

AGENTS OF CHANGE · NOV 2026

YOUR VIRTUAL ADVISORY BOARD

Expert feedback before the stakes are real

This deck gets scored by its own board at the end.

BRAND USA

WHAT MY AI ADVISOR SAID ABOUT MY KEYNOTE

“The first two content slides — ‘Our AI Vision’ and ‘Janette’s AI Agenda’ — could have come out of any trade-org SVP’s deck…

Could anyone have given this talk? For the first four minutes, yes.”

An AI reviewer built from brand strategist Sally Hogshead’s books · West Virginia keynote review, Sept. 9, 2026

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WHAT SHE WAS POINTING AT

JANETTE'S AI AGENDA

1. Operational excellence
2. Industry empowerment
3. Traveler experience enhancement



COULD HAVE COME OUT OF ANY SVP'S DECK.

WHY YOU WOULD DO THIS

Board season is coming. The cheapest feedback comes before the meeting.

45 PTS

HOW MUCH MORE OFTEN AI SPARED THE USER'S FEELINGS THAN PEOPLE DID

Cheng et al., "ELEPHANT: Measuring and understanding social sycophancy in LLMs," arXiv, May 2025 · 11 models · average across advice queries

WHAT MY BOARD HAS TOLD ME

BRENÉ BROWN

“Are you in the arena or the cheap seats? Pick one.”

micebook, May 2026

CHIP HEATH

“‘AI-Ready Agency’ is three concepts wearing a trench coat.”

micebook, May 2026

NANCY DUARTE

“’Whose transformation is this?’”

West Virginia, Sept. 2026

SALLY HOGSHEAD

“You're renting his frame when you own a better one.”

Virtuoso, July 2026

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THE LINE THAT STINGS IS THE ONE YOU NEEDED.

Nobody I work with would say that to my face.

WHAT IT IS

A panel of AI reviewers, each built from one expert's published work.

I GAVE CLAUDE ONE QUESTION

> **“Who would be good on my advisory board?”**
>
> **…have it come up with profiles of real people.**

Claude named the five. Claude wrote the files and the rules. The seven steps in Part 4 are what it did; the prompts are how you ask for each one.

EVERY SEAT HAS FOUR PARTS

A LENS	The one thing this reviewer looks for.
A FRAMEWORK	How they think, from their own books.
A SCORE	Three things they rate, 1 to 10.
A VOICE	The phrases they would actually use.

One page per seat. Five of these, plus the rules they review by.

WHO SITS ON MINE

NANCY DUARTE	Presentation designer, wrote “Resonate.” Is the audience the hero?
CARMINE GALLO	Communication coach, wrote “Talk Like TED.” Where’s the jaw-drop moment?
SALLY HOGSHEAD	Brand strategist, wrote “Fascinate.” Could anyone else have made this?
CHIP HEATH	Stanford professor, co-wrote “Made to Stick.” Will a three-person office use it Monday?
BRENÉ BROWN	Researcher on courage, wrote “Dare to Lead.” Where are you hiding?

Claude proposed all five and I kept them.

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ONE BOARD MEMBER, ONE FILE

99_System/Personas/nancy_duarte.md

```
name: Nancy Duarte
key_works: Resonate · slide:ology · DataStory
lens: "Audience resonance, emotional arc — is there a clear gap
       between status quo and what could be?"

## Expert Framework
The presenter is the mentor, the audience is the hero.
Every presentation should end with a "new bliss" —
a transformed state the audience can inhabit.
```

38 LINES.

THE SCORING

nancy_duarte.md · Scoring Rubric + Feedback Voice

Story Arc	1-10
Visual Clarity	1-10
Audience Transformation	1-10

"Where's the gap?"
"The audience is the hero, not you."
"What's the new bliss?"
"I can see the information, but I can't feel the transformation."

THE FILE, THEN THE FEEDBACK

nancy_duarte.md · Evaluation Lens

She looks for whether the audience is positioned as the hero (not the presenter) … and whether the ending delivers a vision of transformed reality.

2026-09-09_WV-keynote_advisory-review.md · Duarte lens

“Whose transformation is this? … Your four back-office stories are all sized to a fifteen-office global network; most of this room runs the whole office. Give me one image, even one, where the hero of ‘in two years’ has a WV badge on, not a Brand USA one.”

THE FILE DECIDES WHAT THE FEEDBACK IS ABOUT.

HOW IT FITS TOGETHER

Three kinds of files, written once. One loop, run every time.

HOW IT FITS TOGETHER

THE FILES

THE "YOU" FILE

How you write. What you never do. AI learns your standard first.

ONE FILE PER SEAT

Lens, framework, three scores, voice. About 40 lines each.

THE BOARD FILE

Who sits, the pass mark, the round limit, the dissent rule.

THE LOOP

BRIEF IT

What you'll say. Who's in the room.

RUN IT

Each seat scores alone, then averaged.

READ DISSENT

The outlier names the fix.

REVISE. RERUN.

Stop at 8, or after three rounds.

Files on top are written once. The loop runs every time the stakes are real.

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WHERE THE FILES LIVE

MAKE A PROJECT	One Claude Project per board. Name it for the job, like “Presentation Board.”
ADD EVERY FILE	Each file Claude writes goes into the Project’s knowledge: your voice file, one per seat, the board file.
NEW CHAT, EVERY REVIEW	Start each review in a new chat inside the Project. The board already has its files.

Same files elsewhere. ChatGPT: a Project. Gemini: a skill, formerly a Gem. Copilot: an agent.

THE BOARD FILE

99_System/Personas/boards/presentations.md

```
members: duarte · gallo · hogshead · heath · brown
quorum: 3
convergence_threshold: 8
max_rounds: 3

## Evaluation Protocol
1. Each member scores independently (3 dimensions, 1-10)
2. Composite = average of the members
3. Composite >= 8: the board approves
4. Any dimension below 6 triggers a dissent note
5. Below threshold: revise, re-score (max 3 rounds)
```

WHEN TO CALL IT, WHEN TO SKIP

CONVENE

- A keynote description
- A talk proposal
- A high-stakes external presentation
- After a major revision

SKIP

- Routine writing
- Quick edits
- Internal-only docs
- When you want your own opinion

STEP BY STEP

Seven steps, and the prompt for each one.

THE SEVEN STEPS

01	Build you first
02	Choose the seats
03	Write the member files
04	Write the board file
05	Brief the board
06	Run it. Read the dissent.
07	Fold it in. Run it again.

01

BUILD YOU FIRST

Teach AI your standard before it shows you anything.

THE FILE THAT IS ME

janette-voice / SKILL.md · 1 of 2

```
description: Ghostwriting guide for Janette Roush,
  derived from her sent mail.

## Core Voice Fingerprint
1. Mirror the energy you received.
2. Length scales to the message. Never pad.
3. Specificity beats abstraction.
4. Strategic curiosity as default.
5. Side tangents are welcome and belong in parentheses.
6. Forward-leaning verbs.
```

WHAT I NEVER DO

janette-voice / SKILL.md · 2 of 2

```
## What She Does Not Do
- No corporate hedging.
- No moralizing or over-explaining. State the thing, move on.
- No formality theater. "Kindly advise" — none of these.
- No praise-cushion before a disagreement.
- No bold section headers or strategy-scaffolding in emails.
- Keep her reasoning and mild asides —
  don't sand them into clean declaratives.
```

MY QUIRKS ARE IN THE FILE.

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BUILD THE “YOU” FILE

YOU → CLAUDE · paste as written · step 01

Here are ten emails I wrote. Write a one-page guide to how I write: openers, sign-offs, sentence length, words I avoid, and what I never do.

Rules first, examples after. Quote the email each rule came from. Where you are unsure, write “unclear” instead of guessing.

RUN THE LOOP BY HAND

YOU → CLAUDE · paste as written · step 01, weekly

Here is the email you drafted for me yesterday, and here is the version I actually sent. Compare them. Tell me what I cut, what I added, and what I reworded.

Then name the pattern in one sentence that would apply to the next email too. If you have seen this pattern before in this project, add it to my voice file, with my exact sentence as the example.

ONE PAIR A WEEK IS ENOUGH TO START.

02

CHOOSE THE SEATS

One seat for each way the work can fail.

FOUR KINDS OF SEATS

THOUGHT LEADERS

Built from their books and long interviews.

REAL PEOPLE

Built from the public record: bios, minutes, the questions they ask.

ROLES

When there is no record: the fiscal hawk, the hotelier.

YOUR SEGMENTS

The visitor segments your research already names.
One seat each.

My board is the first kind. The prompts that follow cover all four.

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ASK FOR THE SEATS

YOU → CLAUDE · paste as written · step 02

I am building a review board for my year-end board deck. Name five published experts whose frameworks would each catch a different way it could fail.

For each: who they are, the book, the one question they would ask about my deck, and the three things they would score from 1 to 10.

YOUR REAL BOARD, FROM THE PUBLIC RECORD.

USE

- Published bios
- Open-meeting minutes
- The questions they asked last time
- Their organization's stated priorities

LEAVE OUT

- Emails
- Personality tests
- Hearsay

Would you show them the file?

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NO RECORD? BUILD THE ROLE.

THE FISCAL HAWK

Return per dollar of room tax. What if we cut you 10%?

THE HOTELIER

Will this fill my Tuesdays, or just my Saturdays?

THE SKEPTICAL RESIDENT

Why should locals pay for visitors?

THE TID CHAIR

Show me last year's promise next to last year's result.

Four seats any DMO could build before a budget hearing. Roles, no real names.

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THE VISITOR GUIDE, READ BY PUBLISHED SEGMENTS

FIRST-TIME VISITORS

Average age 45, the youngest segment. 56% on a leisure trip; the rest visiting family or on business.

REPEAT VISITORS

Average age 52. Nine in ten chose Oregon for scenic beauty and a relaxing environment.

BUSINESS TRAVELERS

Average age 46, skewed male. Highest spend per person in 2021–22: $1,787 a trip.

VISITING FRIENDS & RELATIVES

Average age 52, two-thirds female. Scenic beauty still leads their reasons to come.

Travel Oregon Visitor Profile 2021–22 (Destination Analysts, rev. June 2023) · four of the report's published segments

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03

WRITE THE MEMBER FILES

One page per seat. Published work only.

WRITE A MEMBER FILE

YOU → CLAUDE · paste as written · step 03

Write a one-page reviewer file for Nancy Duarte, using only her published books and long interviews. Four sections: her framework, what she looks for in a presentation, three dimensions she would score from 1 to 10, and phrases she actually uses.

About 40 lines. Mark anything you inferred rather than found.

THE DUARTE FILE YOU SAW CAME OUT OF THIS.

THE SAME FILE FOR A PERSON, OR A ROLE

YOU → CLAUDE · paste as written · step 03, variants

Write the same file for my board chair, using only her published bio and the last three sets of public meeting minutes: what she cares about, what she asks every time, what makes her say no. Write “unknown” where the record is silent.

For a role: write the same file for the county fiscal hawk. No real person. Public budget hearings only.

04

WRITE THE BOARD FILE

Who sits, what passes and when to stop.

WRITE THE BOARD FILE

YOU → CLAUDE · paste as written · step 04

Write a board file for these five reviewers. Include: members, a quorum of three, a pass mark of 8 out of 10, a maximum of three rounds, and when to convene.

Then write a numbered protocol: each member scores alone, the scores are averaged, and any score under 6 writes a dissent note with a specific fix.

THE BOARD FILE

99_System/Personas/boards/presentations.md

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## Evaluation Protocol
1. Each member scores independently (3 dimensions, 1-10)
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4. Any dimension below 6 triggers a dissent note
5. Below threshold: revise, re-score (max 3 rounds)
```

05

BRIEF THE BOARD

Tell it what the PDF cannot show.

THE BRIEF

advisory / SKILL.md · Gather context the board needs

Before the board reads, tell it:

- What you'll SAY on each slide
- Who is actually in the room
- What you will not do (no live demos, no vendor names)
- What looks like an accident and is deliberate
- How many days you have left

If you skip this step, expect to convene the board twice.

A COLD PDF SCORES LOW.

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BRIEF IT, THEN RUN IT

YOU → CLAUDE · paste as written · step 05 + 06

Attached: my deck and the five reviewer files. Before you read it, know this: here is what I will say on each slide, who is in the room, what I will not do, and what looks like an accident but is deliberate.

Now review it as each member in turn, in their voice. Score their three dimensions, average the board, and have anyone under 6 write a dissent note with the fix. Stay in character. Do not hedge.

5.94 → 8.2

SAME TALK. I TOLD THE BOARD WHAT I'D SAY, AND SWAPPED THREE SLIDES.

micebook C-Suite Summit deck · Round 1 vs Round 2 · May 2026

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06

RUN IT. READ THE DISSENT.

The average says little. The outlier says what to fix.

WHAT COMES BACK

micebook-CSuite-Summit_v2_advisory-review.md · rounds 1 and 2

COMPOSITE 5.94 / 10 · MAJOR REWORK

Nancy Duarte	7.0
Sally Hogshead	6.7
Carmine Gallo	6.0
Chip Heath	5.3
Brené Brown	**4.7 ← strongest dissent**

“I gave you a 4.7 because I thought you were hiding behind a framework.”

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WHEN THE BOARD IS WRONG

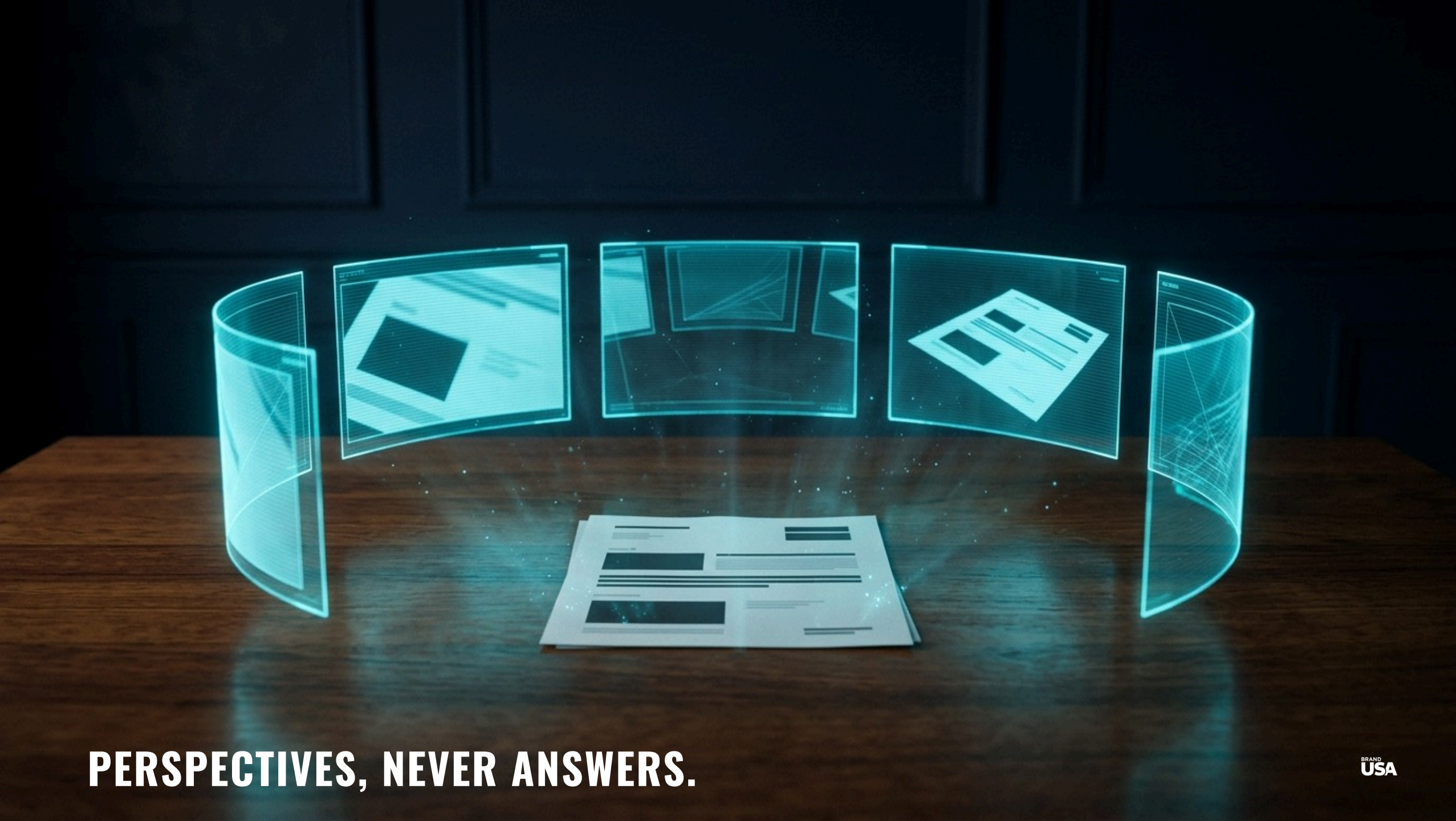
“BLANK PAGE 32”

It was a 100 MB video. A PDF shows video as a blank page.

“DR. DAVID PRIVACY”

A real person's brand name. The board called it made up.

VERIFY THE PANEL TOO.


PERSPECTIVES, NEVER ANSWERS.
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07

FOLD IT IN. RUN IT AGAIN.

The re-review tells you whether the fix landed.

ONE WORD, TWO ROUNDS

ROUND 1 · MY SLIDE 6 TITLE

“Storytelling Is the Moat”

Brown lens: “Moat is defensive-castle armor for the most human thing in the room.”

ROUND 2 · RENAMED

“The Story Is Yours”

Same lens: “Fear named, moat retired, loop closed. All resolved.”

ROUND 1 NAMED IT. ROUND 2 CONFIRMED THE FIX.

RUN IT AGAIN

YOU → CLAUDE · paste as written · step 07

Here is the revised deck. Re-score it as the same five members, on the same three dimensions each, and average the board.

For each dissent from round one, say whether the fix landed. Stop when the board averages 8, or after three rounds.

FOUR ROUNDS. APPROVED AT TWO; I RAN TWO MORE.

LENS	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Nancy Duarte	7.7	8.7	8.7	9.0
Carmine Gallo	7.0	7.7	8.3	8.3
Sally Hogshead	7.7	8.7	8.7	9.0
Chip Heath	7.0	8.0	8.3	8.3
Brené Brown	7.7	8.7	8.7	9.0
COMPOSITE	7.4	8.4	8.54	8.73

THE OUTLIER SAYS WHAT TO FIX. THE RE-REVIEW SAYS IF YOU DID.

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91%

OF EACH AI EMAIL DRAFT SURVIVED MY EDITS. THE SAME LOOP, POINTED AT MY INBOX.

/redline scoreboard · 60 drafts matched against my Sent folder · Sept. 1 – Oct. 30, 2026 · scored Nov. 1, 2026

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THIS DECK, REVIEWED BY ITS OWN BOARD

LENS	ROUND 1	ROUND 2	ROUND 3
Nancy Duarte	6.5	7.0	7.7
Carmine Gallo	6.5	7.0	7.7
Sally Hogshead	7.2	7.8	7.7
Chip Heath	7.0	7.4	8.2
Brené Brown	6.5	7.2	7.7
COMPOSITE	6.7	7.3	7.8

6.7, THEN 7.3, THEN 7.8. THREE ROUNDS; MY OWN RULE SAYS STOP HERE.

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START HERE, THIS WEEK

01 Pick one deliverable due this month.

02 Paste the seats prompt. Keep the five it names.

03 Paste the brief-and-run prompt with your draft attached.

That is a board. The files come later, if you want them.

BUILD YOURS.

Three steps this week. The files when you want them.

THANK YOU

Janette Roush · SVP, Innovation & Chief AI Officer · jroush@thebrandusa.com

APPENDIX: THE SAME LOOP RUNS ON MY EMAIL

DRAFT	Claude drafts the email in my voice and logs the draft.
SEND	I rewrite whatever I want and hit send. I tell Claude nothing.
MATCH	End of day, Claude searches my Sent folder for what actually went out.
DIFF	Draft against sent: what survived, what I cut, what I added.
NAME IT	“She cuts the wrap-up line” beats “she cut a sentence.”
PROMOTE	Seen twice, the pattern goes in the voice file, with my exact words as the example.
SCORE	A running number: how much of each draft survives me.

THREE THINGS IT LEARNED ABOUT ME

janette-voice / SKILL.md · Failure Modes, promoted from the diffs

Seen 4 times

Claude writes an action as pending (share, send, schedule) that I already did. I rewrite it as done.

Seen 3 times

I cut the stock wrap-up lines (“I’ll let you take it from here,” “totally your call”) and end on something specific to the recipient.

Seen 2 times

Claude states a flat verdict about a vendor or a segment. I add the exception I know from my own use.