

March 23, 2023



The Future of AI

And What It Means To Financial Advisors

Howard Getson

Capitalogix[®]

Want Our Slides? Scan This QR Code



What We'll Discuss Today

The Current State Of AI

Leveraging AI: What You Need To Know

Thinking About AI: Mastery Mindsets

Getting Started

How To Implement New Capabilities

**To have you see that AI is a tool
you can use in your practice as a
financial advisor**

To have you think about what you want to accomplish in your practice and how AI might help you get there.

To make a commitment to get started and begin making incremental gains in your use and understanding of AI

Howard Getson

Chief Executive Officer and Founder

Experience:

Capitalogix (2000-present): Founder and CEO

- Focused on enhanced decision-making using exponential technologies and multi-disciplinary best practices

IntellAgent Control (1991-2000): Founder & CEO

- Inc. 500 company that won an IBM-Lotus Beacon Award for best business application.

The Hastings Center (2017-Current): Advisory Council

- Bioethics and AI research institute

Education:

M.B.A. in Finance from Northwestern University's Kellogg School of Management

J.D. from Northwestern University Pritzker School of Law

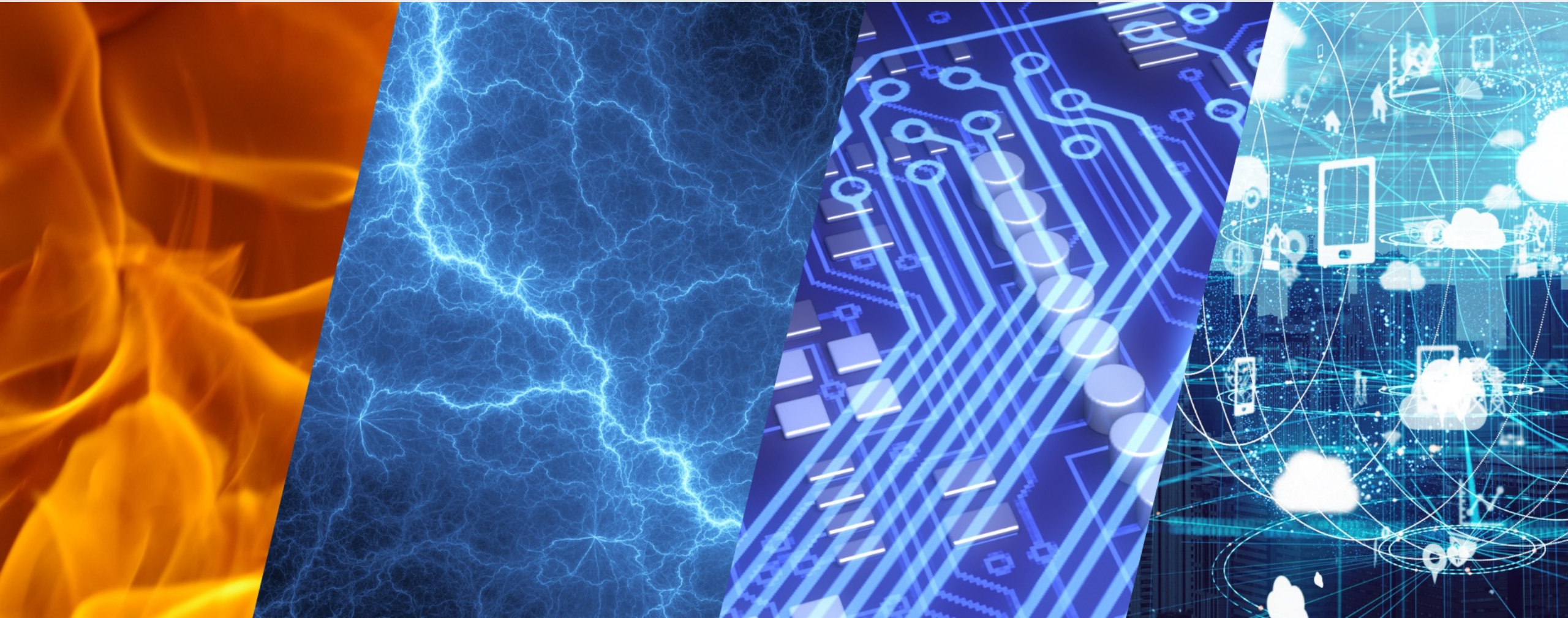
B.A. in Psychology and Philosophy from Duke University



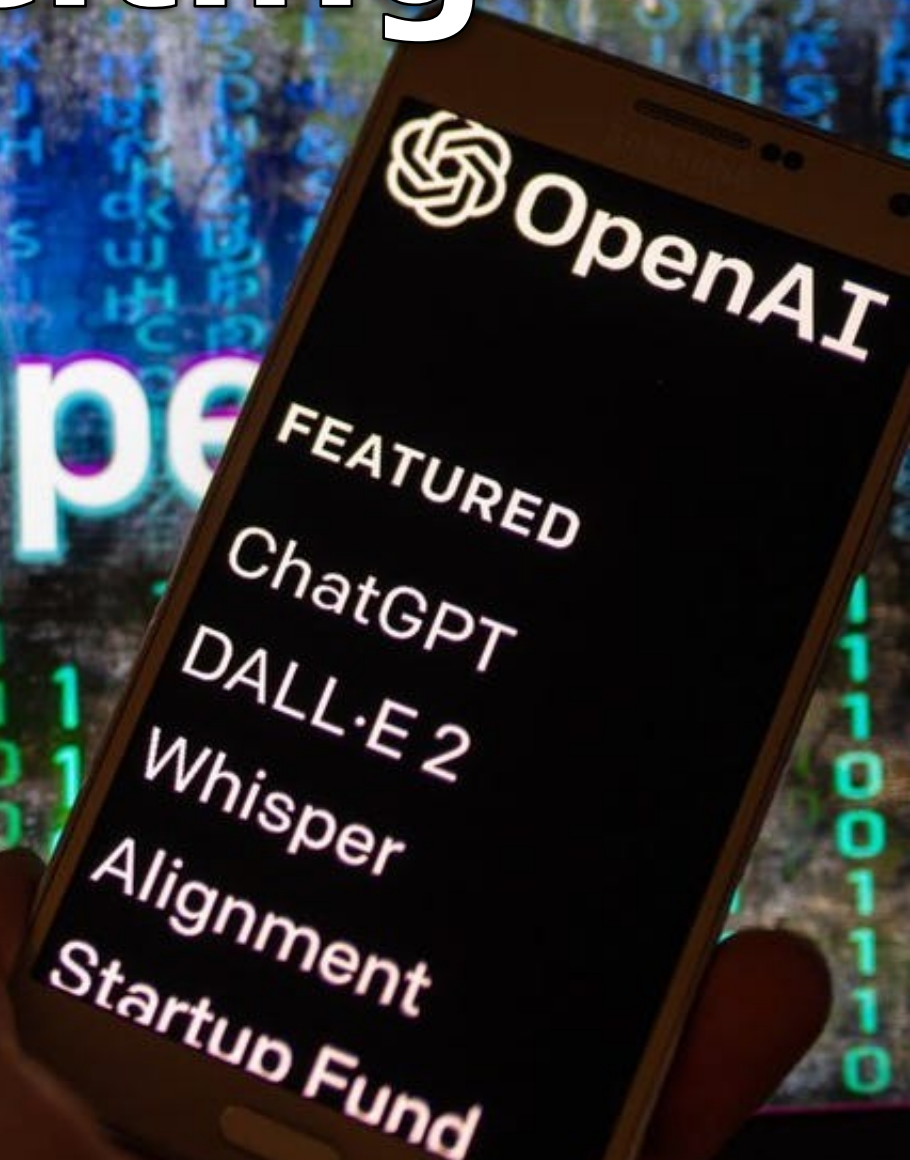
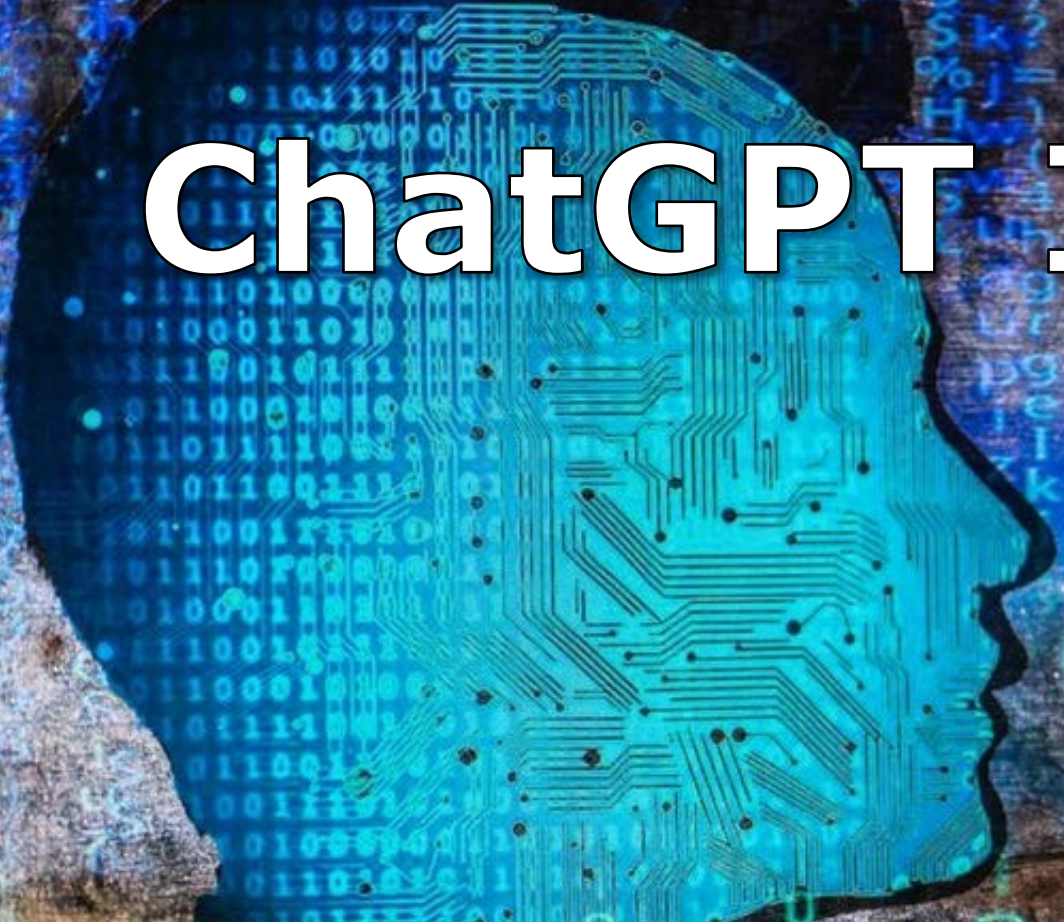


The Current State Of AI

**AI Will Be As Important An Invention
As The Discovery Of Fire, Electricity,
the Computer, and the Internet**



ChatGPT Is Exciting



Don't Get
Hung Up
On The
Tool



AMERICA
Online

palm

Y!

myspace

current
city

xerox

Ask
jeeves

N Netscape

Keap/Infusionsoft – E-mail Autoresponder

Sanebox – Inbox Zero E-mail Sorting

PhraseExpress or **TextExpander** or **PopClip** – Text Macros

Paste or **ClipMate** – Clipboard Manager

BookLikeABoss – Scheduling Agent (www.talkwithhg.com)

MeetGeek and **Otter.AI** – Auto-Transcription

TechSmith Camtasia, **Snagit**, and **Audiate** – Screen Capture and Video or Image editing

Backtrack – Audio Recorder that works up to 5 hours in the past

HippoVideo or **Warm Welcome** – Personalized Videos

IrisClarity or **Krisp.AI** – Voice Isolation and Noise Removal

Flipboard and **Feedly** – Content Discovery

Heyday – Content Connection and Knowledge Management

Evernote and **Notion** and **Readwise** – External Brains

Zapier and **ITTT** – Tool Integration

Grammarly or **Hemingway** – Editing & Grammar

ChatGPT – Writing Help & Brainstorming



Leveraging AI: What You Need To Know



A long, straight asphalt road with a white center line and side lines stretches from the bottom center towards the horizon. The road is flanked by dark, scrubby vegetation. In the distance, a range of mountains is visible under a hazy, overcast sky with some light clouds. The overall tone is somber and contemplative.

You're Early.

**It's about incremental progress
toward the inevitable**

FOMO Is Your Enemy



**Focus On What You
Want and How
Technology Can Help
You Get That**

You Have Time



What's The Best Way To Invest in AI?



A wooden toolbox filled with various tools including a hammer, wrench, screwdriver, and pliers, resting on a laptop keyboard. The background shows a blurred laptop screen with colorful icons.

**AI Is Just A Tool ...
Focus On What Matters**

Automate The Right Things



 DALL-E 2


synesthesia

 CHAT GPT

 Jasper

**It's easy
to get
started**





Commercial

Built For You

The Mistake

Matching Technology To
A Problem

The Solution

Making Progress Toward
What You Really Want

COMPLIANCE



**Just because
ChatGPT said it**

**doesn't mean
it's true**

A composite image with a blue and white color scheme. In the upper right, a white robotic hand with blue joints holds a glowing yellow coin. In the background, a laptop screen displays a financial candlestick chart with green and red bars and blue trend lines. In the foreground, several stacks of gold coins are placed on a laptop keyboard. The overall theme is technology, finance, and artificial intelligence.

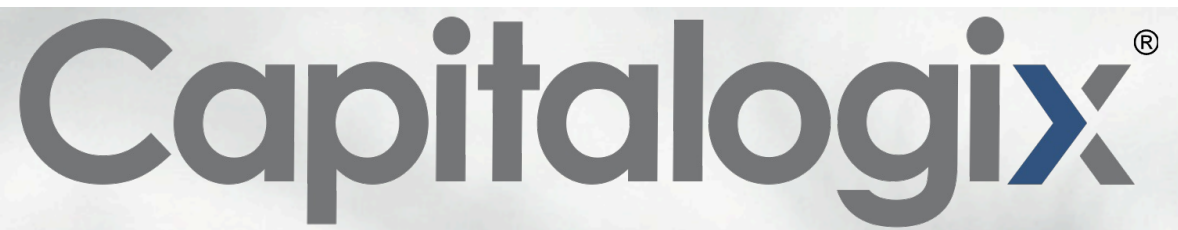
**Here's Where It
Started For Us ...**

Where Will It Start For You?



Your Journey Starts With One Step

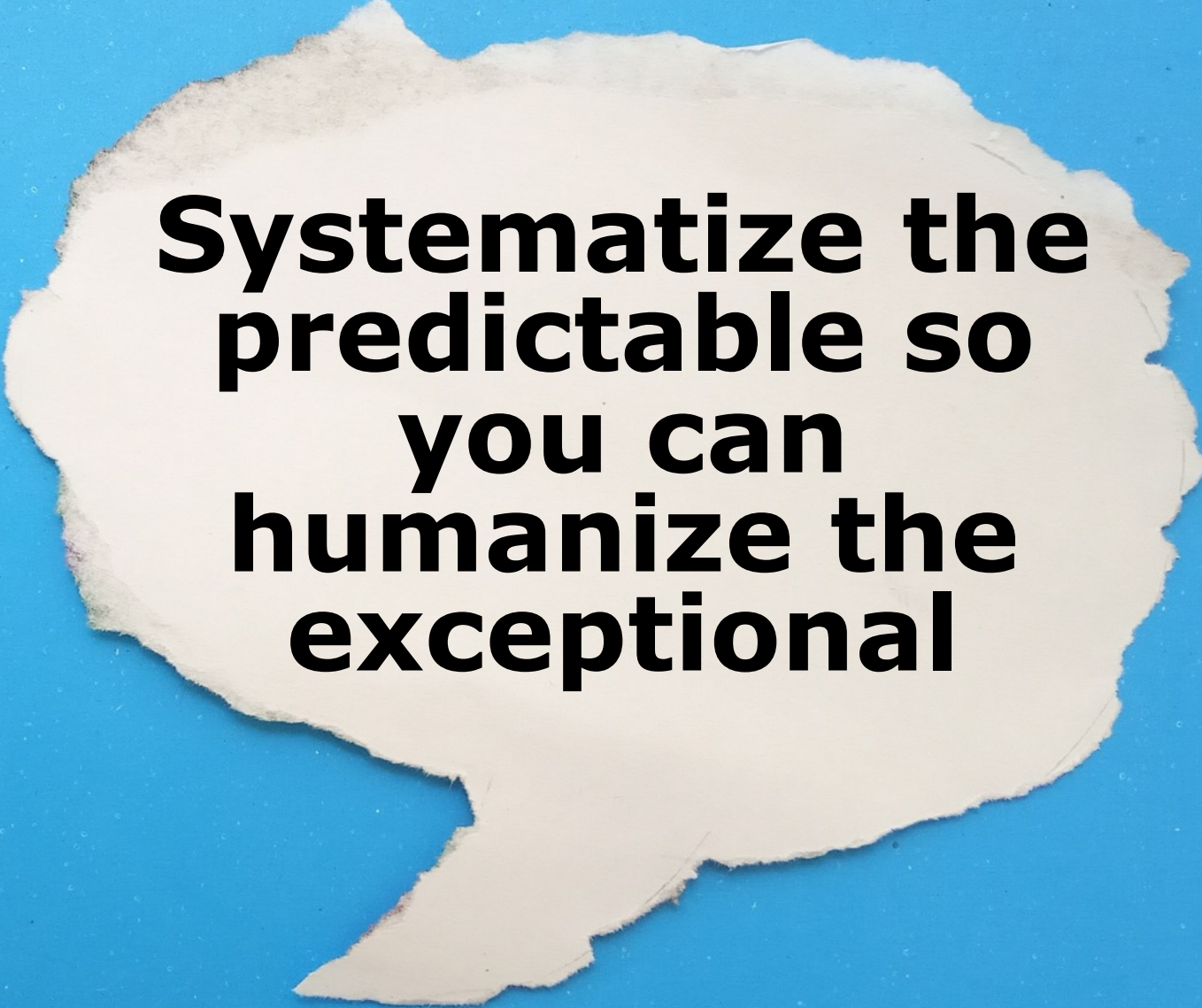




How To Think About AI

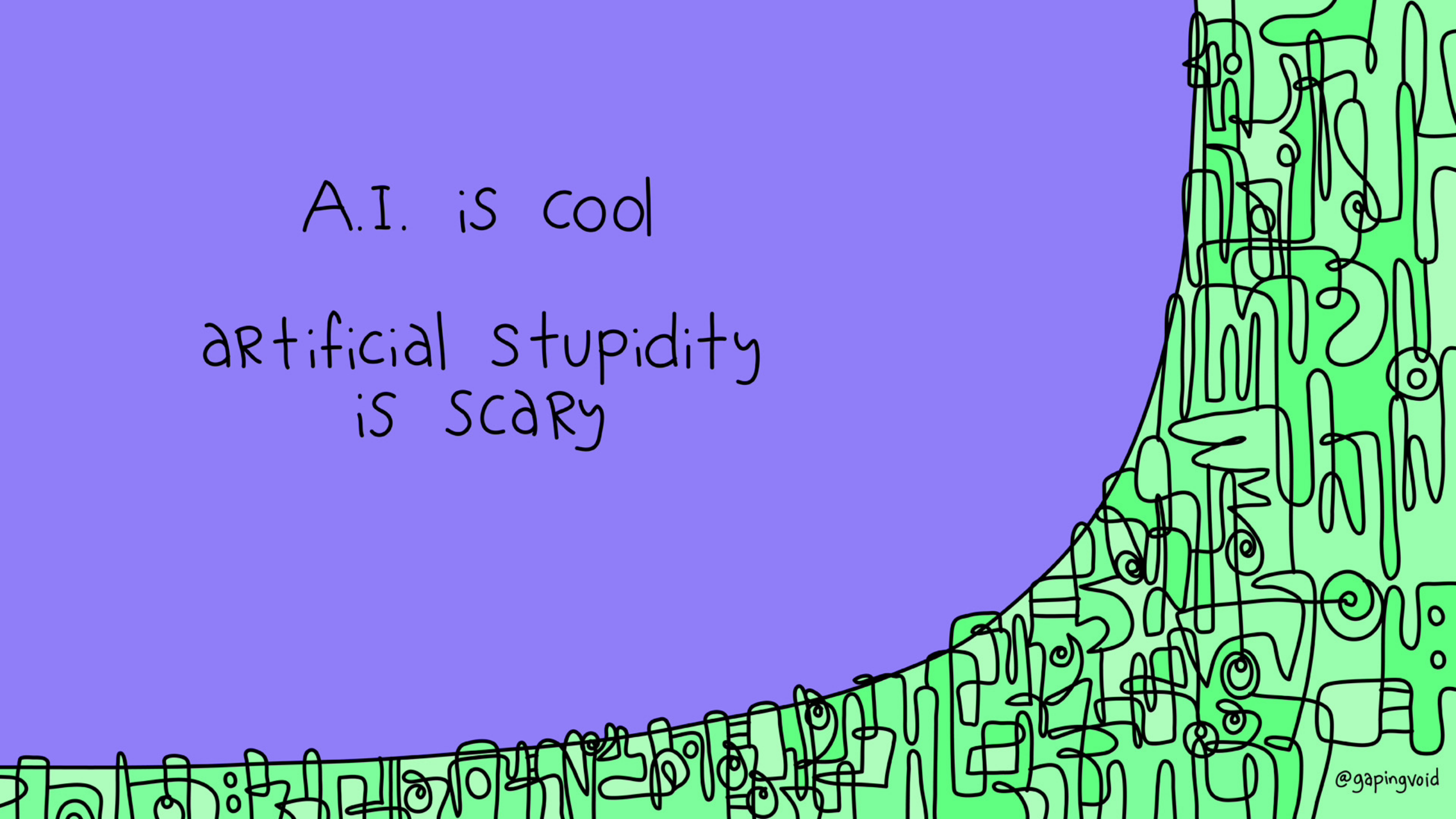
Mastery Mindsets

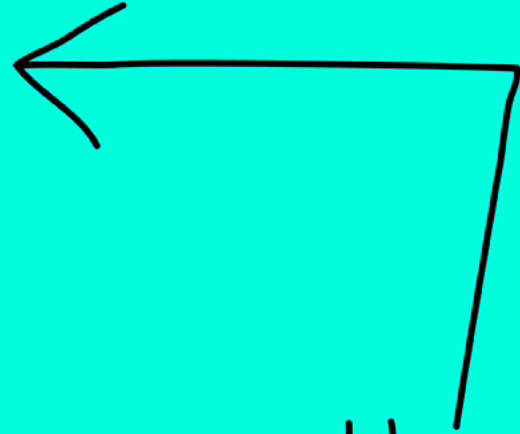
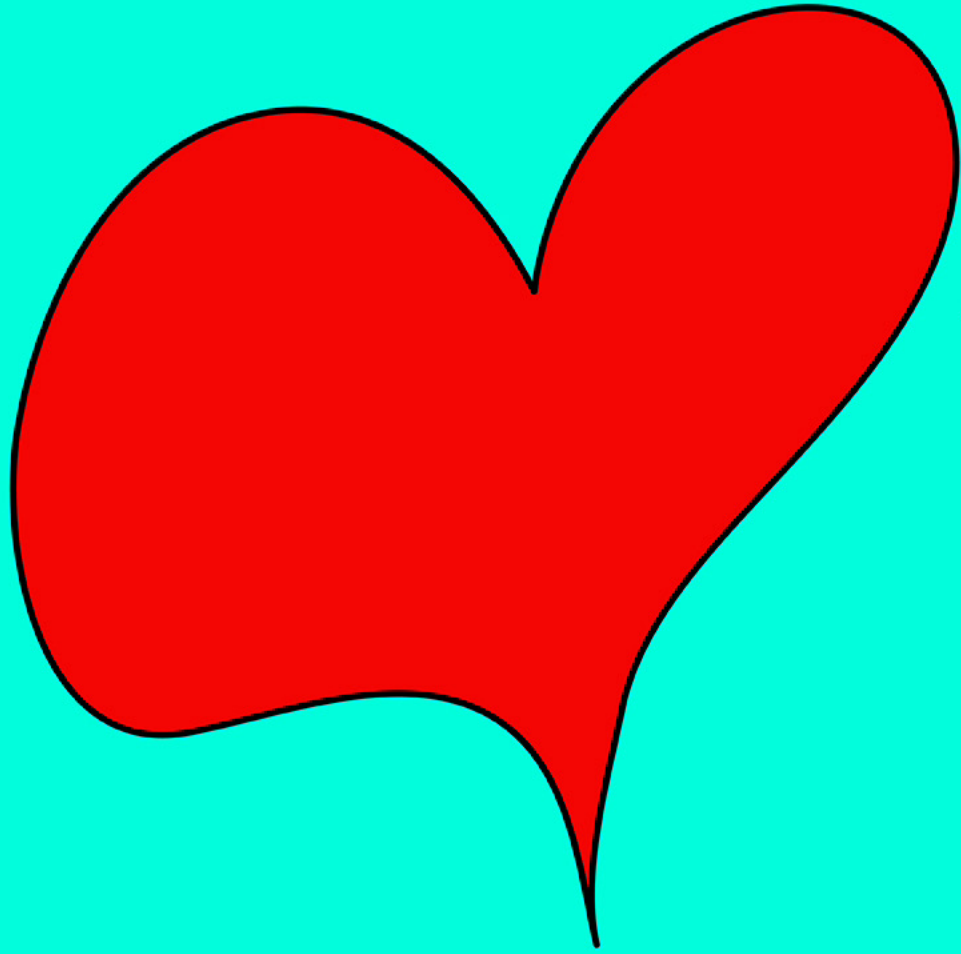




**Systematize the
predictable so
you can
humanize the
exceptional**

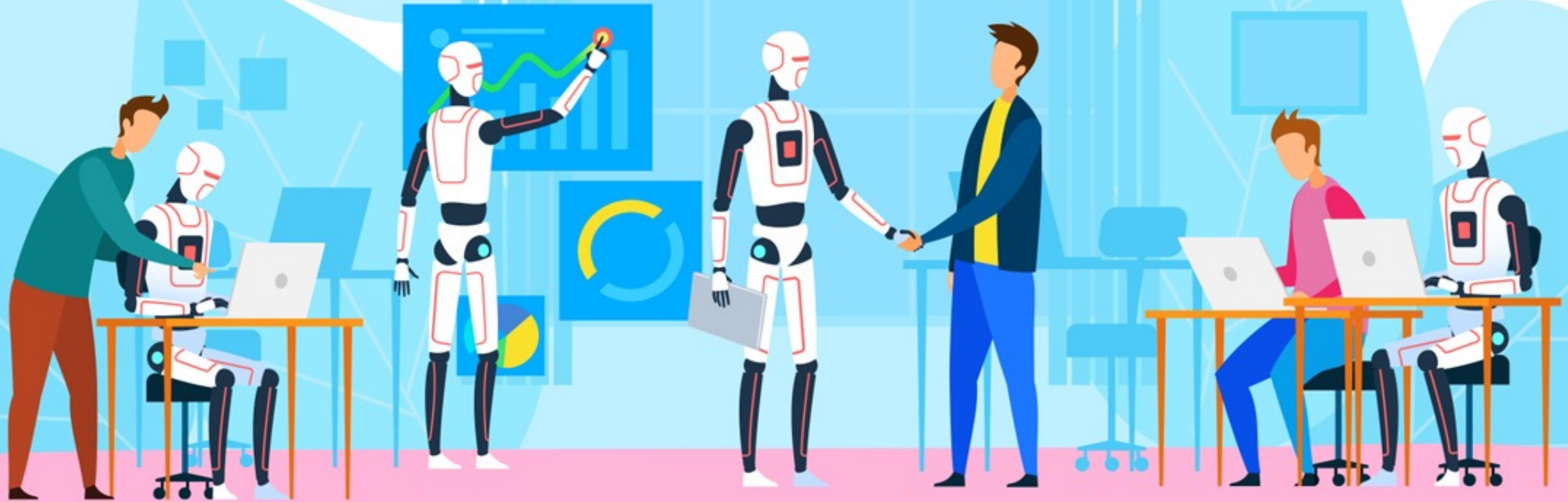
A.I. is cool
artificial stupidity
is scary





the
heartbeat
of A.I. is
still human

Preserve The Magic ...



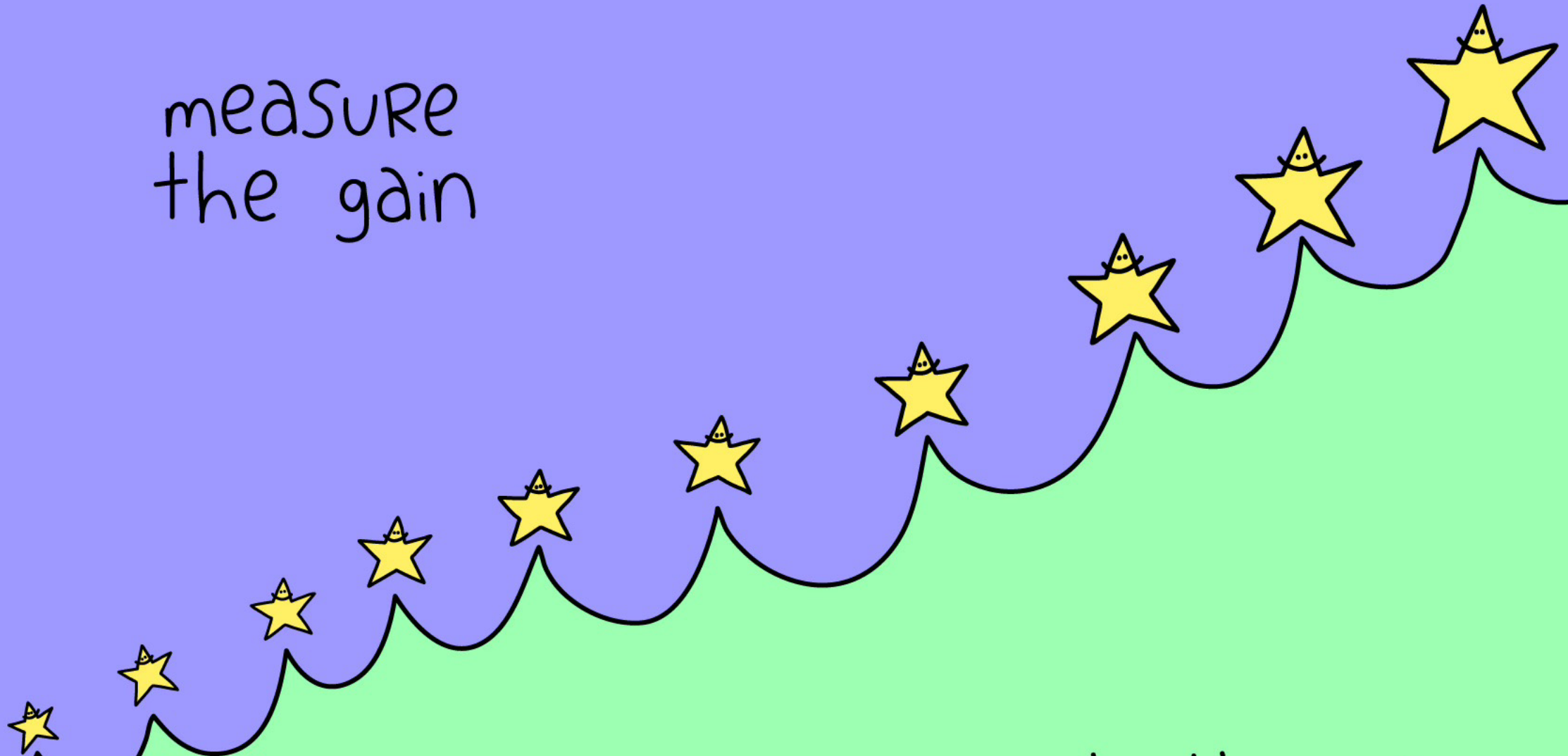
Don't Automate Your Unique Ability

**Don't Let
Perfect ...**

**Get In The
Way of Good**



measure
the gain



not the gap

A black and white photograph of a hand holding a pocket watch. The watch is ornate with a decorative case and Roman numerals on the face. The hand is positioned in the center, with fingers slightly curled around the watch. The background is dark, making the watch and hand stand out.

**Timeless
Wisdom**

**Focus On
What
Doesn't
Change**

**Humans Often Recognize Big
Changes On The Horizon...**

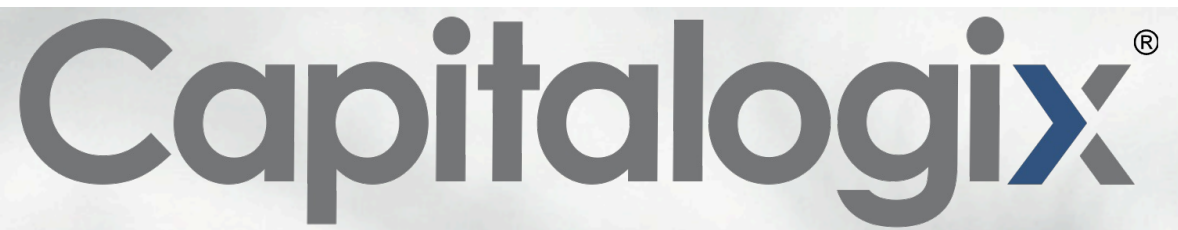


**But Rarely
Anticipate
The Consequences**



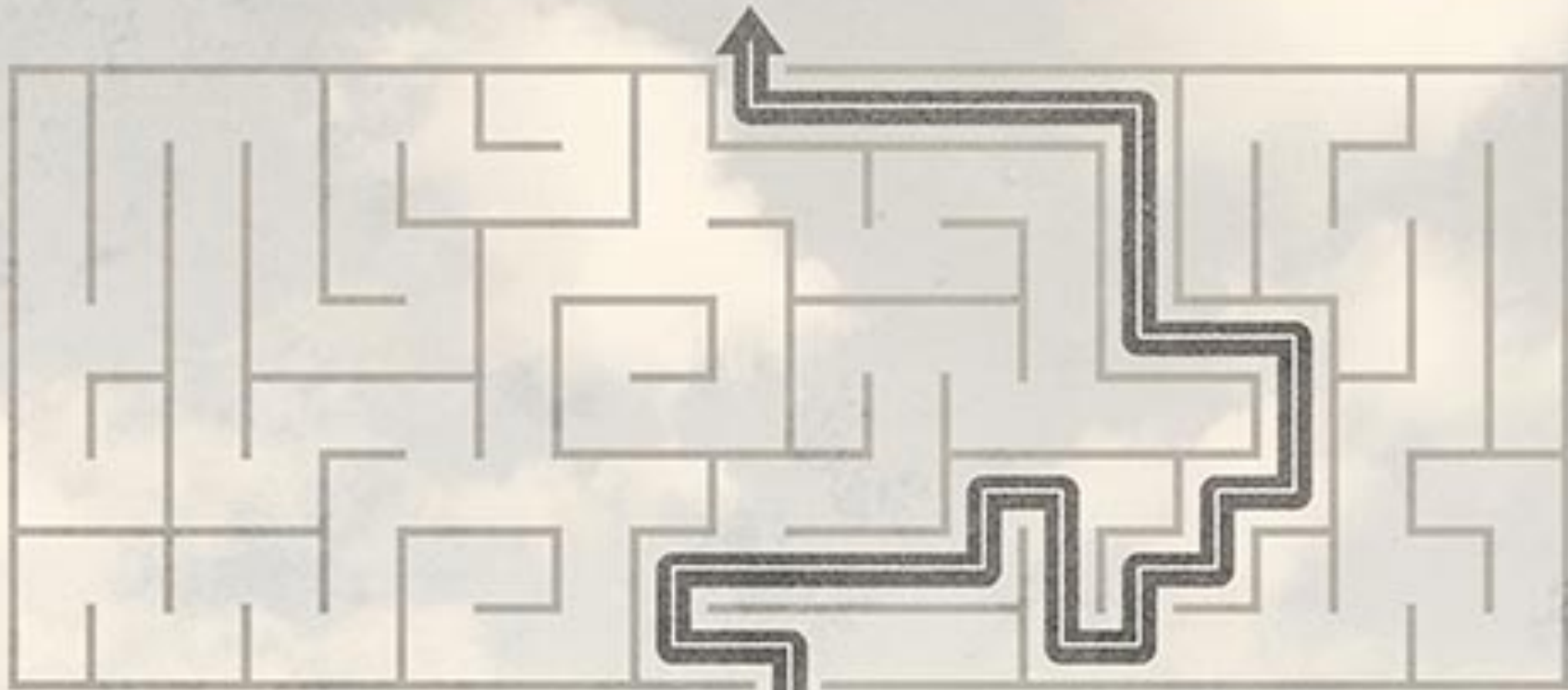
Kodak

BLOCKBUSTER



How To Get Started With AI

**Begin With
The End In
Mind**



Four Questions To Ask Yourself Before You Start

1. What do you want 3-5 years from now?
 2. What milestones do you need to reach?
 3. What constraints will you face?
 4. What capabilities will you need?
-

Are You Ready For Tech Adoption?

Capitalogix®



11 Key Tech Adoption Drivers

1. Technology adoption is fundamental in the long-term success of your businesses

How well do I leverage new technologies and innovation during my most challenging moments?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

2. If you don't know what your edge is, you don't have one

How accurately can you measure your results in real-time, all the time?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

3. In order to differentiate yourself from your competitors, you must challenge the way you think, decide, and act

Do you have processes in place to challenge your thinking and results?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

4. To amplify your intelligence and create new edges, you must commit to a desired result instead of a desired approach.

How often does your business make significant improvements?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

5. To adapt for growth and thrive through change, you must learn when and how to automate

How well have you adopted automation into your critical processes?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

6. To capitalize on opportunities, you need a robust platform and scalable infrastructure

How confident are you that your systems are ready to scale with opportunities?

1 2 3 4 5 6 7 8 9 10



DON'T LET THE PAST
GET IN THE WAY
OF THE FUTURE.



You Have a Chance To Play a New Game

- Name The Game
- Understand The Desired Outcomes
- Define The Rules
- Decide How To Keep Score
- Clarify Evidence Of Success
- Predetermine When To Stop Playing



Because Of AI, You're Playing a Different Game



How Do You Create An Edge?

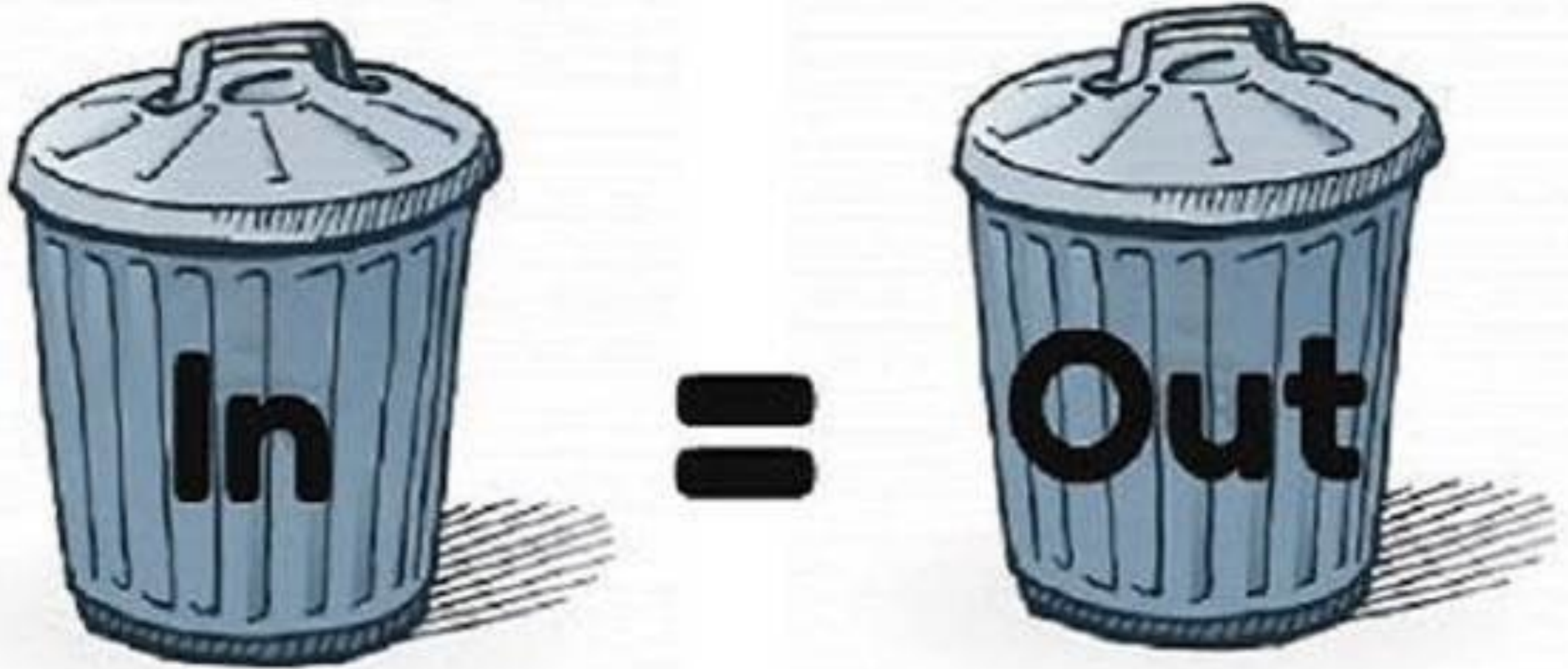


Be Unique, Hard To Replicate & Exciting

What Data Do You Need?



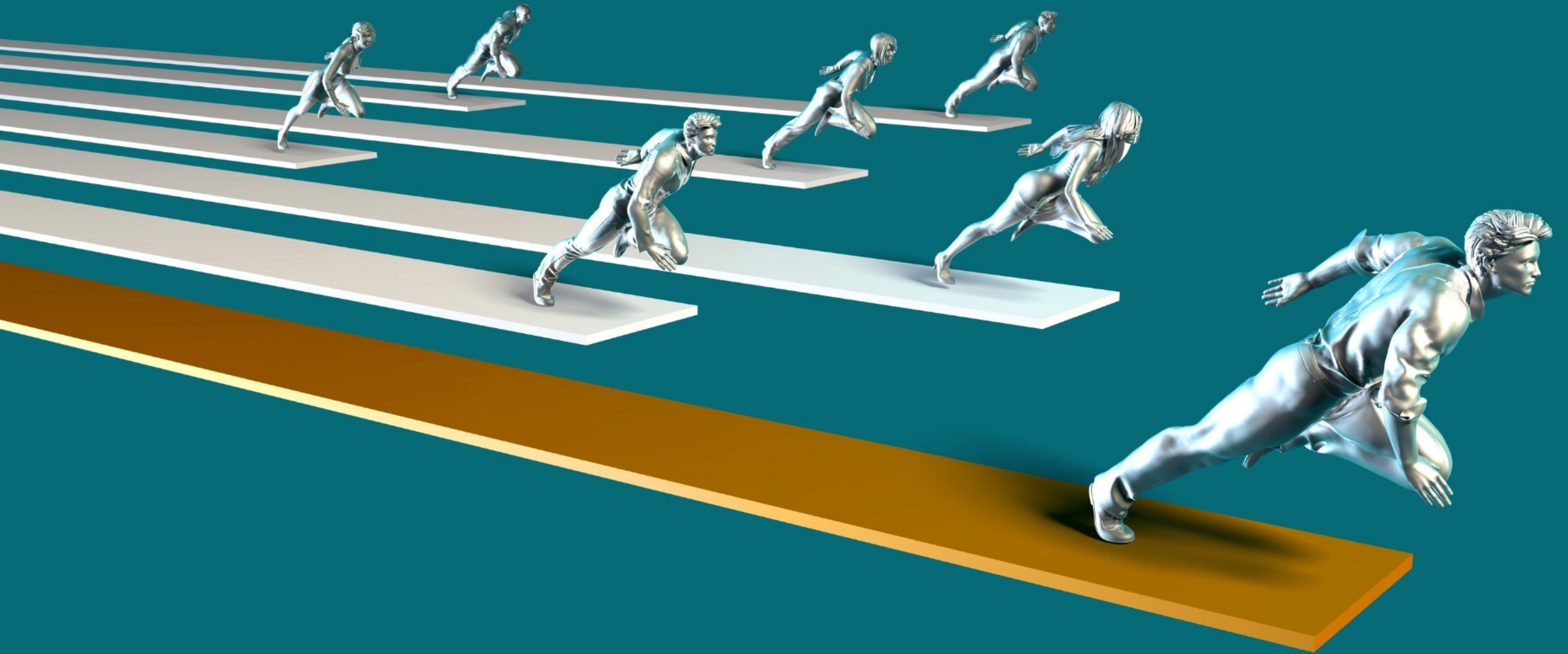
Success Depends On Data Quality



To Do The Impossible, Make The Invisible, Visible



How Can You Extend Your Edge?

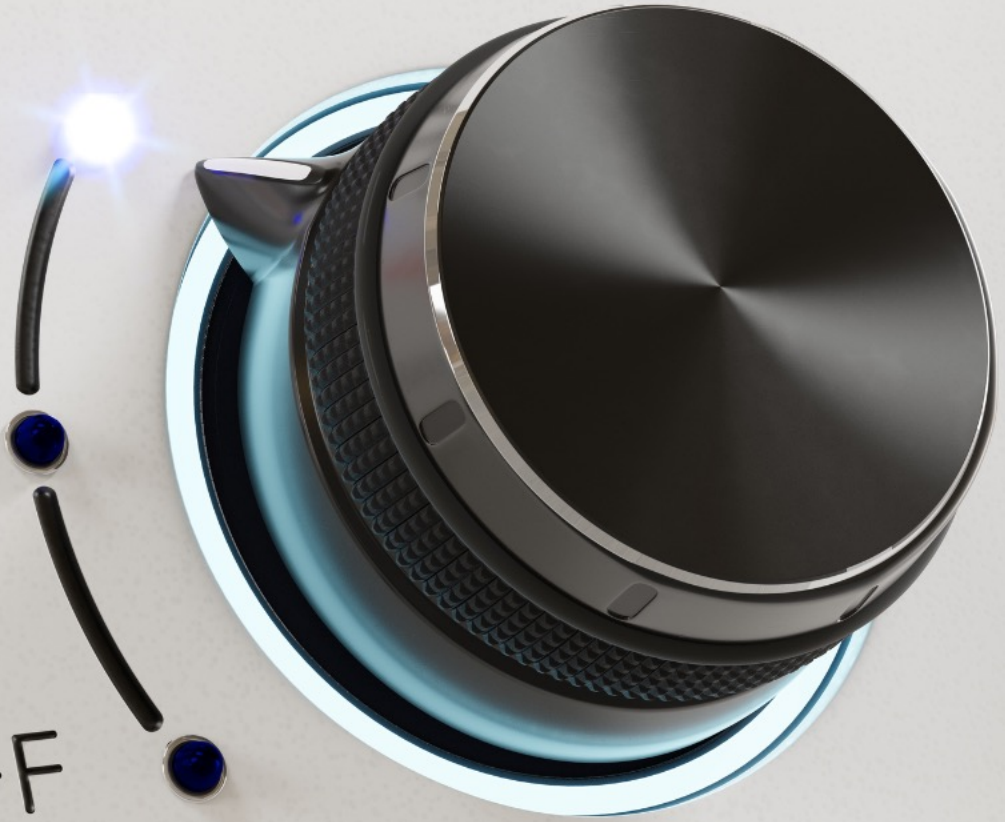


GROWTH

EXPONENTIAL

LINEAR

OFF



**Stack
Easy
Wins**

WIN

**WIN
AGAIN**

**WIN
MORE**





Questions or Comments

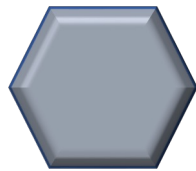
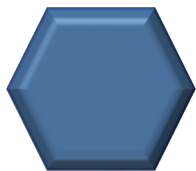
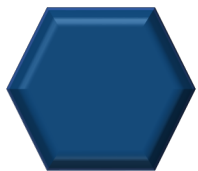
Based On What You Just Heard

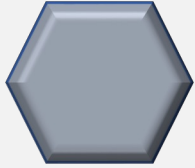
The Tech Adoption Model

**It's Easier To Predict Human Nature Than
It Is To Predict Technology Adoption**

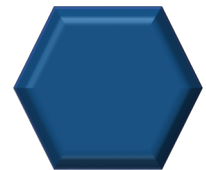
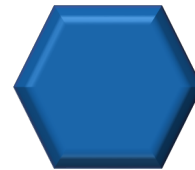
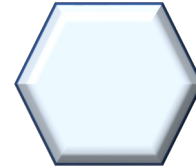
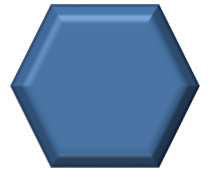
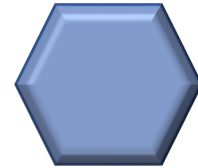
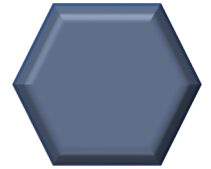
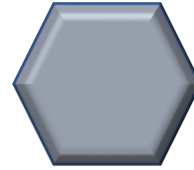
A hand is shown at the bottom left, palm up, holding a glowing digital lightbulb. The lightbulb is composed of a network of blue lines and dots, with a warm orange glow emanating from its center. The background is dark blue with scattered blue dots and geometric shapes.

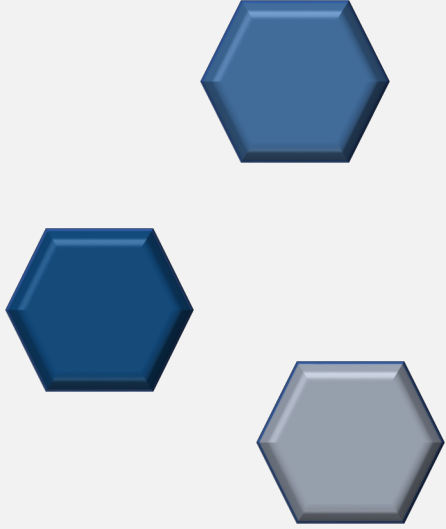
**“People Rarely Try
To Accomplish
What They Don’t
Believe Is Possible”**





Capabilities

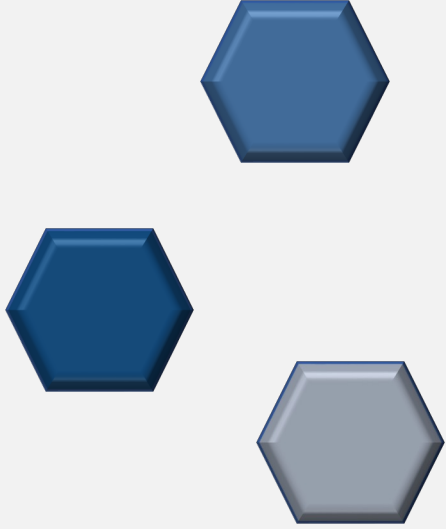




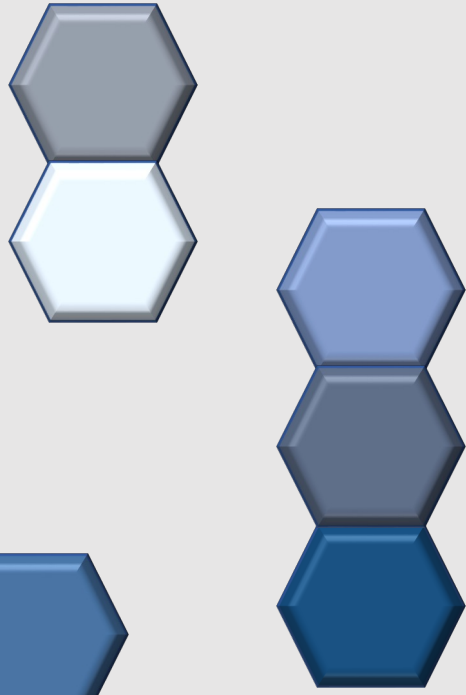
Capabilities



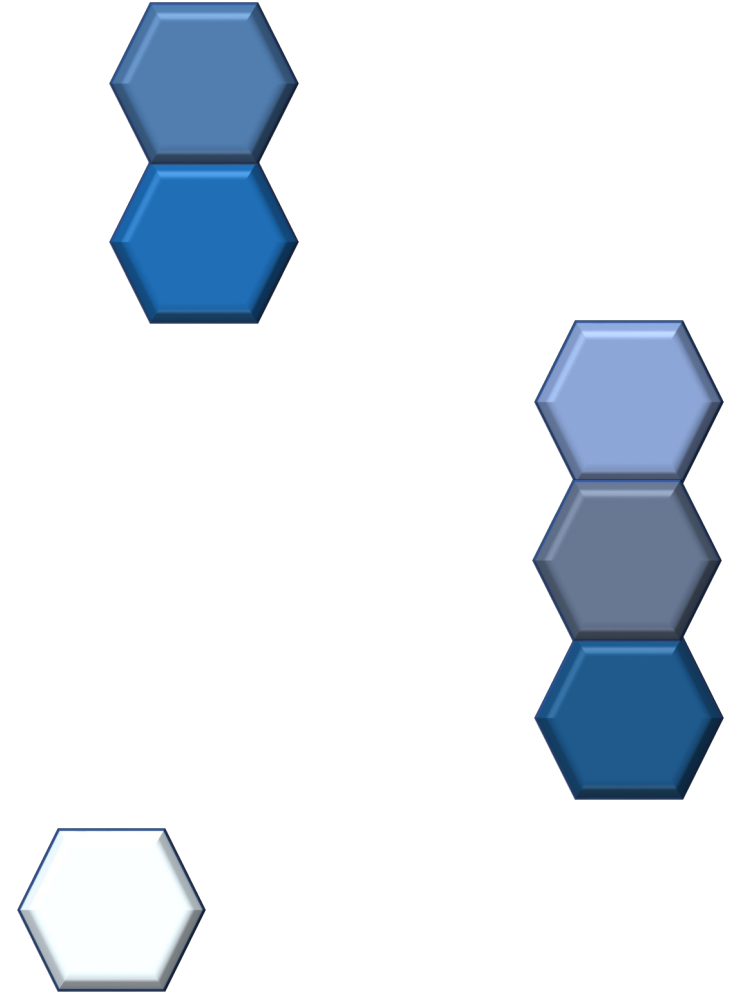
Prototype

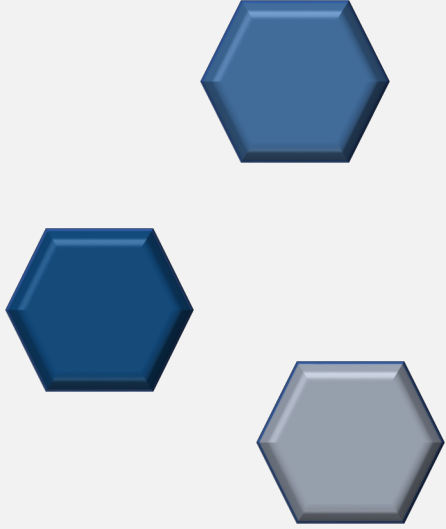


Capabilities

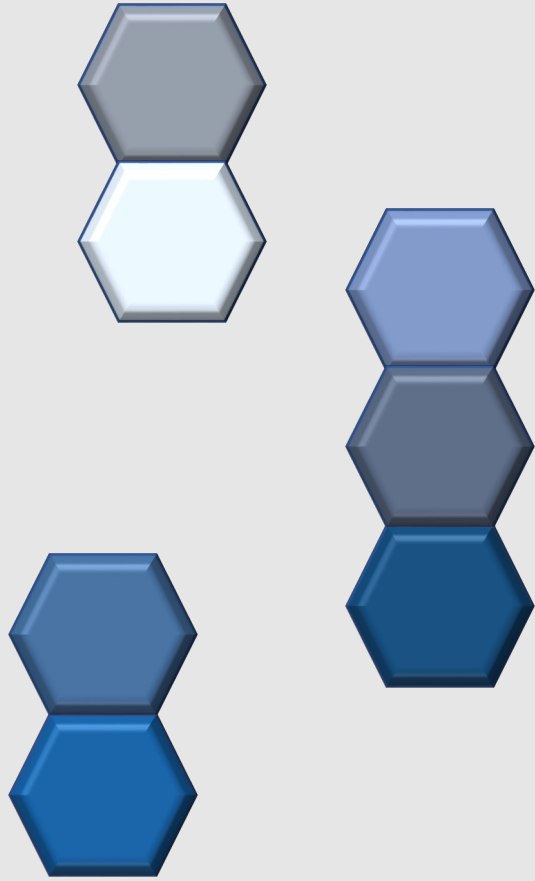


Prototype

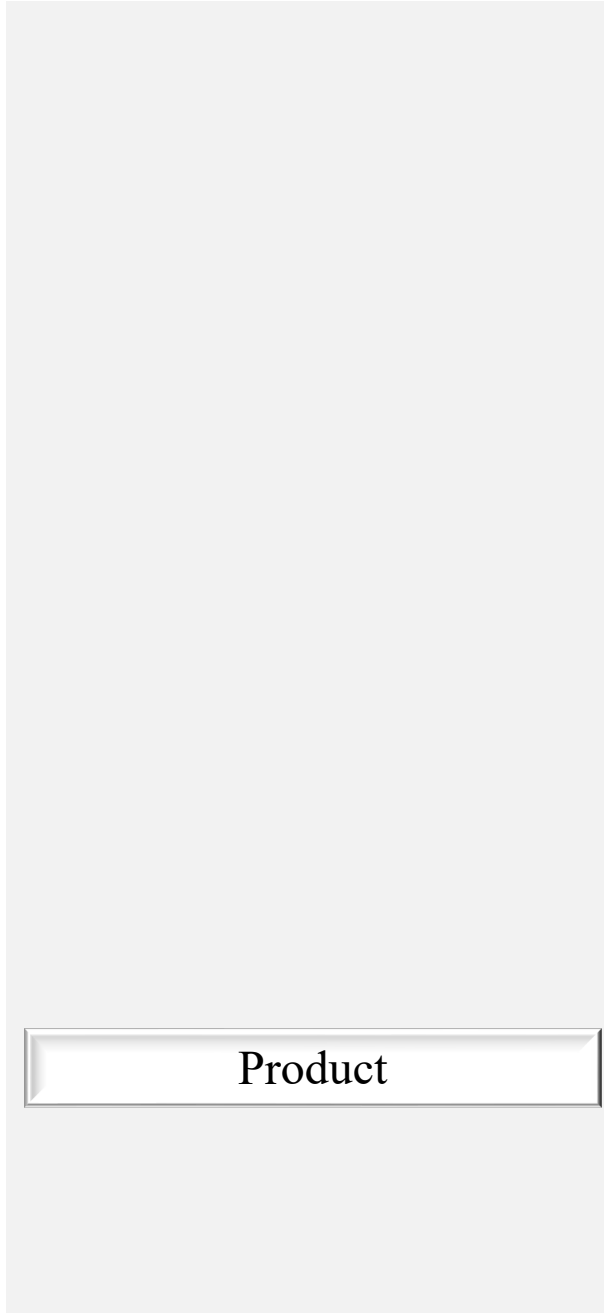




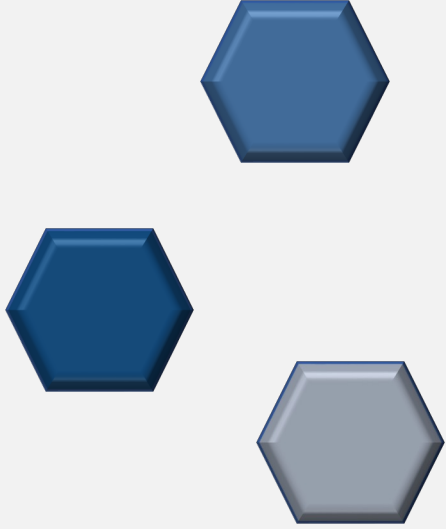
Capabilities



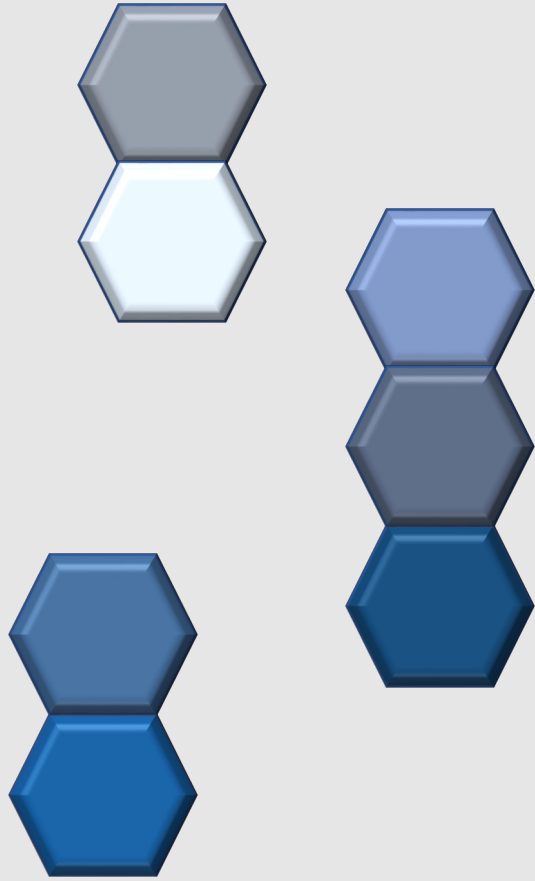
Prototype



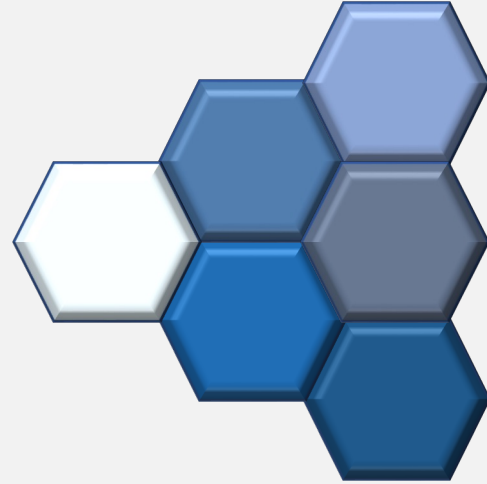
Product



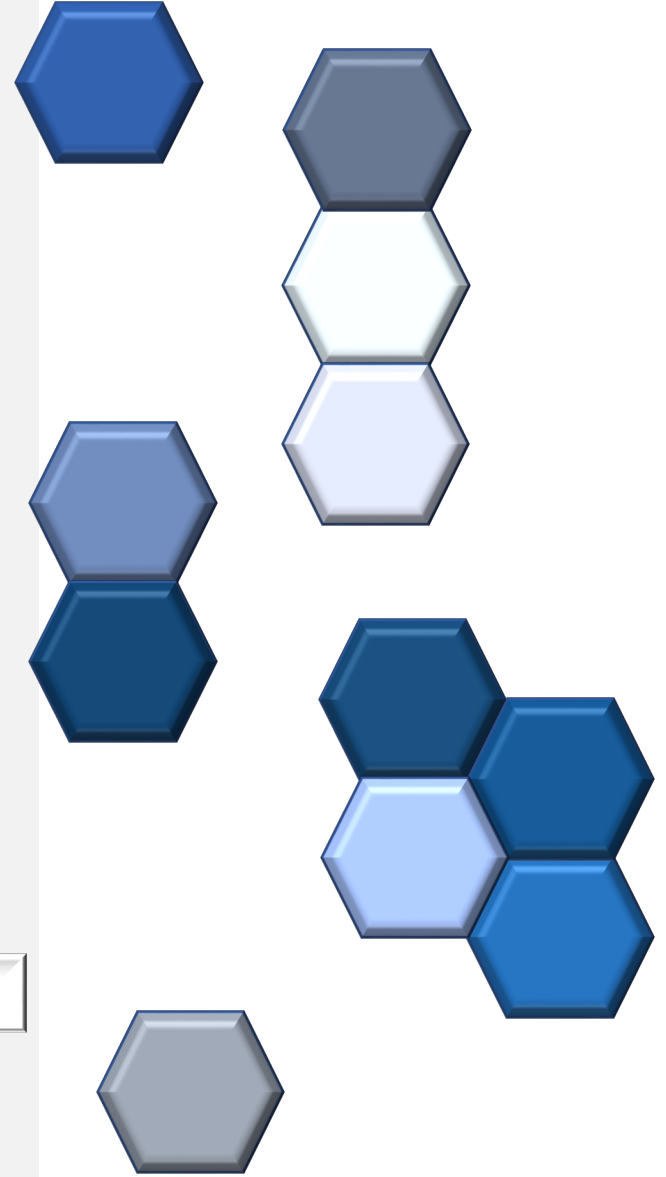
Capabilities

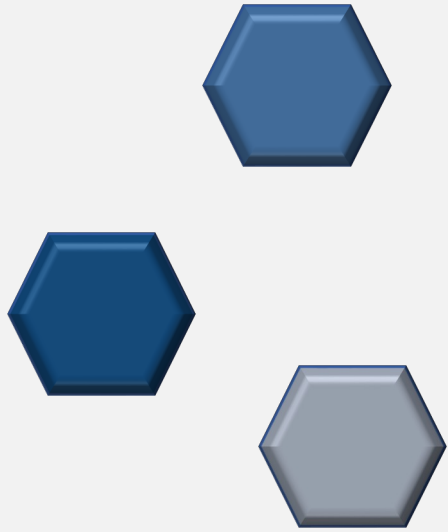


Prototype

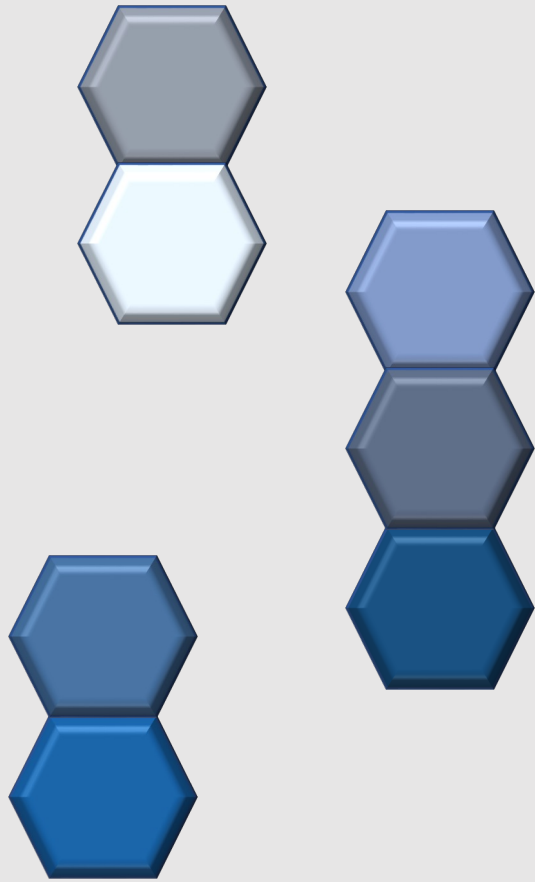


Product

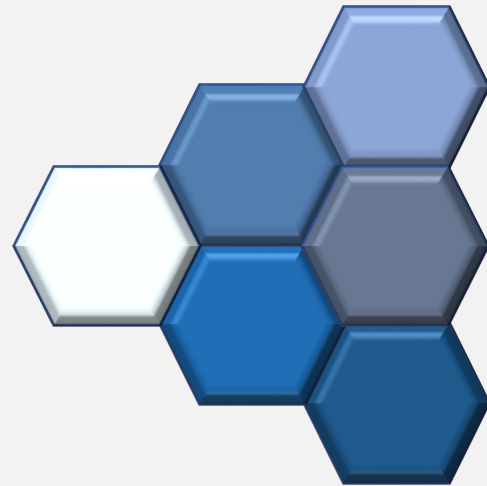




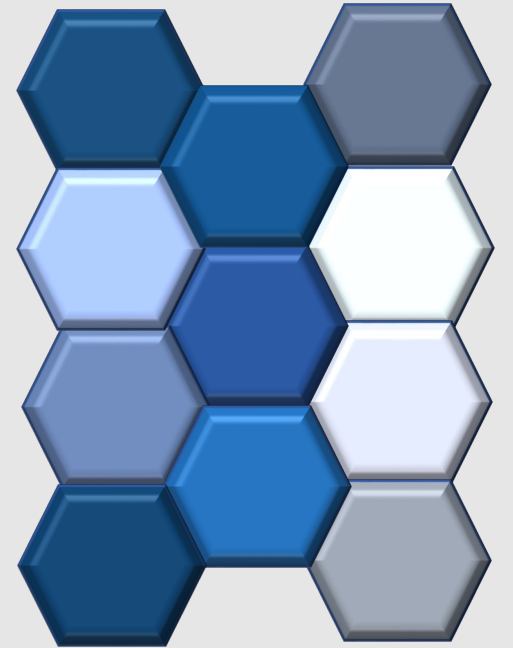
Capabilities



Prototype



Product



Platform



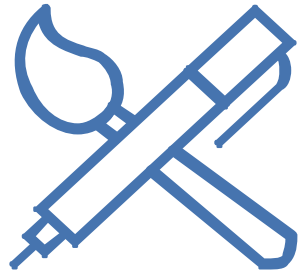
Stage 1: So What? Who Cares? **(New Capability)**

- Does it help you do what you already do, better?
- Helps you play the game you're already playing
- Key metrics are typically based on efficiency, effectiveness, and certainty
- Satisfies old desire, but also creates new desires. Makes you want more



Stage 2: What's Next? (Prototype)

- What could you do, or should you do?
- Typically requires stopping some things to make room for others
- Still playing the same game, but with more capabilities and better results



Stage 3: Re-invention (Product)

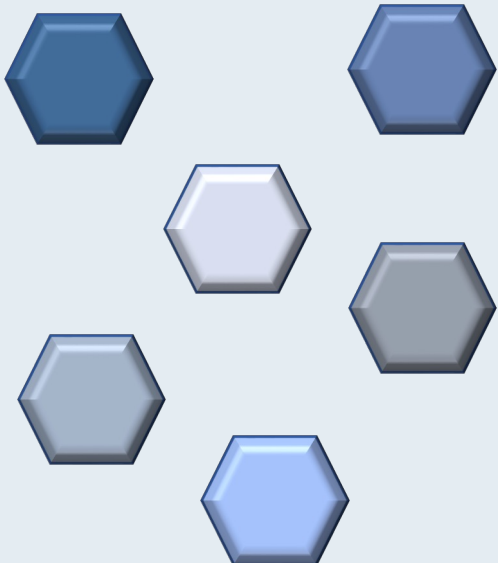
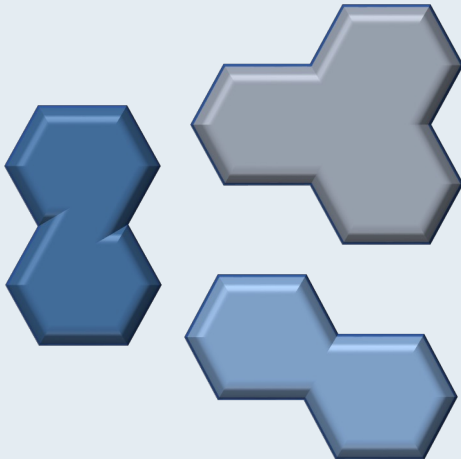

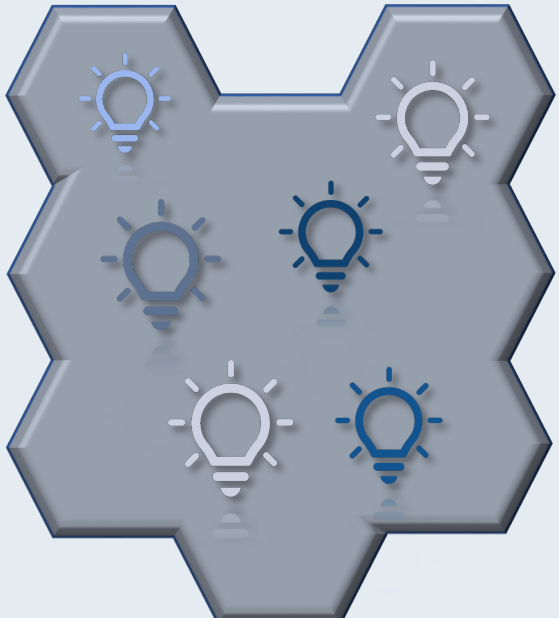
- What can you release as a product/service/offering that is strategic & unique?
- Has to be good enough for people you don't know to achieve desired outcome
- Playing a new game requires new metrics



Stage 4: Transformation (Platform)

- **What core capabilities create a platform for others to build upon?**
- **Attracts new audiences to use your products in unanticipated ways**
- **Changes the game or the playing field for other people**

Technology Adoption Model

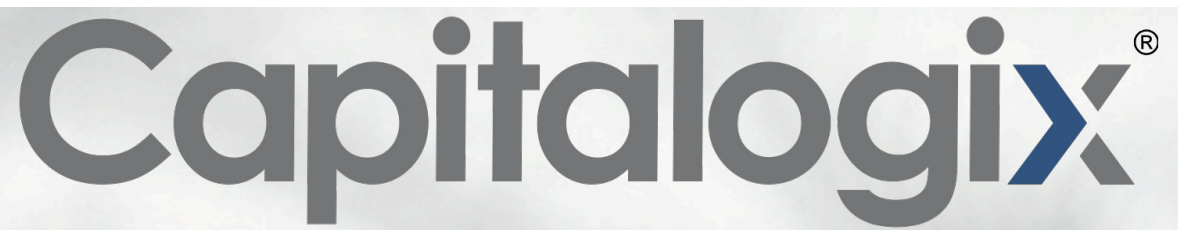
| Capability | Prototype | Product | Platform |
|--|---|---|--|
| <p>A fundamental building block of skill or ability that can stand alone or become the foundation for something much bigger.</p> | <p>A preliminary model developed by stacking or bundling different capabilities to create more opportunities, enhance the ability to perform a task, or achieve a goal.</p> | <p>A mature collection of capabilities packaged together to help someone achieve a specific, known result. It is designed to meet the needs of a particular audience and to be robust, reliable, and resilient.</p> | <p>A system or infrastructure offering a variety of capabilities that can be used by unknown individuals to achieve outcomes that the platform creator did not initially anticipate.</p> |
|  |  |  |  |

Name: _____ Date: _____

| | Stage 1 | Stage 2 | Stage 3 | Stage 4 |
|--|--|--|---|---|
| | <u>New Capability</u> Who Cares? >> | <u>Prototype</u> What's Next? >> | <u>Product</u> Reinvention >> | <u>Platform</u> Transformation |
| | Does it help you do what you already do, better? | What could you do, or should you do? | What can you release as a product/service/offer that is strategic and unique? | What capabilities create a platform for others to build upon? |
| Core Capability: | | | | |
| Key Indicators: Or Evidence of Success | | | | |
| Potential Roadblocks: Or Constraints | | | | |
| Getting to Next: | 1 | 2 | 3 | |

Want Our Slides? Scan This QR Code

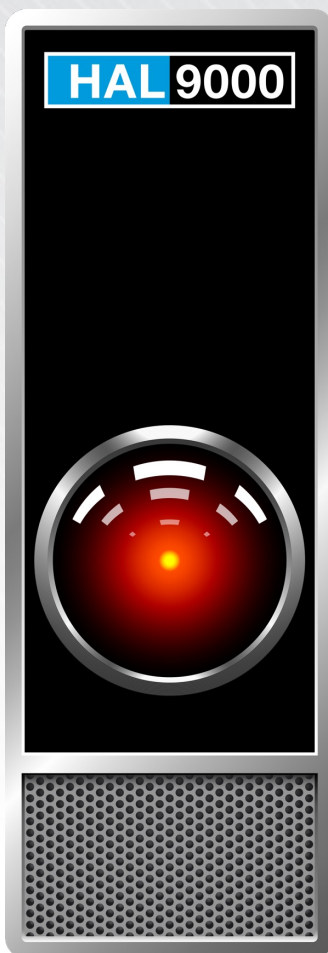




Implementing New Capabilities

AI As A Digital "Who"

What People Expect From AI...



**Think of It As
Hiring An
Employee**



Generalist



Specialist



Observe



Interact



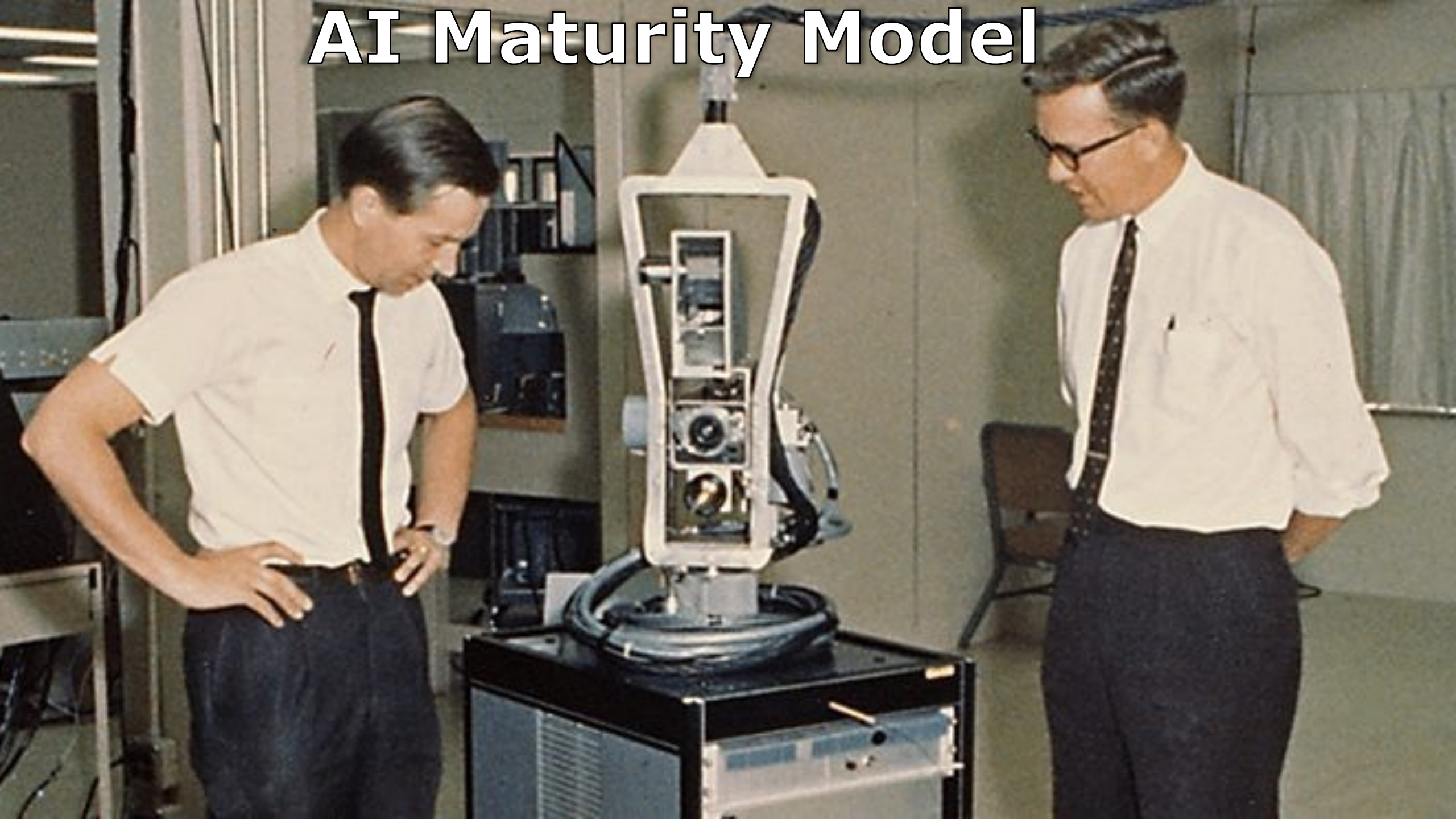
Risk-Averse



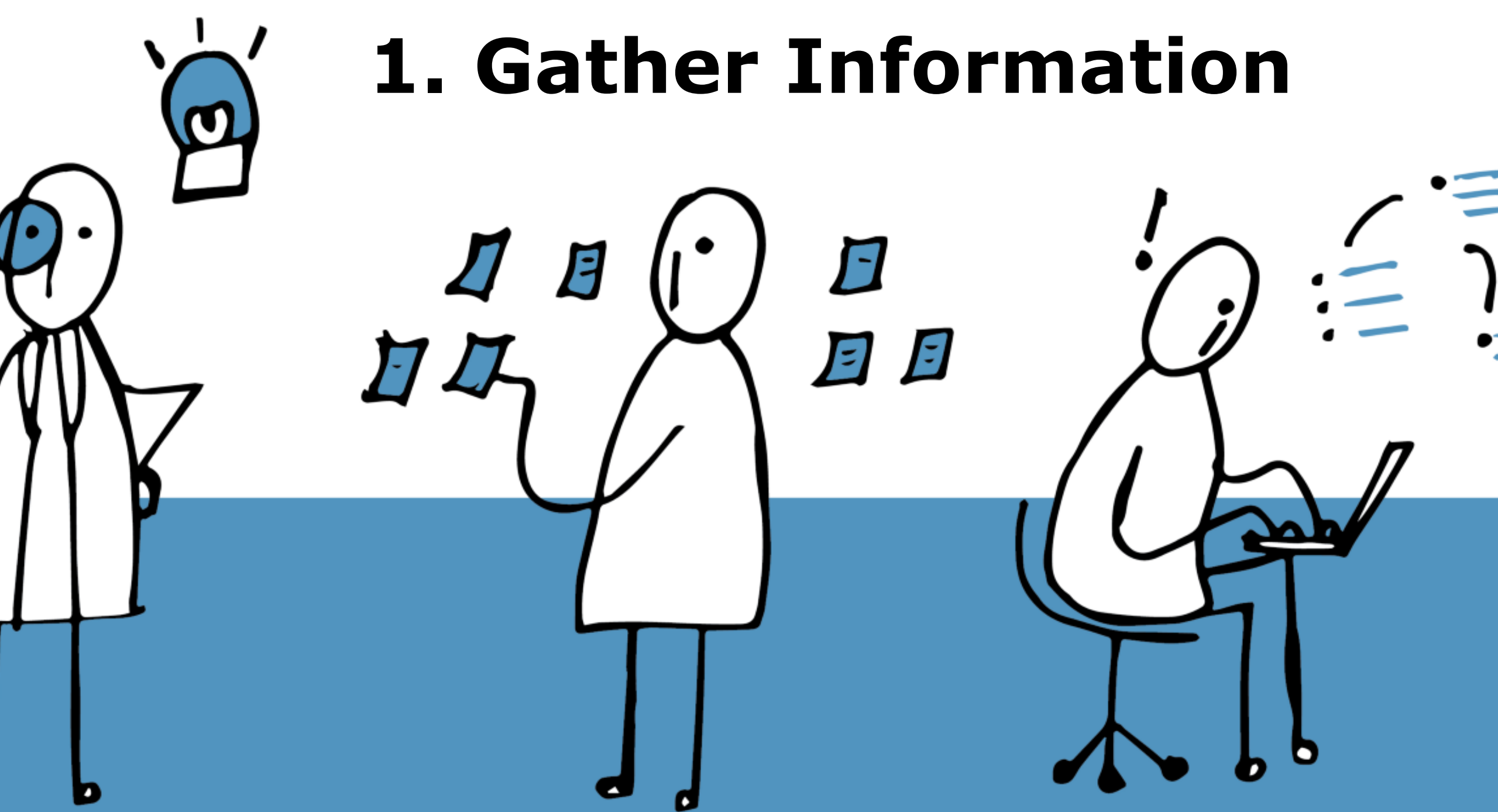
**Opportunity
Seeking**



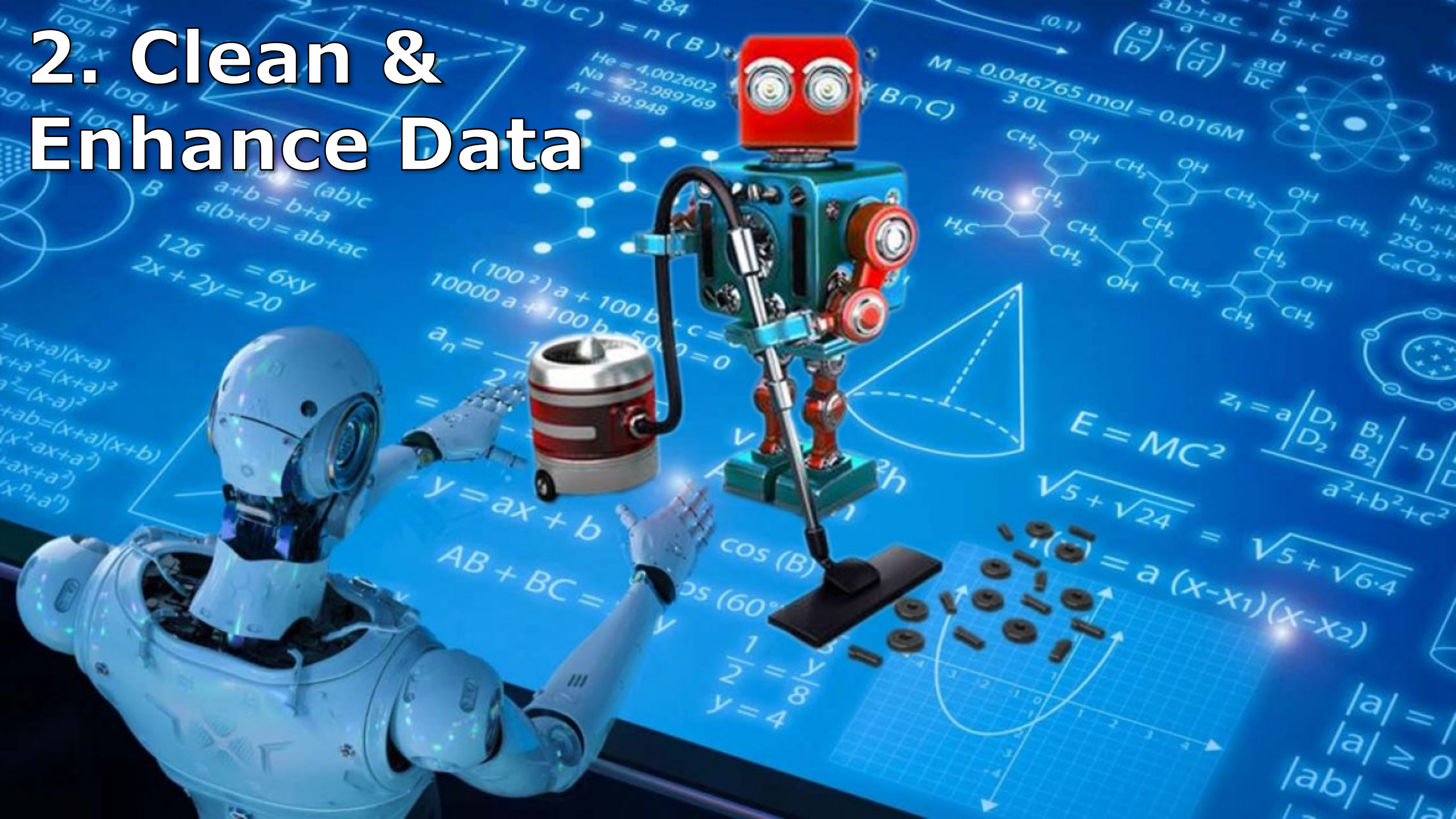
AI Maturity Model

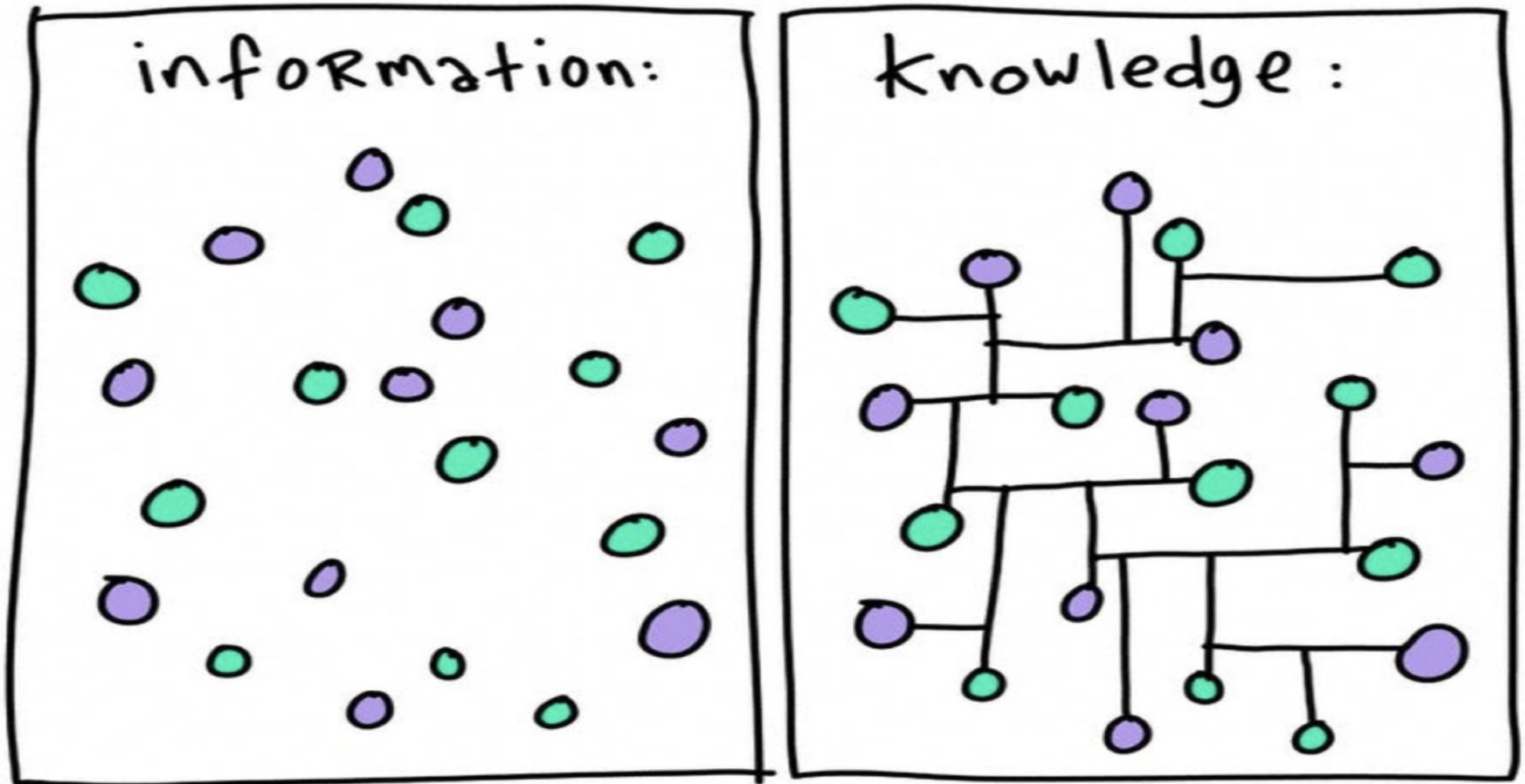


1. Gather Information



2. Clean & Enhance Data





@gapingvoid

3. Organize & Structure

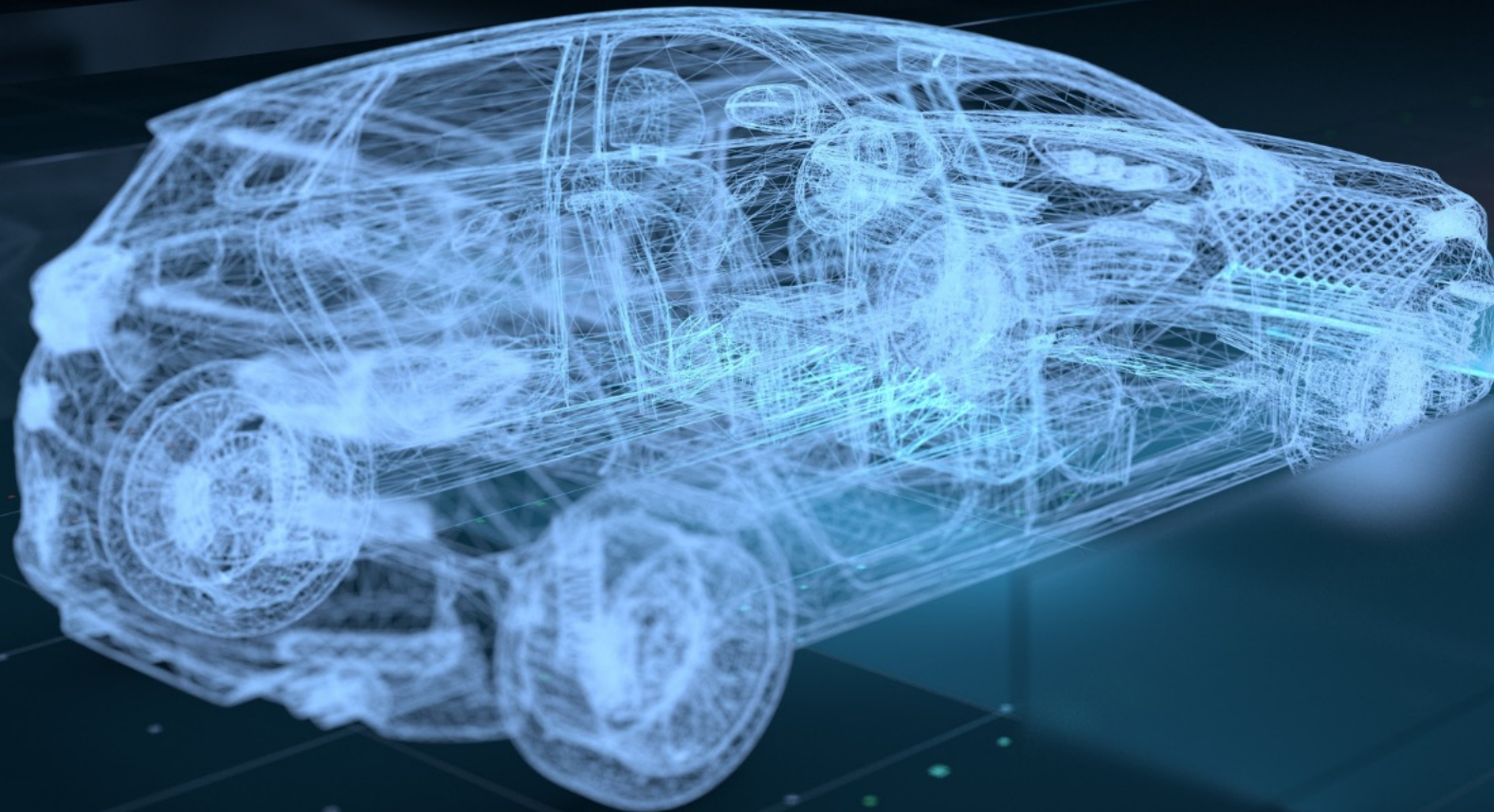
5. Make Recommendations



6. Choose An Answer



7. Autonomous Decisions & Actions



To Summarize ...



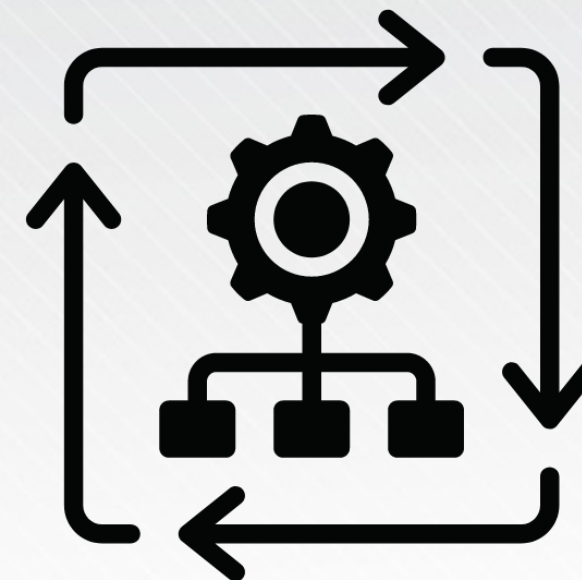
Support

AI helping humans do their tasks better



Augment

AI performing individual steps in a complex process with human oversight



Automate

AI performing a multi-step process to free up the human to focus on something more important

The logo features a large blue circle containing the year '2023' in white. Above this circle is a series of smaller blue circles of varying sizes, arranged in an upward-curving arc. To the right of the large circle is a vertical line, followed by the text 'ADVISOR GROWTH SUMMIT' in a bold, black, sans-serif font.

2023

ADVISOR
GROWTH
SUMMIT

Taking Action ...

**AI is not
an easy
button ...**



**But it can be the conductor
of an orchestra**



Key Takeaways

**AI can help you create
a bigger future ...
but you have to know
where you want to go.**

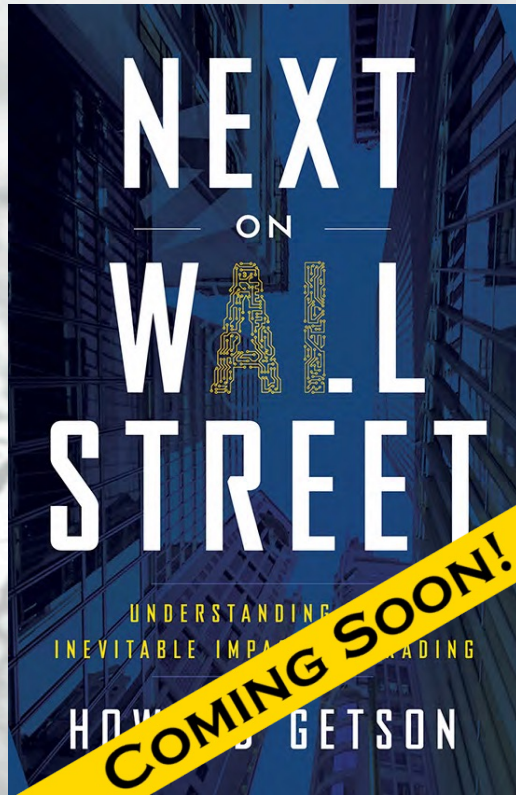
Key Takeaways

**If you're afraid, you're
not listening.**

Key Takeaways

**AI is freeing us up to
be more human.**

Text "AI" to (972) 992-1100
To Sign Up

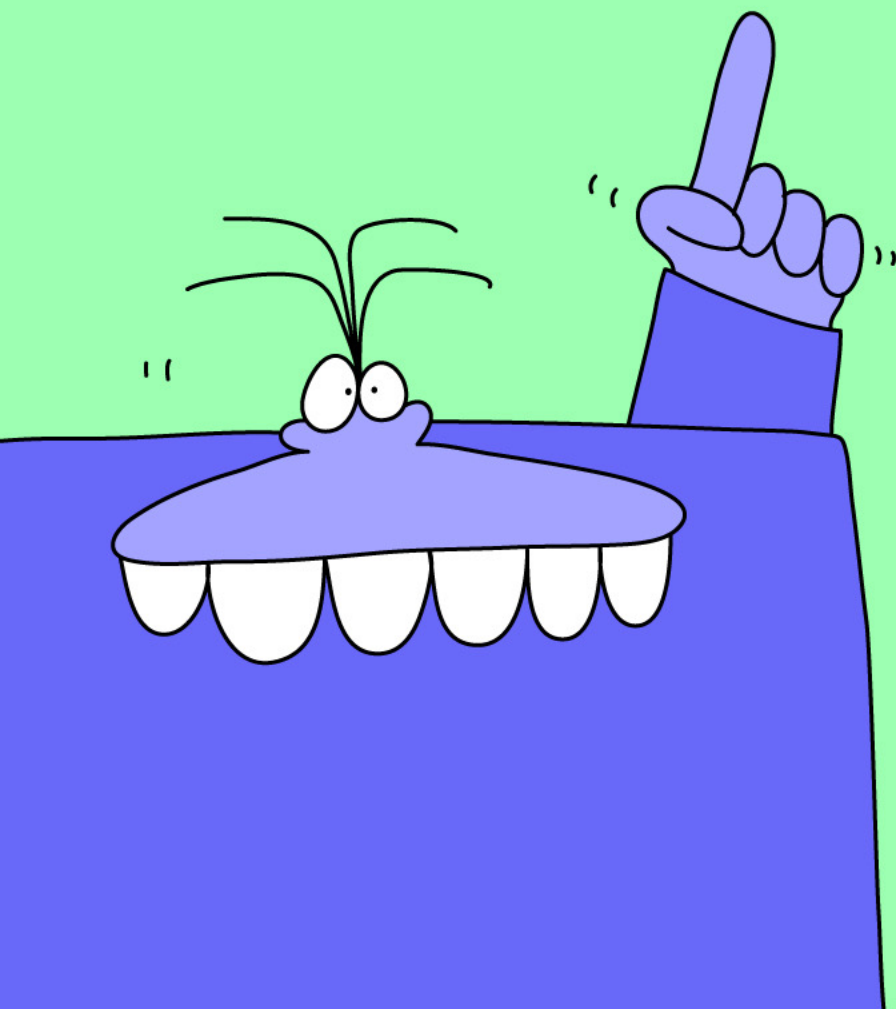


Howard Getson

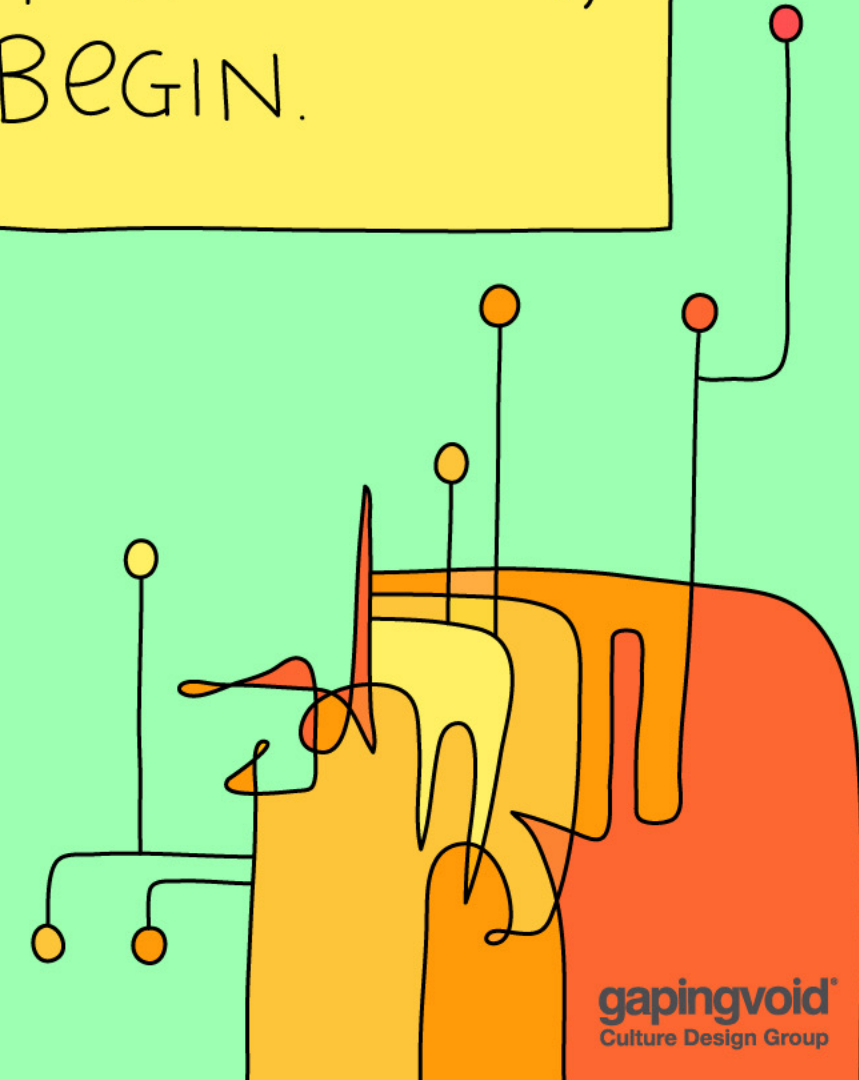
hgetson@capitalogix.com
(972) 740 4473

Capitalogix[®]

By The Way ...



IF IN DOUBT,
BEGIN.



Name: _____ Date: _____

| | Stage 1 | Stage 2 | Stage 3 | Stage 4 |
|--|--|--|---|---|
| | <u>New Capability</u> Who Cares? >> | <u>Prototype</u> What's Next? >> | <u>Product</u> Reinvention >> | <u>Platform</u> Transformation |
| | Does it help you do what you already do, better? | What could you do, or should you do? | What can you release as a product/service/offer that is strategic and unique? | What capabilities create a platform for others to build upon? |
| Core Capability: | | | | |
| Key Indicators: Or Evidence of Success | | | | |
| Potential Roadblocks: Or Constraints | | | | |
| Getting to Next: | 1 | 2 | 3 | |

11 Key Tech Adoption Drivers

1. *Technology adoption is fundamental in the long-term success of your businesses*

How well do I leverage new technologies and innovation during my most challenging moments?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

2. *If you don't know what your edge is, you don't have one*

How accurately can you measure your results in real-time, all the time?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

3. *In order to differentiate yourself from your competitors, you must challenge the way you think, decide, and act*

Do you have processes in place to challenge your thinking and results?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

4. *To amplify your intelligence and create new edges, you must commit to a desired result instead of a desired approach.*

How often does your business make significant improvements?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

5. *To adapt for growth and thrive through change, you must learn when and how to automate*

How well have you adopted automation into your critical processes?

1 2 3 4 5 6 7 8 9 10
 Rarely Sometimes Often Always

6. *To capitalize on opportunities, you need a robust platform and scalable infrastructure*

How confident are you that your systems are ready to scale with opportunities?

1 2 3 4 5 6 7 8 9 10

7. *To become an industry leader, you must commit to constant innovation and improvement, otherwise, competitors will outpace and outmatch you*

How often are you incorporating new learned lessons into your business?

1 2 3 4 5 6 7 8 9 10
Rarely Sometimes Often Always

8. *To become and stay an industry leader, you must begin with the end in mind and commit to growth as a habit*

How consistently are your resources moving you toward your long-term goals?

1 2 3 4 5 6 7 8 9 10
Rarely Sometimes Often Always

9. *To build a lasting and successful business, you must constantly monitor your processes, infrastructure, and direction.*

How well are you protecting your business, your IP, and your future?

1 2 3 4 5 6 7 8 9 10
Rarely Sometimes Often Always

10. *Change is constant, so you must be willing to adapt not just through growth, but by letting go of what isn't working any more*

How often are you culling processes that aren't serving you anymore?

1 2 3 4 5 6 7 8 9 10
Rarely Sometimes Often Always

11. *In letting go of what isn't working anymore, you have to be willing to try new things that may not work at first*

And, how often are you testing new processes that might serve you?

1 2 3 4 5 6 7 8 9 10