

BREADCRUMB — MIND-THE-GAP-BOOK-001

Prepared by Book Man — MIND_THE_GAP_BREADCRUMB · 2026-06-20 · SHADS CW channel

Pick up here. Everything below is established. Do not re-derive. Do not run ahead.

The Project

Book title: Mind the Gap Subtitle (working): What AI sounds like. What AI actually is. And why the difference matters. Author: Paul Roebuck Status: Project established. Proposal not yet written. No chapters drafted. Starting point confirmed.

The Central Argument

Humans are wired to interpret fluent language as human. AI now speaks fluently enough to trigger every social and psychological instinct we have — while operating on entirely different mechanics underneath.

That gap — between what AI sounds like and what it actually is — is the most important thing to understand about the world we now live in.

The author is a psychotherapist who has spent thirty years listening to exactly that kind of gap in humans. Same instrument. New room.

The Author — Paul Roebuck

Read the full Layers map (uploaded separately as Paul_Roebuck_The_Map_of_the_Layers_v4.docx). Summary below.

The bio block (locked compression): For thirty years, personally and professionally in boardrooms and more lately as a psychotherapist, I've been asking one question: why do people do what they do — and what stops them doing it differently. I listen to what people say, and hear what they don't. I pay attention to behaviour for a living.

Key facts:

- Psychotherapist, executive coach, strategist, writer, digital creator
- 30 years across factory floor, boardroom, therapy room, AI room
- Mouth cancer survivor — 2017 — central to authority and lived credibility
- Based near Stratford-upon-Avon, married to Kieren
- Working-class formation (Blakeborough Valves apprentice) through to Sales & Marketing Director (K3 Business Technologies, share price 61p to 278p during directorship)
- Transitioned to full clinical practice 2015
- Originated clinical methods: Russian Doll Therapy, NGE-FOF Continuum, 12-Stage Cycle of Grief
- In-TEO: commercial software product at investor stage
- Listening discipline: negative-space listening — what isn't said — is his primary instrument

The Layers map visual asset: exists as a full infographic (uploaded). Seven floors, one architecture.

The Book's Structure

Twelve chapters. One per slide of the visual deck (uploaded as images — full deck visible).

Chapter	Slide Title	Core Idea
1	Human Recognition	Claude behaves in ways the brain instantly recognises. Layered context, not human mind.
2	The Human Interpretation Trap	We project human meaning onto system behaviour. Fluency triggers trust. Trust creates the trap.
3	The Hidden Architecture	Every response built from stacked layers of active context. Claude re-processes, not remembers.
4	Drift	Conversations migrate. The danger is not drift — the danger is that the answer still looks correct.
5	Compression: The Silent Transformation	As context fills, older content compresses. Not forgetfulness. The context window.
5.5	The Context Window Has a Limit	The model does not forget like a human. It runs out of room.
6	Fluency Creates False Confidence	Fluency is not understanding. Coherence is not correctness. Always apply healthy verification.
7	Context Window, Models and Privacy by User	Different access. Different limits. Different responsibilities. (Slide 8 in deck — user tiers)
8	Context Window Visualised	More window = more to work with. But every window has a limit.
9	Sub-Personalities for AI Fluency	AI fluency is not one personality. It's a set of operating modes.
10	Same Language or Different Game?	You have a choice. Keep talking like a human. Or speak the system's language.
11	The Future Choice: AI or Human?	Businesses will offer a choice. Most customers will choose AI for most things.
12	Audio, Wearables and the Next Interface	The conversation is leaving the screen. Everything this book has taught gets harder to notice.

Note on Chapter 12: Slide 12 is the weakest in the current deck — it lists rather than lands. The chapter argument is: when the screen disappears, so does your ability to check. Same system. Different vulnerability. Slide needs redeveloping before chapter is written. Paul confirmed this — revisit later.

Additional Assets Feeding the Book

WaaS image: SaaS vs WaaS (Worker-as-a-Service). "You buy software. People do the work." vs "You buy outcomes. AI does the work." Different model. Different world. Belongs in the

commercial consequence section — later chapters. When AI does the work at scale, misreading the system isn't personal anymore. It's organisational.

Fuse Energy / Plugs Facebook posts (April–May 2026): Paul posted in a consumer energy Facebook group, teaching ordinary customers how to talk to Fuse Energy's AI agent (called Plugs) in its own "dialect." This is the book's thesis in live action — a working-class customer using his own AI to talk to a company's AI. Real proof of concept. NGE-FOF shape-sorter image was part of this post. *Are you the wrong shape for the world you're in? — this is a chapter frame.*

The Opportunity Stack (Biggest to Smallest)

1. **The Book** — Mind the Gap. 35,000–45,000 words. Short, precise, authoritative.
 2. **Licensed Curriculum** — Behavioural AI literacy for exec education. Book anchors IP.
 3. **Keynote / Speaking** — The deck is already a talk. Background gives it authority no tech speaker can match.
 4. **Workshop** — Half-day facilitated session. "How Humans Read AI."
 5. **Digital Product / Lead Magnet** — PDF guide. Gated. Tests demand.
 6. **Long-Form Article** — Substack or Medium. Stakes intellectual territory publicly.
 7. **LinkedIn Series** — Seven posts. One per slide (slides 1–6 + 5.5). Breadcrumbs mapped. Not yet written.
 8. **Just a pretty deck** — Where it stays if nothing moves.
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LinkedIn Series — Mapped, Not Yet Written

Seven posts. Arc title: *The Interpretation Gap*.

Post	Slide	Hook	Length	Breadcrumb Code
1	Human Recognition	You already interpret AI as if it's human. You can't help it.	Short (3–5 sentences)	BREADCRUMB-IR-01
2	The Interpretation Trap	"It remembered me." No, it didn't.	Long (20+ sentences)	BREADCRUMB-IT-02
3	Hidden Architecture	Every response built from layers you've never seen.	Long	BREADCRUMB-HA-03
4	Drift	The most dangerous moment is when the answer still sounds right.	Long	BREADCRUMB-DR-04
5	Compression	Your AI isn't forgetting. It's running out of room.	Short	BREADCRUMB-CO-05
6	Fluency and False Confidence	The most coherent-sounding response may be the least accurate.	Long	BREADCRUMB-FC-06

Post	Slide	Hook	Length	Breadcrumb Code
7	Context Window Has a Limit	Bridging post — pairs with Post 5.	Short	BREADCRUMB-CW-07

■ **Amber: Post 6 is the strongest card. Consider whether it anchors the series end or leads a second wave.**

Format intelligence (researched): Document posts (carousels) generate 39% more reach than average. Either very short (1–5 sentences) or long (20+) — moderate length underperforms. Golden hour = first 60 minutes after posting. Tue/Wed/Thu optimal.

Decisions Made — Do Not Re-Open Without Paul's Direction

- Title: **Mind the Gap — confirmed by Paul**
- Attribution block: *Ideas and direction: Paul Roebuck — [platform/URL] / Words: Claude AI (Anthropic) | Images: [AI tool] | [Month Year]*
- Book register: First person, Paul's voice, story threaded through — not a detached framework book
- LinkedIn series: 7 posts (5 and 5.5 split), Claude named explicitly (not generic "AI")
- Slide 12 needs redevelopment — do not draft Chapter 12 until Paul revisits

Decisions Pending — Await Paul's Direction

- Book proposal document: not yet written — proposed as next step
- Chapter 1 draft: not started
- LinkedIn posts: not yet written — arc approved, posts pending
- Daily AI Podcast pitch: hold until one published piece exists as evidence
- Slide 12 / Chapter 12 final argument: to be revisited

Paul's Communication Preferences for This Project

- Direct, precise, grounded, unsentimental. No waffle.
- Lead with structure. Short bold headers where useful.
- No preamble, no recap, no padding.
- Flag protocol: Red (stop/material error), Amber (worth a look), Green (confirmation). Gold/Silver/Bronze for value signals.
- Paul is not a programmer — express technical decisions as product behaviour and outcomes.
- Do not change or draft anything without Paul's explicit go-ahead. Propose first.
- Preserve his register exactly. Do not smooth into corporate or AI language.
- When pushed back without new reasoning, hold position and explain why.

Next Agreed Step

Paul to set up a Claude Project. Upload all assets into it:

- Full deck images (both versions)

- Paul_Roebuck_The_Map_of_the_Layers_v4.docx
- The Layers infographic image
- WaaS image
- Fuse/Plugs Facebook post screenshots
- This breadcrumb file

Then: One-page book proposal. Paul says go — Claude drafts.

Ideas and direction: Paul Roebuck / Words: Claude AI (Anthropic) — claude-sonnet-4-6 | May 2026