Give the crew the script.

AI agents give confident wrong answers when they cannot see your company's facts. How to build a shared knowledge base they can rely on, one approved file at a time.

PRODUCTION
The context gap

DIRECTOR	CREW
You	AI

SCENE	TAKE
05	01

An agent that does not know your services, prices or policies fills the gaps with plausible guesses. It sounds sure of itself either way. **The fix for most wrong answers is better context: approved facts the agent can find and trust.**

Context engineering means deciding what the agent should know, writing it down once in plain files and keeping it current. You do not need a data team to start. You need an owner, a clear structure and a regular review.

01 Five kinds of knowledge an agent needs

FACTS

Company facts

INCLUDES
Services, products, locations, history and approved figures.

TEST IT
Every number has a source and a date.

VOICE

Voice and style

INCLUDES
Tone, words to use and avoid, and strong examples.

TEST IT
Ask it to rewrite a sample in house style.

LIMITS

Limits

INCLUDES
What the agent must never claim, share or promise.

TEST IT
Ask a question it should decline.

PROCESS

How work gets done

INCLUDES
Steps, templates and who approves what.

TEST IT
Ask it to walk through a task step by step.

SOURCES

Where to look

INCLUDES
An index that routes each question to the right file.

TEST IT
Ask which file the answer came from.

THE OWNER

The owner

KNOWS
Which files are current, and who approves changes.

ASKS
"What did the agent get wrong this week, and which file fixes it?"

02 A pile of documents versus a knowledge base

A PILE OF DOCUMENTS		A KNOWLEDGE BASE
Every document uploaded at once	→	**A small set of approved files to start**
Old and new versions side by side	→	**One current version, dated**
Long documents on many topics	→	**One topic per file, with a clear title**
Anyone can change anything	→	**Named owners and defined permissions**
Answers with no source	→	**Answers that name the file they used**

WHY IT MATTERS

In a June 2026 survey of 101 enterprises, 57% had traced an incorrect AI agent answer to missing or inconsistent business context. Only 25% had a governed context layer in production.

VentureBeat, VB Pulse survey, June 2026

03 Build the first version in two weeks

Start with the questions people ask most, not with every file you own.

The starter knowledge base	5 STEPS
01 · QUESTIONS	List the 20 questions staff and clients ask most often.
02 · FILES	Write one short file per topic that answers them.
03 · INDEX	Add an index that says which file covers what.
04 · TEST	Ask all 20 questions. Fix the file behind every miss.
05 · OWN	Give each file an owner and a review date.

From my work: the shared knowledge base I co-built for a company's AI agents.

FROM MY WORK

FILES	86 interlinked Markdown files, one topic each.
ROUTING	Query routing points each question to the right file.
VOICE	A tone-of-voice standard every agent follows.
ACCESS	Defined permissions: some projects read, some write back approved updates.
USE	One base behind the agents and daily AI projects.

04 Five habits that keep it accurate

Count the ones in place. 0 to 1: start with the index and owners. 2 to 3: add a weekly error review. 4 to 5: open it to another team.

01

Log wrong answers

Each miss points to a gap.

TRY IT
Keep a list of answers that missed.

02

Fix the file

Correct the source, then retest.

TRY IT
"Which file should have covered this?"

03

Date everything

Old facts cause confident errors.

TRY IT
Add a last-reviewed date to each file.

04

Name owners

Someone answers for each topic.

TRY IT
Assign an owner to every file.

05

Keep limits current

New rules go in when they change.

TRY IT
"What must the agent never say?"

05 Ready to connect an agent

Check these before an agent answers anyone outside your team.

BEFORE GO-LIVE

- [ ] Top questions are covered.
- [ ] Every file has an owner.
- [ ] Limits are written down.
- [ ] Answers name their source.

Expand when

- **Test answers are consistently right.** Add the next 20 questions.
- **Owners update without reminders.** The routine is working.
- **People ask it first.** It has earned trust.
- **Another team asks.** Connect their agent to the same base.

Keep a person involved when

- **Answers go to clients.** A person approves first.
- **Prices or numbers appear.** Check them against the source.
- **Private data is nearby.** Set who can read and who can write.
- **The rule of thumb.** Agents draft, people decide.



Write it down once. Every agent benefits.

David Martin. I co-built a shared AI knowledge base for a company's agents and projects, and I train people to direct AI rather than just ask it questions. If this guide helps your team, I would love to hear about it.

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Guide 1: Take the director's chair
All eight guides in the series