

Using AI to Think, **Not Just Execute**

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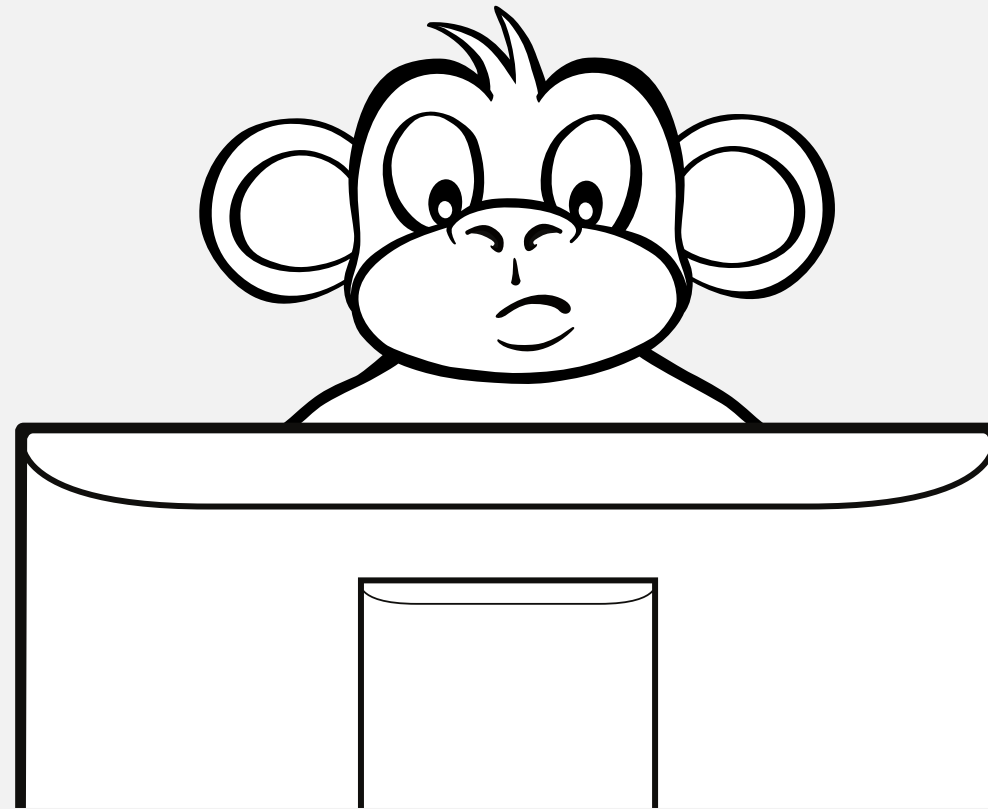
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- VP of Strategy & Partnerships at **AMI**
- Ghostwriter and strategist through **Grei Matter**
- Founder of hybrid publisher **Kingbird Press**
- Entertainment industry executive consulting for **Ardvella Entertainment**
- Clients have included **Disney, Warner Brothers, Conde Nast, Hasbro,** and AMI members you may know: **Kathleen Perley, Mary Ann Pruitt, Del Esparza,** and **Mercer Island Group**

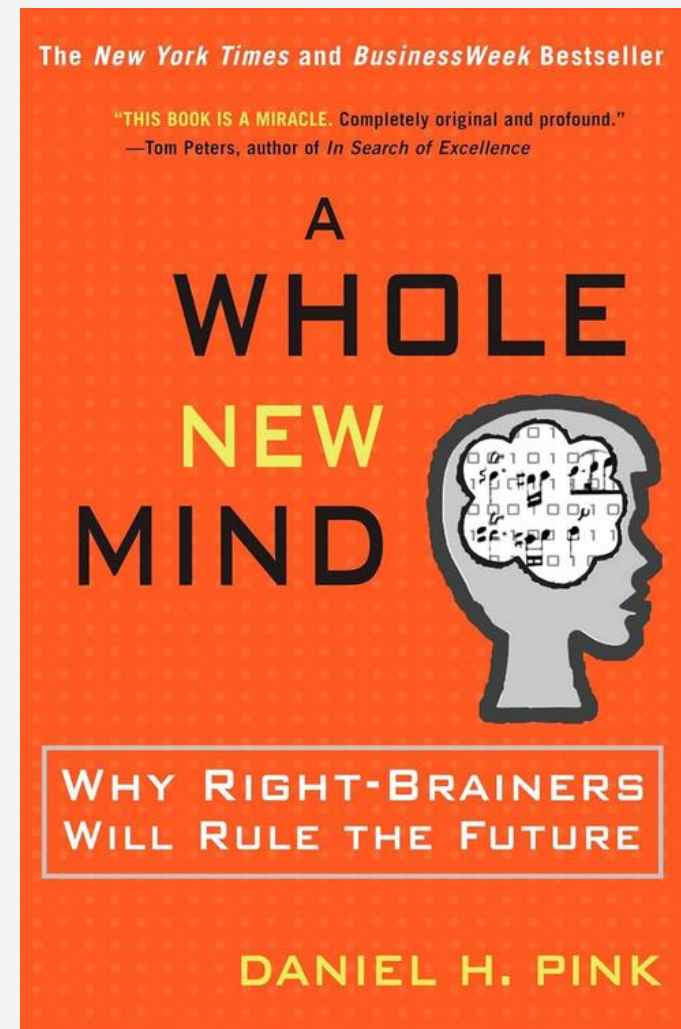




**“The smartest thinking tool ever built
is mostly used to create the
dumbest content faster.”**

Agree or Disagree?

Human Skills AI Can't Replace.



[Amazon](#)

Questioning

Asking the sharp, original questions machines can't.

Taste

Knowing what's good when everything is possible.

Iteration

Improving your work version after version.

Composition

Assembling pieces into something meaningful.

Allocation

Orchestrating humans and machines toward a clear goal.

Integrity

Choosing what's right when everything around you is moving fast.

YouTube: <https://www.youtube.com/watch?v=1LMcGRfYBro>



The Vending Machine Trap

Most people treat AI like a vending machine:
insert a prompt, press a button, receive output.
Fast. Transactional. Forgettable.

The Basic Pattern



The 3 Modes of AI Use

Execute



Enhance



Think



Mode 1: Execute

Do this for me.

You arrive with a task.
AI completes it.
Output delivered.

Fast, functional, genuinely useful for the right things.

Sample Prompt: “Write a poem about a pig.”

Mode 2: Enhance

Make this better.

You bring something partially formed.
AI refines or expands it.

Still reactive – but you've added judgment to the loop.

Sample Prompt: “Here's my draft positioning statement. Make it sharper and more specific.”

Better output. Same underlying thinking.

Mode 3: Think

Help me figure this out.

You arrive with a question, not a task.
AI becomes a thinking partner helping you pressure-test, reframe,
and decide before you build.

Sample Prompt: “Before I write my positioning statement, ask me the questions that would help me figure out who I'm actually best for, and what I'm assuming I shouldn't be.”

Sharper thinking. Better decisions.

Rethink Your Thinking

Most people are using AI to answer questions instead of generate them.

The highest-value use of AI for agency owners is in the thinking phase:

Finding unexpected combinations of capability and market

Stress-testing your positioning before a client does

Identifying underserved audiences your competitors are ignoring

Researching opportunities from unexpected angles

3 Types of Thinking Prompts

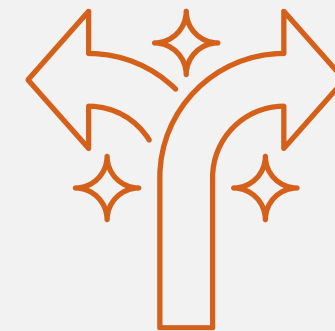
Clarify



Challenge



Decide



Prompt 1: Clarify

For when your idea is real but not yet sharp.

Why it works: You're not asking it to write. You're asking it to help you think before you write. The output is sharper thinking, not sharper copy.

Sample prompt: “I'm trying to articulate what makes my approach different from everyone else in my space. Don't write anything yet – just ask me the questions that would help me figure that out myself.”

Prompt 2: Challenge

For when you're too close to your own thinking.

Why it works: Most of us only stress-test ideas with people who want them to succeed. This prompt asks for the opposition's best argument.

Sample prompt: “Here's my current plan. Make the strongest case against it, not to be negative, but so I can make it stronger.”

Prompt 3: Decide

For when you're circling a fork and can't land.

Why it works: You're not outsourcing the decision. You're expanding the information you're making it with.

Sample prompt: “I keep going back and forth on this decision. Here are both options. Don't tell me what to do – tell me what I might not be seeing.”

What Kind of AI Thinker Are You?



greimatter.com/ai-thinking-style

Four kinds of AI thinker.

The Maker

Thinks by building.

The Challenger

Thinks by interrogating.

The Navigator

Thinks by orienting.

The Sythenizer

Thinks by finding meaning.

3 Takeaway Prompts

01 — Personal Brand

For the strength you're not claiming.

“I've attached a PDF of my LinkedIn profile. Based on what you see here, what is a point of view or area of expertise I appear to have that I'm not actively owning? Where is my thought leadership most naturally waiting to emerge?”

To download LinkedIn Profile as a PDF: Go to your profile, click More, Save to PDF.

02 — Business Differentiation

Discover the overlooked.

Here is my agency website: [your URL]. Review it and tell me what feels special or underrepresented. What is the most compelling thing this site hints at but hasn't fully claimed yet?

03 — Finding Your Niche

Find territory you haven't considered.

“Based on what you can see about my agency at [your URL], what are two or three niche directions I'm probably not considering – where my existing strengths could create an outsized advantage in a more focused market?”

Thank you.