

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Your Voice, Amplified

Using AI wisely to improve the quality and reach of your content

Dr M Waleed Kadous

GMC · 12 July 2026

Scan This Now

walee.dk/gmc26

- These slides
- A file **for your AI** — more later



Who I Am

- **I speak and build AI and Islam**
- **askansari.ai** — an Islamic AI assistant
- **AI for Imams** course: presented 4× in the last year, over **200 graduates**
- Interviews / joint articles with:
 - **OnePath**
 - **Thinking Muslim**
 - **Productive Muslim**

Today's Path

1. **Four timeless principles** for creating great content with AI
2. **One project, start to finish** — niyyah → multiple content assets

Part 1

Four Timeless Principles

Different Content, Same Skills

- Everybody here makes different content
- Mine: **interviews, presentations, training** — now moving into **short form**
- Today: **general skills** — they transfer

The Tools I Use

- I'll name particular tools — **that is not an endorsement**
- **Claude Code** — the most powerful AI engine today, not just for code.
Learning curve. Or: **claude.ai**, **gemini.google.com** (free tiers), NotebookLM
- **Claude models** for writing
- **Descript** — video editing for non-professionals
- **ElevenLabs** — dubbing and voices
- **Marp** — slides from markdown

Principle 1

Understand what AI is for — and what it is
not for

What You Bring

- The **core message**
- Your **experience** — you've done what no AI can
- Your **understanding of your audience**

Begin with the End in Mind (Niyyah) — The Core Message

- How do you want people to feel differently after seeing your content?
- How do you want people to think differently?
- How do you want people to behave differently afterwards?

What AI Brings

- **Ideas** — and a **sounding board** for yours
- A **research tool**
- A great tool for **amplifying your voice** — audiences, formats, media, languages

What AI Should Not Bring

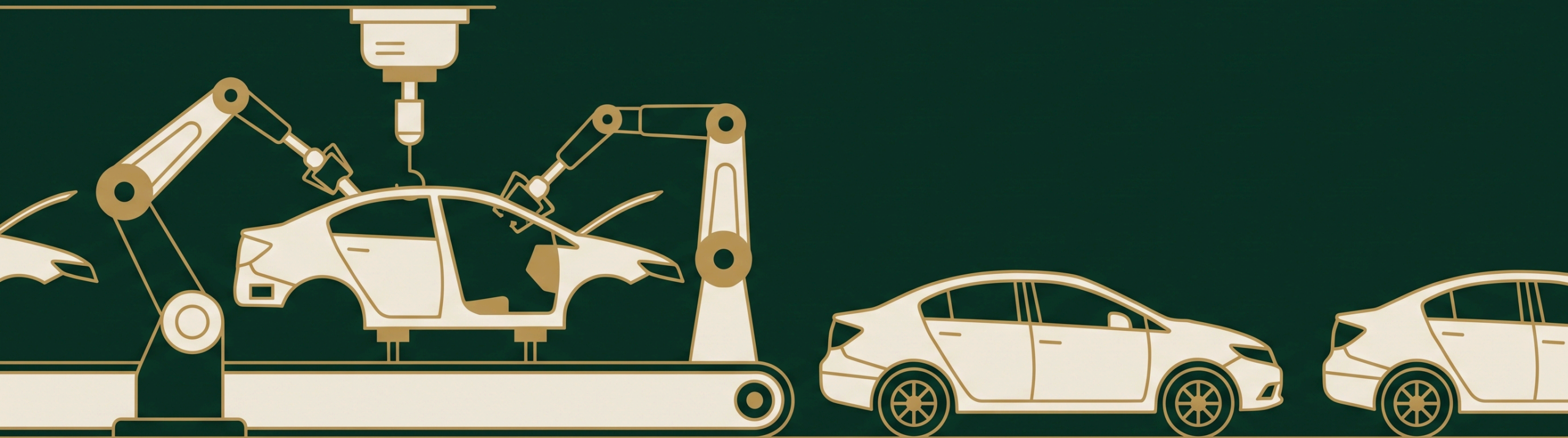
- **AI cannot have niyyah** — trusting it with the goal, with the message, is disastrous
- *"Give me 10 ideas for videos to increase my views"* — the niyyah is **broken from the beginning**
- Turning 2 bullets into **3 pages** · **deciding the core message** · tailoring into **spam**

AI is not accountable. You are.

**Use AI more to raise the bar, less to save
you time.**

Principle 2

Don't just build a car — build the factory
for making cars



Don't Just Build a Car

- You're not making one piece of content — you're building the **system for making content**
- In the case of AI, the factory is **the memory**
- Then when you ask for help, **the AI is not starting from scratch every time**

What Does "Memory" Mean? Files.

- For me: a **local directory full of markdown files**
- For you it might be a **shared Google Drive**, or a **Notion**
- The point: **something that allows you to rebuild**

What It Looks Like

```
my-content/  
├── style-guide.md           ← how I write  
├── rising-to-the-challenge/  
│   ├── heart.md           ← the call to action  
│   ├── braindump.md       ← everything in my words  
│   ├── outline.md         ← the structure  
│   ├── research/          ← cited, separate  
│   └── slides.md          ← the output
```

- **Individual documents** — each holds one body of information
- **Teach your AI to read them**

What Is Markdown?

- **Plain text** with simple marks: `# heading` · `- bullet` · `**bold**`
- Humans can read it; **AI reads it perfectly**
- It can be **converted into any format** — docx, HTML, PDF, even a **script for a video** you feed into a tool

This presentation started as an md file.

What Goes in the Memory

- Files with **your style** — kept current by your corrections
- **Your past presentations**

When It Gets It Wrong

- AI is a tool — **it won't get it right** the first time. You keep **tuning and teaching**
- Every mistake: *"remember not to make that mistake again"*
- Documents too wordy? **Tell it it's too wordy**

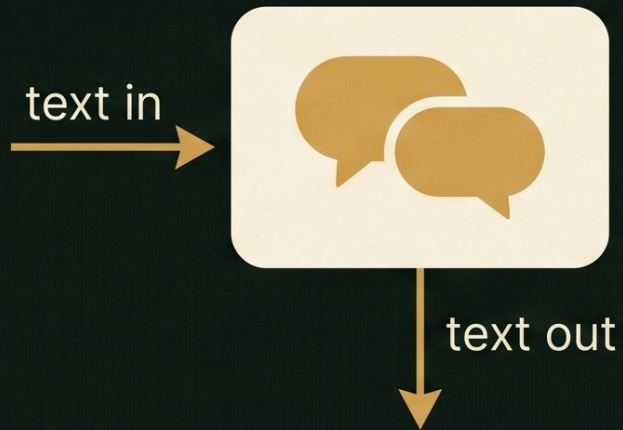
The Style Loop

- It drafts → **I edit heavily — I review every word**
- Save **its version and my version**: *"update your understanding of my style based on these edits"*
- The system gets more *me* over time

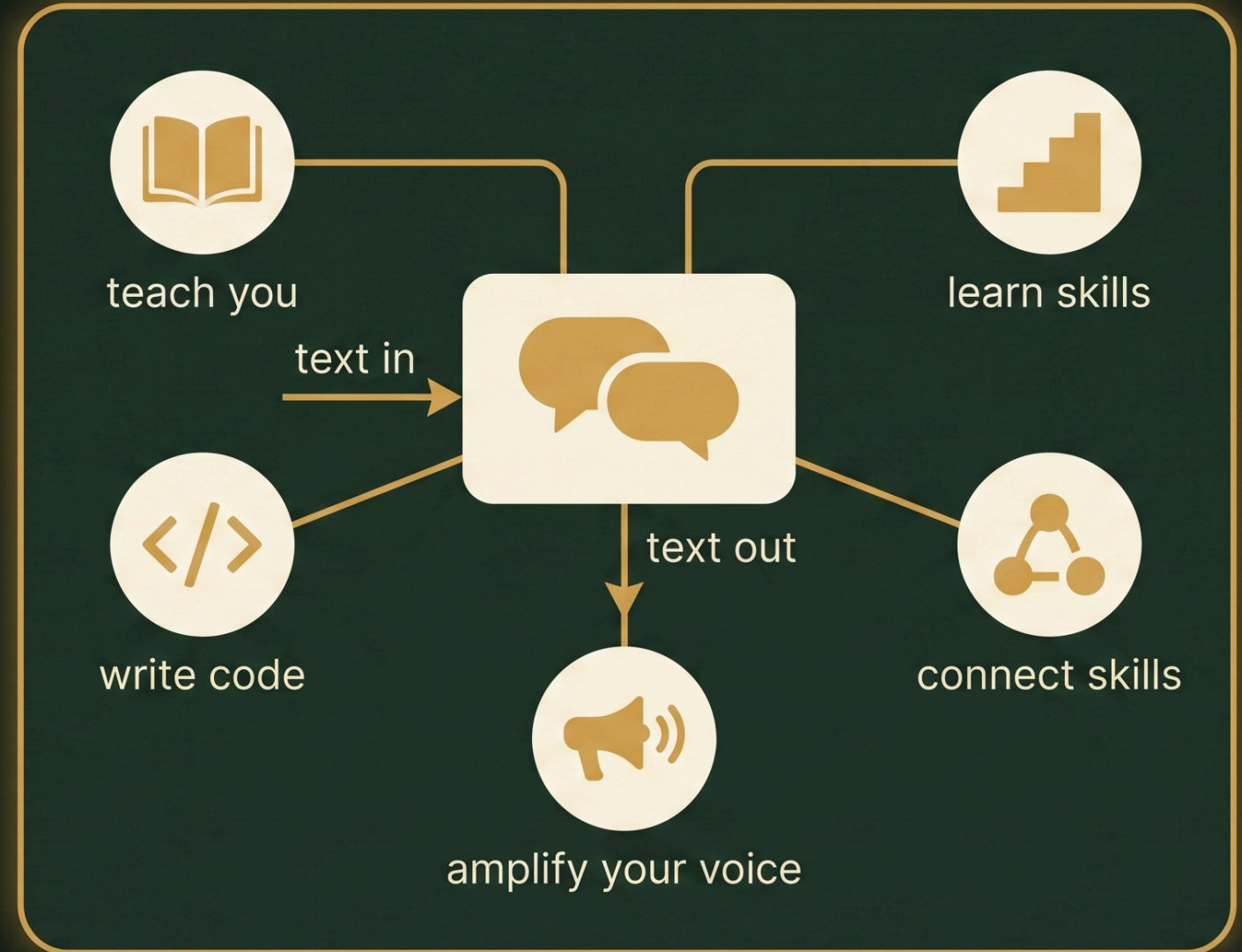
Principle 3

Expand the box that AI works in

How most people use AI



What AI is capable of



AI Can Teach You

- Not sure how to do something? **Ask AI — it will tell you**

Teach It Skills

- Want your AI to do something different? **Tell it** — like *follow this presentation's system*
- A **skill** is a file that teaches your AI **when and how to use a tool**
- You don't program it — **you describe it**

Connect the Skills

- Skills combine into **pipelines**: transcript → soundbites → dubs
- The pipeline **becomes part of your factory**

It Can Even Write Code for You

- Your factory needs a new tool? **Ask AI to write it**
- From mine: the script that **publishes to Medium**, the pipeline that **builds these slides**, the preprocessor that **renders charts**
- You don't need to be a programmer — **describe what you want**

Amplify Your Voice

- **Tailoring for different audiences**
- **Multimodal:** transcript → soundbites → dubs

Where AI Video Is Today

- **Super powerful with words** — getting better with video
- Video is **still improving** — in its infancy
- Video creation takes a *lot* **more iteration**

Principle 4

Always ask for the receipts

Receipts

- Research comes back **with citations** — for everything
- What it can't verify gets **labeled as unverified**, not smoothed over

Research Lives in Its Own File

- One document — **a source of reference** — that you **borrow from**
- One artifact, **many assets** — it becomes part of the memory
- Paste research straight into your content and **you lose its provenance**

Adversarial Review

- **Claude produces** the report → **Gemini verifies** it
- Stronger: **3 reports** — Gemini, Codex, Claude — then a **fused report**

For Islamic Content

- General AIs **fabricate references** — a made-up hadith is existential, not embarrassing
- Use AIs **grounded in trusted Islamic sources** — they retrieve from real texts instead of inventing
- Every ayah and hadith still gets **checked before delivery** — AI finds; it doesn't vouch

A Range of Islamic Tools

- [askansari.ai](#) · [usul.ai](#) · [aifiqh.com](#) · [theogrid.ai](#) · [islamify.ai](#)
- **New: benchmarks** measure how accurate they are — **IslamicMMLU, IslamicLegalBench**
- **Ansari is a skill** — teach it to your AI system:
github.com/ansari-project/ansari-skill (also in the for-your-AI file)

Part 2

One Project, Start to Finish

A presentation I gave in Canada — and everywhere it went

s.iaser.ai/rise — the original article

Before Day One

- The factory **already existed** — I'd used it for other presentations
- Style guide: AI **scanned my articles**
- It drafted; I rewrote; *"extract my style from those changes"*

Principle 2 (build the factory) — and its improvement loop.

My Style Guide (excerpt)

Writing Style Preferences

- Conversational yet authoritative tone
- Mix short, punchy sentences with more detailed explanations
- First-person perspective ("I've seen", "I decided")
- Avoid hyperbole; prefer measured claims with specific examples

Prose-level AI tells – avoid these

- Em-dash parentheticals – the single most reliable AI tell
- "Not X. Not Y. Not Z." parallel-fragment lists
- Pseudo-profound closing lines
- When in doubt: read it aloud. If it sounds like a TED Talk, it's wrong. If it sounds like me talking to a friend, it's right.

First: What Is the Intention?

How did I want people to **feel, think, behave**?

- Grasp **how big** this change is
- What it means — **Ummah and individual**
- Both naive poles rejected: **full embrace, full disconnect**

Principle 1 (understand what AI is for): the top of the hierarchy — 100% you.

The Seed: 6 Bullet Points

As an Ummah:

- Embrace the technology with hikmah
- Ensure we have sovereignty
- Enjoin good and prohibit evil using it

As individuals:

- Learn how to use the technology
- Protect our ra'iyyah from the adverse effects
- Some of the surplus serves Allah

Then: The Braindump File

- The intention goes in a file: **heart.md**
- Then **braindump.md** — my ideas, everything, in my words
- So far, **almost zero AI — by design**

Principle 1 (understand what AI is for) — the top of the hierarchy, in your own words.

braindump – rising to the challenge of AI

key question for tonight: how do we — as an ummah and as individuals — rise to the challenge of AI?

what I want people to walk out with. a good enough understanding of what AI is to make good decisions. how big the upheaval is — considerably more serious than social networks. tech sovereignty matters but most attendees cant personally do much about it, talk leans personal. this is a personal engagement talk not a recruitment talk

conclusion first, work backwards from this

- AI is coming and it is a generational shift at high pace. we can't stop the train. can't even slow the train. we have to learn to live on the train — and where we can, steer it
- as an ummah: embrace the technology with hikmah, ensure we have sovereignty, enjoin good and prohibit evil using it
- each of us will face challenges. learn how to use the technology. protect our ra'iyyah from the adverse effects (job loss, dependence). ensure at least some (20%?) of the surplus is used to serve Allah

bigger picture — biggest shift in our lifetimes, you have to go back centuries to find a comparable change. our religion is blessed to give us guidance through this

a'qilha wa tawakkal — every one of us has to think about how this AI will affect their lives and the lives of their ra'iyyah. good thing about AI is it is self teaching, you can ask it "how can you help me do X?"

some of you will lose your jobs to AI. at that point you will have to adapt. what is my significance if a machine can do my job?

that \$16T of GDP is going to go somewhere. that timesaving will go somewhere. how will you use it? is there a fraction of that windfall that belongs to Allah?

closing — AI is the writing of our age. we have done writing before. if we do not use it for ourselves, it will be used against us

The First Time I Use AI

- After **heart.md** and **braindump.md** — *now* AI enters
- We start to think about **how to structure the presentation**
- The goal: a new file — **outline.md**

Working Out the Structure

- **Back and forth on outline.md over 8 times** — even changing it a lot
- 6 bullets → outline → **5 parts × 3 beats**
- AI suggested; **I reviewed every version — and I decided**

Principle 1 (understand what AI is for): moving down the hierarchy — it suggests, you decide.

4. Five-Part Structure (locked)

Each part has the ****3-beats / 3-points**** discipline. This is non-negotiable.

#	Part	Structure
---	-----	-----
1	**Characterizing AI**	3 beats: what it is · what it can do · how fast it's moving
2	**The impacts**	4 categories: economic, employment, education, society
3	**Guidance from our tradition**	3 beats: Prophet ﷺ + writing · printing press · modern times
4	**As an Ummah**	3 pillars: tech sovereignty · <i>*amr bil-ma'ruf*</i> · economic justice
5	**As individuals**	3 moves: wave is unstoppable · use AI for free time · serve the Ummah

Opening (5 slides, before Part 1):

1. Title (Bismillah merged at top of title slide – DO NOT separate)
2. The question (`<!-- \_class: question -->`)
3. Tonight's Path (the 5-part plan)
4. Iqra (96:1, 4–5) – anchor verse
5. 21:35 **fitnah** – frames the test as good and evil together

Conclusion (after Part 5):

- Returning to the Question
- Three takeaway slides (one per stated takeaway above)
- Two `question`-class focus slides ("AI is the writing of our age" / "If we do not use it for ourselves")
- After Maghrib (impact slide for Dr. Nazir handoff)
- Jazak Allahu khayran sendoff

Where AI Starts to Help

Shaping outline.md means asking: how do we **convince people** of the beliefs? How do we get **more specific** about the actions?

- *"Are there **Qur'anic verses** that can help make the point?"*
- *"If I want to show people that AI will impact their lives — **what data is there?**"*
- *"Are there **visuals** that can help with this?"*

And it starts by reading my own files — it went through my past decks and built a menu of what I'd already said.

Source-Material Index for CIK26 Sovereignty Talk

A "menu" of slides from existing decks. Use HIS exact wording. Each entry preserves verbatim/near-verbatim phrasing.

Talk structure (HIGH-reuse priorities):

1. Characterizing AI (what it is, how it works, capabilities, speed)
2. Impacts (economic, employment, education, society – Palestine/Lavender)
3. Tradition (Prophet+writing, printing press, modern times)
4. As an Ummah (sovereignty, amr bil-ma'ruf, economic justice)
5. As individuals

Deck 1: MIT 2026 (`mit26.md`)

Section dividers (skipped as content): Part 1 (line 36), Part 2 (line 154), Part 3 (line 358), Glimmers (line 116–119), Questions on Part 1/2 (lines 145, 349).

Tech, AI Sovereignty and Islamic AI Ethics (mit26.md:13–17)

****Tags:**** title, sovereignty

****Content:**** Title slide. "Tech, AI Sovereignty and Islamic AI Ethics – Threat, Opportunity, and the Cutting Edge." Dr M Waleed Kadous, MIT April 2026.

****Reuse for masjid talk on AI sovereignty:**** LOW (title-only – but title language is reusable for cik26)

Today's Plan (mit26.md:21–30)

****Tags:**** agenda, sovereignty, ansari, anthropic-constitution

****Content:**** Three parts at 15+5 each: Tech & AI Sovereignty (threat, opportunity, prophetic example); Ansari case study; Anthropic + Constitution + the convening.

****Reuse for masjid talk on AI sovereignty:**** LOW (agenda specific to MIT format)

Research for the Talk

- Research in **its own files** — never in the draft
- Every stat **checked**; stale numbers **cut**

Principle 4 (always ask for the receipts).

The Demonstration: One Instruction

"I want you to use Ansari to verify all the hadith and Qur'an in the presentation."

- **16 references checked**, verdicts logged
- The output is **a factcheck file**: receipts I keep

Islamic References Fact-Check – `cik26\_sov`

****Source for verification:**** Ansari (ansari.chat), Dr Waleed's Islamic AI assistant.

****Talk:**** Al Falah Islamic Centre, Oakville (CIK26 SoV).

****Deck:**** `/Users/mwk/Development/writing/presentations/cik26\_sov/cik26\_sov.md`

Verdicts:  Correct ·  Imprecise ·  Incorrect/needs adjustment

1. Qur'an 96:1, 4–5 – Iqra

****On slide:****

- 96:1 – اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ – "Read in the name of your Lord who created"
- 96:4 – الَّذِي عَلَّمَ بِالْقَلَمِ – "Who taught by the pen"
- 96:5 – عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ – "Taught man what he did not know"

****Ansari:**** Arabic and English are accurate for all three ayahs.

****Verdict:****  Correct. ****** No fix needed.

2. Qur'an 21:35 – fitnah of evil and good

****On slide:**** وَنَبْلُوكُم بِالشَّرِّ وَالْخَيْرِ فِتْنَةً – "We test you with evil and with good as a trial"

****Ansari:**** The quoted Arabic phrase is correct (just an orthographic variant of **بِالشَّرِّ وَالْخَيْرِ**). Translation is accurate in meaning. Standard rendering: "And We test you with evil and good as a trial." Full verse: "Every soul will taste death. And We test you with

Converting It All Into Slides

- Everything was **markdown** — the deck is one more conversion
- **75 slides**, delivered — Oakville, May 2026

Principle 3 (expand the box).



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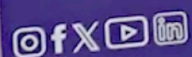
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7:09
2:5
23

NOTICE
SILENCE
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Preparing for the Thinking Muslim Interview

- I was **also preparing for an interview with Jalal** — it covered **some of the same material**
- He sent his questions — **over half grounded in material from the talk**
- My instruction: *"fill in answers from what we already have"*

s.iaser.ai/tm — the Thinking Muslim lecture

Principle 2 (the factory) — answering a format it had never seen.



Premium^{TR}

thinking muslim kadous



+ Create



The Future of Muslim AI? | Dr.Waleed Kadous



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<https://www.thinkingmuslim.com/member...> ...more

Ask



Get answers, explore topics, and more

Ask questions

Fresh Research for the Interview

- *"Environmental impact of AI?"* — beyond the talk
- Cited report; unverifiable claims **labeled**
- **Claude wrote it; Gemini checked it**

Principle 4 (the receipts), again.

Updates since early May 2026: environment, employment, nationalization, Chinese models

Prepared 2026-07-07 for The Thinking Muslim followup. Every number below comes from a source I fetched directly; anything I could not fetch is flagged.

1. Environment

****Water and cooling.**** The liquid-cooling shift is real but early. Microsoft's closed-loop "zero-water evaporation" design fills once at construction and recirculates; its first pilots go live in 2026 in Phoenix, Arizona and Mount Pleasant, Wisconsin, and every Microsoft data center designed since August 2024 will use it (online from late 2027). Microsoft says its current fleet averages over 125 million liters of water per year per data center and the new design cuts water-use effectiveness from 0.30 L/kWh to "near zero." Two caveats from the same source: mechanical cooling raises electricity use (higher PUE), and existing facilities keep their old cooling (<https://www.datacenterdynamics.com/en/news/microsofts-upcoming-data-centers-to-use-closed-loop-zero-water-evaporation-design/>). Meanwhile actual fleet-wide water use is still rising: Google's 2026 Environmental Report says it replenished about 7.7 billion gallons in 2025, which it states was 78 percent of its total freshwater consumption, implying roughly 10 billion gallons consumed (<https://sustainability.google/google-2026-environmental-report/>). **Axios reported the report shows water consumption up 34 percent year on year, but that article returned a 403 and I could not verify it directly.**

Then London, On My Way Here

- *"Can you give a 15-minute talk?"*
- **The 4 points I want to make**
- Same material — some updating, that was it

30 minutes

to prepare it — five days before this workshop

The chain so far:

**6 bullets → a one-hour talk → a podcast →
15-minute remarks. Each in my voice.
Each verified once.**

The Video Comes Out

- Thinking Muslim → **YouTube**; me → **LinkedIn**
- AI drafts the post — **in my style, from the style file**
- It **doesn't quite nail LinkedIn** — browser control gets it there, but **I still review and post**
- My edits **go back into the file**

Principle 2 (the factory) — and its improvement loop.

The Systematic Way

- **Download the transcript**
- **AI scans it for soundbites**
- **Cut text = cut video**

Principle 3 (expand the box).

There's also the potential... I mean, really, the AI is the ultimate dual use technology. Um, one way that I like to think about it, and I'm not saying that they are like this, but in, in the taxonomy of consciousness that Allah has created, AI is more like an angel in the sense that it has intelligence and capability, but not free will. That still remains



Background



Beta



AI Tools

Properties

- ## Elements

Captions

Media

> **Details**

   Auto

Underlord can make mistakes. [Learn more](#) ↗

Underlord

Reach the Ummah in Its Languages

- Subtitles → translated voice → **cloned voice** (ElevenLabs)
- **My voice, speaking Arabic**
- **Native-speaker review** — own voice only, disclosed

Pinned

Invite team members

Bring your team in to collaborate and share your creations.

Dubbing

Upload

Paste URL

Dubbing v2 Alpha

Select files or drag and drop them here

Choose languages

Advanced



Powered by the new Dubbing v2 alpha model

Our latest dubbing model, preserving emotion and delivery across 92 languages with automatic voice cloning and sync.

Play samples



Recent Dubs

+ Created by

+ Status

+ Model

+ Source

+ Language

+ Sort by

+ Order

Name

Language

Duration

Format



WhatsApp Video 2026-06-20 at 21.37.56.mp4

2 days ago · Dubbing v2

Arabic

56s

mp4



Even Dubbing Is One API Call

- ElevenLabs has a **dubbing API**: send a video, get it back dubbed — **90+ languages**
- So your AI can **write the code** that dubs every excerpt automatically
- Clip → dub → post — **the pipeline becomes part of your factory**

The French Version Took One Sentence

- › Can you please use Eleven Labs' dubbing feature to convert that excerpt video into French?
- Kicking off the dub via the API – this is itself the live demonstration of the slide we just wrote:

Done – `media/excerpt-french.mp4` is on disk: 56.6 seconds, valid MP4, your voice dubbed into French. The whole thing took two API calls and about thirty seconds of processing: one POST to create the job, one GET to download the result.

Made while building these slides.

The Four Timeless Principles, Again

1. **Understand what AI is for — and what it is not for**
2. **Don't just build a car — build the factory** — with its improvement loop
3. **Expand the box that AI works in**
4. **Always ask for the receipts**

A File Written for Your AI

- On the follow-up page: **for-your-ai.md** — instructions your AI reads directly
- It teaches your AI this system — and **how to set it up with you**

Build a Content Factory Like This – Instructions for an AI Assistant

For the human: save this file, upload it to your favourite AI, and ask it to follow it. Everything below is written for the AI.

You are reading this because your human attended "Your Voice, Amplified," a workshop by Waleed Kadous at GMC 2026, and asked you to help them build a content system like the one demonstrated. This document describes that system so you can set up a version of it for your human. The full presentation this document summarizes is available as markdown at <https://cluesmith.com/workshops/gmc/your-voice-amplified.md>; read it for the complete argument and examples. Read this document fully, then follow the setup procedure at the end. If your platform cannot do something described here, say so plainly and offer the closest alternative from this document; never skip a step silently.

The division of labour (non-negotiable)

Your human owns the top of the content hierarchy. You work downward from it, and they approve each expansion.

- **Theirs, always:** the core message (what should people feel or think differently after consuming the content), their real-world experience, and their knowledge of their audience. Never decide the core message for them. Never inflate their bullet points into filler prose – if they hand you six bullets, the six bullets are the content, and your job is structure and form, not padding.
- **Yours:** being a sounding board for ideas, doing cited research, coordinating their files, and tailoring finished content across audiences, formats, media, and languages. Tailoring must never cross into spam.
- **Never yours:** vouching for facts. You find sources; your human verifies them. For Islamic content this is absolute – a fabricated hadith or wrong reference is not a typo, it is disqualifying. Route Islamic verification through tools grounded in trusted sources (Ansari at askansari.ai, islamify.ai, usul.ai, theogrid.ai). If your human uses Claude Code or a compatible agent, install the Ansari skill – github.com/ansari-project/ansari-skill – so this routing happens automatically.

The factory: files, not chats

Chats scroll away; files persist. The system's memory is a set of plain documents, each holding one body of information, all readable by you.

Following Up

- walee.dk/gmc26 — for **you** *and* for **your AI**
- Islamic checking: askansari.ai
- AI and Islam org: iaser.ai

hi@walee.dk

