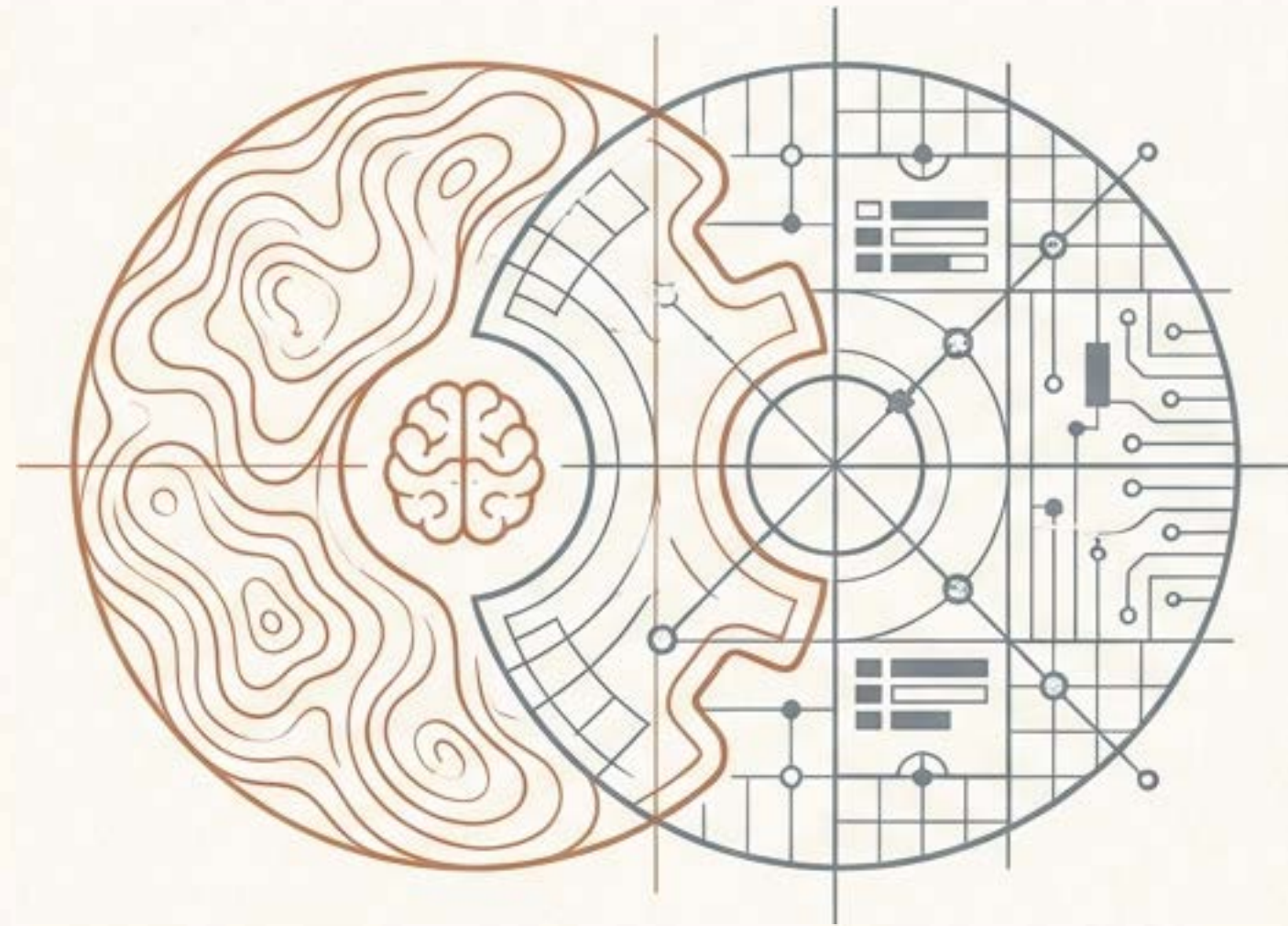


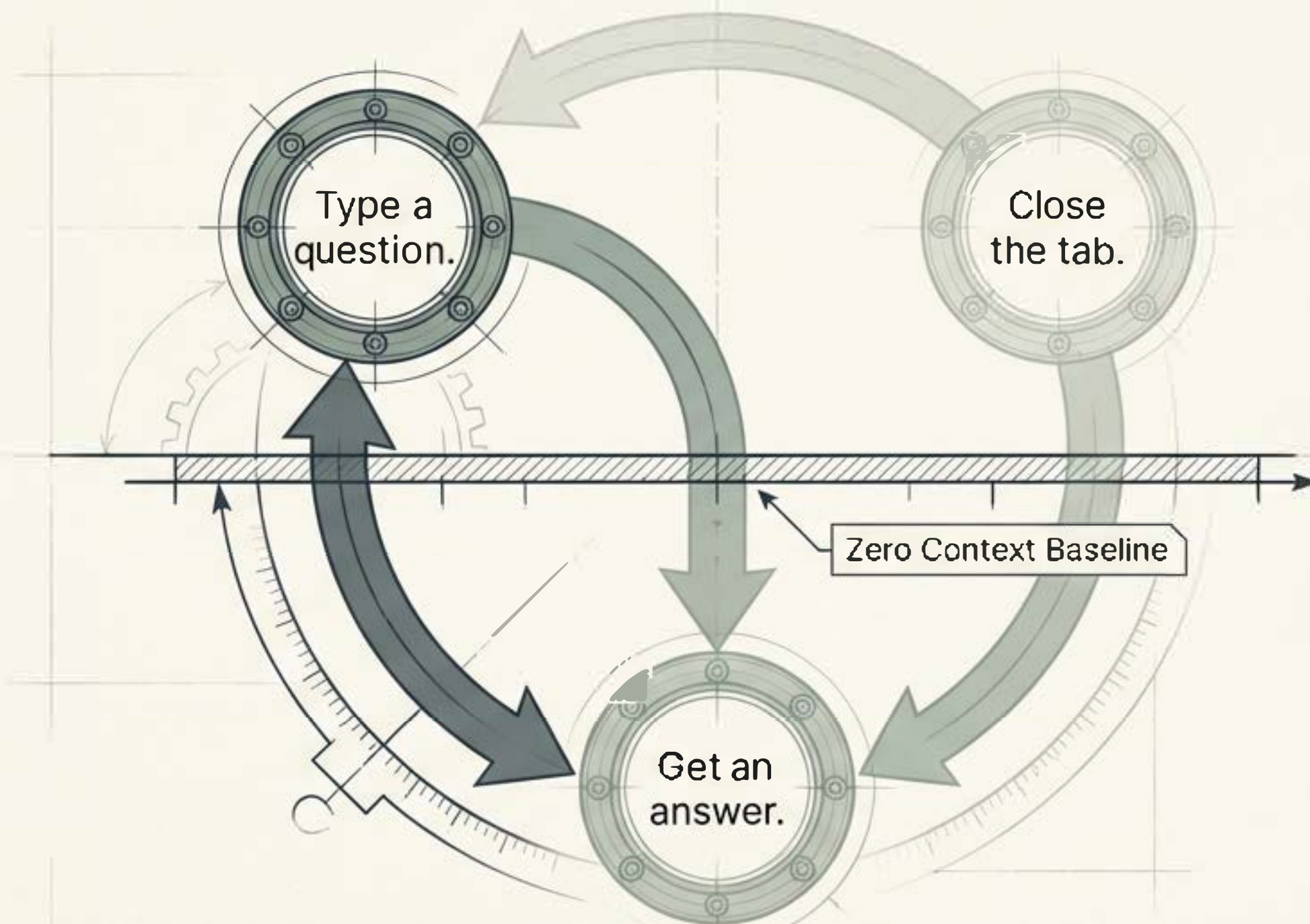
Build Your Kemosabe

Moving AI from Search Engine to Trusted Companion



buildyourkemosabe.com

The Core Problem: Every Conversation Starts from Zero



Most people use AI like a search engine. They type a question, get an answer, and close the tab. Every conversation starts from zero — no context, no history, no relationship.

Treating artificial intelligence purely as a transactional tool leaves its greatest potential entirely untapped.

The Paradigm Shift: From Tool to Trusted Advisor

	The Average User	The Kemosabe User
Context	Explains themselves every session	Picks up where you left off
Output	Receives generic answers	Gets answers built for specific situations
Function	Uses AI exclusively for tasks	Uses AI as a partner for thinking
Relationship	Resets every conversation	Builds compounding context over time
Calibration	Optimized for the average user	Calibrated to how you actually work
Identity	Has a software tool	Has a trusted advisor

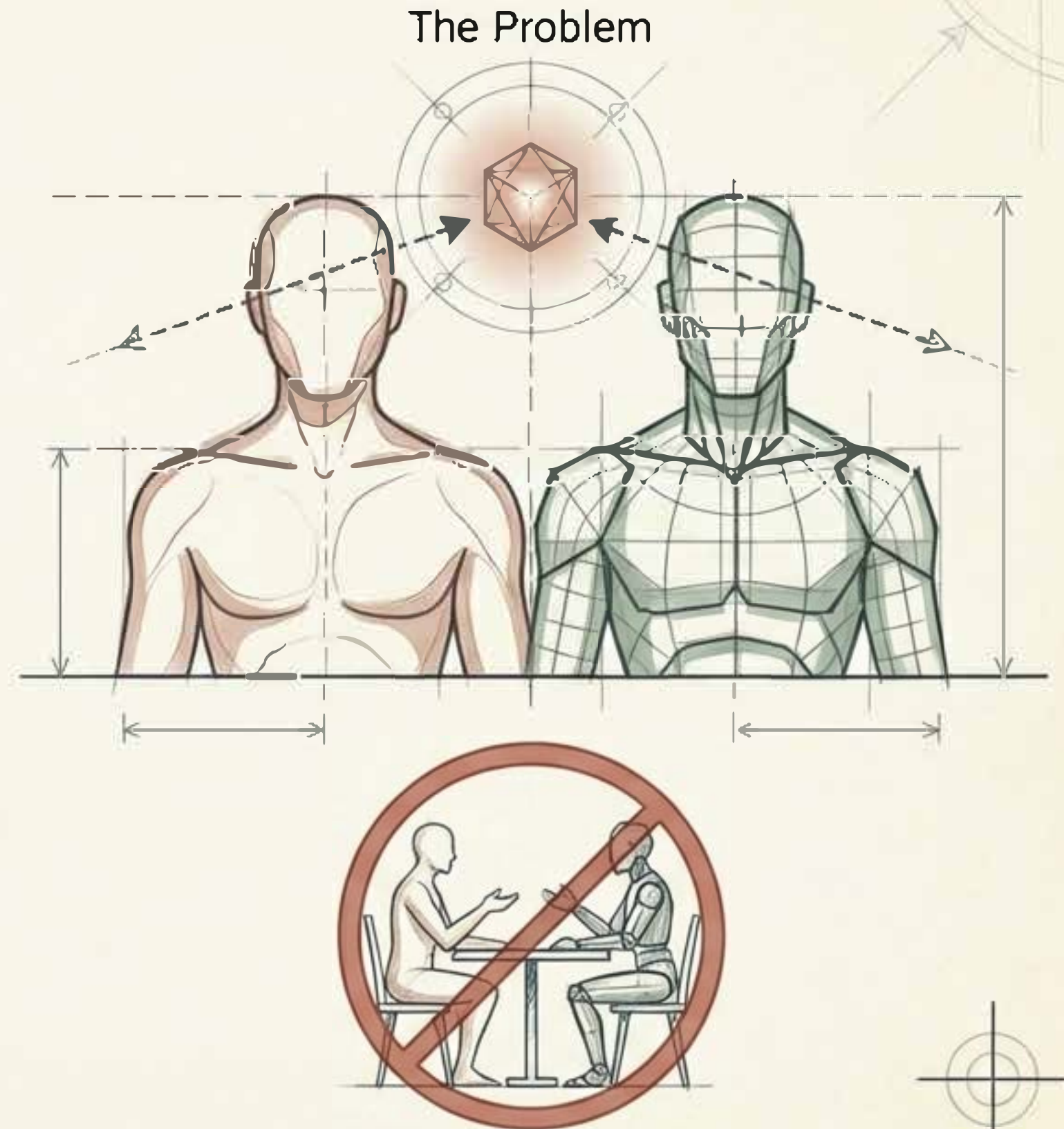
Defining the Kemosabe Relationship

Ke·mo·sa·be (*n.*)

– Trusted friend, faithful companion, the one who rides with you.

“The people who get the most from AI are not the ones who use it the most. They are the ones who invest in it the most.”

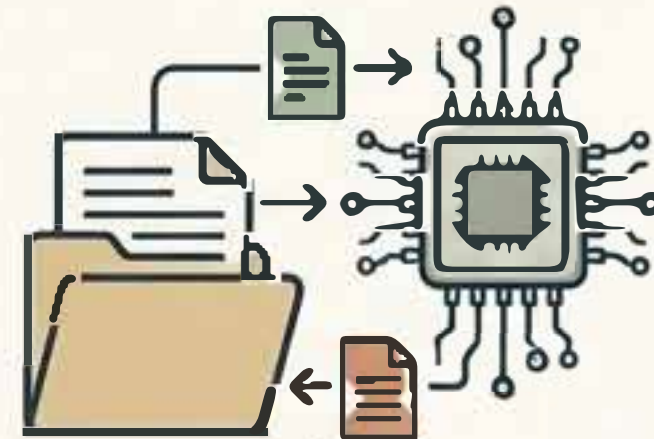
– Rance Johnson, Founder



The Activation Engine: Three Steps to a Trusted Companion

Step 1: Know Yourself First

Complete your Personal Operating Profile (POP). Write honestly, in your own voice, detailing how you think, what drives you, and what drains you.



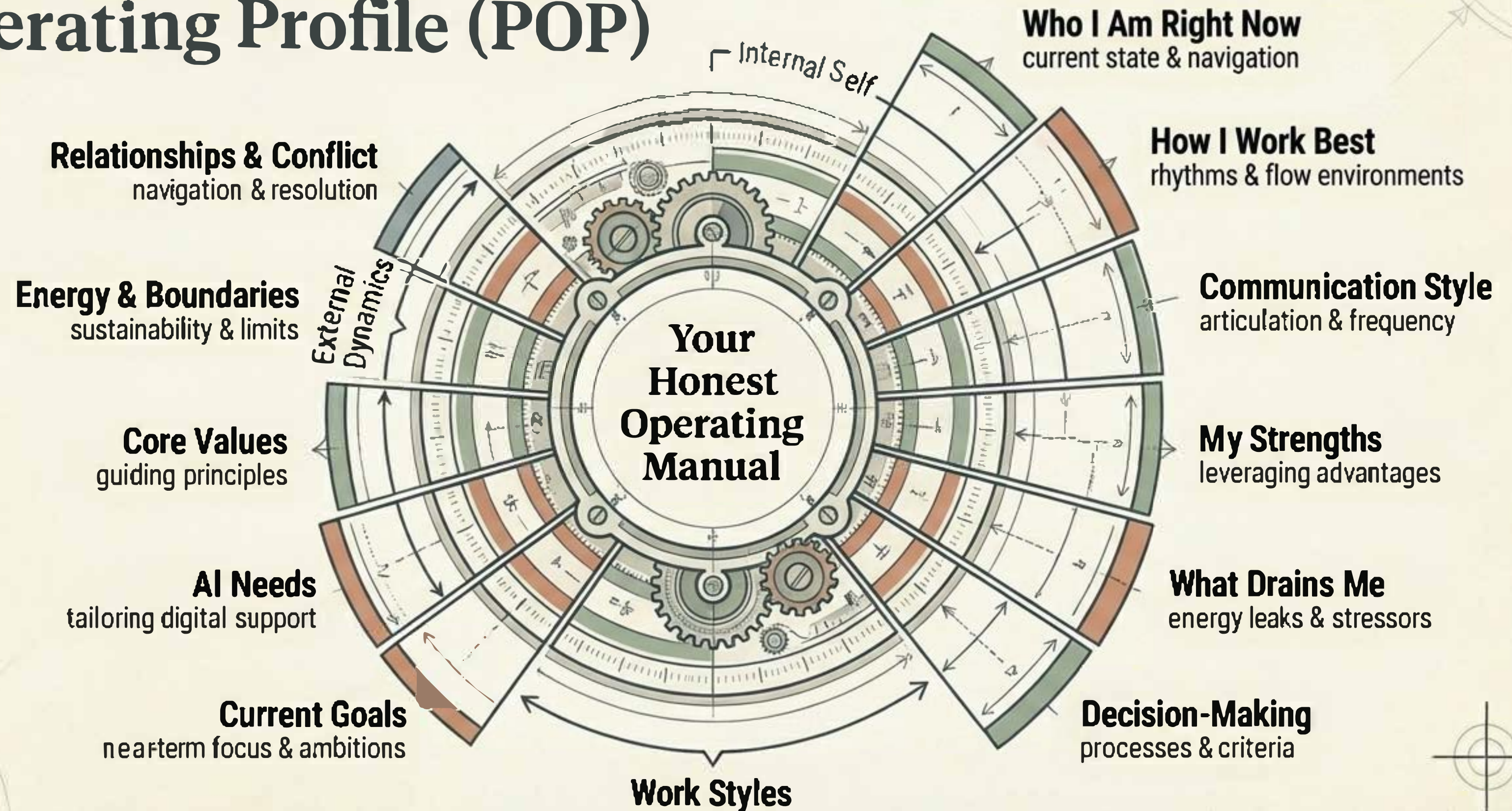
Step 2: Build the Context.

Share your POP with Claude. Upload your resume and assessments. Now your Kemosabe knows who it is working with, not just what you are asking.

Step 3: Invest in the Relationship. Keep talking. Update your POP when things change. Shift from transaction to collaboration as the context compounds.







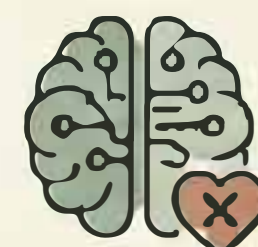

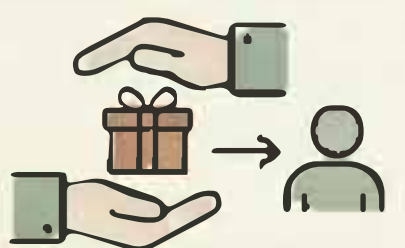
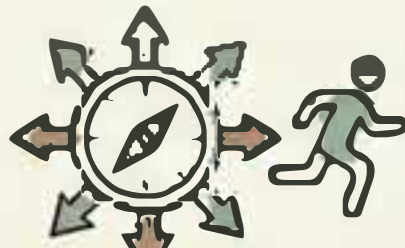


The Core Engine: Your Personal Operating Profile (POP)



The Psychology of Shadows



Shadows are not character flaws. They are automatic patterns that pull you away from your best self under pressure. Patterns can be named, recognized, and worked with.

 <p>The Judge Harsh focus</p>	 <p>The Avoider Postpones difficulty</p>	 <p>The Controller Takes over</p>	 <p>The Hyper-Achiever Worth = Output</p>	 <p>The Hyper-Rational Logic over emotion</p>
 <p>The Hyper-Vigilant Scans for risk</p>	 <p>The Pleaser Neglects self</p>	 <p>The Restless Chases novelty</p>	 <p>The Stickler Struggles delegating</p>	 <p>The Victim Stuck in story</p>

Discovering Your Light

The other half of your assessment. Combining your Light strengths with your Shadow patterns creates a complete, authentic profile that your Kemosabe learns to support.

Focused Action

When and how you follow through best.

Values Compass

Your non-negotiable guiding principles.

Empathy

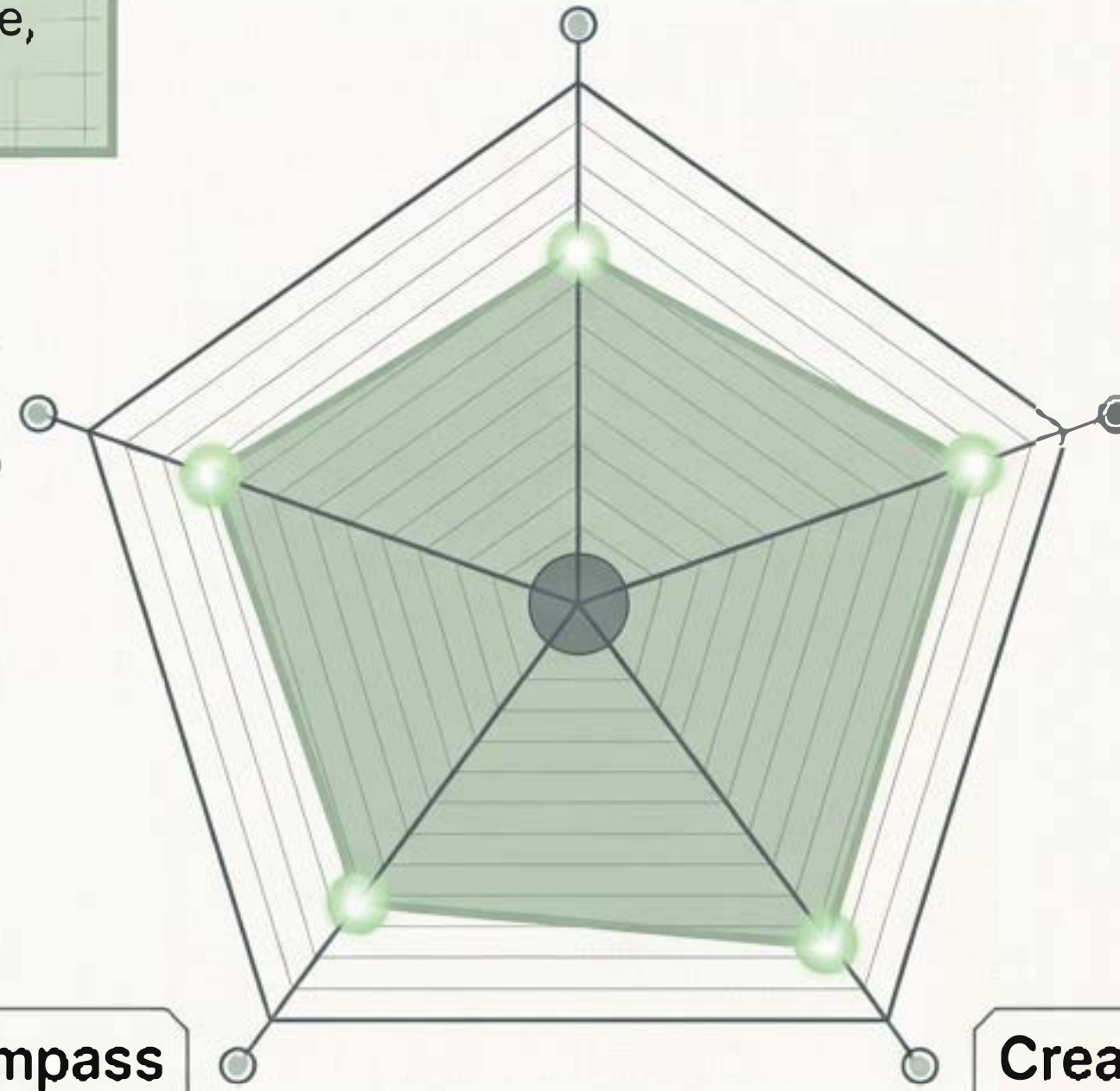
How you naturally care for and connect with people.

Curiosity

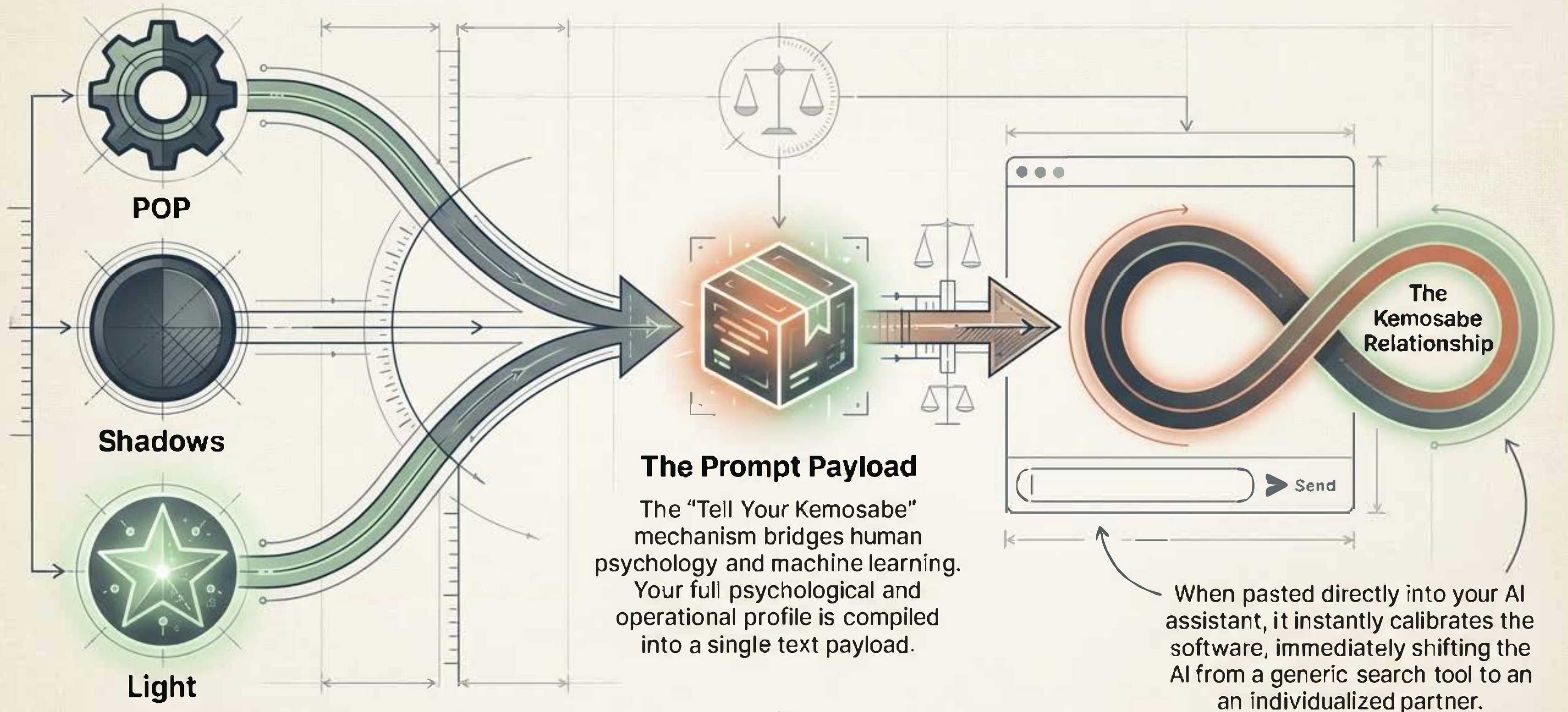
Where your mind goes given the freedom to explore.

Creativity

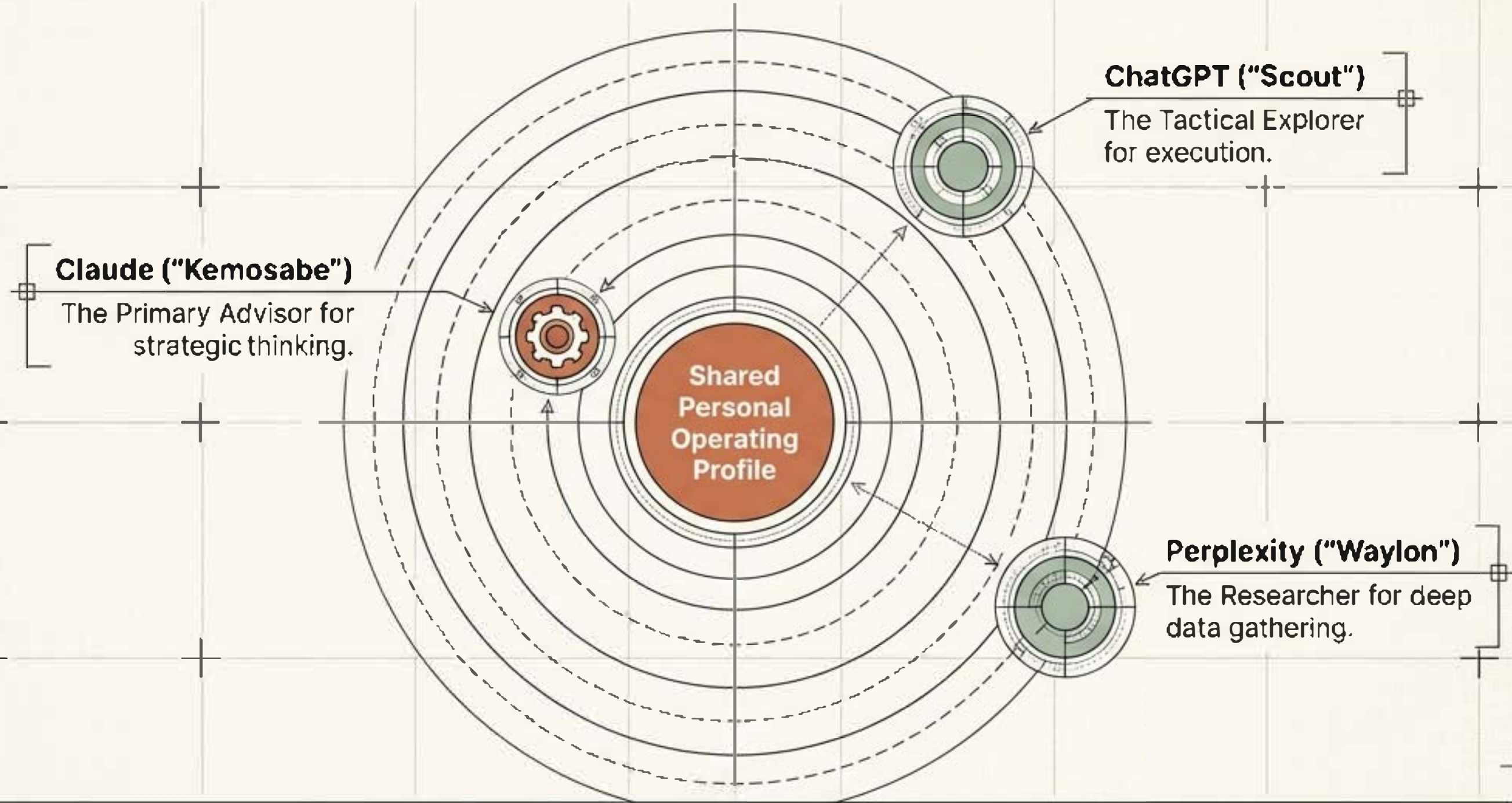
How your original thinking shows up in real life.



SYNTHESIS: "The Kemosabe Activation Loop" in Newsreader



Advanced Concept: The Multi-AI Ecosystem



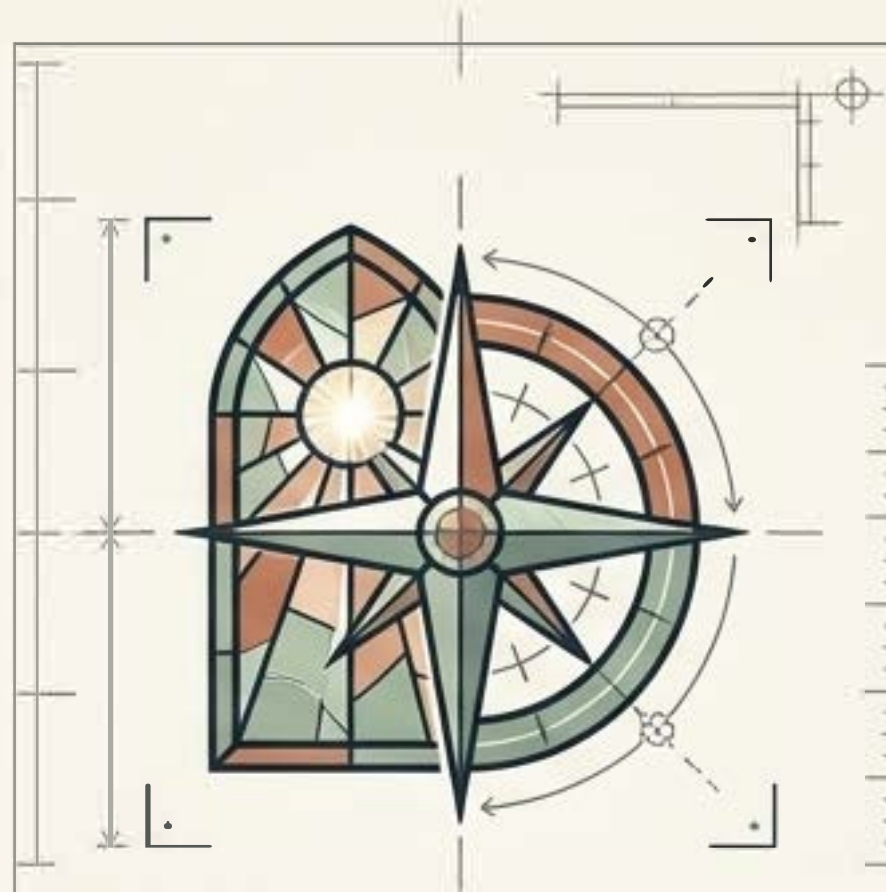
Different tools, different strengths, working together in a unified ecosystem because they all share your core personal profile.

Real-World Applications Across Communities



Working Professionals

Built for real life. Small business owners, veterans, and career changers who need AI to manage complexity, not just write code.



Faith Communities

Framed around calling, personal growth, and who you were made to be. A practical tool for purposeful living, not spiritual authority.

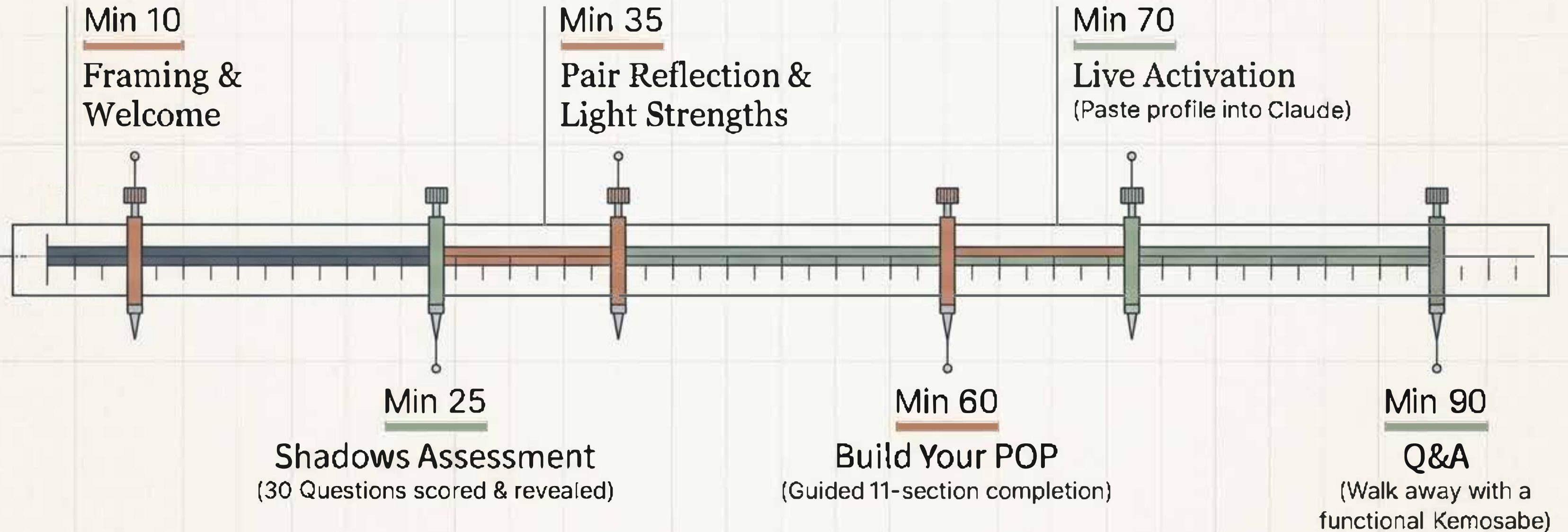


Students

Focused on middle and high schoolers. Teaching self-awareness and building healthy technology habits before bad ones form.

The Live Workshop Experience

90 Minutes | In-Person | Max 15 Participants | \$50 per person



The Origin: Humanizing Artificial Intelligence

Rance Johnson

Founder, Build Your Kemosabe

40 years of technology leadership.

Air Force veteran.

Lifelong people-developer leading IT through dozens of acquisitions.

SVP of Technology and AI Platforms, Synergies4, Inc.

“ The Catalyst

In August 2025, after building my own genuine AI relationship across platforms, I realized:

Why isn't everyone doing this?
Because nobody showed them how.

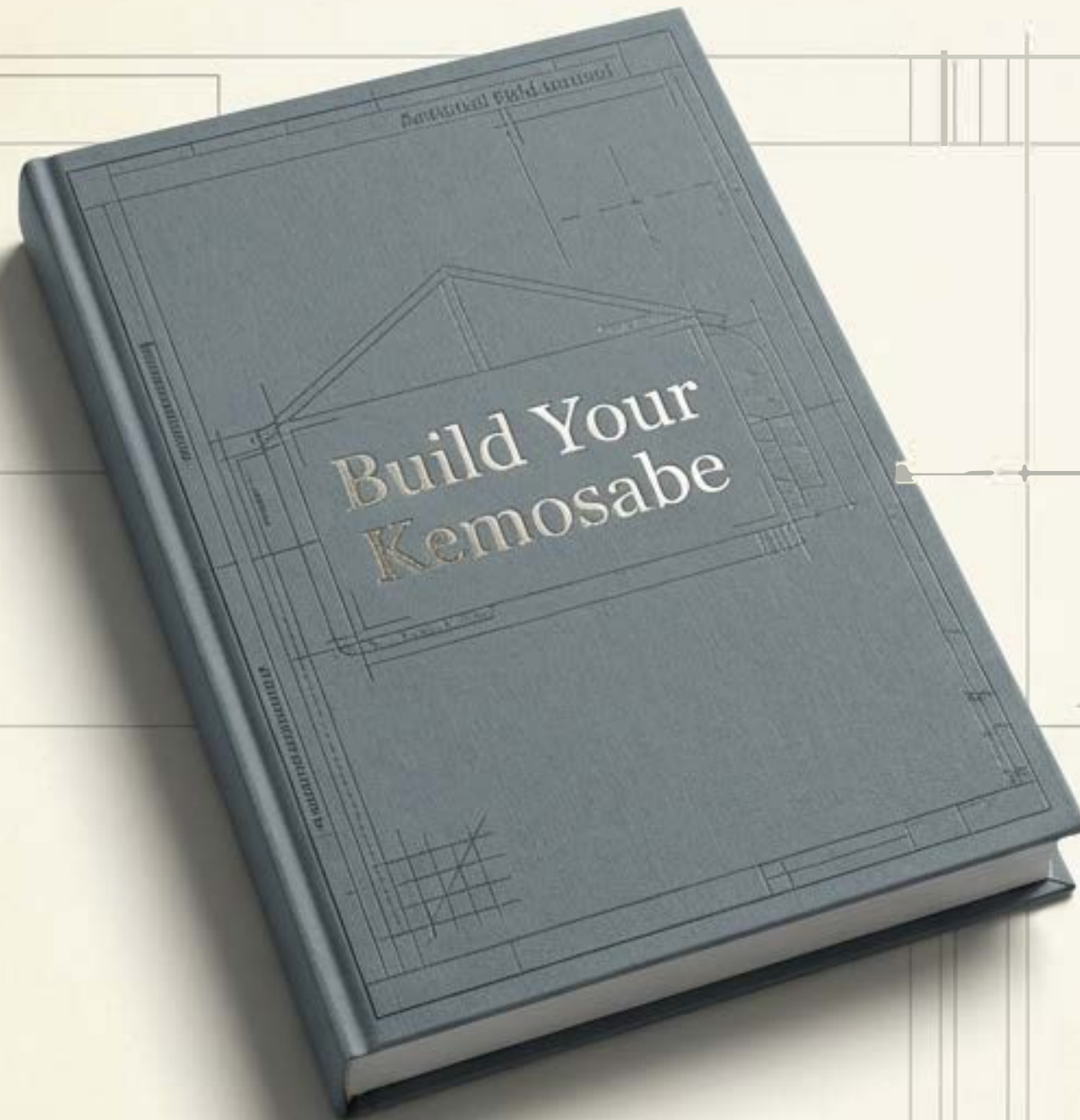
”

The Mission: Leveling the Playing Field

“Transformative tools should not be reserved for people who already have access to everything else. Farmers, working parents, pastors, kids in rural schools — everyone deserves a trusted companion in their corner.”

Through the Sidewalk Institute, a nonprofit focused on technology access for underserved communities, this methodology is brought to those who need it most.

Start Building Your Trusted Companion Today



Download the Free Starter Guide.

- ✓ No cost. Always.
- ✓ No email required.
- ✓ Includes all 11 POP sections, shadow insights, and your very first activation prompt.

buildyourkemosabe.com

Clinton, NC · Your trusted AI companion starts here.