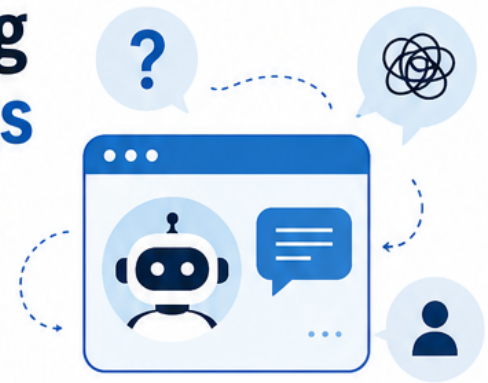


# Why Your GPT Isn't Driving Engagement (and 4 Things to Try Instead)

If you've been building broad GPTs and not seeing the engagement you hoped for, it may not mean the tool is bad. It may mean the tool is **too open-ended**.



## FOUR THINGS WORTH TRYING

### 1 START WITH ONE LEARNING MOMENT.



Not the whole course. Not even necessarily the whole assignment.

Build around the moment when students need to practice a **specific kind of thinking**.

- ✓ Defend a claim
- ✓ Revise a headline
- ✓ Anticipate a client's objections
- ✓ Explain a strategy to a skeptical audience
- ✓ Decide what information matters and what can be left out



**Build the GPT for that moment only.**

### 2 GIVE THE GPT A ROLE WITH TENSION.



- "Helpful assistant" is not a point of view.
- "Skeptical client who has been burned by agencies before" is.
- "Editor who cares more about clarity than cleverness" is.
- "Opposing counsel looking for weaknesses in your argument" is.



**The constraint is the value.**



A strong role gives the student something to work with and against. It gives the interaction shape. It creates a reason for the student to keep going.

### 3 MAKE THE INTERACTION A CONVERSATION, NOT A Q&A.



The best persona GPTs aren't just answering questions. They're holding up their end of an exchange.

- ✓ They push back.
- ✓ They ask follow-up questions.
- ✓ They stay in character.
- ✓ They make the student explain choices, clarify assumptions, and try again.



That is where the value is. Not in the answer the GPT provides, but in the **thinking the conversation requires**.

### 4 LET ONE GPT DO ONE JOB.

Five focused GPTs may look less elegant than one comprehensive course coach, but they're often easier to use, easier to explain, and easier to improve.



#### **Skeptical Client**

Challenges your ideas and pushes on assumptions.



#### **Copyeditor**

Cares more about clarity than cleverness.



#### **Opposing Counsel**

Looks for weaknesses in your argument.



#### **Confused Audience Member**

Is trying to understand, but needs clarity.



#### **Stakeholder**

Needs convincing before approving the plan.



Each one has a job. Each one helps students practice a different skill or understand a specific topic.