

Your AI Coach for Challenging Leadership Situations

Step by step to your own AI Coach


8 Categories. 74 topic areas. One method.

3-5 Hours

Individual Training

Online

Note:

 This training is conducted by an AI system acting as the trainer (e.g. ChatGPT, Gemini, Claude) - upload both Markdown files (Systemprompt.md and content.md) and type "Start". No human trainer is required.

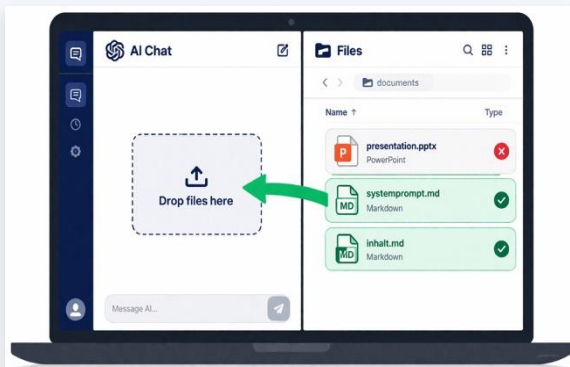
 Download both files: <https://www.foundic.org/category/training/>



FOUNDIC.org



1 Load files into chat



① **Open your LLM in the browser**
ChatGPT, Claude or Gemini — Text mode (no audio!)

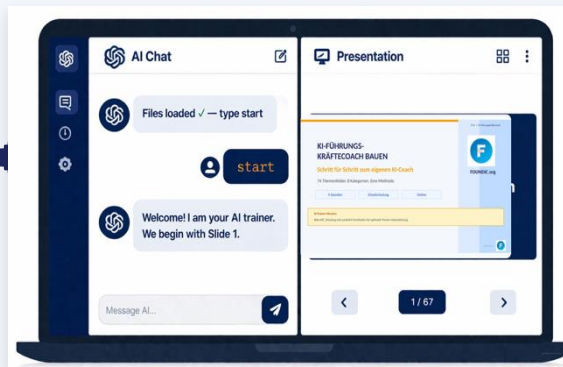
② **Upload Both Markdown Files**
systemprompt.md + content.md per Drag & Drop

✗ **Do NOT upload the PowerPoint**
Only the two .md files belong in the chat

⚠ No audio yet — files loadable only in text mode.

📁 **Files Missing?** Download: foundic.org/training

2 Start training with "start"

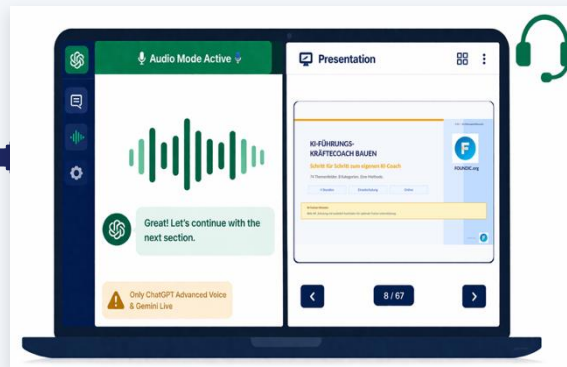


① **Type the word: start**
One word is enough — the trainer starts automatically

② **Split your screen**
Left: Chat window · Right: Open PowerPoint slides

✓ **The slides are your visual anchor — the trainer tells you when to click forward.**

3 Optional: Activate audio mode



① **Complete step 1 & 2 first**
Load files + type "start" — then audio

② **Activate audio mode**
ChatGPT: Headphones symbol · Gemini: Microphone symbol

③ **Put on your headset and start speaking**
Review slides, speak freely with the trainer

Only available in ChatGPT (Advanced Voice) and Gemini Live — not in Claude.

What brings you here?

? Which leadership situation is most burdening you right now?

? have you already tried an AI tool? what was your experience?

? What would you do differently if you had an experienced coach at your side for every leadership situation?

your answers personalize the training. no prior AI knowledge needed.



What to Expect Today

45 Min	M1: Understand AI coach - 8 categories, 74 topics, your daily life	Input
55 Min	M2: Set up your AI coach - tool choice, setup, data protection	Hands-on
-	Learning Check 1	Check
15 Min	Break	Pause
60 Min	M3: RAKE method + category prompts + weekly structure	Input
-	Learning Check 2	Check
30 Min	Lunch Break	Pause
60 Min	M4: Practice Sprint - Your real situations live	Demo
-	Final Assessment + Key Takeaways	Conclusion



Why AI Coaching? - The Business Case

Leaders invest in effectiveness—not in methods. These are the concrete levers:

1

Faster Decisions

Systematically prepare for difficult situations - instead of improvising

2

Clearer communication

Formulate messages more precisely, empathetically, and appropriately for leadership

3

Less miscommunication

Avoid conflicts and escalations through better preparation

4

Scalable Leadership Quality

Coaching support anytime and for all 74 situations

MODULE 1

What is an AI Leadership Coach?

- A digital sparring partner for 74 leadership topics in 8 categories — round the clock
- Specifically trained for leadership—from employee conversations to stakeholder communication
- Not a substitute for real coaches—but a strong preparer, idea generator, and thinking partner
- No programming needed — No-code, a strong preparation tool, set up in 55 minutes
- Develops into a mirror of your leadership logic - the more you use it, the more precisely it knows your style, your categories, and your decision-making.

The key difference

General Chatbot

Answers everything - but nothing deeply

Knows no context about you

Generic tips - not action-oriented

Must be explained anew each session

Responds to inputs - without structure

Specialized AI Coach

Focused on leadership topics from 8 categories

Knows your role, your style, your situation

Concrete wordings and scenarios

Persistent personality - always ready to deploy

Structures situations before the conversation

The difference doesn't lie in the model — but in prompt, context, and knowledge.



What topics does the AI coach support you with?

1 Employee leadership & individual conversations

All conversations you have 1:1 with your employees—from goal-setting to separation.

2 Teamdynamik & Teamentwicklung

Leadership at group level—shape conflicts, culture, collaboration, and team development.

3 Communication & Presentation

Messages that land — downward, upward, outward, and in crisis situations.

4 Self-Leadership & Personality

The leader as a person — reflection, resilience, career, and personal impact.

5 Strategic leadership

Steer the company — strategy, change, digitalization, and competition at management level.

6 Stakeholder-Management

Leadership beyond company boundaries — shareholders, investors, board, and partners.

7 Special situations

One-time or rare events—from company acquisition to own succession.

8 Leadership Culture & Organization

Shape structures, values, and culture—succession planning, compliance, internal dynamics.

1 Employee leadership & individual conversations

Topic Areas:

Performance conversations with underperformance

Feedback conversations (positive & critical)

Conduct motivation conversations

Return-to-work conversations after illness

Structure target agreement conversations

Onboarding conversations

Prepare termination conversations

Communicate Warnings

Write performance reviews

Salary negotiations with employees

Context example (C):

Employee Thomas, 35 years old, on the team for 3 years, previously good performance. For 4 weeks underperformance: negative hours, projects late, seems unmotivated. Tends to react defensively.

Sample Prompt:

You are an experienced leadership coach, specialized in employee management and one-on-one conversations. Context: [briefly describe your employee, the situation and your goal]. I need to conduct a clarifying conversation. How do I begin to regain motivation and understand reasons? Give me 3 phrasing options.

The result: Sample output from your AI coach

Option 1: 'I greatly appreciate your work so far - and that's exactly why I want to speak openly with you today. Not with accusations, but with the desire to move forward together.'
Reflection question: What do you need from me so we can solve this together?

Tip: Write your context for Category 1 once—and reuse it for all 10 topics in that category.



2 Team Dynamics & Team Development

Topic Areas:

Moderate conflicts between team members

Building psychological safety

Building psychological safety

Shaping remote and hybrid leadership

Recruiting: Job profiles and interviews

Knowledge Transfer and Mentoring

Develop innovation culture and error culture

Improving Meeting Culture

Delegation and Task Distribution

Dealing with toxic team members

Context example (C):

My team (8 people) has had tension between two senior colleagues for weeks. Both are high performers, but their conflict is affecting the atmosphere. So far I haven't done anything.

Sample Prompt:

You are an experienced leadership coach, specialized in team dynamics and team development. Context: [briefly describe your team, the dynamics and the specific conflict or problem]. How do I moderate a clarifying conversation between them without taking sides? What are the first three steps?

The result: Sample output from your AI coach

Recommendation: Two individual conversations first (20 minutes each), then joint clarification conversation. Introducing the three: 'I've spoken with both. It's not about who's right - it's about how we can work well together again.'

Next step: Establish binding ground rules.

Tip: Write your context for category 2 once and reuse it across all 10 topics in this category.



3 Communication & Presentation

Topic Areas:

Communicate Difficult News to the Team

Communicate uncomfortable truths upward

Sharpen emails and written communication

Prepare speeches and keynotes

Interviews and panel discussions

Press Inquiries and Statements

Public positioning as a leader

Communicate changes internally

Internal and external crisis communication

Context example (C):

I need to tell my 22-person team that we're missing the annual plan by 18%. The message must be honest but shouldn't destroy motivation. Presentation in 2 days.

Sample Prompt:

You are an experienced leadership coach, specialized in communication and presentation. Context: [briefly describe the message, the target audience and the occasion]. How do I structure this message so the team can understand what happened without panicking? Give me a structure and 2 opening variations.

The result: Sample output from your AI coach

Message structure: (1) What happened - factually in 2 sentences. (2) Why - name external factors. (3) What we do now - concrete measures.

Opening: 'I want to be honest today and also show: I trust this team. We'll do this together.'

Tip: Write your context for Category 3 once—and reuse it for all 9 topics in that category.



4 Self-Leadership & Personality

Topic Areas:

Sharpen leadership brand and live it consistently

Recognizing Your Own Reaction Patterns

Set boundaries and communicate

Self-Management Under Pressure

Career development and next steps

Build Personal Resilience

Reflect on loneliness in the leadership role

Energy management and work-life integration

Own decisions that can't be discussed internally

Mentoring other leaders

Context example (C):

I often react defensively in pressure situations and then decide counterproductively. The pattern repeats: criticism - immediate justification - overcorrection. Happened again last week.

Sample Prompt:

You are an experienced leadership coach, specialized in self-leadership and personal development. Context: [briefly describe the situation, your reaction and what you want to change]. Which 2-3 concrete techniques help me react more consciously in the next pressure situation? What can I practice today?

The result: Sample output from your AI coach

Technique 1: 3-second pause before every answer in high-pressure situations — do it intentionally.

Technique 2: After each escalation, note: 'What would I have said instead?'

Technique 3: Ask a trusted person after important conversations: 'How did I come across?'

Tip: Write your context for Category 4 once—and reuse it for all 10 topics in that category.



5 Strategic Leadership

Topic Areas:

Structure Strategic Options

Thinking Through Reorganizations

Prepare Change Management

Lead Digital Transformation

Understanding competitive dynamics

Internationalization decisions

ESG and Sustainability Strategy

Growth and innovation strategies

Make-or-buy and investment decisions

Context example (C):

Ich muss in 2 Wochen dem Beirat eine reorganization praesentieren: 2 Abteilungen werden zusammengefuehrt. Zwei der vier Beiraete sind erfahrungsgemaess skeptisch bei Strukturaenderungen.

Sample Prompt:

You are an experienced leadership coach, specialized in strategic leadership and decisions. Context: [briefly describe the strategic situation, the stakeholders and your goal]. What are the 3 strongest arguments for this merger? And which critical questions will definitely come - with answer suggestions?

The result: Sample output from your AI coach

Argument 1: Efficiency +20% through shared IT infrastructure (bring numbers).
Argument 2: Klarere Verantwortung → schnellere Entscheidungen.

Answer to "What happens to the employees?": "No layoffs - all roles remain, will be tailored. I'll show you the exact plan."

Tip: Write your context for Category 5 once—and reuse it for all 9 topics in that category.

6 Stakeholder Management

Topic Areas:

Designing Shareholder Communications

Preparing the Board of Directors and Advisory Board

Investor Relations and Fundraising

Advise and manage consultants

Regulatory and government communication

Negotiations with banks and partners

Cooperations and Joint Ventures

Reputation Management During Crises

Navigating political dynamics

Public positioning on societal issues

Context example (C):

Shareholders' meeting in 5 days. Q3 figures 12% below target. Background: Market downturn, no internal failures. Shareholder mix: 2 operational investors, 1 financial investor who reacts quickly.

Sample Prompt:

You are an experienced leadership coach, specialized in stakeholder management and difficult conversations with investors, board members or shareholders. Context: [briefly describe who you're talking to, what's at stake and your goal]. How do I open this meeting so the financial investor doesn't immediately go into crisis mode? And which numbers must I definitely bring up proactively?

The result: Sample output from your AI coach

Opening: I want to be completely transparent: Q3 is 12% below plan. The reason is the market - I'll show you the comparison data.

Address proactively: competitor also lost 15%. Immediate measures already initiated - bring list. Communicate Q4 result expectations clearly.

Tip: Write your context for Category 6 once—and reuse it for all 10 topics in that category.

7 Special Situations

Topic Areas:

Take on new leadership role (first 90 days)

M&A: Acquisitions and integrations

Insolvency and restructuring situations

External crises (cyberattack, product recall)

Business Succession (Purchase & Sale)

Dynamics of Family Businesses

Personnel decisions at leadership level

Negotiate own compensation as managing director

Context example (C):

We are being acquired. Signing was yesterday. My team (22 people) doesn't know yet. Communication must happen today. Core concerns: job security and cultural change.

Sample Prompt:

You are an experienced leadership coach, specialized in special situations like crises, restructurings, and difficult business news. Context: [briefly describe the situation, those affected and what needs to be communicated]. How do I communicate this message today so the team doesn't go into shock? What do I say first - and what not yet?

The result: Sample output from your AI coach

Opening: 'I have important news today. Please set everything aside briefly.'
Core message in 3 sentences: What's happening | What that means for you | What I need from you.

DON'T say: 'Don't worry.' DO say: 'I understand that raises questions—I'll answer them now.'

Tip: Write your context for Category 7 once—and reuse it for all 8 topics in that category.



8 Leadership Culture & Organization

Topic Areas:

Anchor and model company values

Develop second-line leaders

Succession planning for key positions

Intercultural leadership

Compliance culture without control mentality

Leadership upward (manage your own boss)

Navigating internal power dynamics

Balancing stakeholder interests

Context example (C):

I want to establish error culture in my team - but my own supervisor punishes mistakes. My team observes both. Previous attempts have changed little.

Sample Prompt:

You are an experienced leadership coach, specialized in leadership culture and organizational development. Context: [briefly describe your organization, the current culture and what you want to change]. What can I specifically do in my team even though the environment isn't supportive? And how do I deal with my supervisor?

The result: Sample output from your AI coach

Step 1: Explicitly tell the team: 'Mistakes are allowed here — as long as we learn from them.'
 step 2: publicly name one of your own mistakes + share the lesson.
 Step 3: Never punish others' mistakes — ask: 'What do we learn from this?'

Tip: Write your context for Category 8 once—and reuse it for all 8 topics in that category.



The case study - Category 1, Topic 1

Starting situation (Category 1 - Employee Leadership):

A leader must conduct a conversation with an employee who has been underperforming for weeks: negative hours, delayed projects, lacking engagement.

Goal 1

re-engage the employee and uncover the root causes

Goal 2

Conduct the conversation respectfully and constructively

Goal 3

Make clear agreements without escalation

This case example accompanies us through all 4 modules—representing all 74 topics.



AHA-Moment #1: The AI coach beats generic chat

SELF-TEST - Open Your AI Tool Now

General ChatGPT

Prompt: "How do I conduct an employee conversation with an underperforming employee?"

Result: Generic 10-point list with no context, no sense of your style, no consideration of your situation.

Your AI Coach (Category 1)

Same content—but with RAKE prompt, your leadership role, your employee type, and clear expectation.

Result: 3 concrete opening statements tailored to your style, with reflection question.

AHA moment #1: In most leadership situations a specialized setup beats generic chat significantly. And: recognizing good answers and classifying them with Q-R - that's the next step.



Which tool fits your situation? 5 selection criteria

Kriterium	ChatGPT Plus	Claude Pro	Gemini Adv.	MS Copilot	Grok (xAI)
Coach Persona	✔️ GPTs	✔️ Projects	✔️ Gems	⚠️ Studio	❌ No
Persistenz	✔️ Permanent	✔️ Permanent	✔️ Permanent	⚠️ Enterprise	❌ No
Upload Documents	✔️ 20 Files	✔️ Very large	✔️ Drive-Int.	✔️ SharePoint	✔️ meeting
Data protection & GDPR	⚠️ Opt-out required	✔️ Privat by default	✔️ Workspace-Int.	✔️ EU data centers	❌ Weak policy
IT-Infrastruktur	Standalone	Standalone	✔️ Google Workspace	✔️ Microsoft 365	Standalone

All mentioned tools can be used without IT knowledge. Features and conditions may change - please check current information before selection.

Learning check 1 - What have you learned so far?

6 Questions - 1 Correct Answer Each Answer.

Question 1 how many main categories are the 74 topic fields divided into?

- A) 5
- B) 6
- C) 8
- D) 10

Question 2 which category covers partner and board communication?

- A) Category 3 Communication
- B) Category 6 Stakeholder Management
- C) Category 5 Strategy
- D) Category 8 Leadership Culture

Question 3 what distinguishes a specialized AI coach from ChatGPT?

- A) He is more expensive
- B) He knows your context and bleibt konsistent
- C) He can recognize emotions
- D) Er ersetzt menschliche Coaches

Question 4 which tool is NOT suitable for persistent coach personas?

- A) ChatGPT Plus
- B) Claude Pro
- C) Grok (xAI)
- D) Gemini Advanced

Question 5 What does NOT belong in your AI coach per GDPR?

- A) Public coaching literature
- B) Anonymisierte Fallbeschreibungen
- C) Real employee names and Adressen
- D) General leadership guidance

Question 6 Which category does "Self-management under pressure" fall into?

- A) Category 1 Employee Leadership
- B) Category 4 Self-Leadership
- C) Category 5 Strategy
- D) Category 8 Leadership Culture





PAUSE

Screens off - stand up briefly - back in 15 minutes

After the break: Set up your AI coach technically (Module 2)

You're not building a chat tool—but a system that supports you in every leadership situation

Technical Perspective

A Bot (GPT / Project / Gem)
based on an AI model

contains:

- your system prompt
- Your rules and categories
- optional: Your knowledge (documents)

What that means for you

Your personal AI Coach
knows your role and situations

works:

- according to your logic (RAKE)
- with your categories
- reusable anytime

The bot is the technical form — the difference comes from your method.



MODULE 2

Set up your AI Coach - in 55 minutes

- 1 Confirm tool and choose sub-module → You create the technical basis of your AI coach system
- 2 create bot: name, description (usable for all 8 categories!)
- 3 Upload knowledge: Coaching documents from your categories
- 4 first functionality test: who are you - and which topics can you help me with?

no programming. no-code. directly in browser - for all 74 topic fields.



Setup steps depending on your tool

ChatGPT Plus	Claude Pro	Gemini Advanced	MS Copilot	Grok (xAI)
<ol style="list-style-type: none"> 1. GPT-Store → left menu → "Explore GPTs" → "+ Create" 2. choose "configure" tab → assign name + description 3. Note field: Enter placeholder (continued in M3) 4. Upload Documents (max. 20), Enable Web Search 5. Visibility: set "Only me" 	<ol style="list-style-type: none"> 1. claude.ai → "Projects" → "+ New Project" 2. Assign project names 3. Project Instructions: Enter placeholder (to be continued in M3) 4. Upload documents from all 8 categories 5. Start a new conversation - Instructions automatically enabled 	<ol style="list-style-type: none"> 1. gemini.google.com → "My Gems" → "+ New" 2. Assign names and descriptions 3. Instruction field: Enter placeholder 4. Integrate files from Google Drive 5. Save and test 	<ol style="list-style-type: none"> 1. only M365 Business - free Copilot has no persistence! 2. Open Copilot Business Chat in Teams 3. Save coach prompt as text module 4. Upload documents via SharePoint 5. Workaround: Prompt as OneNote template 	<ol style="list-style-type: none"> 1. NO persistent coach possible! 2. Workaround: Insert prompt manually per session 3. Strength: Real-time info from X/Twitter (Cat. 3) 4. GDPR: Weakest policy - no company data! 5. recommendation: for ongoing coaching, prefer ChatGPT or Claude

No coding. No-code. Direct in browser—current as of now; steps may change with tool updates.



Your AI coach must remember you — no matter which tool.

Two paths — depending on the tool. One goal: The prompt is ready for the next conversation.

With persistent bot

ChatGPT Plus · Claude Pro · Gemini Advanced

✓ How to save the prompt:

Enter prompt directly in instructions / project instructions —automatically active on next start.

✓ What to additionally backup:

- export system prompt as text file (backup if bot is deleted)
- Context-library (context-texts per category) save separately
- Store templates for recurring situations

✓ Recommended location:

- Word / Pages / OneNote / Notes — one document per category

Without Bot / Free Version

ChatGPT Free · MS Copilot Basic · Grok

→ Solution: prompt document

Save prompt in Word/Pages/OneNote/Notes. Before each session: copy, paste, go.

→ Recommended file structure:

- 1 document: "My AI Coach System"
- Section 1: My System Prompt
- Section 2: Context texts per category
- Section 3: Templates

→ Advantage of the document:

tool-independent — works with any AI system, now and in the future.

AI tip: "Create a system prompt from our today's conversation that I can reuse for future sessions." - the AI writes your prompt itself.



What exactly to save? — The complete checklist

1

System prompt (mandatory)

- The complete RAKE prompt with [R], [A] and [E]
 - Includes brief situational guidelines (GFK / BLUF / STAR)
 - Format: Text file or document section
- AI tip: "Summarize our conversation as a system prompt I can reuse."*

2

C-library (Context texts)

- One context text per category (Cat. 1–8)
 - Information: Team, Style, Typical Challenges
 - Always as separate file or document section
- AI tip: "Write my context text for Category 1 based on what you told me today."*

3

Category templates

- Templates for recurring situations
 - e.g. Quarterly Feedback, Escalation Email, Board Preparation
 - Built once — usable always
- AI tip: "Transform this prompt into a reusable template with placeholders for names and situation."*

4

Session Results (optional)

- Particularly good phrasings from exercises
 - Insights from simulations / perspective shifts
 - Retain successful prompts as reference
- AI tip: "Create a brief summary of this session — what did we develop, what are the next steps?"*

Rule of thumb: system prompt + context texts are the two most important documents. Everything else is valuable, but optional. With these two files, every new session starts productively right away.



What can go into your AI coach - and what can't?

GREEN

✓ Public coaching literature, freely available guides

GREEN

✓ anonymized case descriptions (no names, no direct addresses)

GREEN

✓ general company info - industry, size, leadership level

YELLOW

! HR documents: Only if released and anonymized — ask about data protection

RED

X Real employee names, dates of birth, addresses, and phone numbers

RED

X Pay scales, sick leave reports, confidential HR files

+ 2. Question:

What can the answer be used for? AI outputs are suggestions, not a decision-making basis. Always get expert judgment for legal or HR decisions.

Golden rule: Only upload what you would also put on a public website.

EXERCISE 1 - 20 Minutes | Now you work in the browser yourself

Your Task:

1. Create bot (name, short description)
2. Placeholder in instructions: "You are a leadership coach. You help with all 8 categories."
3. Optional: Upload a document
4. test: "what leadership topics can you help me with?"

Checklist after the exercise:

- Bot created and saved
- Name and description present
- Hint field filled with placeholder
- First test with category question
- Visibility set to "Only me"

In the end: Bot present - personality comes in Module 3.



Knowledge check 2 - Module 2: Building principle

6 Questions - 1 Correct Answer Each Answer.

Question 1: Which criterion is most important when choosing a tool for a lasting AI coach?

- A) Price per Month
- B) Number of available languages
- C) Persistence and Coach Persona Feature
- D) User Interface Design

Question 2 What is the advantage of Claude Projects?

- A) Free
- B) Largest context window
- C) Better pictures
- D) Is familiar with German law

Question 3 Data protection traffic light Red means:

- A) Mark data red
- B) Not upload
- C) Special Permit
- D) Public

Question 4 Why is Grok not suitable for a permanent coach?

- A) Too expensive
- B) No persistente Persona
- C) English Only
- D) Not GDPR

Question 5 what should always be selected when setting up the bot?

- A) Public
- B) Only me
- C) Everyone with Link
- D) No setting

Question 6 How do you best test the new bot?

- A) Start prompting right away
- B) Ask if he covers all 8 categories support can
- C) Take Screenshots
- D) Upload Documents Immediately





PAUSE

Screens off - outside for fresh air - back in 30 minutes

after break: RAKE method + category prompts + weekly structure (module 3)

MODULE 3

Module 3: Three things you learn now

- 1 write system prompts: how do I give my coach a personality?
- 2 RAKE method: the 4 building blocks - different by category!
- 3 Weekly structure: What do I do if I have many different topics in one week?

That's the core of the day: Not just ONE prompt — but a system for all 74 topics.



Imagine: You're hiring someone

Vague job posting :

"We're looking for someone who works well with people and has coaching experience."

Precise Job Description:

"Experienced leadership coach with over 12 years of experience, specializing in employee conversations; solution-oriented, offering a maximum of 3 options, always accompanied by a reflective question."

Whom would you hire?

That's exactly what you're writing now for your AI coach — we call it a system prompt.



The RAKE Model: 4 Building Blocks - same everywhere

R	Role	who IS your AI coach? experience, credentials, leadership background
A	Task	What should it SPECIFICALLY do? "Help me formulate a conversation opening"
K	Context	what must he know? (CHANGES BY CATEGORY - next slide!)
E	Expectation	how should the answer look? format, length, style, number of options

RAKE applies to all 8 categories — only the context (K) changes. We'll show that shortly.



K for Context - the decisive difference per category

context makes the difference - examples from 6 categories:

Cat. 1 Employee

employee, 35 Jahre, Teamleiter, 3 Jahre im Team, bisher gute Leistungen, seit 4 Wochen Underperformance, neigt zu defensiven Reaktionen.

Cat. 3 Communication

Ich muss dem Gesamtteam (22 Personen) mitteilen, dass wir den annual plan um 18% verfehlen. botschaft muss ehrlich aber motivierend sein.

Cat. 5 Strategy

Ich praesentiere naechste Woche dem Beirat eine reorganization. Zwei der vier board members sind erfahrungsgemaess skeptisch bei strukturellen Aenderungen.

Cat. 6 Stakeholder

Gesellschafter-Mix: 2 operative, 1 Finanzinvestor. Occasion: Q3-Zahlen 12% unter Plan. Background: Markt-Abschwung, nicht interne Fehler.

Cat. 7 Sonder

We are being acquired. Signing was yesterday. My team doesn't know yet. Communication must happen today before rumors start.

Cat. 4 Self

I often react too quickly in pressure situations and then frequently decide counterproductively. Pattern: defensive, then overcompensating.

The more precise the context — the more concrete and useful your AI coach's answer.



RAKE complete - Your system prompt as template

Usable for all 8 categories - context adapted per conversation:

[R] You are an experienced leadership coach with 10 years of experience as a middle manager and 5 years as a certified business coach (ICF). You know all typical leadership situations: from employee conversations to stakeholder communication to crises and special situations.

[A] Help me prepare difficult leadership situations from all 8 categories: provide phrasing options, think through perspectives, develop strategies.

[K] [ADJUSTED PER SITUATION — from the context box of the matching category]

[E] Max. 200 words. 2-3 concrete options. Closing: reflection question. No jargon. Start every session: "What's on your mind today - and which category?" If context unclear: ask 2 clarifying questions first, then answer. Sensitive conversations: clear and respectful - no blame. Management topics: core message first, then max. 3 points. Reflection: briefly structure situation, action, outcome.

This prompt is meant as universal starting point for all 8 categories—K makes it situation-specific.



Why Your AI Coach Works

The right thinking models (structure, empathy, clarity) make answers suitable for leadership

1

Structure Instead of Intuition

Clear roles, tasks, and expectations replace vague requests.

→ *Those Who Ask Clearly Get Clear Answers.*

2

Context beats general knowledge

Your situation, your role, your counterpart — that makes the difference from a standard answer.

→ *Context is the K in the RAKE model.*

3

Questions drive quality

Better questions generate better answers—the tool only amplifies what you put into it.

→ *Prompt quality is leadership quality.*

The tool is new - the leadership logic behind it is not.



These principles guide your prompt (RAKE) — deploy targeted per situation

RAKE	Questions First	NVC	BLUF	STAR
Structure = Structure for each prompt	real coaching = true Coaching Mode	Empathy & De-escalation = Empathy without judgment	Management Clarity = Executive Clarity	Structured Reflection = Reflection with structure

Good bot quality is a leadership decision — not a random model performance.



AHA Moment #2: One Prompt - 74 Topics

live test - before/after with the same prompt in two categories

Without RAKE prompt (generic):

"How do I conduct an employee conversation?"

→ Generic answer: 8 general points, no connection to situation, no reference to employee type.

With RAKE prompt + category context:

same content + context from category 1 → 3 concrete opening phrasings.

Then: Swap K from Category 6 → immediately stakeholder communication. One system. All topics.

"I'm not shaping AI — I'm shaping a system that helps me with everything."



What to do if the answer is wrong?

1

"Be more concrete"

2

"Give me 3 options"

3

"Show the other perspective"

4

"What would you do differently?"

5

"Check your answer again"

6

"Shorter - max. 100 words"

7

"Switch to category [X]"

8

"Answer as my counterpart"

9

"Give me a concrete example"

10

"Try especially hard"

Strategy 7—"Switch to Category X" allows quick topic switching between the 8 categories.



The P-Q-R check: 3 questions after each AI answer

P

Plausible?

Does the answer sound logical and fitting for my situation?

→ *Does that fit my context or does it sound too generic?*

→ *Would I recommend this to a colleague the same way?*

Q

Sources needed?

Is the answer based on facts I should verify?

→ *Numbers, laws, quotes without source? Always verify yourself.*

→ *for legal questions & market data always consult original source.*

R

Risk if incorrect?

What happens if I apply this answer incorrectly?

→ *High stakes (termination, escalation, legal)? Always get expert opinion.*

→ *low risk (phrasing, structure)? use and adapt directly.*

Examples: P-Q-R in practice

Employee conversation

"How would a coach address that concretely?" → Does it sound like my team or generic advice?

Reorganisation

"The new structure saves 15% costs." → Source? Have them calculate it and check with their finance team.

Resignation preparation

"Here's how to formulate the separation conversation." → High stakes: involve lawyer, don't blindly adopt.

P-Q-R is mandatory before every decision based on an AI answer - especially for Category 5 (strategic leadership), Category 6 (stakeholder management), and Category 7 (special situations).

exercise 2 - 15 minutes | compose your universal system prompt**Write your RAKE prompt:**

[R] Who is your coach? Experience, credentials, background?

[A] Which 8 categories should it support you in?

[K] Placeholder: adapted for each situation

[E] Format, length, style, how many options?

Minimum Requirements v2:

Min. 150 words total

R: Mention experience and coaching certification

A: Explicitly mention all 8 categories

E: Specify format and style

Bonus: Bot should ask for category at the start!

result: your universal prompt - a system for all 74 topics.



NEW: What to do if you have topics from 5 different categories this week?

A typical week as a leader:

Mo Cat. 1	Di Cat. 3	Mi Cat. 6	Do Cat. 7	Fr Cat. 4
Difficult employee conversation with Thomas - underperformance	Team presentation: communicate new strategy, 15 people	Board meeting: Explain budget variance	New managing director colleague starts - structure collaboration	My own annual goal review with my boss

This is the normal case - not the exception. What do you do?

From reaction mode to system: Those who structure their week lead — instead of reacting.



Solution 1: Mondays 10 minutes with your AI coach

The weekly check-in prompt (insert every Monday morning):

"My week at a glance: [situation 1 - category X], [situation 2 - category Y], [situation 3 - category Z]. What should I start with? What's most urgent? Which situation needs the longest preparation time?"

What the AI Coach then does:

- 1 Prioritize situations by urgency and complexity
- 2 recommend an order: what today, what by Thursday, what can wait

10 minutes Monday morning = structured leadership week with system instead of reaction mode.



Solution 2: Create once - use always

The prompt library: One context text (K) per category—written once, always ready to use:

Cat. 1: Context-template Employee [→ NVC in conflicts]

Team: 8 people | Industry: Tech | Typical problem: performance decline | My style: direct and appreciative

Cat. 6: Context-template Stakeholder [→ BLUF + critical questions]

Shareholders: 3 people | Expectation: transparent figures | Sensitivity: growth targets

Cat. 3: Context-template Communication [→ BLUF for management]

Target audience: 22-person team | Tone: business-like and motivating | Context: Q4 strategy shift

Cat. 5: Context-template Strategy [→ STAR for decision review]

Advisory board: 4 members | Focus: internationalization | Skeptical topics: costs, timeline

What makes a good K-text?

- Specific**
Konkrete Zahlen statt Allgemeinheiten: „8 Pers.“ statt „kleines Team“
- Relevant**
only what the LLM needs for this category — nothing irrelevant
- Stabil**
info that rarely changes: structure, style, expectations — not daily stuff
- Concise**
Max. 3–5 sentences per context-text — LLMs need focus, not novels
- Testable**
test immediately: same prompt with and without context — difference noticeable?

Create 8 context texts once = address 74 situations precisely anytime. Think once—lead lasting.

Solution 3: Templates for recurring patterns

If the same challenge keeps recurring: Build it once as a template, use it always

Quarterly Feedback Template [NVC]

Category 1

I have a feedback conversation with [replace name]. Performance to date: [X]. Core message: [Y]. My goal: to be constructive but clear. Give me 3 ways to start.

Escalation Email Template [BLUF]

Category 3

I need to escalate [problem] to [recipient]. Tone: factual-urgent. No blame. Max. 5 sentences. Draft 2 versions.

Board Preparation Template [BLUF]

Category 6

Board meeting in [X days]. Topic: [topic]. Critical questions that could come up: [?]. Help me structure answers.

Weekly Reflection Template [STAR]

Category 4

This week didn't go well with: [situation]. My reaction was: [reaction]. What could I have done better?

Templates don't standardize decisions, but rather the preparation for them - so more attention remains for what truly requires judgment.



EXERCISE 4 - 10 Minutes | Your personal AI coach system

Your task (fill in 3 fields):

my top 3 categories (out of 8) that come up most often:

What situation in the next 2 weeks needs a category context (K)?

which recurring situation would work best as your first template?

Your personal AI Coach System:

Monday Routine

10 Min. Weekly Check-in Prompt

C-library

Context texts for your top-3 categories

1 Template

For the most common recurring situation

Ad-hoc

Identify category → adjust Context → send prompt

Result: Your personal system — not just a bot, but a structure.



The complete AI Coach System

The Bot	your configured AI coach with RAKE system prompt - for all 8 categories
The C-library	8 context texts - one per category, create once, use always
Templates	for your top 3 recurring situations - 90 seconds to a finished prompt
Weekly Check-in	Mondays 10 minutes - structure week, prioritize, prepare
P-Q-R-Check	after each answer: plausible? sources needed? risk if wrong?
Your Contract	3 sentences: When I use the coach - and when I don't

This is not a single tool tip, but a repeatable work system for your daily leadership.



Learning check 3 - Module 3: RAKE, frameworks, weekly structure

6 Questions - 1 correct answer each

What does K stand for in the RAKE model?

- A) Criterion
- B) Context
- C) Category
- D) Communication

Which questions does the AI coach ask first according to the master prompt when context is unclear?

- A) He responds immediately with a list
- B) He asks after the budget
- C) He asks 2 clarifying questions
- D) He waits for new input

What do NVC, BLUF, and STAR stand for in the AI coach system?

- A) Tool Names
- B) Situative communication and Reflection models
- C) Data protection terms
- D) Names for bot configurations

What is the purpose of the C-library?

- A) Save backups
- B) Upload Documents
- C) Context-texts created once per category reusable quickly nutzen
- D) Share prompts publicly

for which categories is BLUF recommended as a situational supplementary rule?

- A) Category 1 and 2
- B) Category 3 and 6
- C) Category 4
- D) All categories simultaneously

Question 6 Why does the master prompt stay deliberately lean?

- A) Reinstall the AI Coach
- B) Streamlined Prompt + Context-Specific Supplement = higher Quality
- C) He asks 2 clarifying questions
- D) He waits for new input





PAUSE

Screens off - stand up briefly - back in 15 minutes

After the break: Practice Sprint — your real leadership situations live (Module 4)

MODULE 4

Practice Sprint: Your AI Coach System in Action

- 1 confirm category of your case example and enter context
- 2 Formulate conversation opening - then perspective shift
- 3 second scenario from DIFFERENT category - experience system switch live
- 4 Create and test weekly check-in prompt live

You test the system with TWO categories - not just one.



1-2 Steps 1 & 2: enter situation and formulate opening

step 1: enter category + context (from your context library):

"Category 1 - employee management. Context: [insert K from library]. How do I best begin to regain motivation and understand reasons? Give me 3 phrasing options."

step 2: refine result - until ONE phrasing really fits:

?

Does that sound like me - or too formal / too casual?

?

Would my counterpart respond openly to this opening?

→

Next step: Experience category switch live (Step 4)

Goal: ONE formulation that fits - then switch category.

3-4 Steps 3 & 4: Change Perspective + Change Category

Step 3: Perspective Shift

"Now answer as my employee: What does he think about this conversation? What's he worried about?"

- Read the answer: Does that match your assessment?
- What surprised you? Those are the most valuable insights.
- Build this perspective into the conversation.

Step 4: NEW - Category Shift Live!

"Switch to category 6 now. I have a shareholder meeting on Thursday. Context: [K from library Cat. 6]. What are the three most critical questions that could come?"

- One bot. Two categories. Switch in seconds.
- Swap K = Swap context = new result.

THAT'S the proof: One system — 74 topics. Switch category = switch context.



5-6 Steps 5 & 6: Simulate Conversation + AI-Coach Agreement

Step 5: Full simulation - 10 minutes

"Simulate the conversation. You play my employee - defensive, doesn't like talking about performance. I start - respond as him. Comment after each of my sentences briefly what went well."

1 Which moment went particularly well - why?

2 What would I have said differently - looking back?

Step 6: Your AI coach contract - formulate 3 sentences:

1 *I will use my AI Coach when ...*

2 *The system helps me especially with category(ies) ...*

3 *I do NOT use the AI Coach when ...*

Your AI coach system - complete overview

Bot configured	Universal AI coach with RAKE prompt for all 8 categories
C-library created	context texts for your top categories - create once, use always
RAKE master	formulate prompts precisely - adapt context per situation and category
Weekly schedule established	Monday Check-in, Ad-hoc Routing, Template Idea Identified
Two categories tested	Experienced system switch live - proof: one bot, 74 topics
AI Coach Contract	You know when and how - and when not

Before-after: State your very first question from today—with category and K-context.



Final Learning Assessment - Full Day

6 questions - 1 correct answer each.

Question 1 What are the 4 building blocks of the RAKE model?

- A) Research, Answer, Control, Result
- B) Role, Task, Context, Expectation
- C) Rule, Analysis, Concept, Result
- D) Framework, task, costs, assessment

Question 2 What changes per category in the RAKE model?

- A) The Role (R) of the Coach
- B) The Context (K) of the situation
- C) The Expectation (E) for the Format
- D) The coach's name

Question 3 What is the purpose of the C-library?

- A) Legal requirement
- B) One-time created context texts for faster Prompting
- C) Backup of documents
- D) Data protection evidence

Question 4 When do you conduct the weekly check-in?

- A) Friday night
- B) Monday morning - 10 Minutes
- C) Before each conversation individually
- D) Only in crises

Question 5 What determines if the AI coach answers well?

- A) The most expensive model
- B) Number of documents
- C) Quality of prompt and context (K)
- D) Internet connection

Question 6 - judgment question: Your Coach provides a legally sounding phrasing for a termination conversation. What's the right next step?

- A) Use it right away—it sounds professional
- B) Adjust language and then use directly
- C) Apply P-Q-R and have it reviewed by a lawyer
- D) Ask another AI for confirmation



What you really take away today

1

74 topics in 8 categories - your AI Coach can help with almost any leadership situation - from employee conversations to shareholder communication.

2

RAKE ist Ihre neue Superkraft - Role, Task, Context, Expectation - und der Context (K) macht den Unterschied je category.

3

A system, not a tool—C-library, weekly check-in, templates—that's a leadership system, not an app.

4

Prompts are communication—as precise as a job posting. Adapt rather than rewrite.

5

Knowing limits = competence - AI Coach for preparation and reflection. Not for emotional crises or legal decisions.

6

AI is not a tool, but a thinking and development system—if you lead it methodically.

Good use means not just prompting, but verifying. P-Q-R makes the difference between answer and decision-making basis.



4 roles - activate depending on situation

An AI coach is not passive. He actively takes on different roles—if you lead him accordingly.

1

Sparring Partner

Challenges thinking—asks counterquestions, shows alternatives, pauses before responding

2

Structurer

Brings clarity to complexity — RAKE, BLUF, STAR as ordering frameworks per situation

3

Critic

Reveals blind spots—perspective-shift prompts, P-Q-R checks, counterarguments on request

4

Learning System

Supports development over time—reflection, pattern recognition, structure weekly review

Not all 4 roles at once—deliberately activate one per situation. That's system maturity.



What specifically happens in the next 30 days

Week 1-2

Build C-library: Write and test context texts for your Top-3 categories

Week 2

Introduce weekly check-in routine: Monday 10 min — structure week with AI coach

Week 3

refine system prompt: incorporate experience, adjust context texts

Week 4

Create first template: Build your most frequent recurring situation as a template

Now: Calendar appointment in 14 days — "AI Coach System Check — 20 minutes"



Your first 3 application moments

Choose 3 situations from DIFFERENT categories:

Anwendung 1	Situation:	Category:	Datum:
Anwendung 2	Situation:	Category:	Datum:
Anwendung 3	Situation:	Category:	Datum:

NEW: One situation from each different category — that trains systems thinking.

This training is complete.

Build an AI Leadership Coach

✓ Abgeschlossen

What you accomplished today:

set up your own AI coach

Done - ready for your first real deployment.

Learned 74 topic fields in 8 categories

You know which situations the coach helps with.

Master the RAKE system

C-library created - one prompt for all topics.

Wochenstruktur aufgebaut

Monday Check-in, Ad-hoc Routing, Template Idea.

AI Coach Agreement concluded

You know when and how - and when not.

You didn't set up a bot today, but built a repeatable leadership process. The real value shows in the next real situations.



Before we say goodbye...

1 What's your most important takeaway—and which category helps you immediately?

2 What will you concretely try in the next 48 hours?

3 What was missing? Where do you need more support?

No form, no tool - a real conversation as conclusion.

Individual prompts don't make the difference, but the quality of your preparation. The system is in place. The next leadership situation will come by itself.

Glossary - The most important Technical terms

LLM	Large Language Model—the AI model (GPT-4, Claude, Gemini). Understands language from vast training data.
RAKE Model	Prompt framework: Role, Task, Context, Expectation. Applies to all 8 categories and 74 topics.
System Prompt	Standing instructions for coach: personality, role, all categories. Write once—lasting impact.
C-library	Collection of context texts (K)—one per category. Created once, usable in every session.
Weekly Check-in	Monday routine: 10 min. with AI coach to structure, prioritize, and prepare the week.
Category Template	Pre-prepared prompt for recurring situations in a category—saves time on repeat topics.
Bot	Ein konfigurierter AI assistant mit eigenem system prompt und Wissensbasis. Bei ChatGPT: GPT, bei Claude: Project, bei Gemini: Gem.
Kontextfenster	Maximum amount of text an LLM can process at once. Claude has the largest context window - ideal for many coaching documents.

P-Q-R-Check	Quality check: Plausible? Sources needed? Risk if misapplied? Required before every use.
AI Literacy	Mandatory AI competence per EU AI Act Art. 4. Users must understand function and limits.
Persistenz	System prompt and settings remain permanently saved—with ChatGPT GPTs and Claude Projects.
Perspektivwechsel	Prompt technique: Have the bot answer as the other party—yields unexpected insights.
DSGVO	GDPR: Don't enter personal data without permission in AI tools.
8 Categories	The structure of the 74 topic areas: 1. employee management 2. team dynamics 3. communication 4. self-leadership 5. strategy 6. stakeholders 7. special situations 8. leadership culture.
Coach Persona	The artificial personality of the AI Coach. Arises from the system prompt: role, style, focus on leadership categories.
Prompt	The input/request to an LLM. Prompt quality determines answer quality—hence RAKE.

74 topic areas in 8 categories - complete Overview

1 · Employee leadership (10)

Performance conversations - feedback - motivation - return conversations - goal agreements - onboarding - termination - warning - performance reviews - salary negotiations.

2 · Teamdynamik (10)

Conflict moderation · Psychological safety · Generational differences · Remote leadership · Recruiting · Mentoring · Innovation culture · Meetings · Delegation · Toxic members

3 · Communication (9)

Nachrichten nach unten · Nach oben · E-Mails · Reden/Keynotes · Interviews · press inquiries · Positionierung · communicate change · crisis communication

4 · Self-leadership (10)

Leadership brand - reaction patterns - set boundaries - self-management - career development - resilience - loneliness in the role - energy management - own decisions - mentoring others.

5 · Strategy (9)

Structure Options · Reorganization · Change Management · Digital Transformation · Competition · Internationalization · ESG · Growth Strategies · Investment Decisions

6 · Stakeholder (10)

Shareholder communication - supervisory board/advisory board - investor relations - manage consultants - regulatory - banks/partner negotiations - joint ventures - reputation management - political dynamics - public positioning.

7 · Sondersituationen (8)

New role (90 days) - M&A - insolvency/restructuring - external crises - business succession - family business - personnel decisions management level - own compensation.

8 · Leadership culture (8)

Anchor values - develop leaders - succession planning - intercultural leadership - compliance culture - leadership upward - internal power dynamics - balance stakeholders.

Compliance basics for leaders

EU AI Act - Relevant for you:

- Art. 4: AI literacy - you must understand how AI works (from 2025)
- AI coaches are typically "minimal risk" - barely regulated
- high-risk area: AI in personnel decisions - different rules!
- Your organization may have its own AI usage policies

GDPR - Your risk as a user:

- No employee data without permission
- Don't upload sick leave or performance reviews
- If unsure: Ask your data protection officer
- Public and anonymized texts are unproblematic

Golden rule: Don't upload what you wouldn't put on the company website.



Useful resources for your AI coach system

1 ChatGPT Plus & GPT Creation *chat.openai.com → Explore GPTs → Create*

2 Claude Pro & Projects *claude.ai → Projects → Create new*

3 Gemini Advanced & Gems *gemini.google.com → My Gems*

4 Microsoft 365 Copilot *microsoft365.com/copilot - in M365 Business*

5 EU AI Act - offizielle Version *eur-lex.europa.eu → "Artificial Intelligence Act"*

6 Training Materials & Templates *foundic.org/trainings - all materials, context library templates, templates*

foundic.org—all training materials including C-library templates and category templates.

Literature - and its prompt function for the AI coach




Kern-Literatur	Additionally	Trainer Background / selective			
1	Crucial Conversations: how to lead difficult conversations with confidence	<i>Grenny, Patterson et al.</i> • <i>Prompt: safety in sensitive conversations</i>	Cat. 1 · 3	6	The Five Dysfunctions of a Team <i>Lencioni</i> Cat. 2
2	Straight talk! Master difficult conversations successfully	<i>Stone, Patton, Heen</i> • <i>Prompt: address truths in a structured way</i>	Cat. 1 · 3	7	The fear-free organization <i>Edmondson</i> Cat. 2 · 8
3	Nonviolent communication	<i>Rosenberg</i> • <i>Prompt: empathetic de-escalation</i>	Cat. 1 · 3	8	Emotionale Intelligenz <i>Goleman</i> Cat. 4
4	The Coaching Habit: How to Lead with Questions	<i>Bungay Stanier</i> • <i>Prompt: ask questions first, no premature advice</i>	Cat. 1 · 4	9	Co-aktives Coaching <i>Kimsey-House, Whitworth</i> Cat. 1 · 4
5	The Advice Trap: Stay humble, curious	<i>Bungay Stanier</i>	Cat. 1 · 4	10	Helping the Client <i>Heron</i> Cat. 1

Alle works als knowledge source nutzbar. Markierte works haben eine direkte prompt-Funktion - sie steuern die Kommunikations- und Denklöge des coaches.

You did it!



Thank you for your time and your trust.

-  **I hope you got something out of it** — and deploy it tomorrow.
-  **Suggestions for improvement?** Leave a comment on foundic.org—we read every note and continuously optimize our training.
-  **Our goal:** Free training for everyone — because professional development shouldn't be a budget question.

 **If you liked the training** — Treat us to a coffee. It helps us develop more free training.



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