ANADAI

AI IS A STAGE –
BECOME ITS DIRECTOR

WHY IT MATTERS

Assigning a role to AI is easy. However, 'You are a marketing expert' is a little thin for a machine that has to choose the one answer from billions of possible responses that hits the nail on the head and sounds as if you came up with it yourself.

Building worlds and developing characters, telling stories and describing conflicts – that is what staging is all about. And it is precisely this that makes the difference between AI results that sound right and those that draw you in and make you excited to type in the next prompt.

ANADAI utilises what theatre and film have known for a long time: a credible scenario is not created via the script, but via what takes place between the lines. It requires characters. A credible backstory. And a clear idea of what is at stake.

WHO IT'S FOR

- people who develop strategies and need someone to think along with them – on a niveau that actually moves them forward

- people who prepare a lot of meetings in which important people are to make important decisions – based on premises no one has yet properly clarified.

- people who sit on a mountain of material they need to turn into something that convinces sceptical professionals (within 10 minutes)

- people who have to synthesise hundreds of pages in a way that not only condenses complex content, but also takes it a step further – in a way that makes people want to read it.

CUSTOMER FEEDBACK

«The coaching produced amazing results and brought tangible benefits. Christian has an excellent understanding of how to help you realise the potential of these instruments in a very short time.»

Christoph Joder | CSEM

«The ANADAI session with Christian showed me what LLMs are truly capable of – and how I can use them as collaborative thinking partners. Highly recommended!»

Adrian Kohler | Farner AG

«Highly recommended for anyone looking for professional onboarding. It was particularly helpful that Christian not only explained the technical features, but also showed me specifically how AI supports my research work.»

Dr. iur. des. Aliénor Nina Burghartz | University of Zürich

«Excellent coaching. Not just another prompting course that I could have watched on YouTube. Instead, years of experience as an author, dramaturge, entrepreneur and AI expert, tailored to our situation.»

B.P. | CEO

ABOUT THE METHOD

ANADAI combines dramaturgy, communication strategy and a sound understanding of how language models work to create a toolbox that can be applied to any AI (and even to communication with humans).

What changes: Trial and error becomes confident experimentation. And the machines begin to really think with you.

YOUR COACH

Christian spent half his professional life writing stage plays as a drama writer. In the second half, he develops strategies and communication for organisations that have something to say – but don't quite know how.

In both worlds, it's always about the same thing: how do you create a space where your content can have impact? What does it take to make people follow your story? What needs to be at stake to make your message relevant?

What works for the stage can also be applied to working with AI: treating machines like an ensemble turns better search engines into excellent thinking partners.

Interested in coaching, a workshop or a no-obligation initial consultation? Looking for a keynote speaker? Interested in management advice?

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