kindri
Your Kindred Spirit in AI

A KINDRI FIELD GUIDE

The Kindri *10*

Ten phrases that make AI work like it knows your business.



For founders and their teams.
No code. No new subscriptions.
kindri.ai

Most founders use AI like a search bar. One question, one answer, move on. That's a fraction of what it can do.

The difference isn't a better tool. It's how you talk to it. These are the ten phrases we teach first in Kindri, the ones our founders keep coming back to. Copy, paste, and use them on real work today.

1

Name the pain first

One sentence on what's broken gets you a better answer than a paragraph on what you want.

2

Always end with this

“Ask me any clarifying questions before you start.” It turns AI from a vending machine into a thinking partner.

How to use this guide

- **Start with 01 and 02.** They make every phrase after them work better.
- **Use real work, not test questions.** The phrases only show what they can do when something real is on the line.
- Anything in **[square brackets]** is yours to fill in.
- They work in Claude, ChatGPT or Gemini. We use Claude in Kindri Edge.

01 Name the pain first
02 Teach it who you are
03 Cast the role, hard
04 Raise the stakes
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01 Name the pain first

Use when you're about to ask AI for anything.

COPY THIS

Here's what's broken: [one sentence on the frustration]. Here's what it's costing me: [time, money, a client, sleep]. Help me fix it. Ask me any clarifying questions before you start.

Why it works. AI solves the problem you describe. Describe a task and you get a task back. Describe the pain and you get a solution, often one you hadn't thought of. This is the first step of Kindri's Pain → Problem → Prompt framework.

Try it now. Pick the thing that annoyed you most this week (a late payer, a slow supplier, a proposal you keep putting off) and run it through this phrase.

02 Teach it who you are

Use when once, today. It improves every answer you'll ever get.

COPY THIS

Ask me these questions one at a time and remember my answers for everything we do together:

1. What's my business, in one sentence, and my role in it?
2. Which countries and cities do we sell in?
3. Who are our best customers, and how do they reach us: WhatsApp, email, walk-in, referral?
4. What do we sell, at what prices, in which currencies?
5. How do I sound at my best? Give me three words.
6. Which words, phrases or styles should you never use for me?
7. Who's on my team and what does each person own?
8. Which tools does the business run on day to day?
9. What's the one thing I most need to get done this quarter?
10. What does a great year look like twelve months from now?

Why it works. Generic answers come from AI not knowing you. Fifteen minutes of answers, saved to memory, and everything after sounds like someone on your team who knows Lagos from Nairobi and naira from shillings.

Try it now. Answer properly (talking is fine, see 05). Before you close the chat, ask: “Show me everything you've saved about me,” and correct anything that's wrong.

03 Cast the role, hard

Use when you're opening a fresh chat and need one expert point of view.

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You're a world-class [role] with [number] years' experience in [market or industry]. I'm paying you $1,000 an hour. [Your request.]

Why it works. A vague assistant gives vague advice. Give it a real title, a track record and a place, and the answer sharpens. Try: "You're my senior credit controller. You've collected from 500 late-paying clients across Kenya and Nigeria."

Try it now. Rerun a question you asked AI last week, but cast the role first. Compare the two answers.

04 Raise the stakes

Use when the answers are long, generic or padded.

COPY THIS

I have [five minutes / one shot / a board meeting at 9am] to get this right, or it costs me [the deal / the client / the month]. Be sharp.

Why it works. AI tightens up when something's on the line. Stakes cut the fluff and force it to choose what matters.

Try it now. Use it on the next email you've been putting off sending.

05 Untangle my head

Use when you've got forty things spinning and can't think straight.

COPY THIS

I'm buried. Here's everything in my head right now: [brain dump]. Sort it into what must happen this week, what someone else should do, and what can wait. Then give me the first three things to do today.

Why it works. When you're overloaded, the list isn't the problem. Deciding is. AI turns a messy dump into a ranked plan in seconds.

Try it now. Five minutes, out loud, tonight. Run the phrase. Work off the list tomorrow.

Talk, don't type. You speak about three times faster than you type, and the messy spoken version works better. Use your phone's dictation, or talk it through like a WhatsApp voice note, and paste the transcript in.

06 Interview me

Use when you don't know exactly what you need yet, or the task really matters.

COPY THIS

Before you write anything, interview me. Ask one question at a time until you understand what I actually need. Then summarise it back to me before you build.

Why it works. A consultant who asks nothing gives you a template. One who asks good questions gives you something that fits. Make AI earn the brief.

Try it now. Use it for a job post, a client proposal or a tricky message to your team.

07 Tear it down, then rebuild

Use when you've got a draft that's "fine", and fine isn't good enough.

COPY THIS

Tear this apart the way my toughest client would. Show me everything that's weak, vague or forgettable. Then rebuild it using every fix you just named.

Why it works. The first answer is the starting point, not the finish. Make AI attack its own work and the second version is a different level.

Try it now. Paste in something you're about to send: a pitch, a price list, a WhatsApp broadcast.

08 Pump the brakes

Use when the chat is heading in the wrong direction.

COPY THIS

Stop. We're not on the same page. Ask me three sharper questions so you can get this right.

Why it works. Don't start over. That throws away everything the chat has learned. Making it ask questions turns guessing into understanding.

Try it now. Next time an answer misses twice in a row, use this instead of rewording your request.

Show, don't describe. Struggling to explain a confusing spreadsheet, an error or a client text? Screenshot it, paste it in and ask: "What's going on here, and what would you do?"

09 Bottle the winning prompt

Use when you just got exactly what you wanted.

COPY THIS

That's exactly right. Write me the prompt that would produce this same result every time, so I can reuse it without explaining everything again.

Why it works. A great chat is a recipe you lose when you close the tab. Bottle it and you get the same quality next month, and so can anyone on your team. In Edge, this is how you start building AI employees.

Try it now. Find your best chat from the last month. Run the phrase. Save the result in a shared doc called “Our prompt library”.

10 Build a shadow board

Use when you're about to make a big call: a price change, a hire, a new market.

COPY THIS

I'm deciding: [the decision]. Assemble a shadow board of five experts with different lenses: strategy, money, customers, risk and execution. For each, tell me why they're in the room, what they think and what they'd push back on. Then tell me where they agree and the one thing they'd all warn me about.

Why it works. Most founders make the big calls alone at 10pm, and AI agrees with you by default. This makes it disagree on purpose, before reality does.

Try it now. Bring a real decision you're sitting on. Read the risk expert's answer twice. Then: “Have each member score my plan out of 100 and merge their fixes into one stronger plan.”

TWO BONUS PHRASES

For the work around the work

Use these every week. They save the hours nobody counts.

After the meeting

Use when you've just come off a call or meeting.

COPY THIS

Here's the transcript from our meeting. Give me: the decisions we made, every action with an owner and a deadline, a follow-up email ready to send, and a short WhatsApp update for the team.

Why it works. The meeting isn't the work. The hour after it is. Turn on transcription in Zoom, Google Meet or Teams and that hour becomes two minutes.

Try it now. Record your next team meeting and run this the moment it ends.

The polish pass

Use when anything is going to clients, investors or your team.

COPY THIS

Polish this so it reads like a sharp operator wrote it, not a machine. Cut anything repetitive, padded, vague or trying too hard. Cut at least 20%. Make it clear and human.

Why it works. AI writing has tells: filler, repetition, big words. This strips them out so it sounds like you on a good day.

Try it now. Run it on the last thing you wrote with AI before you send it.

WHERE THIS GOES NEXT

These ten phrases change how one person works with AI. Kindri Edge changes how the whole business works.

Ten live weeks with Nick and Ali. You and your team build your Business Brain and put AI to work across marketing, sales, operations, customer success and finance, built for how business actually runs in Africa.

WK 0 Get ready
WK 1 Company Brain
WK 2 Marketing
WK 3 Sales
WK 4 Operations & people
WK 5 Customer success
WK 6 Finance
WK 7 Builder I: apps & dashboards
WK 8 Builder II: the full Brain
WK 9 Demo day & certification

Founding cohort starts 6 January 2027.

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