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THE LEADERSHIP GROWTH

Stop Letting Your Team Sound Like Robots

Build an Open Brain Context Container in 45 Minutes

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Leadership isn't a title. It's a practice.

WHERE CARLO OPERATES

Military Leadership | Medicine | AI

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Your AI Sounds Generic Because You're Feeding It Nothing

Most teams adopt AI tools and immediately start getting outputs that sound like they were written by a committee of consultants who have never met a real human.

The problem is not the AI. The problem is that you gave it zero context about who you are, how you talk, what you value, or what makes your team different. You handed it a blank slate and got frustrated when it sounded blank.

I have seen this across military units, medical teams, and tech companies. The AI is only as good as the context you give it.

No context = robot outputs. Rich context = outputs that actually sound like your team wrote them.

Think of It as Your Team's Shared Brain

A Context Container is a structured document or system that holds everything AI needs to know about your team to produce work that sounds like YOUR team.

It includes your voice and tone guidelines, your values, your jargon, your decision-making frameworks, your brand identity, examples of good and bad output, and the institutional knowledge that lives in people's heads but never gets written down.

When every AI tool your team uses reads from the same container, you get consistency. Your emails, your reports, your presentations, your social media. It all sounds like it came from the same organization. Because the AI finally knows who it is writing for.

I built one for The Leadership Growth and for teams I coach. The difference is obvious.

Before the container: generic, could-be-anyone content. After: content that sounds like me talking to a friend over coffee. That is the standard.

Build Your Context Container in 5 Steps
(45 Minutes Total)

1 Define Your Voice & Values (10 minutes)

Write down how your team actually talks. Not the corporate version. The real version. Answer these:

- If your team were a person, how would they talk at a dinner party?
- What words do you use that outsiders wouldn't?
- What tone do you never want to sound like?
- What are 3 values your team actually lives by (not the ones on the wall)?

Practical exercise: Pull up the last 5 emails your best communicator sent. Highlight the phrases that feel most "you." Those go in the container.

2 Document Your Brand DNA (10 minutes)

This is the identity layer. Include:

- Who you are (team name, mission, what you do in plain language).
- Who you serve (your audience, described as a real person).
- What makes you different.
- Visual identity basics if applicable.
- Writing examples: 2 to 3 examples of content that nails your voice, and 2 to 3 examples of what your voice is NOT.

3 Capture Institutional Knowledge (10 minutes)

The stuff that lives in people's heads:

- Key acronyms and internal terminology.
- Decision-making frameworks your team uses.
- Common objections your audience has.
- Lessons learned that shaped how you operate.

Practical exercise: Ask your 3 most experienced team members: "What's one thing you wish every new person knew on day one?"

4 Set Up the Shared Brain (10 minutes)

Choose your format:

- **Simple:** A single markdown document (.md file) that every AI tool reads.
- **Intermediate:** A structured folder with sections (voice.md, brand.md, knowledge.md).
- **Advanced:** A connected system like Open Brain that multiple AI clients can access simultaneously.

Start simple. You can always upgrade.

5 Train Your Team to Feed It (5 min + ongoing)

Set one rule: when anyone learns something new about your audience, your voice, or your process, it goes in the container. Make it a 30-second habit.

The Difference Is Obvious

WITHOUT Context Container

In today's rapidly evolving landscape, effective leadership requires a multifaceted approach to team management. By leveraging cutting-edge AI technologies, organizations can optimize their operational efficiency and drive meaningful outcomes across key performance indicators.

WITH Context Container

Most leaders are using AI like a fancy search engine. They type in a vague prompt, get a vague answer, and wonder why it doesn't help. Here's what actually works: give your AI the same context you'd give a sharp new team member on their first day. Background, expectations, examples of good work. Then watch what happens.

The first one could have been written by anyone. The second one sounds like a specific person with a specific point of view. That's what context does.

Three Mistakes That Kill Your Container

1. Making it too long.

Your context container is not a novel. It's a briefing document. If it's over 3 pages, you've over-engineered it. AI needs signal, not noise.

2. Writing it once and forgetting it.

A container that was last updated 6 months ago is teaching your AI to sound like the old version of your team. Keep it current or don't bother.

3. Only one person owns it.

If the container lives in one person's head or file, it dies when they go on vacation. Make it shared. Make it everyone's job to feed it.

The Advanced Version: Open Brain

A shared AI brain that all your tools can read from

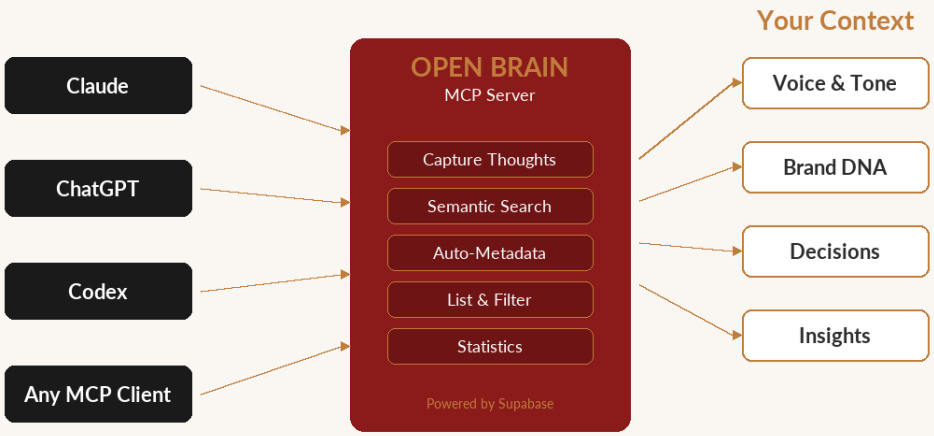
If you want to go beyond a simple document and build a connected system that Claude, ChatGPT, and any MCP-compatible AI client can all access, here is exactly how I built mine.

Open Brain is an open-source MCP (Model Context Protocol) server that runs on Supabase. It stores your thoughts, generates semantic embeddings so AI can search by meaning (not just keywords), and automatically extracts metadata like topics, people mentioned, and action items.

It has 4 tools:

- **capture_thought**: save something to the brain.
- **search_thoughts**: semantic search by meaning.
- **list_thoughts**: filter by type, topic, person, or time range.
- **thought_stats**: overview of everything stored.

How Open Brain Works



One brain. Every AI tool. Complete context.

Here's how to set it up.

Step-by-Step Setup

Prerequisites: A Supabase account (free tier works). An OpenRouter API key (for embeddings and metadata extraction). Node.js or Deno installed.

1 Create a Supabase Project

Go to supabase.com and create a new project. Note your Project URL and Service Role Key from Settings > API.

2 Set Up the Database

In the Supabase SQL Editor, create a thoughts table with columns: id (uuid), content (text), embedding (vector 1536 dimensions), metadata (jsonb), created_at (timestamp). Enable the pgvector extension. Create a match_thoughts function for semantic search that takes a query embedding, match threshold, and match count, and returns results ordered by cosine similarity.

3 Deploy the Edge Function

The Open Brain MCP server runs as a Supabase Edge Function. Install the Supabase CLI. Initialize your project. Create the function with the required dependencies: @modelcontextprotocol/sdk, @hono/mcp, hono, zod, @supabase/supabase-js.
Set your environment secrets: OPENROUTER_API_KEY, MCP_ACCESS_KEY (generate a random string, this is your access key).

4 Connect Your AI Clients

Add the MCP server URL to any MCP-compatible client. The URL format is:

```
https://[your-project].supabase.co/functions/v1/open-brain-mcp?key=[your-access-key]
```

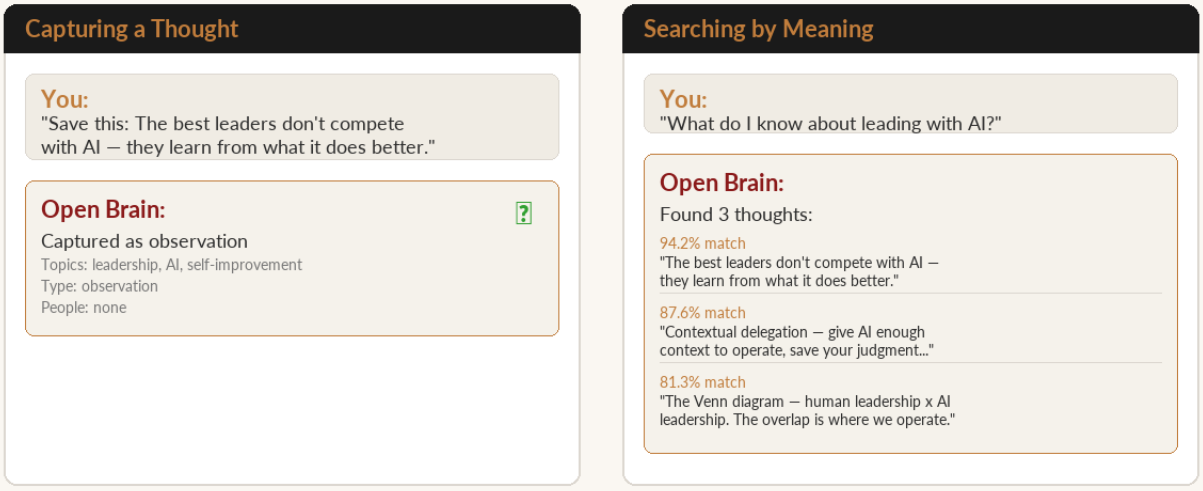
For Claude Code: add it in your MCP settings. For other clients: use the streamable HTTP transport with the URL and your access key in the header or query parameter.

Using Open Brain

Once connected, you can:

- **Capture thoughts** from any AI client. Say "Save this insight to my brain: [your thought]." The system automatically generates a semantic embedding and extracts metadata (topics, people, action items, type).
- **Search by meaning.** Ask "What do I know about leadership under pressure?" and it finds relevant thoughts even if you used different words when you saved them.
- **List and filter.** View recent thoughts filtered by type (observation, task, idea, reference), topic, person, or time range.
- **Get stats.** See how many thoughts you have captured, top topics, people mentioned.

Open Brain in Action



Tips for getting the most out of it:

- Capture thoughts in clear, standalone statements that will make sense when retrieved later.
- Do not just save links. Save the insight WITH context.
- Feed it regularly. The more you put in, the smarter it gets.
- Use it across all your AI clients. That is the whole point. One brain, many interfaces.

You've Got the Foundation. Now Build On It.

You now have everything you need to build a Context Container for your team. Start with a simple markdown file. If you want more, build toward Open Brain. The important thing is to start.

A rough container beats no container every time.

If you want to go deeper:

- Subscribe to The Leadership Growth newsletter. Every week we cover the intersection of human leadership and AI leadership.
- Follow me on LinkedIn. I post lessons from the OR, the Army, and building AI systems daily.
- If you want hands-on help building this for your team, check out coaching at theleadershipgrowth.com/coaching.

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