

# The 3C Formula

Overwhelmed by the AI hype? Unsure if AI will nail a task or be an epic fail? Remembering your uniquely human side with our 3C formula will help you shine while AI is changing the game.

## #1 Challenge

**Challenge 1:** Your mission - for one day don't do anything unless you've asked an AI tool first. From writing your to do list to planning a meal or rewording a clause - anything and everything!

Practical tips:

- Use a pinned window open all day e.g. ChatGPT or Gemini etc.
- Keep a running tally - "AI nailed it" or "AI fluffed it"
- Ask AI to go bigger, go wilder

**Challenge 2:** Reflect. At the end of your playdate, take stock:

- What did AI do surprisingly well?
- What felt lifeless or off when AI tried?
- What did *you* bring that was irreplaceable?

**Challenge 3:** Imagine your CEO is talking about you to someone. How would they best describe you in 3 words or fewer?

- What adjectives would they use? Adaptable, thoughtful, precise, bold, creative, etc.
- What metaphors would they choose? The glue, the GPS, the lifeboat, the compass, etc.
- What personality type would they use? A firefighter, a strategist, a navigator, a straight talker, etc.

## #2 Connection

Lean into your human, empathetic side to create better connections with people and get more done, faster.

1. Use conversational language, simple words and contractions
2. Don't let AI steal your personality! Keep the essence of YOU
3. Remember your voice - pick up the phone

## ★ Bonus prompt

Imagine you are a [stakeholder title] at [company type and location] needing to [state some of their priorities]. I am a [your title] at the same organisation wanting to [purpose of your communication].

What's the most [interesting / surprising / important / useful] point in this [presentation / report / email / advice, etc.] for you?

## #3 Conversation

Tips for better conversation:

1. Use useful phrases like 'What's the end goal?' and 'Tell me more'
2. Remember - don't listen to reply. Listen to understand.
3. Playbooks are not just for contracts. Build your own questioning playbook to move from gatekeeper to influencer.



## Want to learn more?

To chat about the In-House Influence Programme, get in touch with:



**Kim Arnold**  
Founder & Author  
[kim@email-attraction.com](mailto:kim@email-attraction.com)



**Amber Foster**  
Strategic Legal Consultant  
[amber@amberfoster.co.uk](mailto:amber@amberfoster.co.uk)