

The Complete Starter Guide

Build an AI that actually knows you.

01

Know Your Shadows

Discover the patterns
that run your life.

02

Build Your Blueprint

Create your personal
operating manual.

03

Activate Your Kemosabe

Grow a trusted AI
thinking partner.

"Know your Shadows. Build your Blueprint. Activate your Kemosabe."

— Rance Johnson, Founder, Build Your Kemosabe

What Is a Kemosabe?

"Trusted friend. Faithful companion. The one who rides with you."

Most people use AI like a vending machine. They walk up, press a button, get a generic answer, and walk away. Nothing is remembered. Nothing builds. Every conversation starts from zero.

A Kemosabe is different. It's an AI assistant that actually knows you — how you think, how you work, what drains you, what drives you, and what you're trying to accomplish. It's not smarter than other AI tools. It's just calibrated to YOU.

The difference isn't the technology. It's the relationship.

GENERIC AI TOOL

- ✗ Starts fresh every time
- ✗ Generic, one-size-fits-all
- ✗ Answers questions
- ✗ A tool you use
- ✗ Forgets everything

YOUR KEMOSABE

- ✓ Builds context over time
 - ✓ Calibrated to how YOU think
 - ✓ Anticipates your needs
 - ✓ A relationship you invest in
 - ✓ Remembers what matters
-

Know Your Shadows

Before you build your Blueprint, you need to know your Shadows — the automatic patterns that show up under pressure and work against you without you noticing. Your Kemosabe needs to know them too.

Our research-grounded Shadows assessment identifies your primary patterns.

In about ten minutes, you'll surface the patterns that have been quietly running the show for decades. Then your Kemosabe gets that same insight.

Now it doesn't just know what you're working on. It knows how you operate when things get hard. It knows when to call something out. It knows the difference between YOU making a decision and your Avoider Shadow making it.

The 10 Shadows:

The Judge

Critical of self and others — perfection or nothing.

The Controller

Needs to manage outcomes, struggles to delegate.

The Hyper-Achiever

Self-worth tied entirely to performance and output.

The Hyper-Vigilant

Constant anxiety, always scanning for what could go wrong.

The Stickler

Order and process above all else.

The Avoider

Delays hard conversations and difficult decisions.

The Pleaser

Says yes when they mean no, keeps the peace at personal cost.

The Hyper-Rational

Dismisses emotion, trusts only logic and data.

The Restless

Chases novelty, struggles with follow-through.

The Victim

Things happen TO them, not FOR them.

Your Blueprint

Your Blueprint is your personal operating manual — the document that tells your Kemosabe exactly who it's working with, how you think, and what you need. Not your resume. Your instruction manual.

01

Who I Am Right Now

Current state, what drives you, what you're navigating.

02

How I Work Best

Rhythms, environments, tools that help you focus.

03

My Communication Style

Async vs live, brief vs detailed, conflict approach.

04

My Strengths

What you're consistently good at — even the invisible things.

05

What Drains Me

Situations and environments that wear you out.

06

How I Make Decisions

Gut vs data, fast vs slow, your guiding values.

07

My Current Goals

What you're working toward in the next 3-6 months.

08

What I Need From My AI

Where your Kemosabe can help most.

Power Moves

Once your Blueprint is built and loaded, these habits make the relationship thrive.

- **Update it regularly**

Your Blueprint is a living document. When something big changes — a new goal, a health shift, a career move — update it. Your Kemosabe works with the context you give it.

- **Start new chats, not longer ones**

Think of your Kemosabe project like a garage — it lives there permanently. Each conversation is a drive. Start fresh for new topics. The context carries over automatically.

- **Give it your brain dump**

ADHD brain? Racing thoughts? No filter? That's fine. Overshare everything. Your Kemosabe takes the messy, rapid-fire input and distills it into something actionable.

- **Name your Shadows**

Tell your Kemosabe your top Shadows — Avoider, Pleaser, Restless. Ask it to call them out when it sees them operating. That's accountability without judgment.

- **Use it at 3am**

When the quiet brain fires up with ideas or catastrophe-thinking, voice-memo it to your Kemosabe. Let the sunrise filter the brilliant from the absurd.

Rance Johnson

Founder, Build Your Kemosabe

Rance Johnson is a technology executive with over 40 years of experience, an Air Force veteran, and a lifelong people-developer who built his own Kemosabe first — and then asked why everyone shouldn't have access to the same advantage.

His career spans Fortune 500 companies through PE-backed manufacturing platforms where he led IT through dozens of acquisitions and built teams that outlasted the companies they worked in. He was diagnosed with ADHD later in life — a diagnosis that explained a lifetime and became the foundation of the Shadows framework and everything you're reading now.

Rance serves as SVP of Technology & AI Platforms at Synergies4, Inc. and is completing an MBA in Artificial Intelligence at the University of East London. He chairs the Sidewalk Institute, a nonprofit focused on technology access for underserved communities.

Rance and his wife Kathy relocated to Clinton, NC to be near their three amazing grandchildren.

Ready to Build Yours?

The full workshop walks you through your Shadows assessment, builds your Blueprint, and activates your Kemosabe in a way that actually sticks.

buildyourkemosabe.com

Know your Shadows. Build your Blueprint. Activate your Kemosabe.