

A FRAMEWORK

Context as Strategy.

The durable advantage in an age of borrowed intelligence.

THE ARC — THREE MOVES

01

Frame

Install your thinking before the model acts.

02

Pressure-test

Make it think with you, and against you.

03

Compound

Turn the session into an asset that lasts.

Chris Huber Reitz

Chief of AI & Strategy at Essential Innovations
Founder, Attainable AI

Wisdom that outlasts the algorithm.

chrishuberreitz.com/frameworks/context-as-strategy

— THE THESIS

The model is the commodity. Context is the lever.

In a few years, you and your sharpest competitor will rent the **same** intelligence — same model, same monthly fee, same answers on tap.

So the question that's about to stop mattering is *which model you use*. The one that replaces it: **what do you bring to it that no one else can?**

The answer is **context** — who you are, what's at stake, what gets done with the output, how you actually think. And context is the one input you can *compound*: build it once, and it pays out on every prompt after.

Context is the strategy layer of your prompt. It contains your thinking. Front-load it, and you stop requesting answers and start building assets that outlast the algorithm that produced them.

Most people treat a prompt as a request. Treated as strategy, the same keystrokes produce something different — a framework, a rubric, a narrative, a decision tool you deploy again and again. Prompts are keystrokes, copied in a day. The context discipline underneath them is yours, and it accrues.

What this is not.

Not another role-task-format acronym. Not a template pack. Not faster disposable Q&A. It's a strategy discipline — and below it sits a practice that makes it permanent (see *Where this goes*).

MOVE 01 · FRAME

Install your thinking before the model acts

You don't get leverage by asking better questions. You get it by setting the frame the answer has to live inside.

Name the decision — upstream and downstream.

Don't ask "what should I do?" Ask what decision this informs and what happens after it.

PROMPT MOVE

"This output will be used for ____. Optimize for ____. Avoid ____."

Declare the shape before the details.

Be crisp on form even when you're fuzzy on content.

PROMPT MOVE

"Give me 3 options: (A) concise, (B) bold, (C) diplomatic. Each under 120 words."

Front-load the strategic context — audience, stakes, constraints, goal.

This is the unlock. You're not oversharing; you're installing the model of your situation.

PROMPT MOVE

"Audience: ____. Stakes: ____. Constraint: ____. Goal: credibility / leverage / impact / optionality."

Use constraints and negative space.

Constraints make it sharper; negative space makes it *yours*.

PROMPT MOVE

"Don't make it sound like ____. No clichés. No hustle-speak. No 'delighted.'"

MOVE 02 · PRESSURE-TEST

Make it think with you, and against you

The casual user asks the model to agree. The strategist asks it to *sharpen*. This is where "better thinking" lives, not "better output."

Ask for the underlying pattern.

The meta-cognition move: surface what you're optimizing for without realizing it.

PROMPT MOVE

"What's the pattern here? What am I really optimizing for – and is it the right thing?"

Invite pushback — no defensiveness.

Treat critique as signal.

PROMPT MOVE

"Argue against my plan. What would a skeptical exec say? What's the strongest counter?"

Make risks and trade-offs explicit.

Ask for failure modes and second-order effects before the clean recommendation.

PROMPT MOVE

"Give me 5 risks with likelihood / impact / mitigation. Then the clean recommendation."

Practice structured spontaneity — tight frame, loose path.

Show intention, then let it surprise you without surrendering the wheel.

PROMPT MOVE

"Here's the goal. Propose 3 unexpected directions. I'll pick one; then we iterate."

MOVE 03 · COMPOUND [COMPOUNDER]

Turn the session into an asset that lasts

The difference between using AI and compounding with it: a casual session evaporates; a strategic one leaves you holding something reusable. This is the move that pays out for years.

Think in artifacts, not answers.

Ask for deliverables you can reuse — frameworks, checklists, scripts, rubrics, decision trees.

PROMPT MOVE

"Deliver as: a 1-page playbook + 5 copy-paste prompts + a scoring rubric."

Treat narrative as infrastructure.

Ask for language that becomes your reusable spine — positioning, metaphors, signature lines, story arcs.

PROMPT MOVE

"Give me a 'signature framing' paragraph I can reuse across posts, talks, and a landing page."

The goal isn't one good answer. The goal is a repeatable narrative you can deploy.

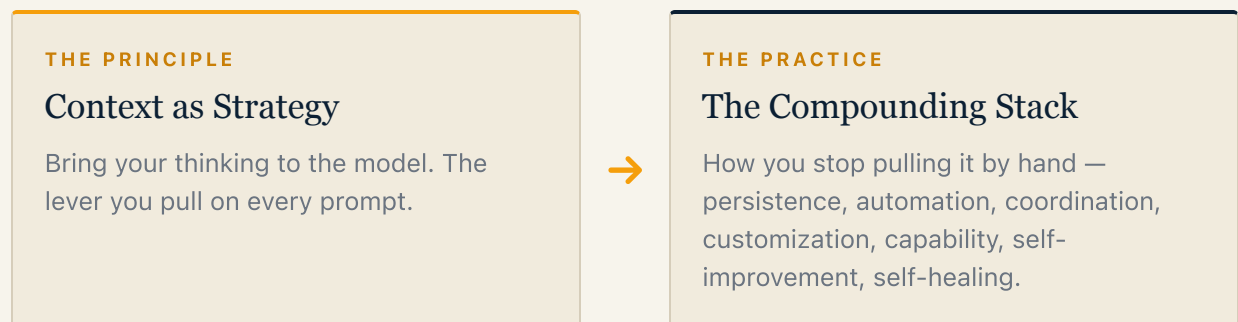
About that marker. [COMPOUNDER]

This is one of the instruments you'll see in *Signals from the Curve*. It tags the things that are small now and large later — *watch this*. I put it on Move 03 because reusability is the whole compounding engine: the move you'll thank yourself for in a year. The newsletter is built around pointing these out.

— WHERE THIS GOES

A ladder above this rung

Context as Strategy is the **principle**: the context you supply is the lever. The **practice** that makes it durable is **The Compounding Stack** — the seven ways you make that context permanent, automatic, and compounding instead of retyping it every session.



The person is the thing that compounds; the stack is how. And week over week, **Signals from the Curve** is where this gets built in the open — including a five-framework arc landing over the coming weeks:

- Twilight
- The Exponential Work Framework
- Wheels
- Organizational Intelligence Design
- C.A.R.

The goal isn't one good answer. The goal is a repeatable narrative you can deploy.

SIGNALS FROM THE CURVE

— THE WORKING SHEET

All ten prompt-moves. Pin this.

Copy-paste blocks, grouped by the three moves. This is the page that turns the PDF from "read once" into "keep forever" — which *is* the thesis, dogfooded.

FRAME

MOVE 01 · SET THE FRAME

01 Name the decision

"This output will be used for _____.
Optimize for _____. Avoid _____."

02 Declare the shape

"Give me 3 options: (A) concise, (B) bold, (C) diplomatic. Each under 120 words."

03 Front-load the context

"Audience: _____. Stakes: _____. Constraint: _____. Goal: credibility / leverage / impact / optionality."

04 Constraints & negative space

"Don't make it sound like _____. No clichés. No hustle-speak. No 'delighted.'"

PRESSURE-TEST

MOVE 02 · SHARPEN IT

05 Ask for the pattern

"What's the pattern here? What am I really optimizing for — and is it the right thing?"

06 Invite pushback

"Argue against my plan. What would a skeptical exec say? What's the strongest counter?"

07 Make risks explicit

"Give me 5 risks with likelihood / impact / mitigation. Then the clean recommendation."

08 Structured spontaneity

"Here's the goal. Propose 3 unexpected directions. I'll pick one; then we iterate."

COMPOUND

[COMPOUNDER]

MOVE 03 · KEEP IT

09 Think in artifacts

"Deliver as: a 1-page playbook + 5 copy-paste prompts + a scoring rubric."

10 Narrative as infrastructure

"Give me a 'signature framing' paragraph I can reuse across posts, talks, and a landing page."

SIGNALS FROM THE CURVE · WEDNESDAYS, 8AM ET

Take home the next iteration as it evolves.

This guide is the principle. The newsletter is where it gets built in the open — week over week, the parts of AI work that compound.

Wisdom that outlasts the algorithm, every Wednesday.

"You've walked through the front door."

chrishuberreitz.com/frameworks/context-as-strategy

● 01 FRAME ————— 02 PRESSURE-TEST ————— 03 COMPOUND

[COMPOUNDER] The newsletter's signature marker. It tags the things that are small now and large later — *watch this*. When you see it in *Signals*, it's pointing at something worth compounding.

Wisdom that outlasts the algorithm.