



The Multi-Model Orchestration Playbook

How to Use Claude and
ChatGPT as a Team



INTRODUCTION

Getting to Know Your Team



Stop trying to make one AI do everything.

Claude and ChatGPT have different strengths—use them like co-founders who respectfully disagree to make the work better.

What You'll Find Inside

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THE TWO PERSONALITIES

Claude: Your Philosophical Partner

Best for: Deep thinking, nuance, human resonance



When to use Claude:

- Initial concepting and strategy
- Checking if something "feels" right
- Writing that needs authentic voice
- Ethical considerations and edge cases
- Understanding the "why" behind the "what"



Actual prompts that work:

- "What's missing from this approach that would matter to someone who's struggling?"
- "Help me see the philosophical tension between these two approaches."
- "What assumptions am I making that I'm not seeing?"
- "How might this feel to someone experiencing [specific situation]?"
- "What's the deeper pattern here?"



THE TWO PERSONALITIES

ChatGPT: Your Operational Analyst

Best for: Variations, risk assessment, systematic thinking



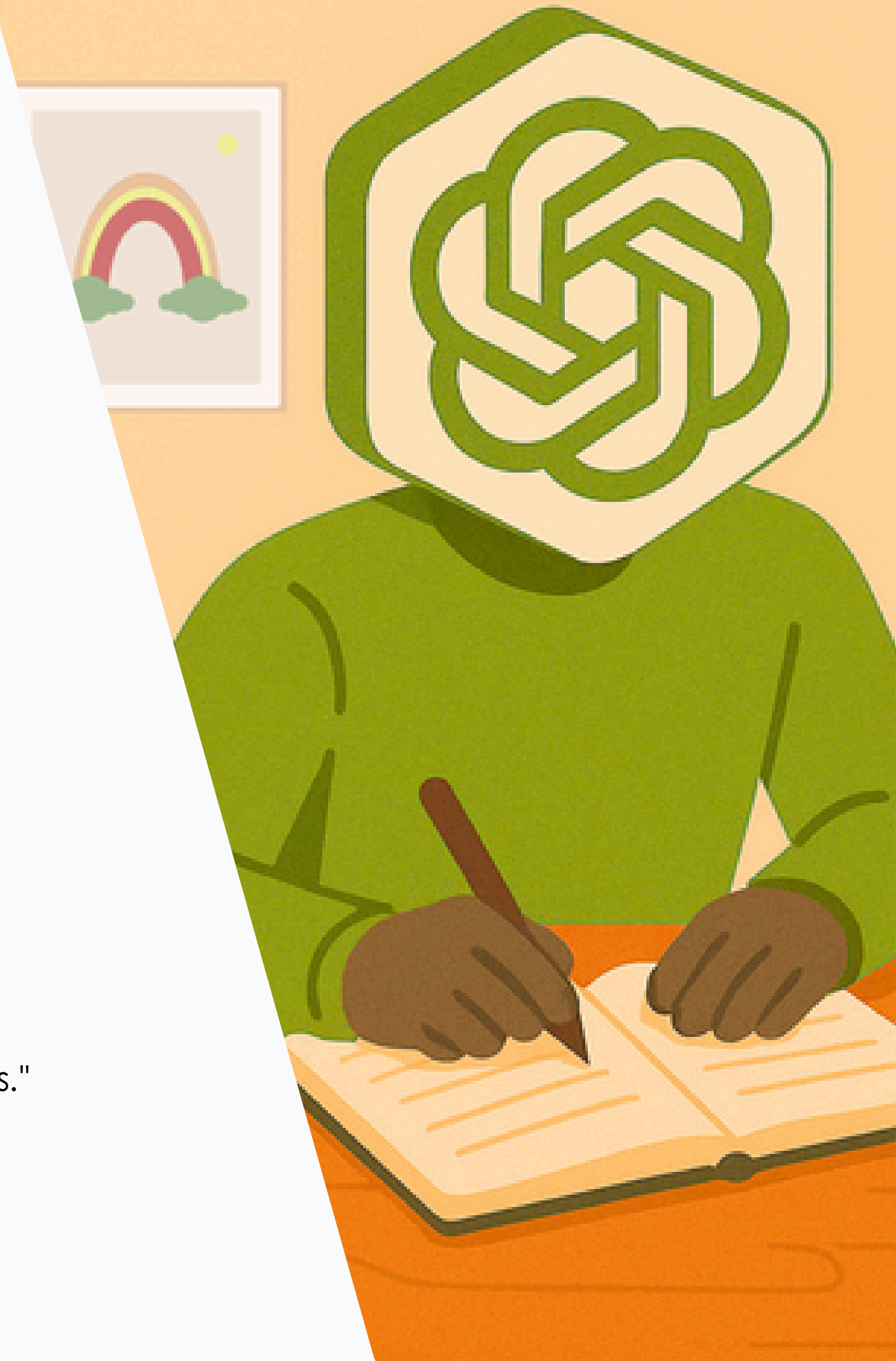
When to use ChatGPT:

- Generating multiple options quickly
- Identifying operational risks
- Creating comprehensive lists
- Stress-testing ideas
- Practical implementation steps



Actual prompts that work:

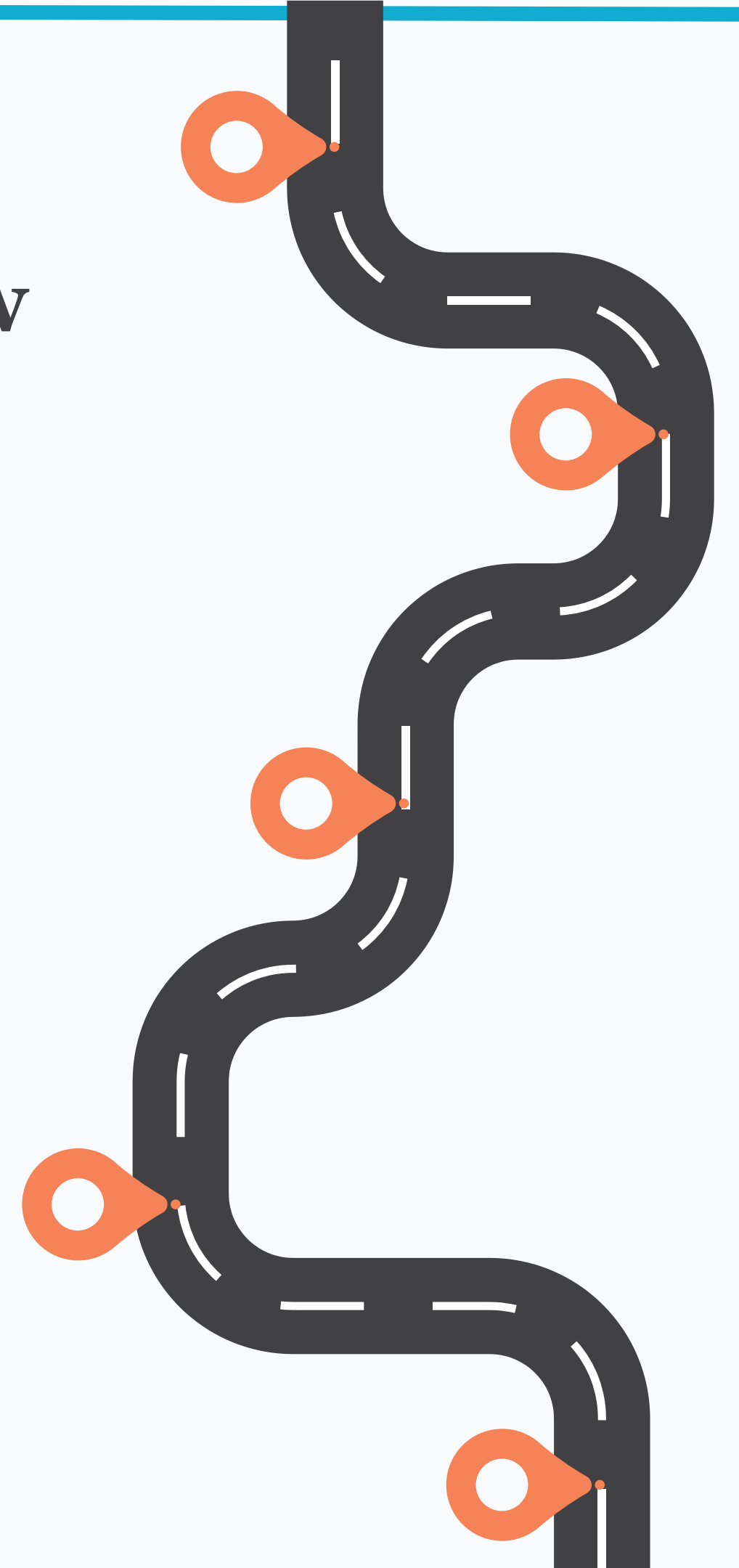
- "Give me 10 variations of this approach."
- "What are all the operational risks in this plan?"
- "Create a systematic breakdown of these components."
- "Generate edge cases I haven't considered."
- "Turn this concept into a step-by-step process."



THE ORCHESTRATION PATTERNS

The Philosophical → Practical Flow

1. **Start with Claude:** "What's the essence of what we're trying to accomplish?"
2. **Move to ChatGPT:** "Give me 10 tactical ways to implement this essence"
3. **Back to Claude:** "Which of these maintains the human truth we're after?"
4. **You decide:** Document why you chose what you chose



THE ORCHESTRATION PATTERNS

The Stress Tests

1. **Create your initial approach** with either model
2. **Go to ChatGPT:** "Identify every risk and failure point in this approach."
3. **Move to Claude:** "Which of these risks would most damage trust?"
4. **Back to ChatGPT:** "Create mitigation strategies for these top risks."
5. **Back to Claude:** "Do these mitigations preserve the human experience?"



THE ORCHESTRATION PATTERNS

The Voice Calibration Dance

1. **Claude:** "Review these X number of pages of my writing/speaking transcripts and identify my voice patterns"
2. **ChatGPT:** "Create 10 variations of expressing a similar concept"
3. **Claude:** "Which of these sounds most like the authentic voice from the source material?"
4. **Iterate until it sounds like you**, not like generic AI



THE ORCHESTRATION PATTERNS

The Creative Tension Generator

1. **Ask Claude and ChatGPT** the same question
2. **Feed Claude's answer to ChatGPT:** "What's missing or problematic here?"
3. **Feed ChatGPT's critique to Claude:** "Respond to these concerns while maintaining the human element"
4. **You choose** what to keep from the tension



THE ORCHESTRATION PATTERNS

The Rapid Validation Loop

1. **ChatGPT:** "Generate 5 quick approaches to [problem]"
2. **Claude:** "Which of these feels most aligned with [core value/principle]?"
3. **ChatGPT:** "Create an implementation plan for the chosen approach"
4. **Claude:** "What could go wrong here from a human perspective?"



SWITCHING THINGS UP

The Handoff Prompts

From Claude to ChatGPT: "ChatGPT, Claude just helped me identify this approach: [paste]. Please identify 10 operational risks I should consider."

From ChatGPT to Claude: "Claude, ChatGPT identified these risks: [paste]. Which ones would most impact the human experience, and how might we address them while maintaining trust?"

The Integration Prompt (use with either): "I've gathered input from multiple perspectives. Here's what I'm taking:

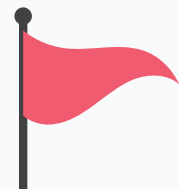
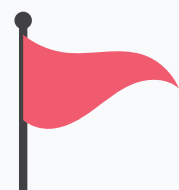
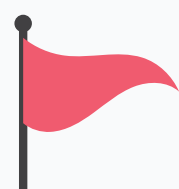
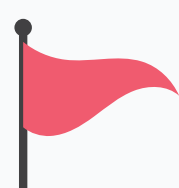

- From Claude: [specific element]
- From ChatGPT: [specific element]
- Help me integrate these into a unified approach."

The Disagreement Resolver: "Claude says [X], ChatGPT says [Y]. I'm leaning toward [choice] because [reason]. What am I not considering?"



TIPS & TRICKS

Red Flags You're Doing It Wrong

-  Using ChatGPT for deep emotional resonance
-  Using Claude for rapid list generation
-  Asking the same model to critique its own work
-  Not documenting WHY you chose one approach over another
-  Letting either model make final decisions (that's your job)

TIPS & TRICKS

The Time Investment Reality

This isn't about efficiency. It's about excellence.



- **Initial model selection:** 5 min
- **Parallel questioning:** 15 min
- **Cross-critique:** 20 min
- **Integration decision:** 10 min
- **Documentation:** 10 min
- **Total:** 1 hour for major decisions



QUICK START CHALLENGE

Start Orchestrating Your AIs Today

Right now, take your current biggest challenge and:



Ask Claude: "What's really at stake here beneath the surface?"



Ask ChatGPT: "Give me 10 ways to approach this"



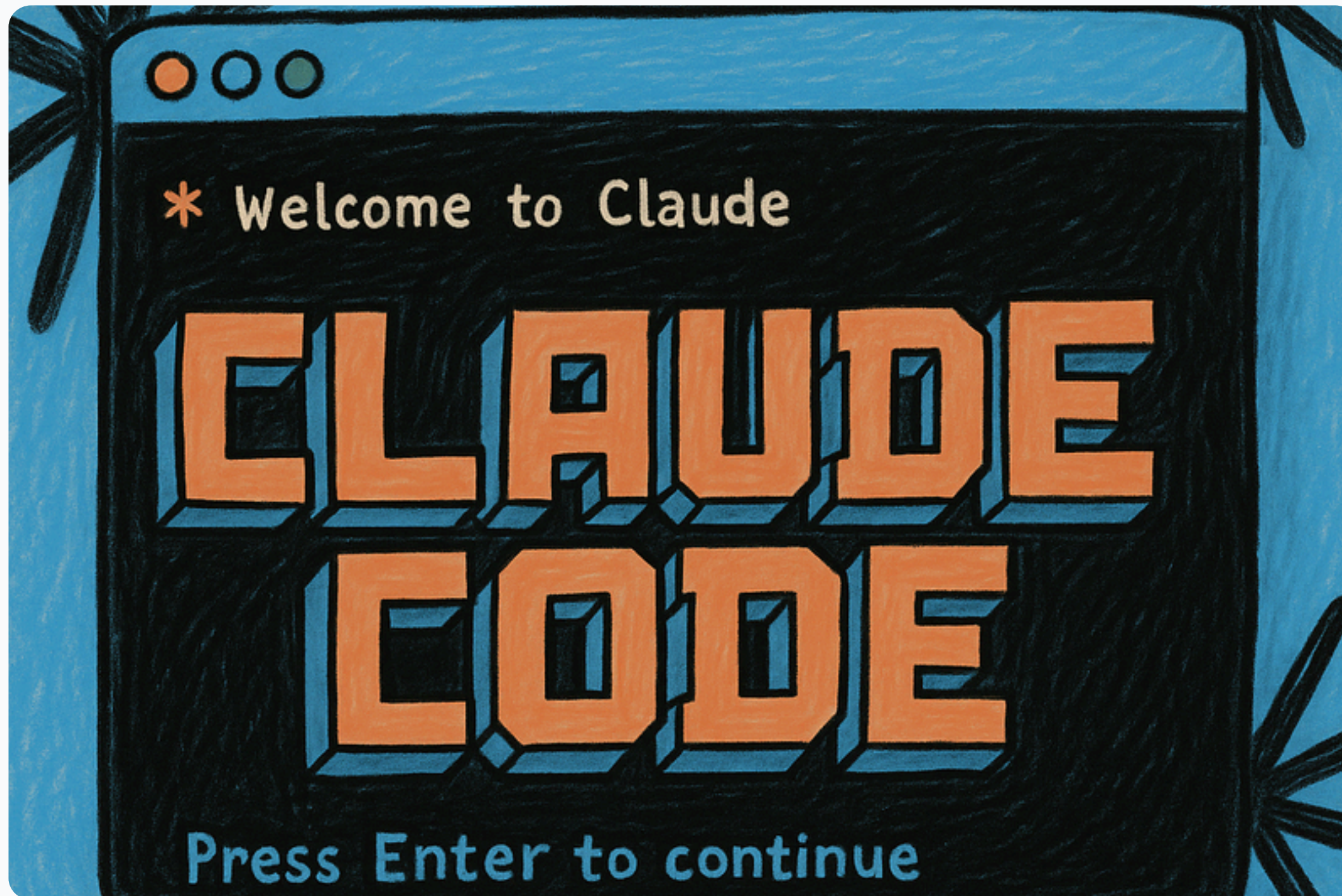
Ask Claude: "Which of these 10 approaches honors what's really at stake?"

Notice the difference. That difference is your opportunity.

START

BONUS

Adding Claude Code To Your Team



*for the
scrappy
and brave*

CLAUDE CODE

Your Implementation Specialist

Think of Claude Code as the member of your team who actually builds things while you watch. It's like having a junior developer who needs clear instructions but can iterate rapidly.



When to add Claude Code to the mix:

- You need actual working code (not just code snippets)
- You want to test ideas with real files
- You're organizing large amounts of content
- You need systematic testing with real results



The Gateway Drug Prompts:

- "Help me organize these 50 files into a logical structure"
- "Create a simple HTML page that demonstrates this concept"
- "Test these 5 scenarios and show me what breaks"
- "Build a basic version we can iterate on together"

Warning

Claude Code will make you feel like a developer even if you're not. This is both exciting and dangerous.

Stay humble, test everything.

CLAUDE CODE



The Power Move:

1. Claude: Defines the concept
2. ChatGPT: Identifies edge cases
3. Claude Code: Builds and tests it
4. You: Decide what ships



Simple Orchestration with Claude Code:

"Claude helped define this approach, ChatGPT identified these risks. Can you build a simple version that handles the top 3 risks?"





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