



FREE



LCG OPEN COACHING PRESENTS

Leaders Leveraging Artificial Intelligence to Elevate Personal Effectiveness

🕒 FRIDAY | 12:00 PM EST

📅 OCTOBER 3, 2025



Michael Seelman

CEO of the Leadership Coach Group
U.S. Department of Defense CIO
Certification



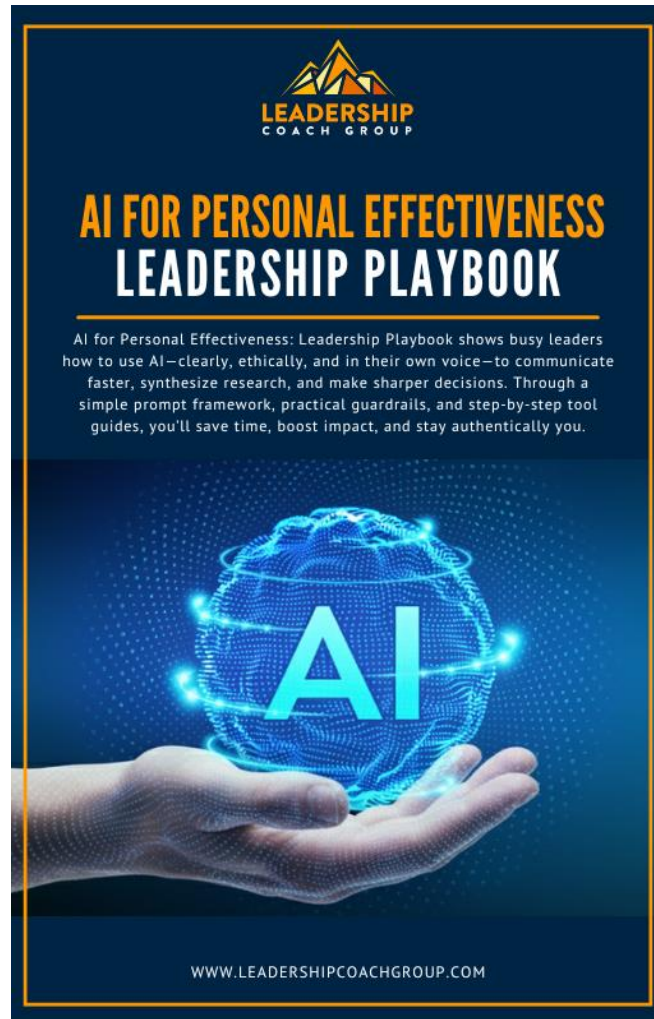
LIVE
WEBINAR



What is LCG Open Coaching?

- **Rotating Hosts & Themes:** Every month (1st Friday at Noon EST) features expert coaches discussing topics aligned with leadership excellence and the core values of the Leadership Coach Group.
- **Actionable Insights:** Leave every session with fresh perspectives and a deeper understanding of your leadership journey.
- **Step-by-step “Playbook:”** Receive a practical guide filled with reflective prompts, actionable steps, and strategies.
- **Live Open Coaching:** Each session invites volunteers from the audience to share real questions and challenges, creating a personalized and dynamic learning environment.

PLAYBOOK



✓ AI for Personal Effectiveness Leadership Playbook

1. Prompt engineering framework
2. Limitations of generative models
3. Creating a custom GPT to write in your leadership voice
4. Use Gemini to synthesize information
5. Tailoring your communication using AI-powered personality analysis

✓ Hands-On Activities to Apply these Strategies

| Our Services



One-on-One Coaching

What does your style of top-notch leadership look like? We're here to unlock your unique potential, refresh your self-awareness, and create plans to make your goals into realities.

Confidential, experienced, and supportive, our coaches will guide you through leadership challenges while freeing you to fulfill your potential.

Level up with us!



Team Effectiveness

Galvanize your team and equip them to achieve their goals with our team coaching, team psychological safety assessments, and inspirational speaking.

These services target powerful points for growth and will send your team into the future with greater confidence, skill, and cohesion. Learn more about our transformational sessions today.



Leader Assessments

Using the industry's leading diagnostic tools, we provide essential insights and individually empower leaders to thrive. Our array of assessments includes High 5 Strengths Finders Test, DISC, the Myers-Briggs Type Indicator®, the Enneagram of Personality, and 360-degree leadership assessments. Explore your potential with us today.

| Our Coaches Have Served Leaders at*:



ORACLE®

 **Dropbox**

 Microsoft

 **SAP**

webflow

 **Hinge Health**

SWISSnex 

 salesforce

NEXtera
ENERGY 

facebook.

SONY

 SIGFIG

UCSF Health

FICO

TURO

*The company logos represent the companies our coaching clients were employed by during the time of their coaching by members of the Leadership Coach Group. Some of these clients paid privately for their coaching, others' coaching programs were sponsored by their companies. It is a partial list of clients and affiliates our coaches have worked with over the duration of their careers.

Follow Up Email

Playbook



Slide Deck



Complimentary Coaching Session



Michael Seelman



Michael Seelman

**CEO of the Leadership Coach Group
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Certification**

- Executive coach with 20+ years of experience helping leaders elevate performance, lead authentically, and live with greater fulfillment
- Has coached over 150 senior leaders across five continents, from CEOs to government executives
- Held senior leadership roles at the White House, DOJ, DHS, and FBI—leading initiatives in innovation, communications, and violence reduction across the U.S.
- Former FBI Deputy Chief Knowledge Officer and global head of employee communications, advising Director Bob Mueller post-9/11
- He is currently completing a PhD in organizational leadership, where his research explores how psychological safety supports successful AI integration.



Let's get present!



Use the poll:
**On a scale of 1
to 5, how
experienced are
you with AI?**
(1 = no experience, 5 = expert)



Challenges We Will Address Today

- **You want to build authentic messages faster**—imagine a custom GPT trained in your leadership voice to draft emails, speeches, presentations, and thought leadership posts that truly sound like you
- You need to quickly synthesize industry trends, master emerging technologies, or make sense of disjointed internal data—but **the research takes more time than you have**
- **You're pressed for time**, your inbox is overflowing, and every message deserves a thoughtful reply

What We'll Cover

- **Prompt Engineering** Framework
- **Limitations** of AI Generative Models
- Creating a **Custom GPT** in your “*best self*” leadership voice
- Using **Gemini** to synthesize research into actionable takeaways
- **Tailoring your communication** using AI-powered personality analysis



AI Tools Leaders Are Using Today



Today's focus: ChatGPT + Gemini + Humantic AI

COMPASS Framework for Prompt Engineering

- **Context** - Provide the **background** behind your request and include **examples** so the AI understands what “good” looks like.

✘ Instead of: *“Create an email to request a refund for a company event.”*

✔ Use: *“I need to write an email to request a refund for a company event. The event was canceled last minute due to weather, and we had prepaid for catering and space. I want the tone to be respectful, clear, and persuasive.”*

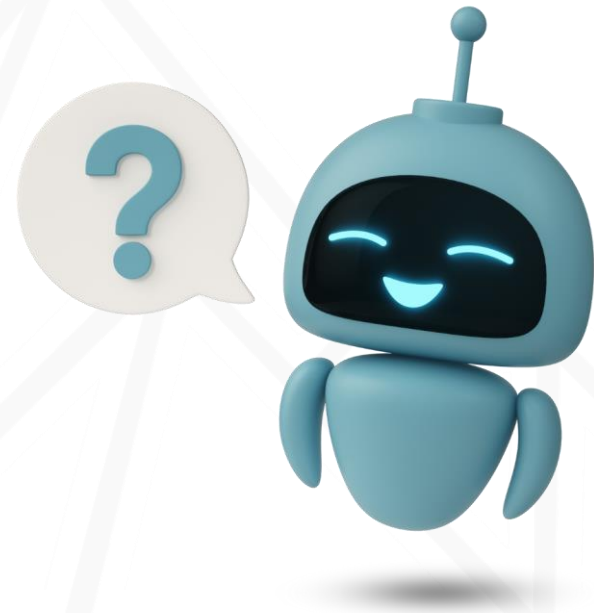


COMPASS Framework for Prompt Engineering

- **Outcome** - Clearly state the **result** you want — summary, draft email, talking points, analysis, etc.

✗ Instead of: *“Summarize this.”*

✓ Use: *“Provide a 3-paragraph executive summary of this 5-page report, focusing on key trends and recommendations for Q4 planning.”*

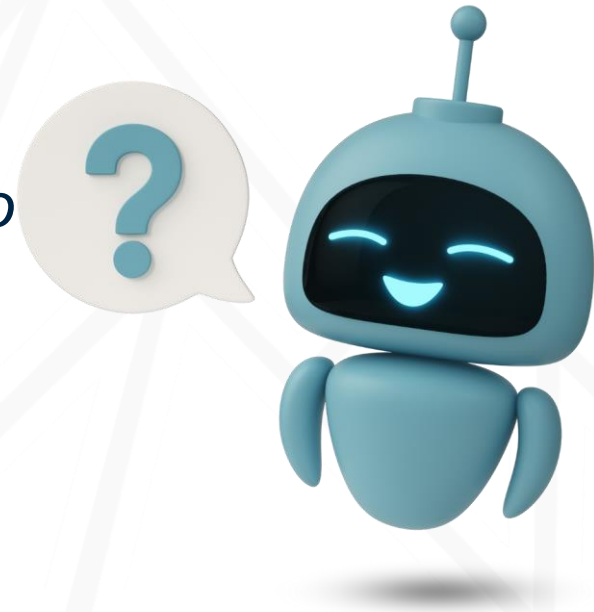


COMPASS Framework for Prompt Engineering

- **Model a Role** - Assign the AI a role (analyst, editor, researcher) to **shape its perspective**.

✗ Instead of: *“Write a message to my team.”*

✓ Use: *“You are the CEO addressing company employees after we missed our quarterly goal. Draft a clear, accountable, and hopeful message that acknowledges results, highlights two lessons learned [add lessons learned], and outlines a 90-day plan [provide elements of the plan] with three priorities [name the priorities] and owners [identify the owners by their name and role].”*

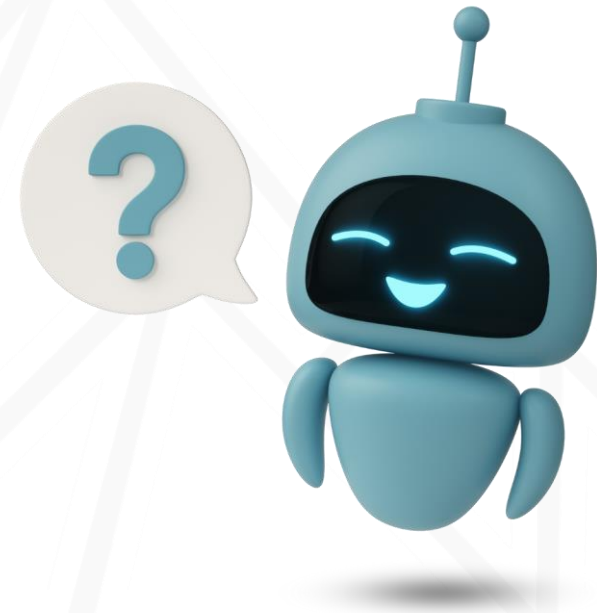


COMPASS Framework for Prompt Engineering

- **Presentation** - Specify the **output format** — bullets, tables, or narratives.

✘ Instead of: *“Tell me the pros and cons of remote work.”*

✔ Use: *“List 3 pros and 3 cons of remote work in a two-column table, with each point limited to 15 words.”*



COMPASS Framework for Prompt Engineering

- **Audience** - Define **who the response is for** so the language and tone fit the reader.

✗ Instead of: *“Write a product memo.”*

✓ Use: *“Write a product memo for senior engineers and data scientists—be technical, include assumptions, metrics, and trade-offs.”*

or

“Write a product memo for senior executives—include a high-level executive summary, provide a cost-benefit analysis, and specific recommendations and decision points.”

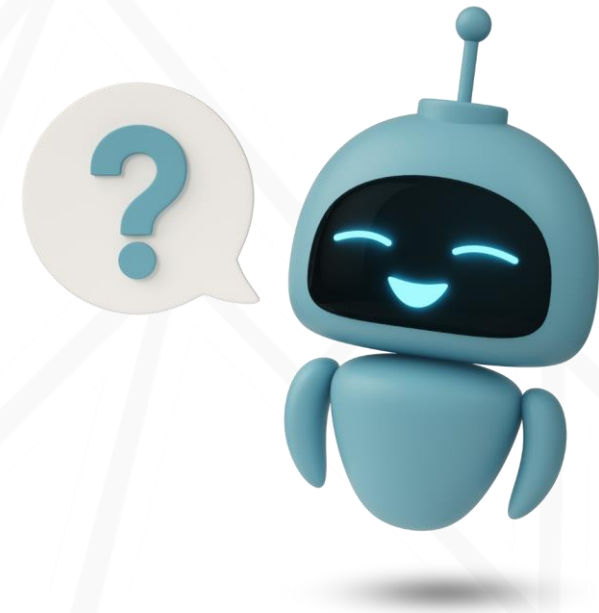


COMPASS Framework for Prompt Engineering

- **Style** - Set the voice, tone, and brand personality to keep responses authentic and effective.

✘ Instead of: *“Make it more professional.”*

✔ Use: *“Revise this with a calm, confident tone—like how I aspire to speak in executive briefings: clear, persuasive, and focused.”*

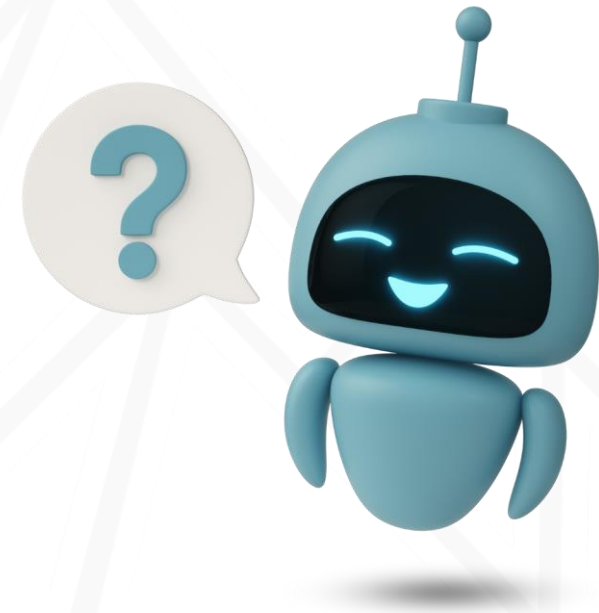


COMPASS Framework for Prompt Engineering

- **Scope** - Apply **boundaries** and **restrictions** like word count, number of bullets, or depth level.

✘ Instead of: *“Give me ideas for a LinkedIn post.”*

✔ Use: *“Suggest 3 LinkedIn post ideas (under 100 words each) that position me as a thought leader in AI and leadership.”*



Limitations of Generative Models

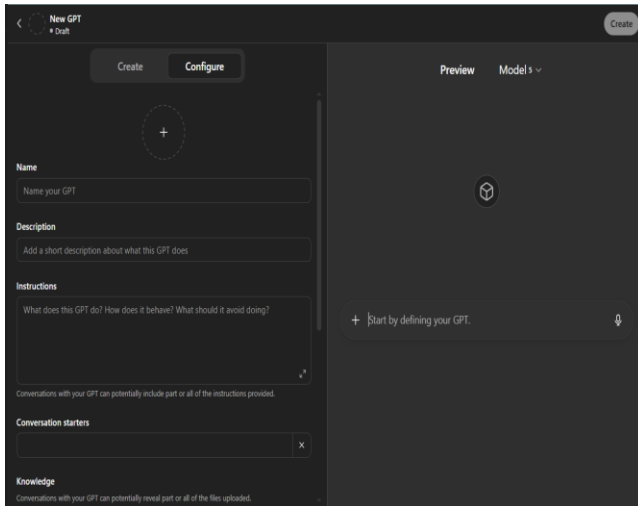
⚠ Helpful but not perfect:

- **Hallucinations** → AI may produce confident but incorrect answers
- **Token length** → Limited input and output capacity (~5–10 pages of text)
- **Costs** → Advanced versions and larger token limits come with pricing
- **Privacy/Confidentiality** → Sensitive data shared with AI tools may be stored or exposed unless configured properly.

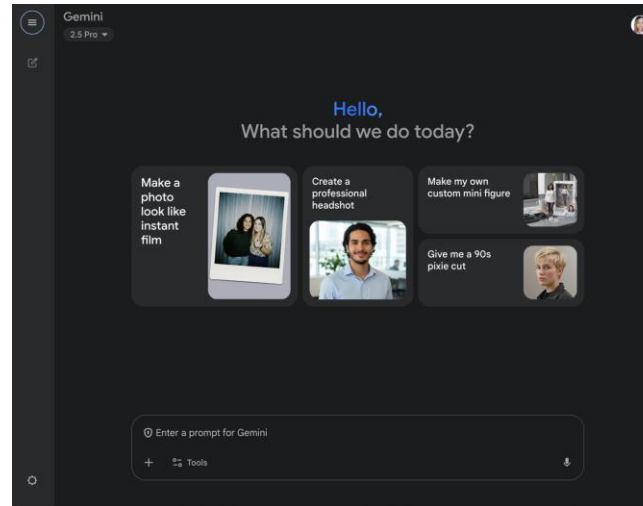


DEMO

ChatGPT



Gemini



Humantic AI





Be Part of Open Coaching!

VOLUNTEER REQUIREMENTS:

- Have an idea of messaging you might want to do faster and effectively.
- Open to **engage** in a meaningful coaching conversation.
- **Ready** to turn on their **camera** and **microphone**.
- **Consent** to being recorded and recording shared online.
- Currently using a **desktop computer** or a **laptop**.

WANT TO VOLUNTEER?

Raise your hand in the webinar or type in “**I volunteer**” in chat!

Follow Up Email

Playbook



Slide Deck



Complimentary Coaching Session





We Welcome Your Feedback





Coming up next for LCG Open Coaching

Conversations that Connect: From Basics to Breakthroughs

 Friday, November 7, 2025

 12 PM EST

Stay tuned for updates and details on this exciting session. Make sure to mark your calendars!



We are Here for You!

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