

THE GOOD AI GUIDE

Get good at AI. *Properly.*

Why most people stall after a few quick wins, the one idea that gets them unstuck, and a free path from curious to capable.



Fabian Möсли

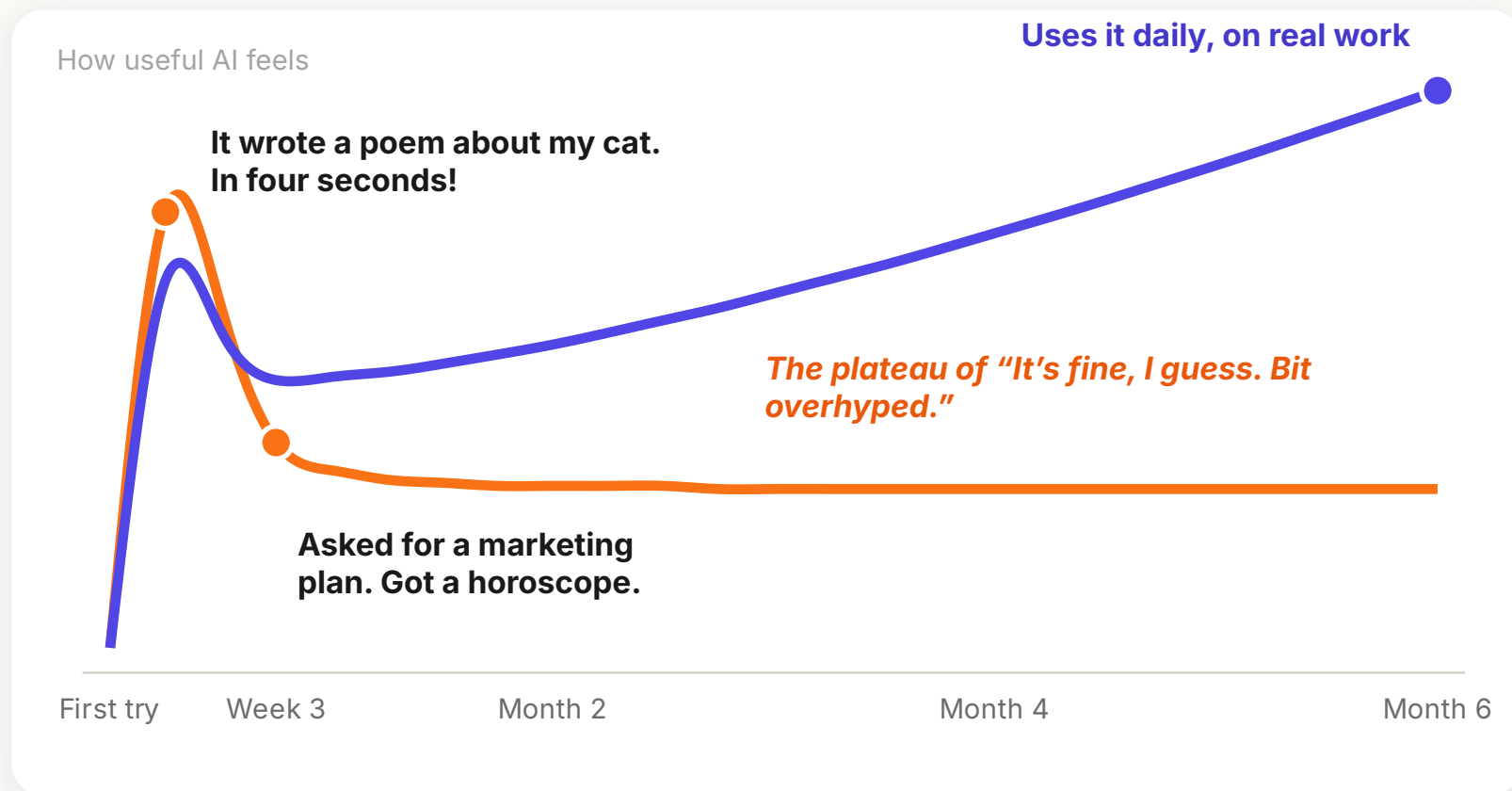
CPO & Chief AI Officer · goodaiguide.com

About 20 minutes · zero jargon · one small homework assignment



WHERE MOST PEOPLE ARE

Day one: magic. *Week three: meh.*



— Most people

— With the right picture and some practice

Two things get people off the plateau: the right picture of what AI is, and a little deliberate practice.

This talk is about both.

An illustration, not data.

SOUND FAMILIAR?

Which of these *is you?*

1

I tried ChatGPT and got generic answers.



Guide: [Getting Started with AI](#)

2

My company blocked ChatGPT. I got Copilot.



Guide: [Your Company Blocked ChatGPT. Now What?](#)

3

I'm meant to lead on AI. Where do I start?



Guide: [Giving Everyone Copilot Isn't an AI Strategy](#)

4

I use AI every day and want to go further.



Guide: [Don't Talk to One Claude. Spawn a Team Instead.](#)

5

Honestly, AI makes me a bit uneasy.



Guide: [Is It Safe? What Happens to What You Type Into AI](#)

6

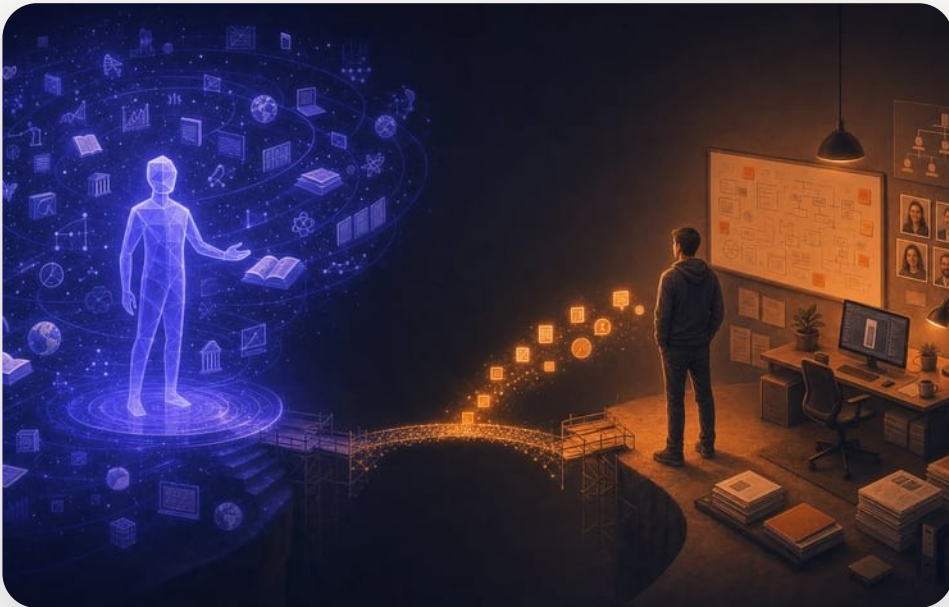
Everyone else seems to build amazing things.



Guide: [The Weekend Trip That Came With Its Own App](#)

Each line opens the guide I'd hand you first. They're the doors on the homepage.

Your AI is a brilliant new hire *on day one*



What it knows

- ✓ More than anyone you've ever met
- ✓ Python, Portuguese and project plans
- ✓ Sonnets, formulas, polite ways to say no
- ✓ Works at 3 a.m. without a sigh

What it doesn't

- ❓ Your customers
- ❓ Your team's acronyms
- ❓ Why last year's project quietly died
- ❓ That "the usual" means the Thursday report



When the answer is generic, it usually says more about the brief than about the model.

Guide: [Your AI Has No Idea What Your Company Does](#)

Same AI, same question. *Different brief.*

🗨️ How should I think about using AI for customer communication?

Without a profile

"Artificial intelligence can significantly transform customer communication in several ways. Consider implementing AI chatbots for handling frequently asked questions, which can reduce response times and free up your team for complex issues..."

Correct. Useless.

With a short profile

CPO

Healthcare software

Switzerland

Hospital HR users

"Given that your users are hospital HR directors — conservative, busy, and quick to blame the software when something feels off — the move is reliability over novelty..."

Specific. Usable.

Average input, average output. Guide: [The Setup That Makes AI Stop Being Generic](#)

Nobody learns to cook *from cooking shows*

The usual plan

- 1 Watch a four-hour tutorial on "prompt engineering"
- 2 Buy a course, never finish module three
- 3 Read "10 AI tools that will change your life"
- 4 Follow 50 AI influencers
- 5 **Feel overwhelmed. Do nothing.**

What works

- 🎯 Use it on real tasks, a little every day
- 🚩 Set yourself small challenges, and finish them
- 🔍 Learn what good looks like, so you notice when it isn't
- 🎓 Want theory too? One good course, then back to the reps



WHY NOW

Half have tried it. *Few use it seriously.*

~50%

of working-age adults have
tried generative AI

St. Louis Fed, 2025 · US

~3%

of AI users pay for it

Menlo Ventures, 2025

Few

have built it into their daily
work as a system

Nobody counts this one. At AI
roundtables and conferences, they're a
small minority.



AI skill compounds. Every month of practice makes the next one more productive, and you can't catch up later by throwing money at it.

Paying isn't the same as being good at it, but it hints at how few people use AI seriously. Both figures are rounded.

One free site to get you *off the plateau*

It turns "I should really learn AI" into a plan: a path with levels and checklists, a library of guides, honest reviews and a few games.

-  **Free, no sign-up**
-  **No sponsored rankings**
-  **Every guide dated and maintained**

39

practical
guides

8 h

of reading

45

hands-on skills

2

certificates to
earn

42

tools rated

24

models
compared

3

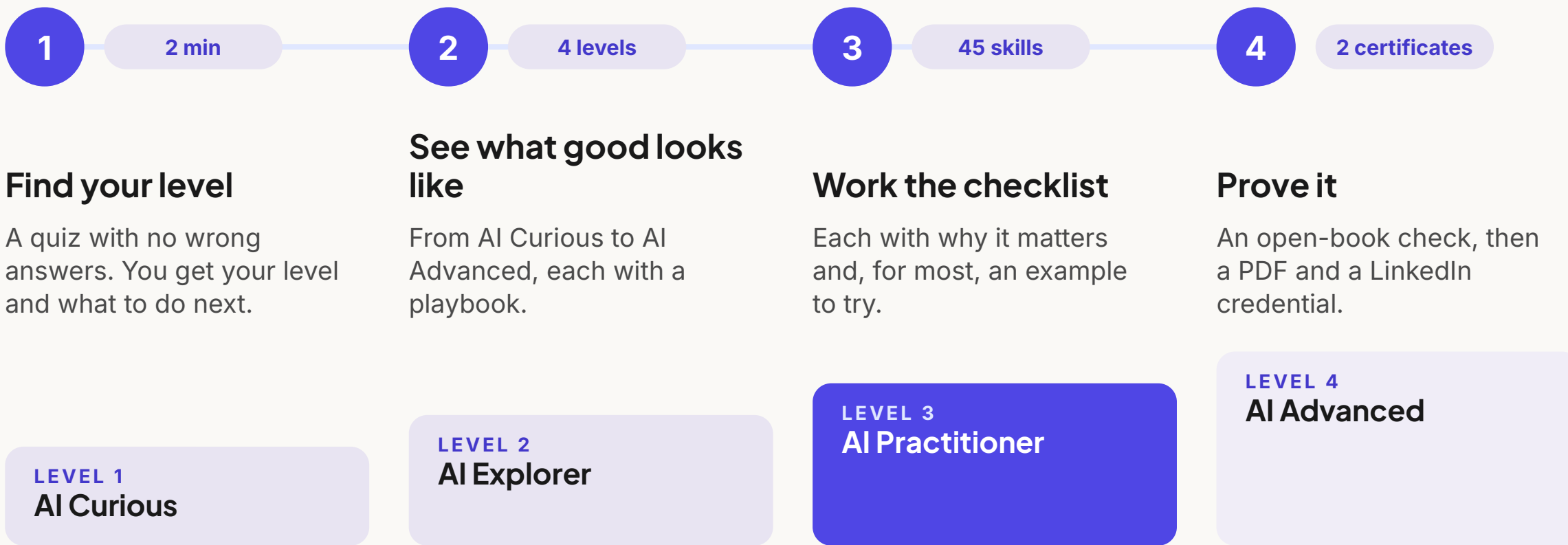
games that
teach

3

languages: EN,
DE, FR

As of October 2026. goodaiguide.com

From curious to capable, *on purpose*



Your ticks and results stay in your browser.

Work at Level 3 and you're plausibly in the **top 10–20% of AI users**

What Level 3 looks like

AI is part of how you work: persistent context, deliberate model choice, a real research pipeline and a thinking partner you've calibrated.

The AI Practitioner check

14 questions

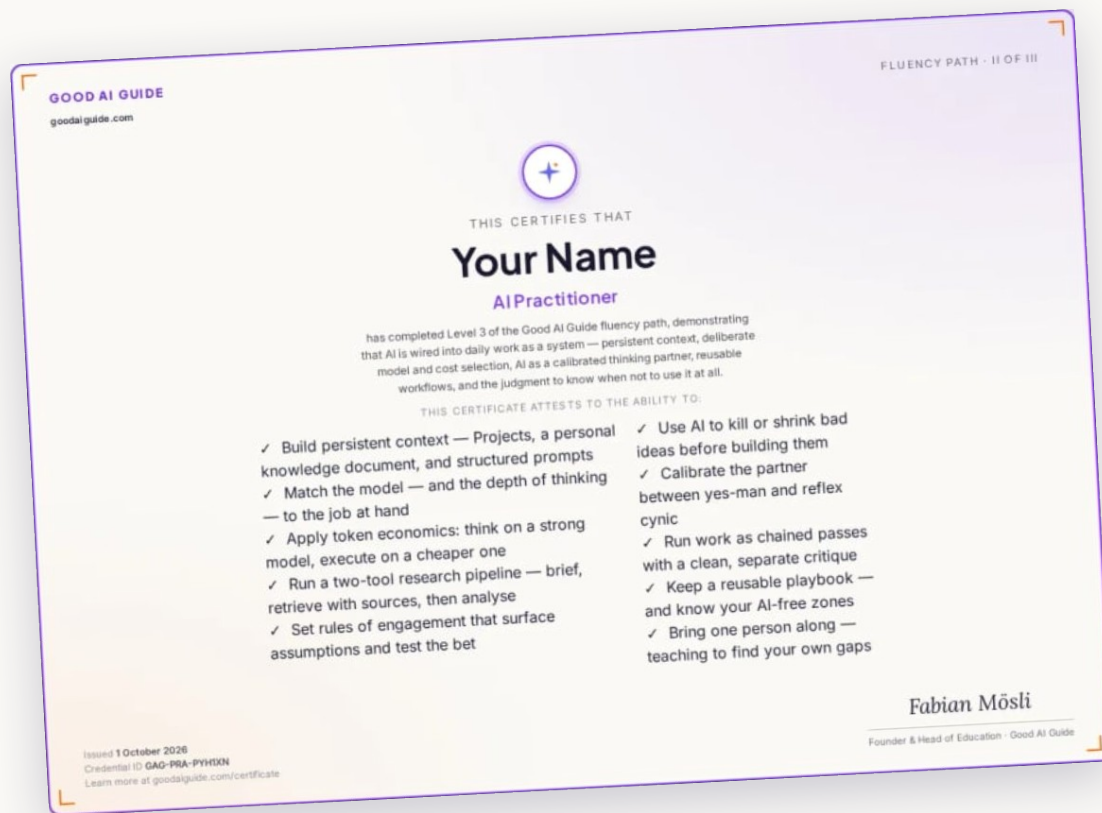
11 to pass

Open book

PDF + LinkedIn

Open book and still not easy: the questions test judgment, so looking things up only gets you so far.

There's no official ranking of AI skill, so this is my estimate. The reasoning and sources: goodaiguide.com/fluency-path



More than a book's worth, *in 10-minute pieces*



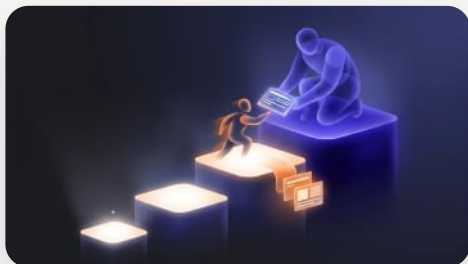
Your AI Agrees With You Too Much



Giving Everyone Copilot Isn't an AI Strategy



Don't Let Your AI Grade Its Own Homework



Think Expensive, Execute Cheap



AI Makes You More of Whatever You Already Are



Let the AI Interview You

Five shelves

-  Start here 5
-  Strategy and leadership 7
-  Practitioner workflows 17
-  Building with AI 6
-  Perspectives 4

Every guide opens with its key takeaways: the point in 30 seconds, the method in 15 minutes.

Honest ratings, *with the reasons*



“I barely type anymore.”

My take on Wispr Flow, voice dictation · 5/5



“Microsoft botched this.”

My take on Copilot · 3/5

42 tools, each with a rating and the reasons for it.



No sponsored rankings. If a link ever earns me money, it says so.



24 models, sorted by the job



Direct



Think



Execute



Search the live web



Run privately



Make images



Make video



Voice & music

Which model is best? Depends on the job. For each one, the page names the model I'd pick.

PLAY

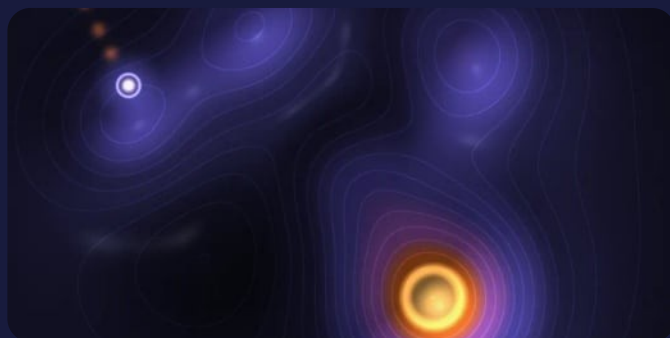
Learn it *by playing with it*



GAME

Out of Office

Three AI coworkers who forget everything overnight, and a train on Saturday. Get the hotel ready to run without you.



GAME · SIX SHORT ROUNDS

Gradient Descent

Roll a model downhill across the hills and valleys of its own errors, and feel how training works.



GALLERY

See What's Possible

Working things AI built, each with the prompt behind it: a synthesizer, a 3D sailing scene, games, a film.

Everything runs in your browser. No account, nothing to install.

OBJECTIONS

Yes, *but...*



“I don’t have time.”



The quiz takes two minutes, and every guide puts the point in its first 30 seconds.



“My company blocked ChatGPT.”



Learn on your own tools with your own stuff. Bring the skills to work, never the data.



“Is it even safe?”



Fair question. One guide covers what happens to what you type, and what I do about it.



“I’m not technical.”



It’s written for people without a tech background. Every term is explained in plain language.



“I’ll wait until it settles down.”



I don’t think it’ll settle. And skill compounds, so waiting is the expensive option.

YOUR FIRST WEEK

Five days, *about 15 minutes a day*

MON



Find your level

Take the two-minute quiz. There are no wrong answers.

2 min

TUE



Read one guide

The one the quiz suggests for your level.

15 min

WED



Brief your AI

Tell it who you are and how you like answers. Then ask last week's question again.

15 min

THU



Tick three skills

Pick three from your level's checklist and try them on real tasks.

15 min

FRI



Play

A round of Out of Office, or a prompt from See What's Possible.

15 min



Then repeat Tuesday to Thursday. There is no secret step six.

ONE MORE THING

Claude Code made *this deck*

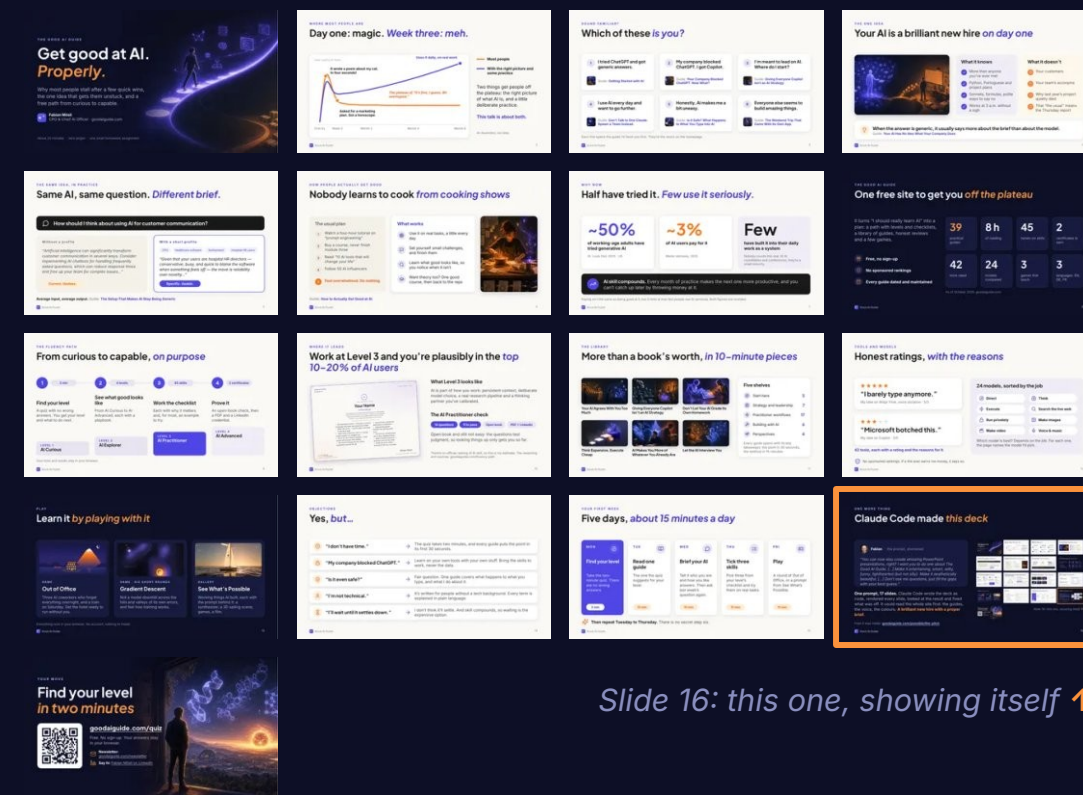


Fabian · the prompt, shortened

"You can now also create amazing PowerPoint presentations, right? I want you to do one about The Good AI Guide. [...] Make it entertaining, smart, witty, funny, lighthearted (but not silly). Make it aesthetically beautiful. [...] Don't ask me questions, just fill the gaps with your best guess."

One prompt, 17 slides. Claude Code wrote the deck as code, rendered every slide, looked at the result and fixed what was off. It could read the whole site first: the guides, the voice, the colours. **A brilliant new hire with a proper brief.**

How it was made: goodaiguide.com/possible/the-pitch



Slide 16: this one, showing itself ↑

YOUR MOVE

Find your level *in two minutes*



goodaiguide.com/quiz

Free. No sign-up. Your answers stay
in your browser.



Newsletter:

goodaiguide.com/newsletter



Say hi: [Fabian Möсли on LinkedIn](#)

