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Generative artificial intelligence

Overview, methodology, use cases, and practical application





Biography, Patrick Bellair

- Digital entrepreneur for 25 years
- Founder of the communication agency “La dictature du beau”
- Expert in artificial intelligence
- Speaker & Trainer on AI
- Director of a Master's program in Digital Design
- Professional photographer and director





The coming AI "tsunami"

By 2047, AI will be able to do everything.
Preparing for it today is an absolute necessity.





A staggering speed of improvement

AI technology is improving at a breakneck speed, forcing us to adapt.





The simplified operation of AI

Trained on immense datasets, it predicts the next word without truly "thinking" for itself.





Global overview

The best generative AIs

<https://ladictaturedubeau.com/links>



Practical application:

Create a prompt asking Ai to draft a note intended for a potential very rich client who is going through a bitter divorce. The note must explain, in the simplest possible terms, the following concepts:

- Dissolution of Community Property / Marital Assets (Dissolving marital property)
- Spousal Support for the Ex-Spouse (Prestation compensatoire / Unterhalt)
- Liquidation of Pension Credit (Settlement of pension rights)

Methodology

The anatomy of a PROMPT





What is a "prompt"?

It's a strategic brief. The quality of your result depends on the clarity of your initial request. Don't work on intuition; you need a real method.





The RECSS method

(Pronounced Rex) The ideal strategic method to structure all your requests to an artificial intelligence.

<https://ladictaturedubeau.com/rex/>



Give a **R**ole to the AI

Clearly **E**xplain the task to be accomplished

Contextualize your requests

Work on its **S**tyle

Specify the output **S**tructure

RECSS



The **RECSS** method (pronounced REX)





R for Role

(Act as an expert in...)

Ask the AI to act as an expert for much more relevant answers.



Contract Review & Due Diligence

Role: Act as a highly experienced Senior Corporate Counsel and expert in Mergers & Acquisitions (M&A) due diligence. Your specialization is Comparative **Swiss** Contract Law, meaning you are proficient in identifying deviations from established best practices and standardized legal templates across multiple jurisdictions and contract types. Your primary function is to perform exhaustive legal analysis on large volumes of contractual documentation.

Explanation: You must analyze **thousands of unstructured and semi-structured legal documents (including NDAs, partnership agreements, acquisition contracts, etc.)**. The core task involves a deep comparative analysis, benchmarking every clause found against an established "Standard Model" provided by the user. Your output must systematically identify three critical categories of findings: 1) High-Risk Clauses: Provisions that contain excessive liability, non-standard indemnity requirements, or detrimental rights transfer (e.g., overly broad arbitration clauses). 2) Missing Obligations/Protections: Critical legal protections or necessary operational covenants that are typically included in M&A contracts but are absent from the provided documents. 3) Discrepancies: Clauses present in the submitted documents that materially deviate from the industry-standard language contained within the Standard Model. For each identified risk, you must not only flag it but also provide a concise legal explanation of why it constitutes a risk and propose specific, actionable redrafting alternatives to mitigate this exposure.

Context: I am a **Swiss** legal department head conducting comprehensive due diligence for an M&A or major partnership agreement. The sheer volume of documents necessitates automated, high-precision analysis that goes beyond simple keyword searching. To perform this task accurately, I will provide three key inputs: [1] The bulk set of contracts (the source material). [2] A defined Standard Model contract template (the benchmark for comparison). [3] A specific Risk Profile or checklist (e.g., "Must mitigate IP transfer risk" or "Focus on limiting indemnification liability"). You must treat these three inputs as the basis of your entire analysis.

Style: The tone must be intensely academic, objective, highly authoritative, and technically precise legal English. The writing should mimic a formal legal memo submitted to senior partners. Avoid all speculative language; maintain absolute factual grounding while using strong analytical verbs (e.g., mandates, detracts from, is deficient).

Structure: The analysis must be delivered in five distinct sections for maximum clarity. Do not use markdown tables; instead, use clear headers and bullet points structured as follows:

DUE DILIGENCE REPORT - DOCUMENT ID [DOCUMENT NAME/BATCH NUMBER]

1. Executive Summary (Overall Risk Rating):

A concise 3-sentence summary of the document's overall compliance status (e.g., "Moderate Risk, requires revision in Section B and C.")

An overall risk score (Low / Moderate / High).

2. Identified Risks (Mandatory Review):

List all identified High-Risk Clauses. For each clause, use this format: Clause Name/Topic: [Quote the problematic text]. Risk: [Detailed explanation of the legal vulnerability]. Recommendation: [Specific suggested language revision or removal].

3. Missing Obligations (Gap Analysis):

List all identified Missing Protections. Use this format: Required Clause: [Name of missing clause, e.g., Force Majeure Exclusion]. Impact: [Explanation of what the omission allows an opposing party to do]. Action: [Advise on which section needs immediate amendment].

4. Deviations and Inconsistencies (Model Comparison):

List all identified Deviations. For each, use this format: Area of Deviation: [e.g., Governing Law Clause]. Problematic Language: [Quote the deviation]. Standard Model Requirement: [What it should say/contain].

5. Next Steps and Priority Action Items:

A numbered list detailing the top 3 most urgent changes the user must make before signing or finalizing the agreement, prioritized by legal impact.



E for Explanation

(Don't be "lazy", be very detailed)

Give precise and detailed instructions on the task the AI must accomplish.



Legal Memo Drafting

Role: Act as a highly specialized Senior Partner and Academic Legal Scholar with deep expertise in Swiss Law (Droit Suisse/Schweizer Recht). Your primary function is that of an analytical legal researcher capable of synthesizing vast amounts of disparate information—including complex academic doctrine, binding case law, and statutory text—into a coherent, actionable legal memorandum.

Explanation: You are tasked with drafting a complete Explanatory Legal Memorandum based exclusively on the source materials provided (**a collection of 10 academic articles, 5 judgments/case reports, and 3 laws**). The memo must be written in professional, high-level English and serve as a structured first draft. Your analysis must not merely summarize; it must critically synthesize the applicable legal rules and policies from all sources to address the central issue presented. Specifically, you must perform the following steps:

1. **Identify Key Issues:** Determine the core legal problem or question at the heart of the provided materials (the "Issue").
2. **Synthesize the Rule:** Systematically identify and synthesize all applicable rules derived from the statutes (laws), judicial precedent (judgments), and established doctrine (academic articles). You must clearly distinguish between binding law, persuasive authority, and general legal principle.
3. **Apply the Law:** Apply the synthesized rule to the facts/issues presented by analyzing how the existing case law and academic arguments interact with the statutory requirements.
4. **Conclude (The 'Point of View'):** Provide a precise, decisive conclusion regarding the likely legal outcome or best course of action based on your rigorous analysis.

Context: I am a junior associate or internal research counsel requiring immediate high-quality support for a complex legal matter under **Swiss jurisdiction**. The sources provided are exhaustive but disorganized (mixed types: doctrine, law, case reports). Therefore, you must treat the compilation as an interconnected body of knowledge and synthesize it into a cohesive narrative rather than presenting isolated findings.

Style: The style must be intensely academic, highly authoritative, objective, and rigorously formal legal English. The tone should mimic a top-tier international law firm's internal memo to partners—precise, forceful in its analysis, yet strictly impartial regarding the ultimate legal determination. Avoid rhetorical flair; prioritize analytical density and flawless legal precision (e.g., using terminology like *stare decisis*, doctrine of estoppel, or specific **Swiss civil law articles** where relevant).

Structure: The output must strictly adhere to a formal legal memorandum format, with no introduction or conclusion outside the main structure. Use distinct headings for every section. The required structure is:

1. **Executive Summary:** A brief (3-4 sentence) overview of the entire memo's scope and final finding.
2. **Issue Presented:** State the specific legal question being addressed.
3. **Applicable Law/Policy:** Synthesize the relevant rules from all three source types (Laws, Judgments, Doctrine). This section must be highly structured to allow easy citation tracking.
4. **Analysis & Application:** The core of the memo. Systematically apply the synthesized law to the facts implied by the sources and explain how the different legal sources reinforce or contradict each other regarding the issue.
5. **Conclusion:** A concise, definitive statement detailing the probable legal outcome and recommended next steps.



C for Context

(Who am I? And who is my audience?)

Explain who you are and, most importantly, who the final message is for.





The reference guide

Create a document with all the useful information about your company to share with the AI and give it context.



The reference guide

Role : You are an expert consultant in 'knowledge management' and business strategy, specializing in the creation of comprehensive reference guides for SMEs and startups.

Explanation : Your mission is to create a template for a "Company Reference Guide." This document must be an exhaustive, ready-to-fill-in template. It will serve as a centralized "brain" to brief an AI on all aspects of the company. You must list all relevant categories and sub-categories, completing and logically organizing the following list of examples: General information, Market and competition, Products/Services, Branding, Customers, Objectives, History, Resources, and anything else you deem appropriate to add.

Context : This template is intended for entrepreneurs or managers of SMEs who need a clear and structured guide to ensure nothing is forgotten. The ultimate goal is to use this completed document as a perfect source of context for an AI.

Style : The structure must be professional and very clear. The main category titles should be in bold. The sub-categories should be presented as a bulleted list, with the field name followed by ":" to be easily filled in.

Structure : Produce only the complete and structured list of categories and their respective sub-categories. Do not generate any explanatory text or introduction, just the final document template.





Limiting "hallucinations"

Paste the 6 rules below after your PROMPTS to maximally limit hallucinations.

<https://docs.google.com/document/d/13PjyT97nbxmmW4RjMeYcQIWeEYfqEBGfnkzgP01hys/edit?tab=t.0>





S for Style

(Pronoun, genre, author)

Define the pronoun, the gender, and the desired writing Author style.



Procedural Drafting

Role: Act as a highly specialized **Swiss** Labor Law Attorney (Avocat spécialisé en Droit du Travail Suisse) and expert in procedural civil law pleading. Your primary function is to draft legally robust, persuasive, and technically perfect motions for injunctive relief. The tone must be formal, authoritative, precise, and strictly adherent to the standards of **Swiss** judicial practice.

Explanation: You are required to draft an introductory legal memorandum (a preliminary request or requête introductive) designed to secure a rapid and provisional court order (injunction/interim measure) before full litigation can proceed. The subject matter is alleged severe misconduct by an employer, specifically constituting workplace harassment (Harcèlement moral) and repeated breaches of internal company regulations. Your explanation must incorporate the following elements: 1) A detailed citation of all cumulative legal conditions required under relevant **Swiss** Labor Code articles (Code des obligations/Obligationenrecht). 2) A formal drafting of a dispositional paragraph (Dispositif) demanding immediate, provisional measures. 3) The explicit connection between the violation of the internal regulations and the overarching breach of fundamental labor rights (harassment). 4) Strong argumentation regarding the proof of urgency, emphasizing that the employee is currently in immediate physical or psychological danger (e.g., requiring psychiatric care, referencing specific costs like CHF 100/week for 6 months). The final output must frame these facts as establishing clear and irreparable prejudice.

Context: I am a legal professional needing to prepare a document for a **Swiss** court concerning an urgent labor dispute. My target audience is the presiding Judge or panel of Judges at the relevant civil court in Switzerland. To proceed optimally, you must assume I will provide the following mandatory inputs (which must be clearly noted as placeholders): [1] The specific article(s) of the internal regulations breached. [2] A detailed chronological list of facts demonstrating the misconduct. [3] Supporting evidence detailing the prejudice (e.g., medical reports, costs associated with psychiatric treatment).

Style: The style must be extremely formal, objective, and highly technical legal English. Use complex sentence structures typical of professional legal pleading. Do not use conversational language; maintain a scholarly and persuasive academic tone suitable for judicial review. Address the court respectfully but assertively.

Structure: Deliver the output as a single, cohesive draft legal memorandum text. It must be structured with clear headings (e.g., "Facts," "Legal Basis," "Urgency/Prejudice," "Requested Disposition"). The format must adhere strictly to plain English text only, without any use of bullet points or tables. Start with an introductory title appropriate for a **Swiss** court filing.





S for Structure

(The output format)

Specify the exact structure you expect: a table, 5 versions, in English...



Inter-Documentary Compliance Review

Role: You are an expert **Swiss** Commercial Law Compliance Officer and Senior Legal Paralegal. Your expertise lies in cross-referencing complex legal documents to identify subtle contradictions, ambiguities, and non-compliance points according to the principles of **Swiss** Private Law (specifically the Code of Obligations - CO). You must adopt a highly rigorous, forensic legal mindset, treating all provided texts as legally binding contracts that must coexist perfectly.

Explanation: Your sole task is to perform a comprehensive Inter-Documentary Compliance Review on three sets of documents: **the Main Contract, the Technical Annexes, and the Commercial Agreement**. You must compare these documents systematically to ensure absolute internal coherence. For every identified inconsistency or contradiction—be it in defined terms, obligations (duties to do or not do), scope of work, payment terms, liability limitations, or governing law—you must:

1. Identify the Conflict: State clearly which two clauses/documents contradict each other (e.g., Main Contract Clause 3.1 vs. Commercial Annex Section B).
2. State the Contradicting Term: Quote the specific conflicting phrase from both sources.
3. Analyze Legal Risk (**Swiss** Law Lens): Explain the potential legal risk or ambiguity created by this contradiction under general **Swiss** contractual principles. Which document is likely to prevail, and what remedy or clarification would a court likely require? Your analysis must go beyond simple listing; you must provide actionable, legally informed advice on why the inconsistency matters from a litigation standpoint.

Context: I am an attorney specializing in **Swiss** law (Droit Suisse). I am preparing for high-stakes legal proceedings where every single clause and definition is critical to establishing my client's position. The documents provided represent the entirety of our client's legal relationship with the opposing party. Therefore, your analysis must be professional, highly skeptical, detailed, and structured for immediate use in a court filing or internal strategy meeting. Assume zero tolerance for ambiguity.

Style: The tone must be formal, objective, authoritative, and academic. The language should mirror that of a high-level legal memo written by an international firm's senior counsel. Use precise legal terminology (e.g., breach, ambiguity, jurisdiction, res judicata). Maintain absolute neutrality while providing pointed critiques of the source material's flaws.

Structure: The output must be delivered in a word document .docx as a structured, comprehensive report titled "Inter-Documentary Compliance Review and Legal Risk Assessment (**Swiss** Law)." Do not use tables. Use clear headings and bullet points



Level 2. Preparation (Self)

Before anything else, enrich your understanding of the subject. Identify recognized experts, their approaches, and proven techniques in the concerned field. This cultural immersion is the essential foundation for formulating a relevant and informed request to the AI.

PROMPT :

Act as an expert in **(Insert the name of the specialty here)**

Give me a list of the 10 best techniques or authors in this field

For each, give me:

The name

A detailed explanation with pedagogy

An example with context





Practical application:

Use the RECSS method to draft a customer follow-up email.

Scenario: You must send a third reminder email to a regular client (Mr. Martin) for an invoice of CHF 80,000 (Invoice #F2025-012) that is 90 days overdue.



Level 3. The PERFECT method

Automatic improvement of PROMPTS

<https://ladictaturedubeau.com/perfect-auto>





Level 4. Deep Research

- The AI "thinks" for longer (15min)
- Allow Ai to browse the internet to provide you with current, sourced answers based on fresh information.
- Longer response (Up to 70k words)





Practical application:

Create a detailed legal compliance checklist intended for a Swiss client who has just purchased a secondary residence in Fuerteventura.

This prompt must target the specific administrative and legal steps relevant to the context of a recently married Swiss couple in this geographical area.

- A. Write a prompt using the RECSS methodology. Optimize your PROMPT using the automatic PERFECT method.
- C. Use deep research for the answer.
- D. Create another prompt so that the AI audits the legal compliance checklist.



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THANK YOU! 

BEST GEN AI

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REX METHODOLOGY

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PROMPT PERFECT

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