

Talk · September 23, 2026 · Living deck, last updated September 23, 2026

AI Unleashed with Claude

Discover. Automate. Elevate.

Shake Dewan · AI Forward

The next 30 minutes

Turn a three-hour quote into a fifteen-minute first draft. And know you can trust what comes back.

Then you'll do it yourself, live, before we finish.



Shake Dewan

11 years building AI. I fix the bottleneck first, then add AI.

Deloitte

Former National Head, Language AI Centre of Excellence.

Fractional CTO / Chief AI Officer

For growing companies, including a Forbes 30 Under 30 startup through its growth to \$10M+ ARR.

AI Forward

Founder. 30+ AI projects for Canadian businesses.

Two questions to ask yourself

What eats most of your week?

1. Research and quoting
2. Proposals
3. Marketing
4. Client follow-ups
5. Admin

What stops you using AI with clients?

1. It makes things up
2. It doesn't sound like me
3. Don't know where to start
4. Privacy

Your hours are the bottleneck.

A business only moves as fast as its slowest step. For most advisors, that step is quoting and proposals, not selling.

Theory of Constraints · Eliyahu Goldratt

Live

A real client request, start to finish.

Sourced itinerary → client proposal → client deck

The check that catches hallucinations

“List every fact a client could hold me to. Quote the source sentence for each, or write NO SOURCE.”

Verify or cut anything marked NO SOURCE. Then: “Turn it into a 5–slide deck for the client, in our brand.”

How that worked: three moves

Brief it.
Build once.
Bottle it.

Move 1 · Brief it

Give Claude the whole job, and ground it.

Here's a client request: [paste it].

Build a day-by-day itinerary with a rough budget in CAD.

Use my uploaded files first, then official sites. Cite a source for every fact.

If you're not sure, write ⚠️ VERIFY instead of guessing.

Ask me up to three questions before you start.

Grounding: facts come from your files and official sources, not from memory.

Move 2 · Build once

Check the facts once. Reuse everything else.

Using only the itinerary above, create:
a client proposal · a 5-slide deck · a follow-up email · an Instagram post.
Don't add any new facts.

Consistency: the email can't contradict the proposal you already checked.

Move 3 · Bottle it

Set it up once. It sounds and looks like you.

Project

Your supplier files and standing rules, per destination.

Style

Three of your best emails.
Claude writes like you.

Brand kit

Logo, colours and fonts. Every deck and post on-brand.

Canadian English. Prices in CAD. Cite sources. Mark anything uncertain ⚠️ VERIFY.
Never promise availability or prices. Sign off as [name], [agency], [phone].

Try it · 4 minutes

Open **claude.ai** and brief one real client.

1. Paste a real client request. No names, passport or card numbers.
2. Add the Move 1 prompt (slide 9).
3. Then ask for every fact with its source, or NO SOURCE.
4. Verify or cut anything marked NO SOURCE.

The free plan works for this.

Before anything goes to a client

The 60-second trust check

1. Every NO SOURCE and ⚠️ checked: [supplier, travel.gc.ca](https://travel.gc.ca).
2. Two links clicked. Do they say what Claude says?
3. Read it once out loud. Does it sound like you?

Claude drafts. You decide.

One more thing

Claude can use the browser for you.

Claude in Chrome checks hotel sites, compares them, and puts it in a table with links. It asks before anything that matters. (Paid plans.)

Tonight · 20 minutes

Bottle your top destination.

1. Create a Project for it.
2. Upload three supplier PDFs.
3. Paste in the standing rules (slide 11).
4. Make a Style from three of your emails.

Next client for that destination: Move 1, inside the Project.

Keep going

Brief it.
Build once.
Bottle it.

Questions: [linkedin.com/in/shake-the-ai-guy](https://www.linkedin.com/in/shake-the-ai-guy)

Want this set up for your team with your own files: cal.com/shake-dewan/30min

This is a living deck. It is updated as the tools and the best practices change. Last updated September 23, 2026.