

Practical & safe ways to use AI to support your life and work

August 13, 2025



CHRISTINE FUCHS ADVISORS

Private AI Coaching for board directors and senior leaders

www.christinefuchsadvisors.com

Why Should We Care About AI?

“AI may be bigger than the internet itself.”

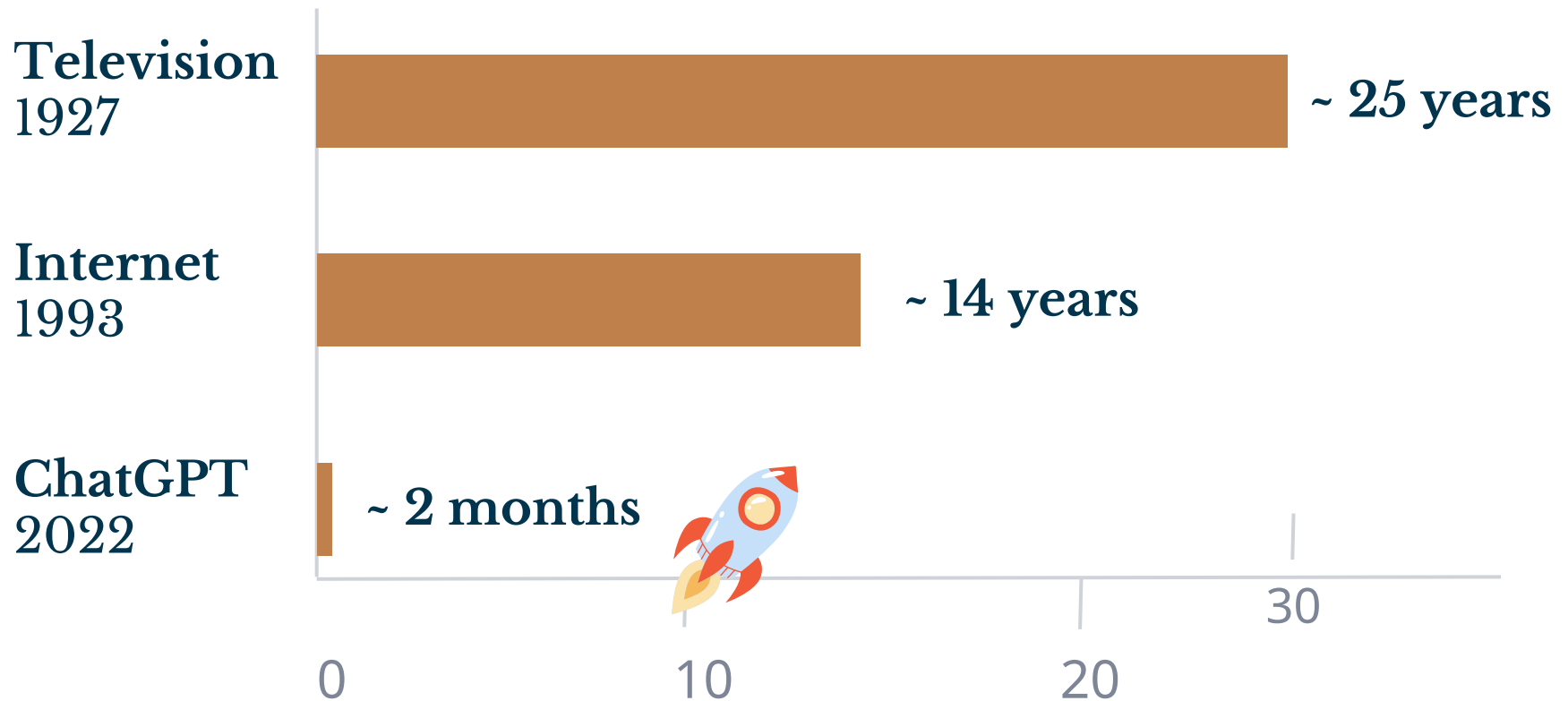
— Sundar Pichai, CEO of Alphabet (Google)

“This is every bit as important as the PC, as the internet.”

— Bill Gates, Co-founder of Microsoft

The Speed of Adoption ...

(time to reach 100 million users)



What We Will Cover Today ...

- **How AI works** and why that is important
- Overview of **AI tools** (“so many choices”)
- Keeping your **data private** and getting **customized output**
- The key to great output is **learning how to prompt**
- **Prompt examples** that you can use right away

What's Outside The Scope Today

- ✗ Ethical and environmental impact debates
- ✗ Job displacement
- ✗ AGI or “loss of human control” scenarios

📌 These are **valid and important questions**, but they're not today's focus.

It's Important To Understand How AI Works ...

- **Trained on vast internet data:** billions of web pages, books, and articles
- AI **predicts words** based on patterns; it doesn't "know"
- **Fluent ≠ Smart:** sounding confident doesn't mean it's right
- It can make things up, even data or names (aka "**hallucinate**"); AI is like an extremely well-read student who sometimes confidently gives wrong answers
- Always **double-check** facts, figures, and names before relying on the output

“There are so many choices!”

LLMs
(Chat-based AI)

Image
Generators

Research
Tools

Specialized



* LLM-powered search & synthesis

My 3 Favorite Tools Right Now



ChatGPT

“Swiss-Army Knife”

- Wide general knowledge with strong reasoning
- Good at brainstorming and ideation
- Conversational and creative writing
- Code generation and debugging



Claude

“Thoughtful Writer”

- Thoughtful analysis and nuanced reasoning
- Strong at following complex instructions
- Excellent for editing and refining content
- Emphasizes helpful, harmless, and honest responses; safety focus



perplexity

“Investigative Journalist”

- Real-time web search integration
- Up-to-date information and current events
- Source citations and fact-checking
- Research-focused with live data access

Getting Started



Sign Up

ChatGPT: chat.openai.com

Claude: claude.ai

Perplexity: perplexity.ai



Customize The Settings

You want to be in control of your data and get the most customized output.



Experiment with multiple models

Each model has a different “personality.”
Find the one that works best for you.

Privacy Tips

You're in control of your data, but you need to know where the switches are!

- **Prevent AI from using your data** to learn (ChatGPT: Settings > Data Controls > Improve the models for everyone > Turn it off)
- Temporarily **turn off chat history** (ChatGPT: Settings > Personalization > Reference Chat History) or use temporary chat
- **Don't** paste confidential documents or material nonpublic information into unsecure AI tools
- Use a “hypothetical or abstract” approach to sensitive topics

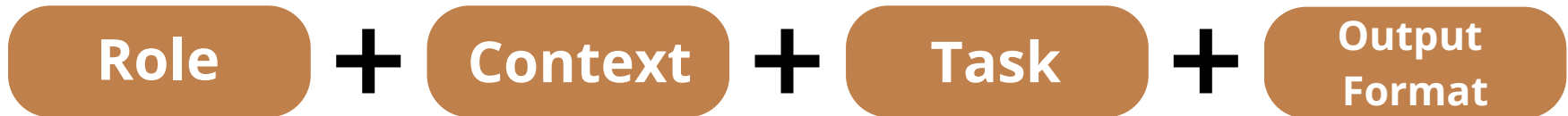
Personalization Tips

- Take advantage of ChatGPT's **Custom Instructions** feature (Settings > Custom Instructions > On) and give it details on how to interact with you
- **Reference Chat History** feature is helpful as it will get to know you better, but turn that feature off temporarily when dealing with confidential information

Keys to Great Prompts

✗ Avoid vague prompts like: "Help me with my resume" or "Plan my NYC trip"

✓ Instead, use the formula below



Example Prompt:

Act as a NYC travel expert. I am 55-year-old female who loves great food (mix of fine dining and local gems), fashion, and unusual museums. I need a detailed, easy-to-read 4-day itinerary for October. I'll be staying at a hotel in midtown. Include some evening theater or live music, a boat ride, and a few unique NYC experiences. Output in easy-to-read text with links to your recommendations.

The more context you give it, the better!

Role

+

Context

+

Task

+

Output
Format

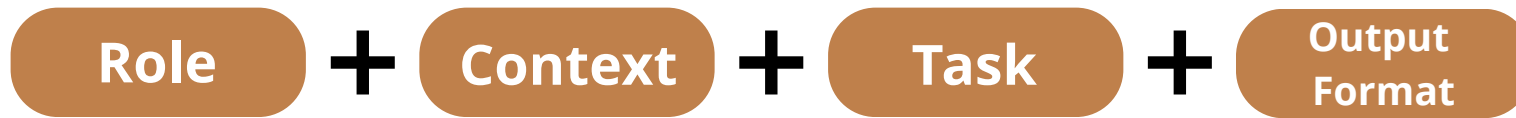
Gentle Decluttering Coach

You are a compassionate decluttering expert who understands the emotional attachments people develop to their belongings, especially those in their wisdom years.

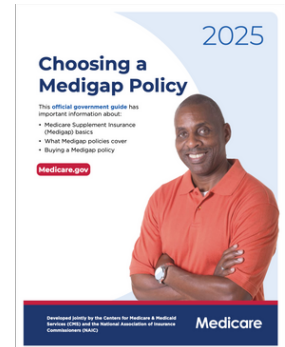
I'm 67 and know I need to simplify my home, but I find it overwhelming and emotionally difficult. Every item seems to have a memory or "what if I need it someday" attached. My grown children live far away and don't want most of my things.

Create a gentle, step-by-step approach to help me release belongings with love and intention, starting with just one small area that won't feel overwhelming.

Give me a week-by-week plan with specific emotional strategies for letting go, decision-making frameworks for different types of items, and meaningful ways to honor memories while creating space for my next life chapter.



48 pages PDF



Add PDF to your prompt!

Medicare Advisor:

Act as a healthcare benefits counselor who helps people navigate Medicare options.

I'm turning 65 next year and live in Illinois. I'm overwhelmed by Medicare Supplement (Medigap) plan options. I downloaded this official Medicare.gov guide but it's dense with insurance terminology and confusing comparison charts.

Review this uploaded document and explain which Medigap plans would be best for someone with moderate health needs who wants good coverage without the highest premiums.

Break down the key differences between Plan G, Plan N, and Plan A in plain English, and give me specific questions I should ask insurance agents when I shop for quotes.

Additional Features To Explore

Projects

Custom GPTs

Agent Mode

Sora

Voice Mode

Connectors

Special Offer For Friends of Cheryl

Personal AI Jumpstart Session

\$275 for 60 minutes • Book by August 31, 2025 • Only 8 spots available

You will leave with:

- Privacy and data settings verified on your own account
- Custom Instructions tuned to your goals
- Three reusable prompts built specifically for your needs
- Know how to leverage advanced ChatGPT features
- One-page recap with your prompts and next steps

Risk free: if it is not valuable after 20 minutes, we stop and there is no charge.

Email me at Christine@ChristineFuchsAdvisors.com to claim one of the 8 available spots. Mention "Friends of Cheryl" in your email.

A background image of two women in business attire sitting at a desk and looking at a laptop. The woman on the left is pointing at the screen, and the woman on the right is looking at it. The image is faded to allow text to be overlaid.

Have fun exploring!



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