

# AI FLUENCY



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# How Many New AI Tools Launched Per Day?

*“AI won’t replace humans—but humans with AI will replace humans without AI.”*

-Karim Lakhani, Professor, Harvard Business School

# Introducing the S.A.I.L. Framework™

The 30% Rule

The **S.A.I.L.**™ Framework empowers leaders to drive AI Fluency with clarity, confidence, and coaching precision.

**S – Skills:** Equip your team with core AI capabilities including prompt writing, trust-building, and positioning.

**A – Amplify Brilliance:** Use AI to enhance, not replace, your team's superpowers through automation and reflection.

**I – Integrate:** Embed AI into your key workstreams to streamline insights, decisions, and execution. (*Bring AI into everything you do: workflows & duties*)

**L – Leadership:** Use AI to lead with clarity, anticipate trends, build trust, and shape the future of work.

# Prompt Like a Pro : The GIFT Framework

S = Skills

**G – Goal:** What do you want AI to create or solve?

**I – Intent/Audience:** Who's the message for and what do they care about?

**F – Format:** What output do you want (email, script, summary)?

**T – Tone:** What voice or style (confident, casual, consultative)?

 **Pro Tip:** Use your **G.I.F.T.** and AI will **give** you greatness.

## Weak Prompt:

“Write a follow-up email.”

## Reframed with G.I.F.T.:

“Write a concise follow-up email to a VP of Operations in healthcare. They are analytical, mentioned cost savings as a concern, and recently engaged with an article on AI scheduling. Use a confident but professional tone, highlight efficiency gains, and link to a case study on reducing labor costs.”

# Prompt Like a Pro: Triangulate Your AI Prompts

S = Skills

Include **3 Things** for smarter, more accurate insights:

1. **Industry** – What's happening in their market?  
*(Trends, disruptions, competitor moves)*
2. **Company** – What's driving their business?  
*(Strategy, goals, recent announcements)*
3. **Person** – What matters most to your buyer?  
*(Role, priorities, LinkedIn insights)*

 **Pro Tip:** The more context you give AI, the better your answers.

# Topics to Triangulate

S = Skills

- 1. Market & Economic Signals:** Macro trends, economic indicators, or regulatory changes that impact their business
  - AI use: Summarize industry analyst reports, news feeds, and market forecasts in minutes
- 2. Competitive Landscape:** How their competitors are positioning, pricing, or innovating
  - AI use: Compare competitor messaging, LinkedIn hiring trends, and product announcements
- 3. Role-Based Priorities:** The specific KPIs, pressures, and success metrics for their role (e.g., CRO vs. VP of Ops)
  - AI use: Ingest job descriptions, quarterly earnings call transcripts, and LinkedIn posts to map pain points
- 4. Tech Stack & Digital Maturity:** Tools they use, integrations they lack, and their AI adoption stage
  - AI use: Crawl public integrations, case studies, and tech partnerships to infer gaps and opportunities
- 5. Buying Triggers & Events:** Mergers, funding rounds, leadership changes, product launches, geographic expansions
  - AI use: Automate alerts and synthesize impact scenarios
- 6. Relationship Intelligence:** Shared connections, prior vendors, or internal champions
  - AI use: Cross-reference CRM notes, LinkedIn connections, and meeting transcripts
- 7. Cultural & Organizational Signals:** Mission, values, DEI priorities, hiring patterns, Glassdoor sentiment
  - AI use: Summarize public statements, employee reviews, and leadership interviews

# Triangulated Prompt:

“Write 3 talking points for a discovery call with a VP of Operations in healthcare. Use insights from:

1. **Industry:** rising labor costs and AI automation trends
2. **Company:** 2025 goal of reducing operational costs by 15% through digital health tech
3. **Person:** their LinkedIn interest in AI scheduling and patient safety.

Frame the talking points around efficiency, compliance, and patient outcomes. Make it technical and professional”

# Vague Prompt

Subject: Quick follow-up on automation at UnitedHealth

Hi Terry,

Following up on our automation solution. In brief, we can help your team:

- Eliminate manual re-entry with EHR/CRM integrations
- Shorten cycle times and reduce errors
- Improve compliance with built-in audit trails

Open to a 20-minute walkthrough with your ops/IT lead? I can do Oct 2 or 3, 1–3 pm ET. If easier, loop in the right owner and I'll coordinate.

Best,

# GIFT Prompt

**Subject:** Reducing Costs with Automation at UnitedHealth

Hi Terry,

I remember you mentioned budget constraints this quarter, and I want to share a quick perspective. Our automation solution doesn't just streamline workflows—it reduces manual overhead and delivers measurable savings. One client cut admin costs by 28% in year one alone.

Here's a [MedTech ROI case study](#) that shows the impact. I'd be happy to walk through the numbers and explore how this could ease pressure on your team without new headcount.

Would you have 20 minutes next week to discuss?

Best,

# Triangulated Prompt

**Subject:** Supporting Cost Reduction & Patient Experience at UnitedHealth

Hi Terry,

I appreciated your recent post about elevating patient experience—it aligns with what we're seeing across healthcare: leaders are under pressure to improve outcomes while driving down costs. In fact, industry studies show AI and automation could unlock hundreds of billions in savings system-wide.

At UnitedHealth, with your 2024 goal to reduce costs by 10% , automation can directly support that target—eliminating manual tasks, improving data flow, and freeing teams to focus on members. One MedTech client cut administrative spend by 28% in year one while improving patient satisfaction.

Here's our [ROI case study](#) showing how automation delivers measurable impact. I'd be glad to explore how this could support your cost goals while enhancing the member journey you've championed.

Would you be open to a 20-minute discussion next week

# 3<sup>rd</sup> Grade Level Prompt

**Subject:** Saving Money with Automation at UnitedHealth

Hi Terry,

I know UnitedHealth set a goal to cut costs by 10% in 2024. Automation can help get there faster. Experts say AI and automation can save over \$300 billion in healthcare.

One of our clients lowered admin costs by 28% in the first year. Here's a [case study](#) that shows the real savings. Automation takes away manual work, speeds up tasks, and lowers expenses—while still keeping patient care strong, which you've shared is important.

Can we set up a quick 20-minute call next week to walk through the numbers?

Best,

# The S.A.I.L. Framework™

The 30% Rule

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**S** – Skills

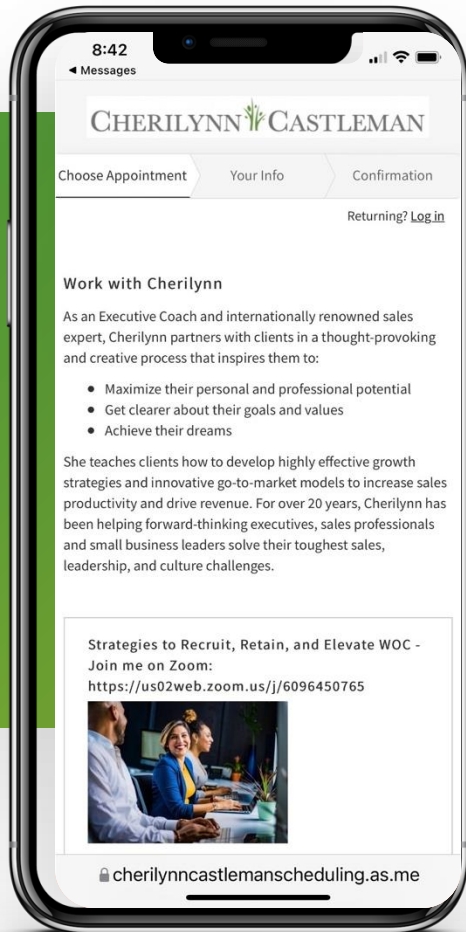
**A** – Amplify Brilliance

**I** – Integrate

**L** – Leadership

## TEST & TWEAK:

What's one thing you will **Test**,  
and one thing you will **Tweak**?



## Let's Continue the Conversation



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