

THE INSTITUTIONAL KNOWLEDGE STARTER KIT

A 30-DAY GUIDE TO BUILDING YOUR AI-POWERED
TEACHING KNOWLEDGE BASE

Your voice. Your examples. Your philosophy. Scaled.

MATTHEW RATHBUN

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Why This Matters

Generic AI produces generic content. The only way to get output that sounds like you is to feed the system enough of your real work that it learns who you are. That process is called building institutional knowledge.

Institutional knowledge is the compounding asset that separates educators who use AI as a toy from educators who use AI as infrastructure. Every transcript you upload, every style note you write, every example you preserve becomes fuel. Over time, your AI stops guessing and starts sounding like a trusted collaborator who has sat in on every class you have ever taught.

This is not about training a model. It is about training a workflow. You are not building an AI. You are building a reliable, on-brand thought partner you can hand off to.

This kit walks you through the first 30 days. It is designed to be done in short sessions. Thirty minutes here, an hour there. No heroic effort required. By day 30, you will have a functioning knowledge base that pays dividends on every course you build going forward.

What You Need Before You Start

Check each item. You do not need all five tools on day one, but you do need the first two.

Required

- A Claude Pro account (claude.ai) with Projects enabled (ChatGPT GPTs or Gemini Gems may work)
- Access to at least three artifacts of your own teaching (a transcript, a syllabus, a deck, a recorded class, or handouts)

Highly Recommended

- A Descript account for transcribing recorded classes
- A quiet block of 30 to 60 minutes, two to three times a week, for setup work
- A cloud folder (Drive, Dropbox, iCloud) to organize source materials before uploading

Optional But Helpful

- A notebook or doc for tracking your own observations as you go
- A peer or accountability partner doing the same work
- A short test class or rehearsal you can record and feed the system as it grows

Worksheet: Extract Your Teaching Philosophy

Before you upload anything, write down what you believe about teaching. This becomes the anchor document for your AI Assistant Project. Every future prompt gets measured against this.

Answer each prompt in your own words. Do not overthink it. Keep it conversational. You are writing for a thought partner, not an accreditation board.

1. In one sentence, what is the purpose of your teaching?

2. What are the three values that shape how you teach?

3. What kind of moment tells you a class went well?

4. What topics are you known for? What do people book you to teach?

5. What phrases, analogies, or recurring examples show up in almost every class?

6. What do you refuse to do as an educator? Where is your line?

7. If someone ghost-wrote content in your voice, what is the one tell that would expose them as a fake?

Template: Your First Claude Project

Open AI. Create a new Project. Use the structure below as your starting point.

Project Name

Format: "[Your Name] | Teaching Knowledge Base"

Example: "Matthew Rathbun | Teaching Knowledge Base"

Project Description (paste this in)

This Project is the working knowledge base for my teaching practice. Files uploaded here include transcripts of past classes, syllabi, course outlines, handouts, and style notes. Use these materials as primary context for everything you help me create. Match my voice, my examples, and my teaching philosophy. When I ask for new content, ground it in what you see in this Project. If something I ask for conflicts with my stated values or past teaching, flag it and ask before proceeding.

Project Instructions (paste this in)

You are my thought partner for building real estate education content. Always review the uploaded materials before responding. Match my voice. I write conversationally. Confident. Direct. Light humor where it fits. I avoid buzzwords and corporate speak. I never use the phrase "dream home." I replace em dashes with periods or commas. I default to real estate agents as the audience unless I say otherwise. When I ask for content, produce it in my voice first, then offer alternative versions only if asked. Push back on weak ideas. Pressure-test my thinking. Act like a senior strategist, not a yes-machine.

Your 30-Day Build Plan

Small deposits. Consistent cadence. By day 30, your knowledge base is a working asset, not a science project.

Week 1: Foundation

DAY 1 Philosophy

Complete the Teaching Philosophy worksheet from this kit. Save your answers as a plain text or Word doc titled "Teaching Philosophy."

ACTION Upload the completed worksheet to your Claude Project.

DAY 2 Project Setup

Create your Claude Project using the template on the previous page. Paste in the Description and Instructions.

ACTION Verify both fields are saved. Test with a simple prompt to confirm voice match.

DAY 3 First Artifact

Pick your strongest existing class outline, syllabus, or handout. Save it as a clean text file or PDF.

ACTION Upload it to your Claude Project. Name it clearly (for example, "CE Course - Buyer Representation").

DAY 4 Voice Test

Ask Claude to summarize your teaching voice based on the two documents uploaded so far.

ACTION Save the response. Note what it got right and what it missed.

DAY 5 Refinement

Write a "Voice and Style Notes" document clarifying anything Claude missed or got wrong. Include do's, don'ts, and preferred phrasings.

ACTION Upload to your Project. This becomes a living document.

Week 2: Capture

DAY 8 Record

Record a 10 to 15 minute teaching segment. Fresh material or a rehearsal of content you already teach.

ACTION Save the audio or video to your cloud folder.

DAY 9 Transcribe

Run the recording through Descript or a similar transcription tool. Clean up obvious errors.

ACTION Export the transcript as plain text.

DAY 10 Upload

Add the transcript to your Claude Project with a descriptive filename including the topic and date.

ACTION Ask Claude to identify three teaching moves you made well in this transcript.

DAY 11 Cross-Reference

Ask Claude to compare this transcript against your Teaching Philosophy document. Where did you live up to it? Where did you drift?

ACTION Save the response. Treat it as honest feedback.

DAY 12 Capture Examples

Pull out the best analogies, examples, and pull quotes from the transcript. Save them as a separate "Signature Examples" document.

ACTION Upload to your Project.

Week 3: Cross-Pollinate

DAY 15
**Second
Artifact**

Upload a second major piece of teaching material (another syllabus, a deck export, or a handout).

ACTION Ask Claude how this material connects or conflicts with what you have already uploaded.

DAY 16
**Persona
Notes**

Write a one-page document describing your typical learner personas (new, mid-career, veteran).

ACTION Upload it. Ask Claude to suggest how your existing materials could be repackaged for each persona.

DAY 17
**Pressure
Test**

Ask Claude to play the role of a skeptical attendee. Have it critique your strongest uploaded material.

ACTION Note the three strongest critiques. Decide which ones to address.

DAY 18
Generate

Ask Claude to draft a new short asset (a 200-word blog post, a social caption, or an email) in your voice on a topic you teach.

ACTION Compare it against something you wrote previously on a similar topic.

DAY 19
Tune

Based on what the generated asset got right and wrong, update your Voice and Style Notes document.

ACTION Re-upload the updated version to your Project.

Week 4: Production

DAY 22
Full Lesson

Ask Claude to draft a full lesson outline on a topic you know cold. Give it your personas, your desired outcome, and your teaching philosophy.

ACTION Review. Mark what is solid and what needs revision.

DAY 23
Iterate

Refine the lesson outline. Push back on anything that sounds generic. Ask for better examples or tighter framing.

ACTION Save the final outline to your Project as a reference.

DAY 24
Convert

Hand the lesson outline to Canva AI 2.0 or your preferred design tool. Generate a first-draft deck.

ACTION Review. Note what is reusable and what needs your hand.

DAY 25
Supporting Assets

Use NotebookLM or Claude to generate a one-page infographic summary and a three-bullet teaser for social.

ACTION Save to your Project for future reuse.

DAY 26
Audit

Review everything in your Project. Delete anything that is off-voice or outdated. Rename files for clarity.

ACTION Your Project should now read like a well-organized filing cabinet, not a junk drawer.

DAY 30
Reflect

Ask Claude to summarize everything it has learned about you as an educator based on the uploaded materials.

ACTION Save the summary. Compare it to who you were on day 1. Celebrate the compounding.

Starter Prompt Library

Copy, paste, adjust. Each prompt is designed to work inside a Claude Project that already has your materials loaded. Replace bracketed text with your specifics.

Voice Analysis

Use when you want Claude to tell you what it sees.

Based on the materials uploaded to this Project, describe my teaching voice in six to eight bullet points. Include tone, pacing, recurring phrases, typical structure, and any distinctive habits. Be specific. Do not flatter me.

Philosophy Check

Use when drafting new content to make sure it aligns with your values.

Draft a [lesson outline / blog post / email / script] on [topic] for [audience]. Before you produce it, confirm the angle aligns with my Teaching Philosophy document in this Project. If any part of my request seems inconsistent with my stated values, flag it first.

Persona Thread

Use when you want the same content to speak to all three learner types.

Take this lesson outline and generate three parallel versions of the opening hook. One for a new agent (age 35, fear of survival), one for a mid-career agent (age 50, fear of falling behind), and one for a veteran agent (age 60, fear of losing ground). Use my voice. Keep each hook to three sentences or less.

Transcript Review

Use after uploading a new transcript to extract lessons for yourself.

Review the transcript I just uploaded. Identify three teaching moves I made well, two opportunities I missed, and one recurring verbal tic I should watch for. Quote specific lines from the transcript when you respond.

Signature Example Extraction

Use to mine a transcript for reusable analogies and stories.

Scan this transcript for analogies, metaphors, personal stories, and memorable one-liners that I could reuse across future classes. Return them as a clean list with a one-sentence note on where each one could be redeployed.

Skeptical Reviewer

Use to pressure-test content before you publish or teach it.

Play the role of a skeptical veteran real estate educator reviewing this [lesson / deck / article]. What is weak? What is derivative? What would you cut, and why? Be direct. Do not soften your feedback.

Repurpose Engine

Use to stretch one asset into many.

Take this [class transcript / lesson outline / article]. Produce the following in my voice: a 150-word LinkedIn post, three Threads posts, a five-bullet email teaser, a 60-second script for a promotional video, and a one-sentence course description. Match the tone of my existing materials.

Legacy Refresh

Use when modernizing older content.

This is a deck or outline I created in [year]. Without changing the core expertise or intent, modernize the language, tighten the structure, flag any data that is likely outdated, and suggest current examples or analogies that would land better with today's learners.

The Board of Directors

Use when you want multiple perspectives on a single piece of work.

Review this [lesson / asset] from four perspectives, in order: (1) a compliance officer concerned about regulatory accuracy, (2) a marketing strategist focused on engagement, (3) a new agent encountering this content for the first time, and (4) a veteran instructor looking for craft and rigor. For each, give two pieces of feedback I should act on.

End of Month Snapshot

Use as a monthly ritual to track your own growth.

Based on everything in this Project, summarize what you now know about me as an educator. Include my voice, my values, my signature examples, my recurring topics, and my blind spots. This is a snapshot in time. I will compare it to future versions as my Project grows.

First 30 Days Audit Checklist

Before you close out your first month, run through this list. Anything unchecked is a gap to fill in month two.

Foundation

- Teaching Philosophy document uploaded and reviewed
- Voice and Style Notes document uploaded and current
- AI Assistant Project Description and Instructions set and tested
- Learner Personas document uploaded

Source Material

- At least three major teaching artifacts uploaded (syllabi, outlines, handouts)
- At least one full class transcript uploaded
- Signature Examples document uploaded and updated
- All files named clearly and organized logically

Practice

- Completed at least one voice analysis pass with Claude
- Completed at least one philosophy check on new content
- Completed at least one pressure test using the skeptical reviewer prompt
- Completed at least one repurposing exercise

Maintenance

- Calendar reminder set for monthly Project audit
- Plan in place to transcribe and upload at least one new class per month
- Voice and Style Notes updated based on what you learned
- End of Month Snapshot saved for future comparison

You are not building a perfect system. You are building a consistent one. Compounding beats perfection every time.

What Comes Next

After 30 days, your Project is a functioning knowledge base. After 90, it is a competitive advantage. After a year, it is infrastructure you would not want to teach without.

Month 2 Focus

- Add a second class transcript each week
- Start using Claude as a first-draft partner for all new content
- Introduce NotebookLM for research-heavy course prep
- Begin using Canva AI 2.0 with your brand kit and living memory

Month 3 Focus

- Run a full course build from idea to delivery using the curriculum production team
- Modernize one legacy deck using Claude Cowork
- Set up monthly knowledge base audits as a recurring ritual
- Share one insight or asset publicly to test how it lands

The educators who build institutional knowledge now will define the standard for what real estate education looks like in five years. Start depositing today.