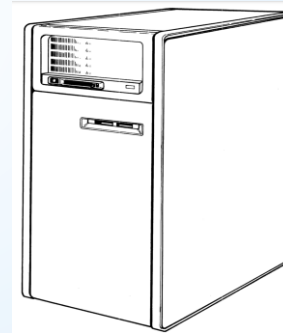
NSF Graduate Research Fellow in Psychology

**Three Experiments: People**  
Learning to categorize objects

BASIC  
on TRS-  
80



**Als Learning the Categories**  
6 Mathematical Models:  
4 of Others, 2 of Mine



PDP 11/44 Makefile

- C
- FORTRAN
- Assembly

---

**2023-Present: Paid to write blog posts for AI-software companies.**



NEWRealities  
— THINKING —

MJ Lindeman, PhD

# Lindeman's Laws for Interacting With AIs

1. If the topic was in the training materials, the AI is smarter than the user.
2. If not or if the topic has low correlations, the user is smarter than the AI.
3. Never trust anything an AI tells you.



NEWRealities

— THINKING —

MJ Lindeman, PhD

# Five “Interactions Mindset” Levels

- Level 1: **Tool** - "Do this task"
  - Level 2: **Assistant** - "Help me with this"
- 
- Level 3: **Collaborator** - "Let's work on this together"
  - Level 4: **Partner** - "Let's figure this out" (shared goals)
  - Level 5: **Mutual Mentoring** - Dynamic teaching based on different types of expertise and thinking methods



**NEWRealities**

— THINKING —

**MJ Lindeman, PhD**

# **From Computers to AI Assistants**





NEWRealities

— THINKING —

MJ Lindeman, PhD

# When You Believe You Are the Expert!



## Use prompt or mega-prompt However:

- Forces the AI into your frame of reference rather than its vast knowledge.
- Limits the AI's generated words to those highly correlated with your words.
- The “Assistant” mindset



# Mega-Prompt: Competitive Analysis and Market Positioning

NEWRealities

— THINKING —

MJ Lindeman, PhD

When you believe  
you are the expert,  
use a mega-prompt.

Mastering AI Interactions:  
Understanding Mega-  
Prompts Simplified by  
Jaoui Khalid Aug 7, 2024  
<https://www.linkedin.com/pulse/mastering-ai-interactions-understanding-mega-prompts-jaoui-khalid-0ywef/>

''' You are a market research analyst tasked with conducting a comprehensive competitive analysis and developing a market positioning strategy for [COMPANY NAME], a [INDUSTRY] company looking to gain a stronger foothold in the [MARKET NAME] market.

Your analysis and recommendations should cover the following key elements:

## Competitive Landscape

- Identify and profile [COMPANY NAME]'s top [NUMBER] competitors in the [MARKET NAME] market
- Analyze each competitor's market share, product offerings, pricing, distribution channels, and marketing strategies
- Assess the strengths, weaknesses, opportunities, and threats for each competitor

## Target Market Analysis

- Define the target customer segments for [COMPANY NAME] in the [MARKET NAME] market
- Develop detailed buyer personas for each target segment, including demographics, psychographics, and pain points
- Estimate the total addressable market and growth potential for each target segment

## Product/Service Positioning

- Evaluate [COMPANY NAME]'s current product/service offerings in the [MARKET NAME] market
- Identify opportunities to enhance or expand the product/service portfolio to better meet target customer needs
- Propose a positioning strategy that differentiates [COMPANY NAME] from competitors and resonates with target customers

## Pricing and Distribution Strategy

- Recommend pricing strategies for [COMPANY NAME]'s product/service offerings in the [MARKET NAME] market
- Identify the most effective distribution channels for reaching target customers in the [MARKET NAME] market
- Propose partnerships or alliances that can help [COMPANY NAME] expand its reach and market share

## Marketing and Branding Strategy

- Develop a marketing strategy that creates awareness, generates leads, and drives sales for [COMPANY NAME] in the [MARKET NAME] market
- Propose a branding strategy that positions [COMPANY NAME] as a leader in the [MARKET NAME] market
- Outline key marketing tactics and channels to reach target customers effectively

## Financial Impact and ROI

- Estimate the financial impact of implementing the proposed competitive analysis and market positioning strategy
- Calculate the potential return on investment (ROI) for [COMPANY NAME] over a [TIME PERIOD] period
- Identify key performance indicators (KPIs) to track the success of the strategy and guide ongoing optimization



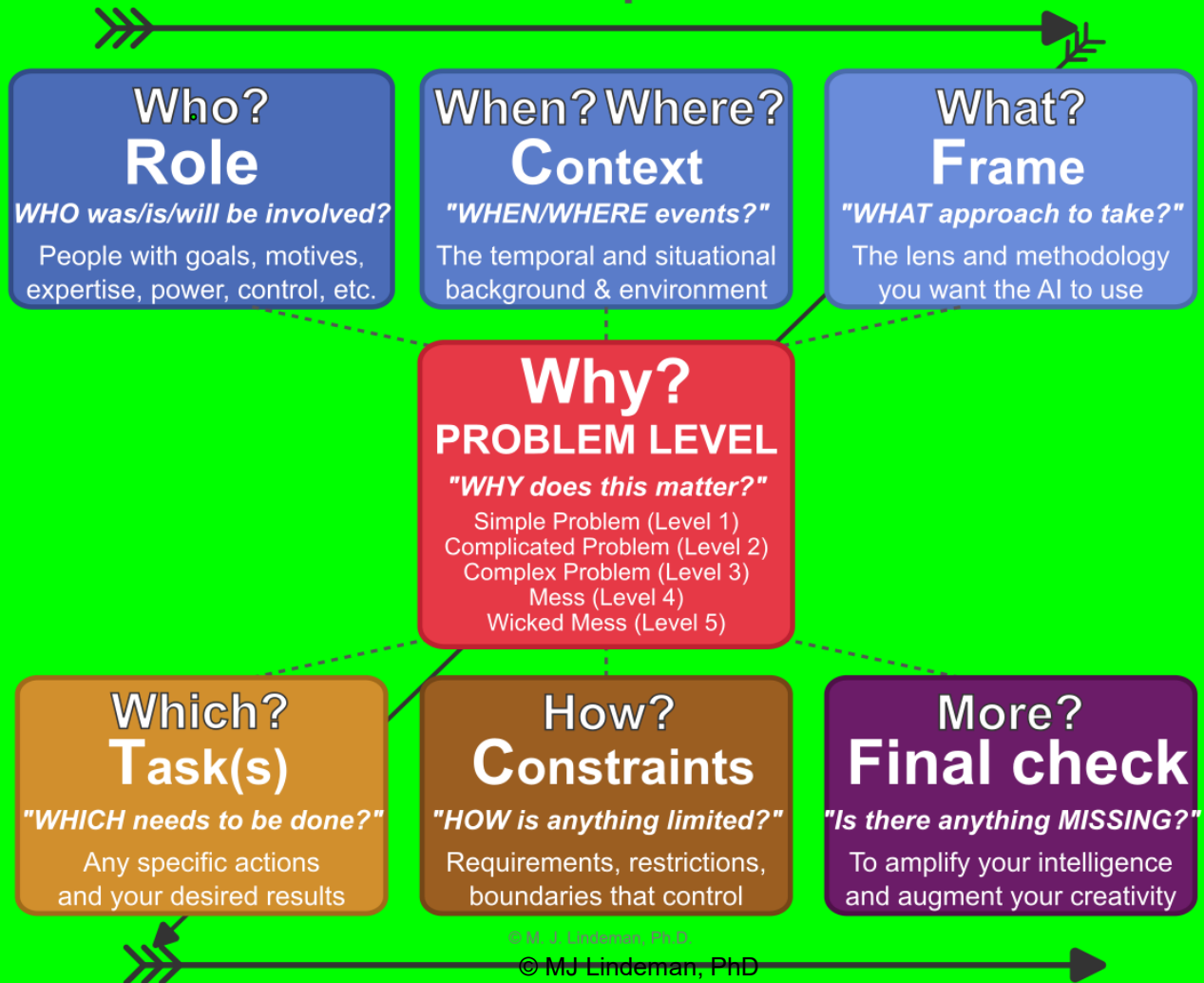


NEWRealities  
— THINKING —

MJ Lindeman, PhD

# The Detective's Design of AI Prompts

## RCF-TCF Prompt Framework



© MJ Lindeman, PhD

© MJ Lindeman, PhD



NEWRealities

— THINKING —

MJ Lindeman, PhD

# F: Frame (tells AI how to think)

## Essential - Copy this exactly for your “Question Prompts”

- **Add this to your prompt:** *“Use your best critical thinking and act as a strategic mentor. Generate questions based on strategic importance and natural inquiry flow, not predetermined numerical patterns. Critical areas should generate more questions than less urgent concerns. Follow the logic of the situation rather than artificial organizational symmetry. Think deeply about what an expert consultant would need to know to provide breakthrough insights.”*
- **Why critical:** This decreases the probability of getting artificial patterns (such as five questions per category) instead of the set of appropriate strategic questions.

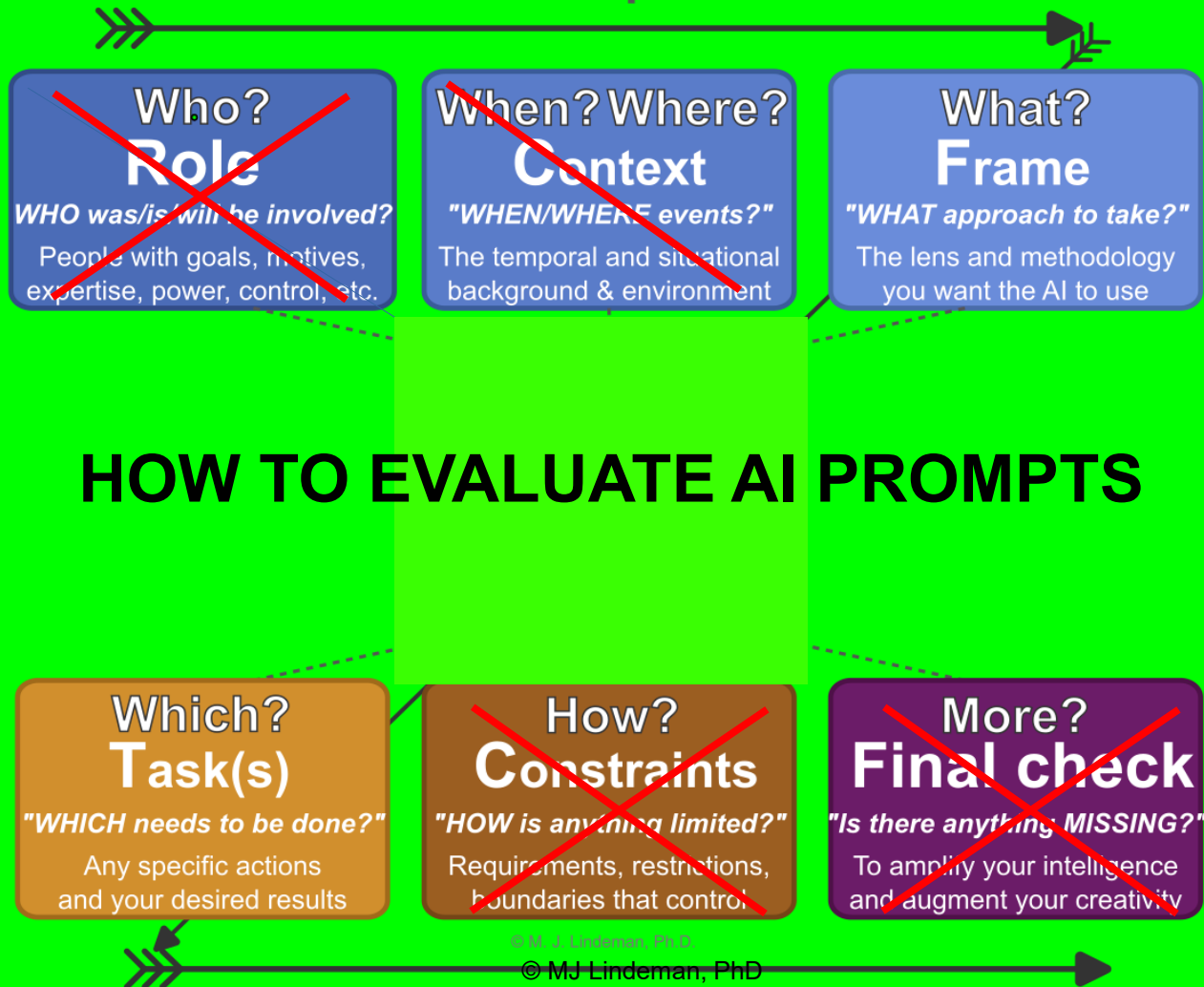


NEWRealities  
— THINKING —

MJ Lindeman, PhD

# The Detective's Design of AI Prompts

## RCF-TCF Prompt Framework



WARNING! If the AI did not research the company's attributes, it could give the same plan to (1) company with \$1M and 20 people & to (2) startup solopreneur.



**NEWRealities**

— THINKING —

**MJ Lindeman, PhD**

# **From AI Assistants to AI Teammates**



NEWRealities

— THINKING —

MJ Lindeman, PhD

# Prompting AI = Trying to Share Mental Models



Every AI is a hybrid system!

- It is NOT a computer.
- It is NOT a person.
- It is a CORRIE.

CORRelated Inference Engine

- It does NOT know language!



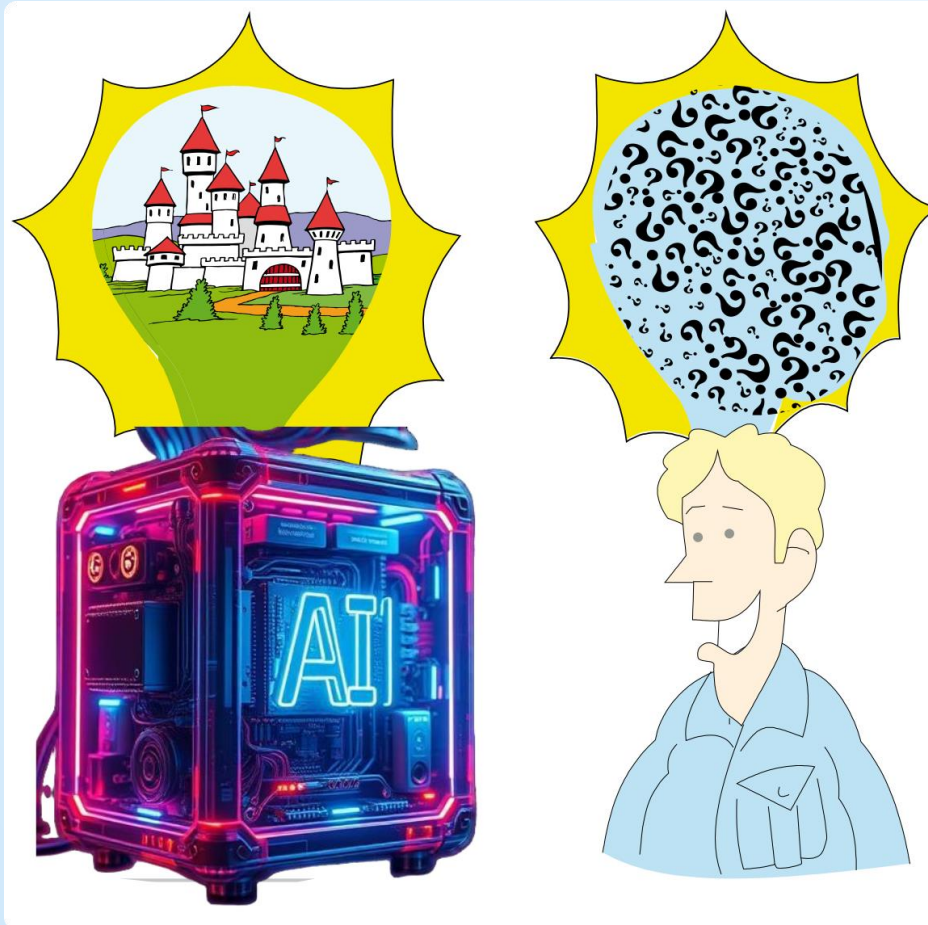


NEWRealities

— THINKING —

MJ Lindeman, PhD

# When You Know AI Has **More** Knowledge



## Use “Mutual Mentoring”

- Do not unintentionally limit the AI by what you input
- Ask the AI what it thinks
- Ask AI to generate questions
- Check for questions that you had not considered.
- **QuestionCraft™ prompting**



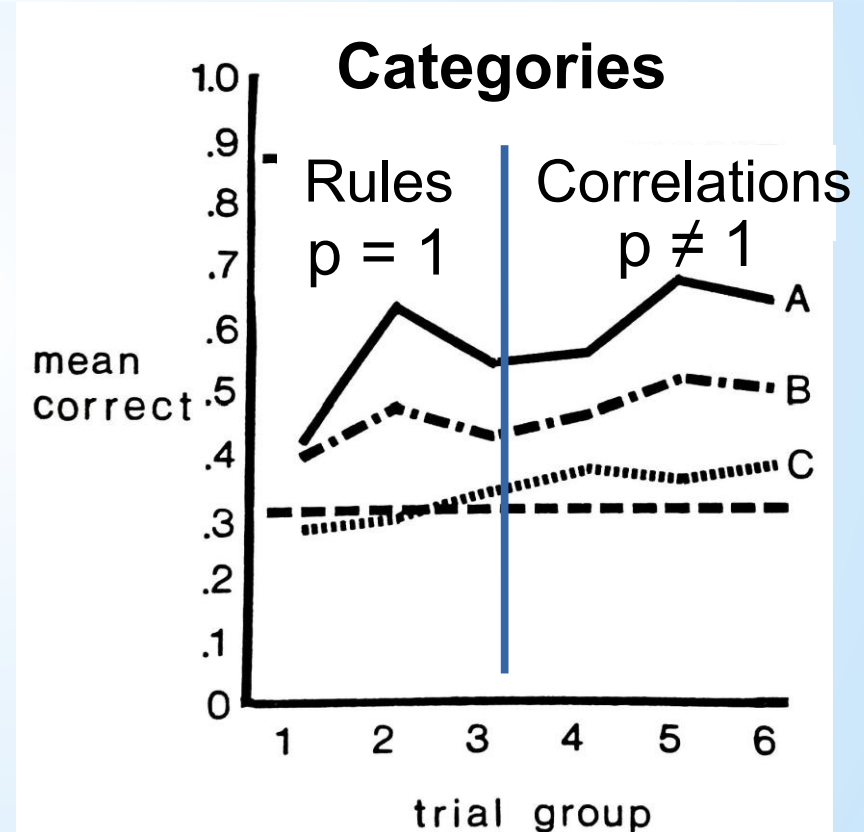
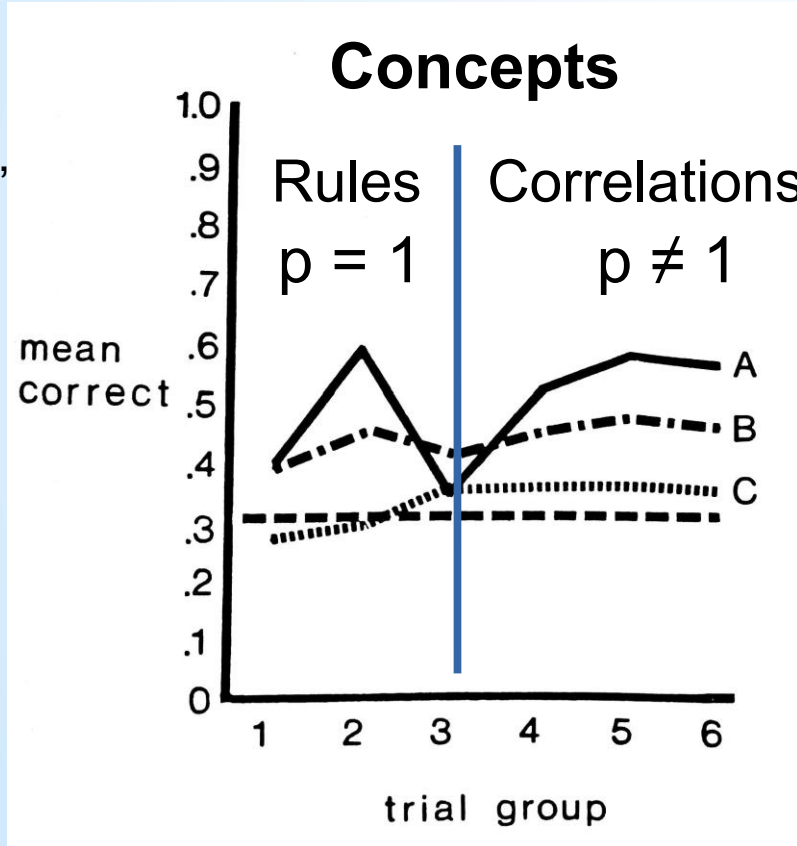
NEWRealities  
— THINKING —

MJ Lindeman, PhD

# Adult Humans & AIs Think Differently

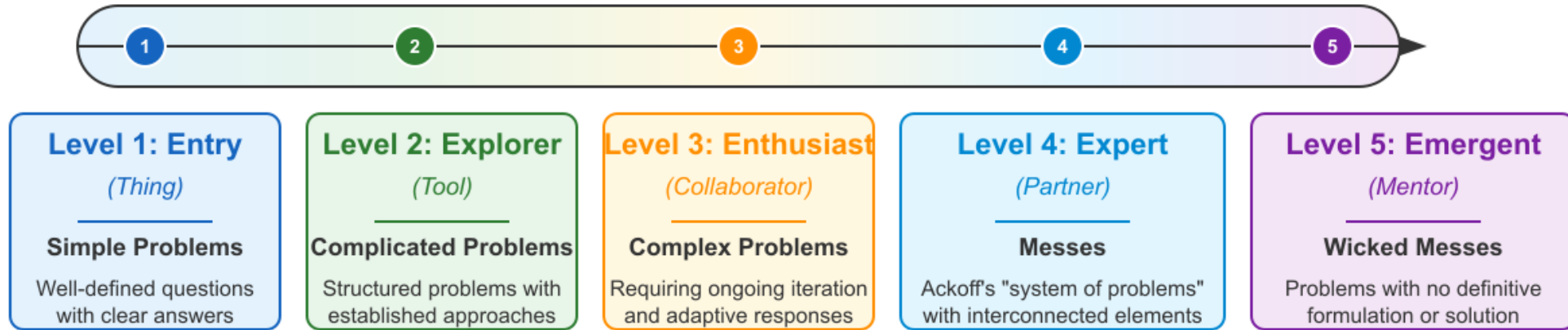
MJ Lindeman,  
Dissertation  
data at  
Harvard

**Correlation**  
Measures  
co-occurring  
features: eg,  
beak, wings,  
and feathers  
for birds

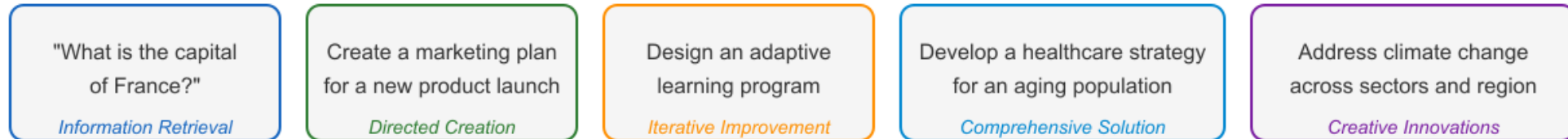


# Problem Complexity Continuum

How Human-AI Interactions Evolve to Address Increasingly Complex Challenges  
INCREASING COMPLEXITY



## Illustrative Examples



Based on Ackoff's "Messes" and Rittel Webber's "Wicked Problems" frameworks



## Wicked Messes

---

- No definitive formulation
- No "stopping rule" or final solution
- Solutions not true/false, only good/bad
- Interconnected with other problems
- Cross-domain complexity
- Requires ongoing management

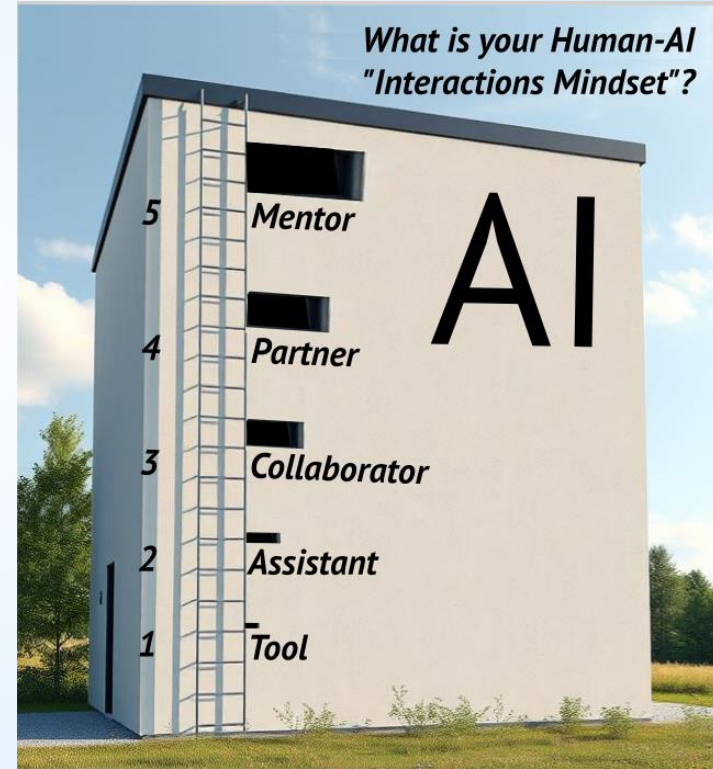
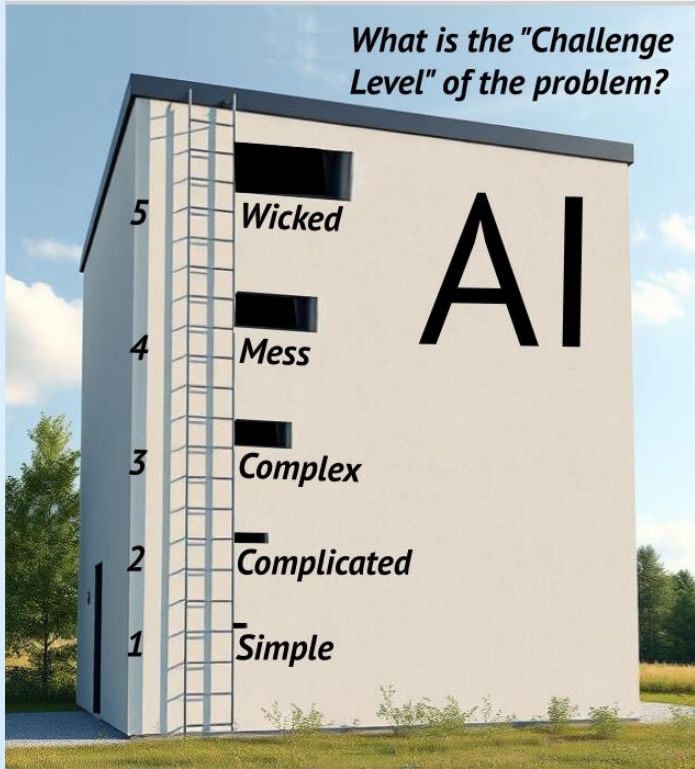


NEWRealities

— THINKING —

MJ Lindeman, PhD

# Identify Your Problem & Mindset Levels





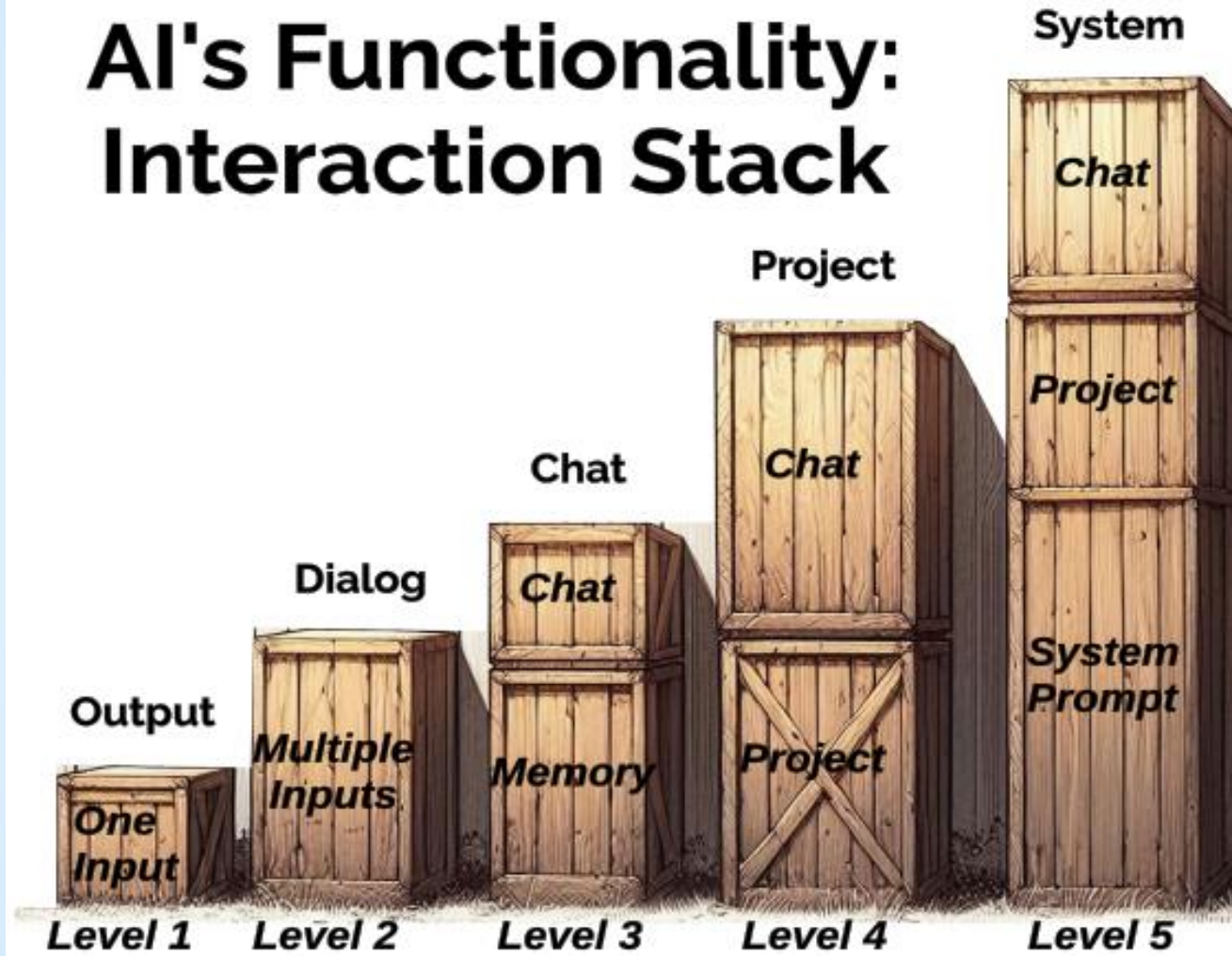


NEWRealities

— THINKING —

MJ Lindeman, PhD

# AI's Functionality: Interaction Stack



© 2025 by MJ Lindeman. All rights reserved.

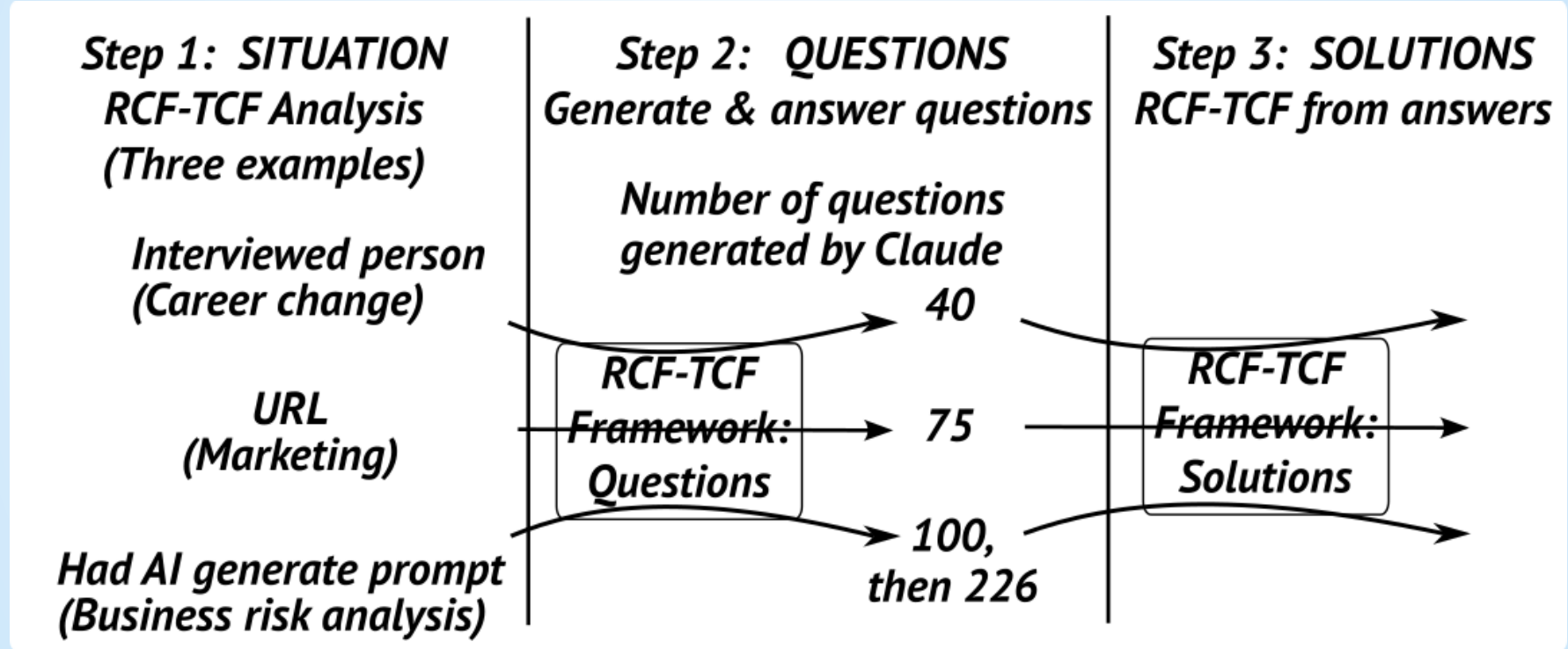


NEWRealities

— THINKING —

MJ Lindeman, PhD

# What is QuestionCraft™ ?





**NEWRealities**

— THINKING —

**MJ Lindeman, PhD**

# Thank you!

If you have questions or want more information:

You can email me at [mj@magnifyingminds.org](mailto:mj@magnifyingminds.org) and  
I am on LinkedIn at [Martha \(M. J.\) Lindeman](#)



NEWRealities

— THINKING —

MJ Lindeman, PhD

# Get Your Competitive Edge

Your competitors are mostly using AI to answer questions, write emails, and summarize reports. You're about to leave them in the dust. Those are Level 1 and 2 mindsets for interacting with AI. Being stuck in Level 1 and 2 limits thinking about generative AI to treating them as intelligent assistants.

Meanwhile, the companies that will dominate the next decade are beginning to use Levels 3 and 4, with the AI as collaborator or partner. You can jump to Level 5, using AI as a catalyst for breakthrough thinking that creates competitive advantages no one else can replicate.

I'll show you how I transformed my relationship with AI from assistant to mutual mentoring. We're talking about the difference between asking AI to analyze your market and having AI help you see market patterns that reshape your entire business model. Different types of problems—from straightforward market analysis to those complex, interconnected challenges that don't have clear solutions—require completely different AI interaction strategies. QuestionCraft™ is one of those strategies.

When you nail mutual mentoring, you don't just work faster. You start seeing opportunities and solutions that weren't visible before. Your strategic thinking gets sharper. Your innovation process accelerates. Your competitive positioning becomes clearer. Whether you're launching new products, reinventing operations, or navigating industry disruption, you'll know you can turn AI into your secret weapon for thinking that your competition can't match.

- PART 1: How to Team With AI: Getting Greater Value from the AIs You Use (Talk)
- PART 2: Seeing Around Corners: Using AI to Identify Hidden Risks (Workshop)