

DrJB.ai Starter Guide

Working with DrJB.ai as a 24 x 7 Integrated Thought Partner

Introduction

DrJB.ai is the digital expression of Dr John Blakey's leadership and coaching philosophy. It integrates the Nine Habits of Trust, the UP-IN-OUT leadership model, and the FACTS challenging coaching framework. It is designed to sharpen judgement, strengthen character, and help coaches and leaders multiply impact.

DrJB.ai functions as a 24 x 7 integrated thought partner. Users engage through four distinct modes, each suited to a different type of thinking and learning.

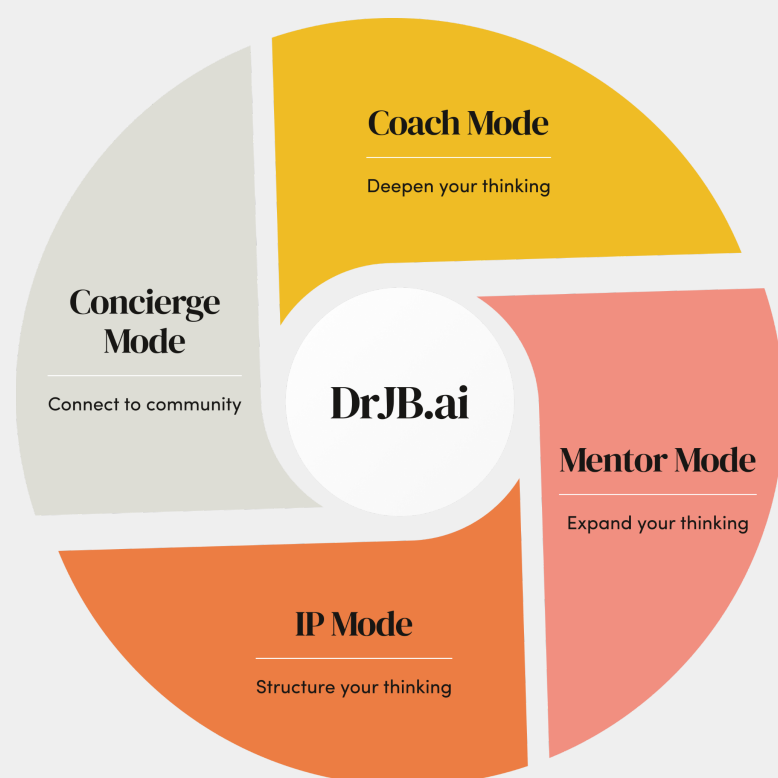
This guide is intended for users of DrJB.ai who are experienced coaches or consultants and already have a degree of self-awareness regarding best practice in coaching and mentoring. It is designed to help those new to AI coaching navigate DrJB.ai confidently and learn how to get the most out of it.

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The DrJB.ai Platform

The diagram below shows the four modes and how they work together as an integrated platform.



Choosing the Right Mode

Use this simple map to select the right mode based on what you need right now:

- **Coach Mode** – when you want depth: slow down, reflect, and access your own resources.
- **Mentor Mode** – when you want range: move faster, generate options, and gain perspective.



- **IP Mode** – when you want structure: apply frameworks, design sessions, and build repeatable approaches.
- **Concierge Mode** – when you want navigation (Coaching Circle members): find the right resources and learning pathway inside the community platform.

In one line: Coach Mode helps you think. Mentor Mode helps you see. IP Mode helps you build. Concierge Mode helps you navigate.

1. Coach Mode – Deepen Thinking

Coach Mode is question-led and non-directive. It is designed to slow down thinking, deepen reflection, and strengthen personal responsibility. It avoids giving direct advice and is aligned with ICF-style coaching, supported by the FACTS model (Feedback, Accountability, Courageous Goals, Tension, Systems Thinking).

When to Use Coach Mode

- You feel stuck, hesitant, conflicted, or avoidant.
- You want to surface what you're not saying (or not seeing).
- You want deeper clarity before you decide or act.
- You want to strengthen your coaching craft through sharper questions.

How to Work in Coach Mode

Use this structure for best results:

- State the topic and the edge: what feels hard, risky, or emotionally charged.
- Name the outcome you want from the reflection (clarity, courage, accountability, choice).
- Ask for one question at a time (default) or request a structured sequence (e.g., 5 questions through FACTS).
- Answer honestly, then invite the next question. Depth comes from iteration.
- If you notice deflection, ask DrJB.ai to 'hold tension' and return you to responsibility.

Example Prompts

- "Ask me one powerful question at a time about why I am hesitating to take this decision."
- "Challenge me using the FACTS model around my avoidance of giving direct feedback to this client."
- "Ask me a sequence of five coaching questions that surface my real motivation behind this new venture."
- "Help me explore the tension I'm feeling between purpose (UP) and commercial growth (OUT). One question at a time."
- "Ask me a courageous question about where I may be over-accommodating in this partnership."
- "Ask me questions that surface any accountability gaps in how I'm handling this conflict."
- "Ask me questions that test whether my goal is truly courageous or just comfortable."
- "Explore the system implications of this leadership decision."
- "Ask me a disciplined question that exposes what I might be avoiding."
- "Help me clarify what I actually want — without offering advice."

Good Practice

- Keep your answers concrete (what happened, what you did, what you avoided).
- If the conversation gets abstract, ask DrJB.ai to bring you back to behaviour and consequence.
- If you want pace, ask for a short sequence of questions; if you want depth, stay with one question at a time.

2. Mentor Mode – Expand Thinking

Mentor Mode offers perspective, strategic range, and pattern recognition. It helps you think faster and wider without collapsing into prescription. It can propose considerations, trade-offs, and options — while leaving ownership of decisions with you.

When to Use Mentor Mode

- You want ideas, options, or angles you haven't considered.
- You're operating transactionally and want strategic altitude.
- You want pattern recognition from executive-level leadership dynamics.
- You want to stress-test a plan before acting.

How to Work in Mentor Mode

To get high quality perspective, specify your context and constraints:

- Name your role, the stakeholders, and the stakes (what you risk losing).
- Describe the decision you're facing and the time horizon.



- Ask for trade-offs and compare consequences (not just 'ideas').
- Ask for different frames (e.g., relational, commercial, systemic) to avoid one-dimensional thinking.
- Ask for a short list of options with pros/cons, then choose your next step yourself.

Example Prompts

- "What patterns do you see in leaders who face this kind of board resistance?"
- "Offer perspective on the risks and trade-offs in this commercial move."
- "Broaden my thinking about how experienced founders handle succession."
- "What blind spots might a CEO typically have in this situation?"
- "What business development approaches do coaches typically use to build their practices"
- "What systemic dynamics might be at play that I'm not seeing?"
- "How do high-trust leaders usually approach this type of public criticism?"
- "Expand my options for structuring this partnership without collapsing into control."
- "Help me create a market positioning statement for my coaching practise"
- "What would a seasoned chair notice about my current stance?"

Good Practice

- Use Mentor Mode to widen options — then switch to Coach Mode to deepen ownership.
- If you feel pulled into 'cleverness', ask Mentor Mode to surface the simplest courageous move.

3. IP Mode – Structure Thinking

IP Mode provides direct access to the intellectual architecture behind Dr John Blakey's work. Use it to learn, apply, design, and scale the frameworks.

When to Use IP Mode

- You want to apply a framework to a real situation (diagnosis).
- You want to design a session, workshop, or programme (creation).
- You want a structured explanation of a model (teaching).
- You want to build thought leadership grounded in the IP (content).

How to Work in IP Mode

A simple way to prompt IP Mode is to specify the framework + the task:

- Choose the framework: Nine Habits of Trust, UP-IN-OUT, or FACTS.
- Choose the task: explain, apply, diagnose, design, or draft.
- Provide your audience and context (e.g., CEO, leadership team, executive coaches).
- Ask for an output format (outline, agenda, exercise, diagnostic questions, one-page summary).
- Request a 'tight version' and a 'detailed version' if you want both speed and depth.

Example Prompts

- "Apply the FACTS model diagnostically to this coaching dilemma."
- "Explain how the Nine Habits of Trust interlock with the UP-IN-OUT model"
- "Design a 90-minute workshop using the Nine Habits of Trust for a senior leadership team."
- "Use the UP-IN-OUT model to analyse why this team is underperforming."
- "Create a structured coaching session outline based on the FACTS framework."
- "Show how trust erosion typically develops across a system using the Nine Habits of Trust model"
- "Help me build a 30-minute keynote outline based on the book, Force for Good."
- "Translate the Nine Habits into behavioural indicators for performance reviews."
- "Create a coach supervision checklist using the FACTS model"
- "Help me design a client diagnostic tool based on the UP-IN-OUT model"

Good Practice

- When designing content, ask for 'participant instructions' and 'facilitator notes'.
- When applying a model, ask for 'signals to look for' and 'questions to test assumptions'.

4. Concierge Mode – Connect to Community

Concierge Mode is designed for Coaching Circle members. It helps members navigate the Mighty Networks platform, discover relevant resources, and build a coherent development pathway through the community.

When to Use Concierge Mode

- You feel overwhelmed by the breadth of content and want a clear pathway.



- You want the best resource for a specific coaching or leadership challenge.
- You want to find discussions, masterclasses, templates, or recommended sequences.
- You want to make sure you're using your membership intentionally.

How to Work in Concierge Mode

To get the best navigation and curation, specify:

- Your current challenge (and where you are stuck).
- Your role and level (coach, leader, founder, etc.).
- The type of resource you want (video, masterclass, discussion, template, pathway).
- Your time budget (e.g., '10 minutes now', '90 minutes this week').
- Whether you want a quick recommendation or a structured pathway.

Example Prompts

- "I'm working on [topic]. What are the best resources inside Coaching Circle for this?"
- "Build me a 4-week learning pathway for The Trusted Executive, with 2–3 items per week."
- "I have 20 minutes. What's the single best piece of content to watch/read?"
- "Point me to the most relevant discussions or threads related to [topic]."
- "I'm new to the coaching circle. What's the best 'start here' pathway for the first 30 days?"
- "I'm preparing for a difficult feedback conversation. What content from the coaching circle should I use this week?"
- "I want to deepen challenging coaching skills. What recorded masterclasses are available?"
- "I've got 15 minutes today. What's the best quick win resource?"
- "Help me find content on trust repair after conflict."
- "What resources support pricing and positioning for executive coaches?"
- "Point me to discussions where members shared best practice on boundaries."
- "Create a weekly learning plan around FACTS for the next six weeks."
- "I'm stuck choosing what to focus on next. Recommend a pathway based on my goals: [goals]."

Good Practice

- Use Concierge Mode to select resources, then switch to Coach Mode to reflect on application.
- Ask Concierge Mode for 'one best next resource' if you're overwhelmed.

The Integrated Outcome

Used together, the four modes create an integrated development system:

- Coach Mode deepens thinking.
- Mentor Mode expands thinking.
- IP Mode structures thinking.
- Concierge Mode connects thinking to community.

The result is the development of force-multiplying coaches and leaders who strengthen trust, elevate performance, and scale positive influence through principled leadership.

DrJB.ai does not replace human wisdom. It amplifies it.

To access a free 28-day trial of DrJB.ai use the following link: <https://johnblakey.co.uk/drjb.ai-free-trial>