

The Operating Core

The thirteen fundamentals

These are the thirteen moves. Once a move has a name you can call for it on work the sessions never covered, and on whichever tool you are using next year. The vocabulary is the most durable thing here, ahead of the finished pieces and ahead of the measurement.

BEFORE YOU ASK

- 1 **Interview me.**
Make it ask you what it needs before it answers.
- 2 **Show three.**
Give it three examples of good, then ask for a fourth.
- 3 **Break it down.**
Split the job into steps instead of asking for all of it at once.

MAKING IT BETTER

- 4 **Set the bar.**
Produce it, have it write the criteria a good version has to meet, measure the draft against them, then fix it.
- 5 **Argue against it.**
Have it take the other side, and say what a hostile reader hits first.
- 6 **Around the table.**
Have it read the same piece as the CFO, then the skeptic, then the customer.

WHEN IT IS BIG

- 7 **Make it a table.**
Messy input in, structured rows out.
- 8 **Same columns.**
Every option assessed on the same dimensions, so they can be compared.
- 9 **Only from this.**
Work from the documents you supply and nothing else.

DOING IT AGAIN

10 **Write it once.**

Build the instruction once instead of re-explaining the job every time.

11 **Stop and check.**

Chain the steps, and name the point where a person has to look.

TRUSTING IT

12 **Found or figured.**

Mark what came out of the document and what was concluded on top of it.

13 **Back to the source.**

Check against the original document, never against a summary of it.

Two are installed in each session, and three in week three. Every piece you build leaves with the instruction that produced it.

AI Operating Core