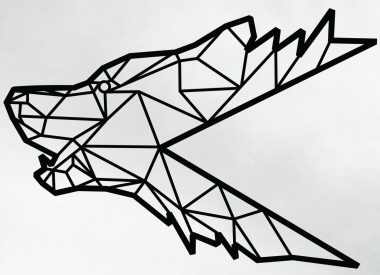


March 29, 2023



<CHAMPIONS>

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# The Future of AI

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## And What It Means To Entrepreneurs

Howard Getson



# **What We'll Discuss Today**

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**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 regardless of what your business is**

---



**To have you think about what you want to accomplish in your business 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

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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





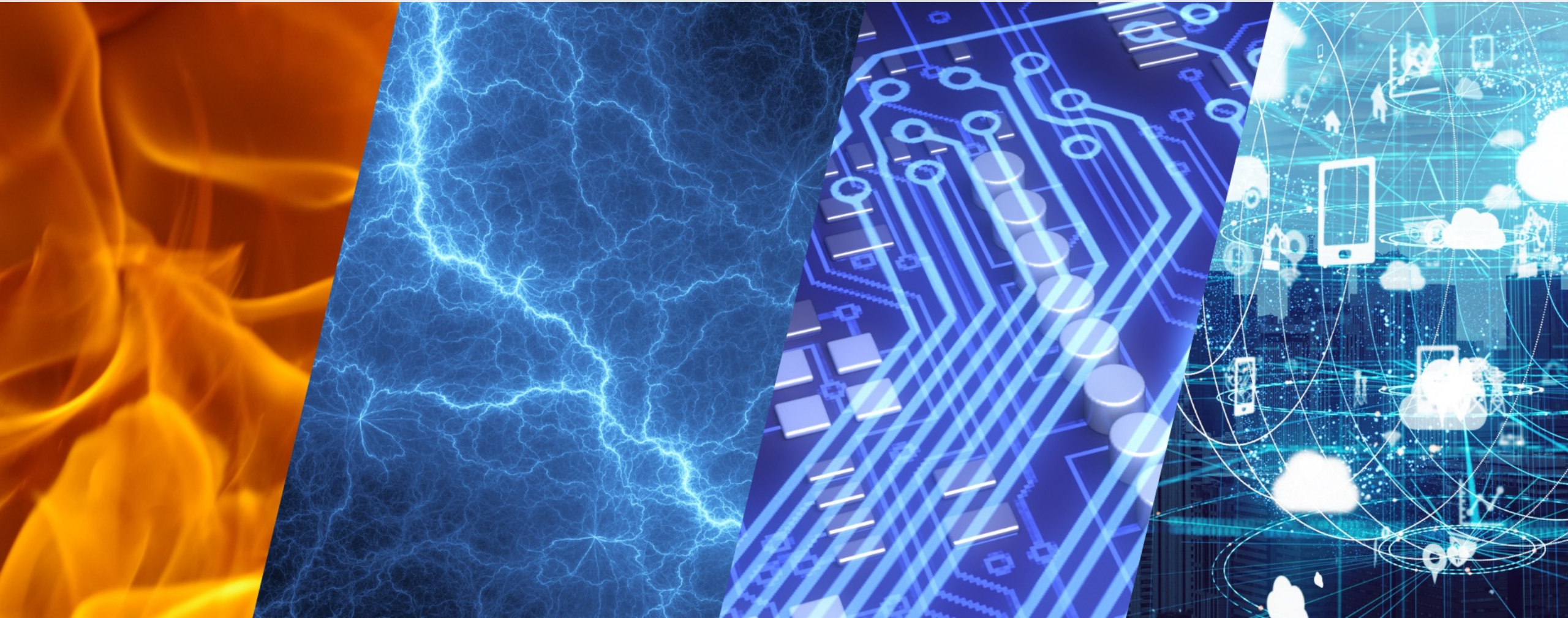
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# **The Current State Of AI**

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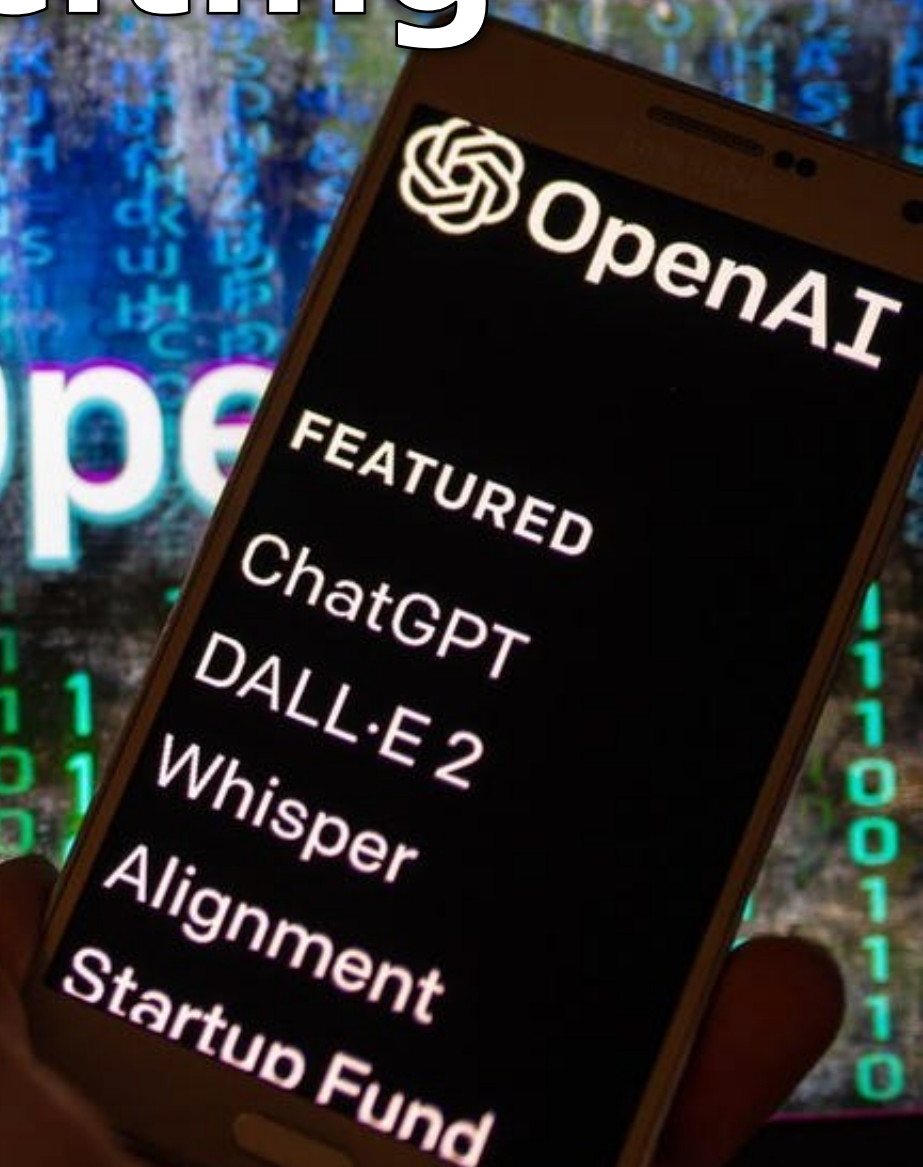
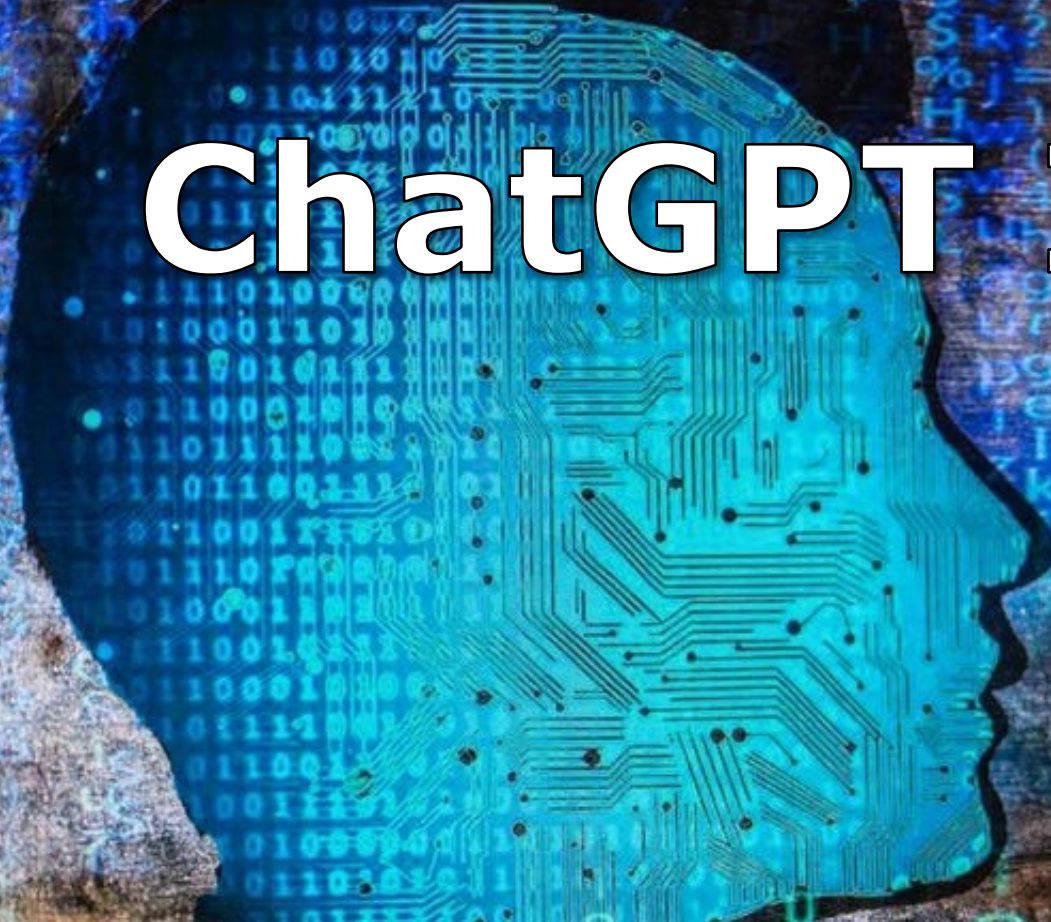


**AI Will Be As Important An Invention  
As The Discovery Of Fire, Electricity,  
the Computer, and the Internet**



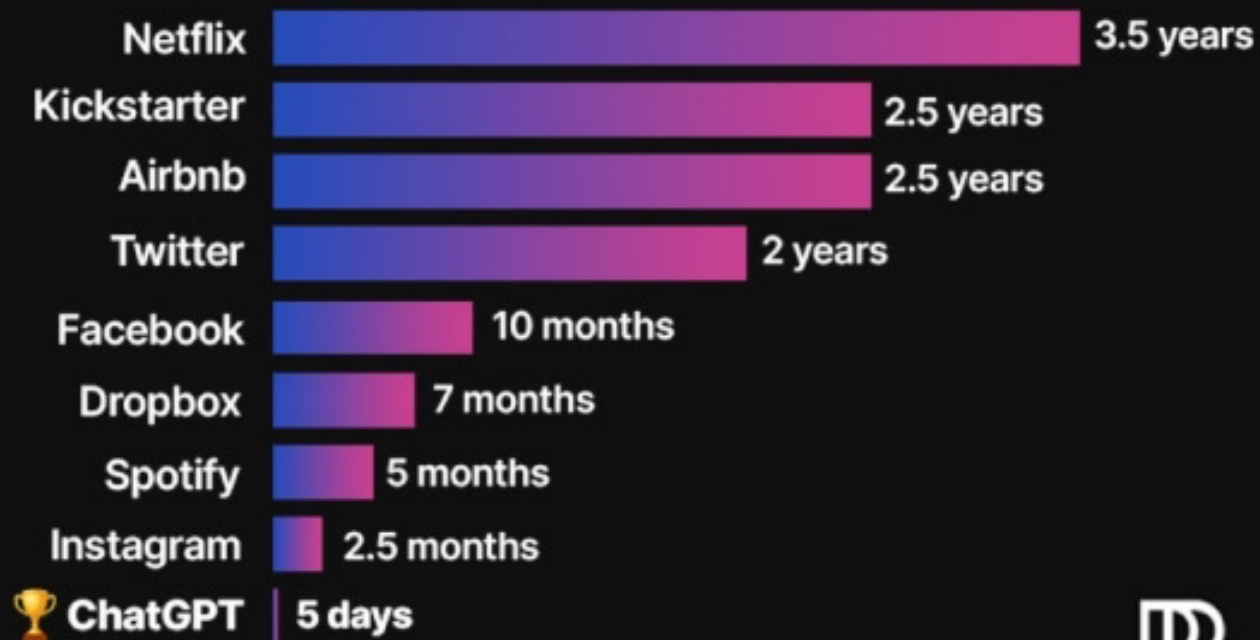


# ChatGPT Is Exciting





# Time it took to reach **One Million** Users:



@TheRundownAI





Don't Get  
Hung Up  
On The  
Tool





AMERICA  
*Online*



myspace



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](http://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 shoulder 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

---



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



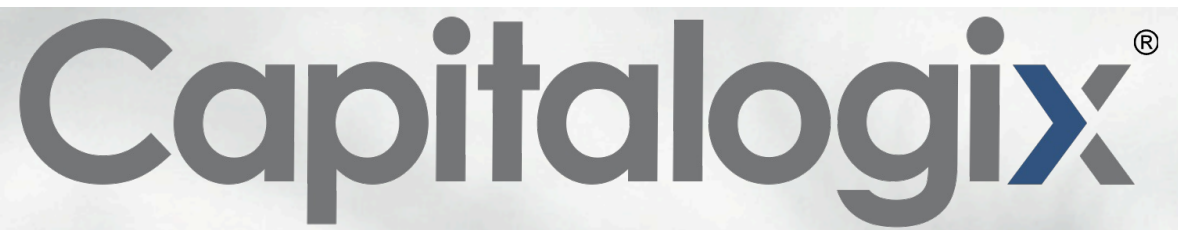
# Where Will It Start For You?



**Your Journey Starts With One Step**







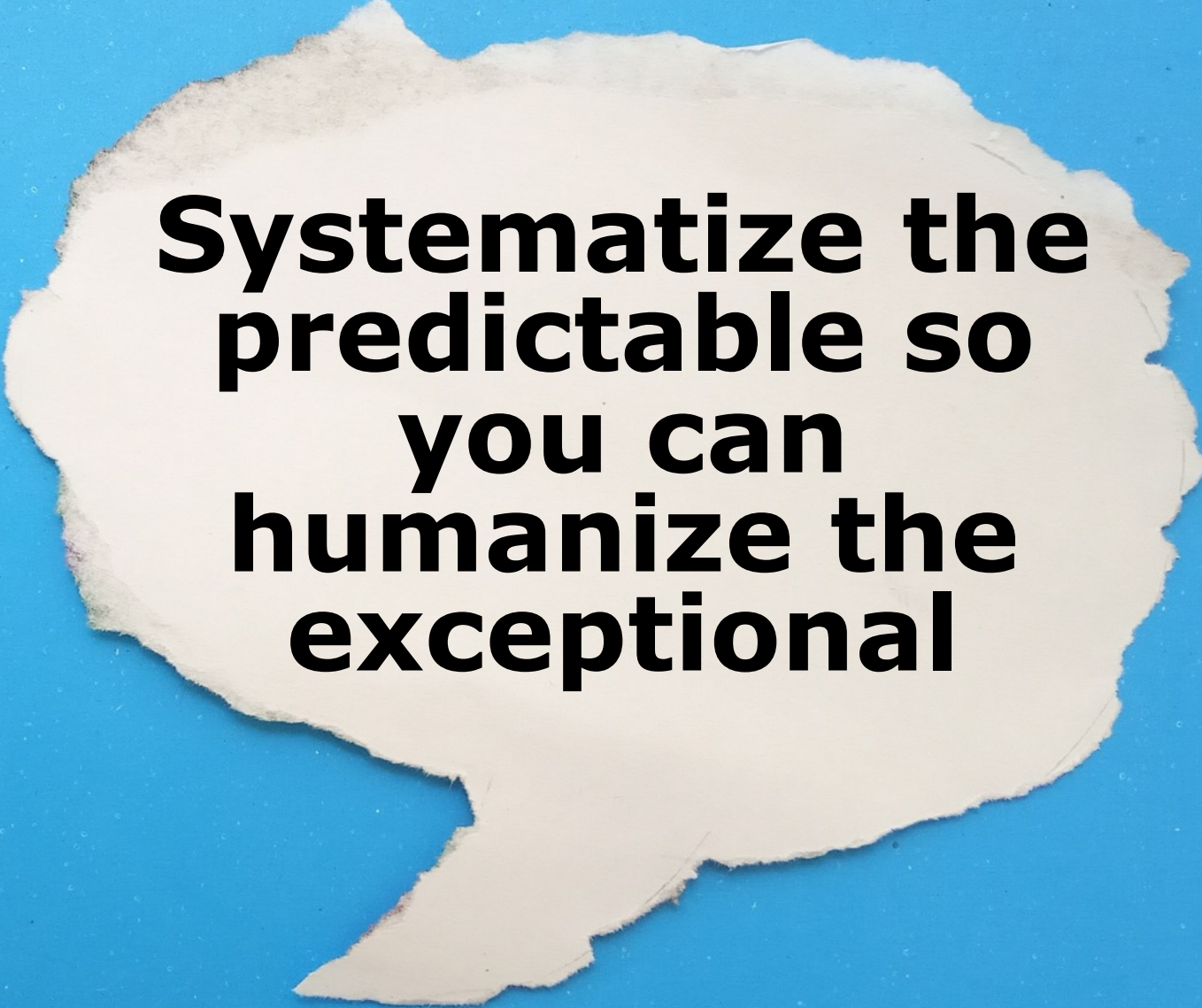
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# How To Think About AI

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**Mastery Mindsets**

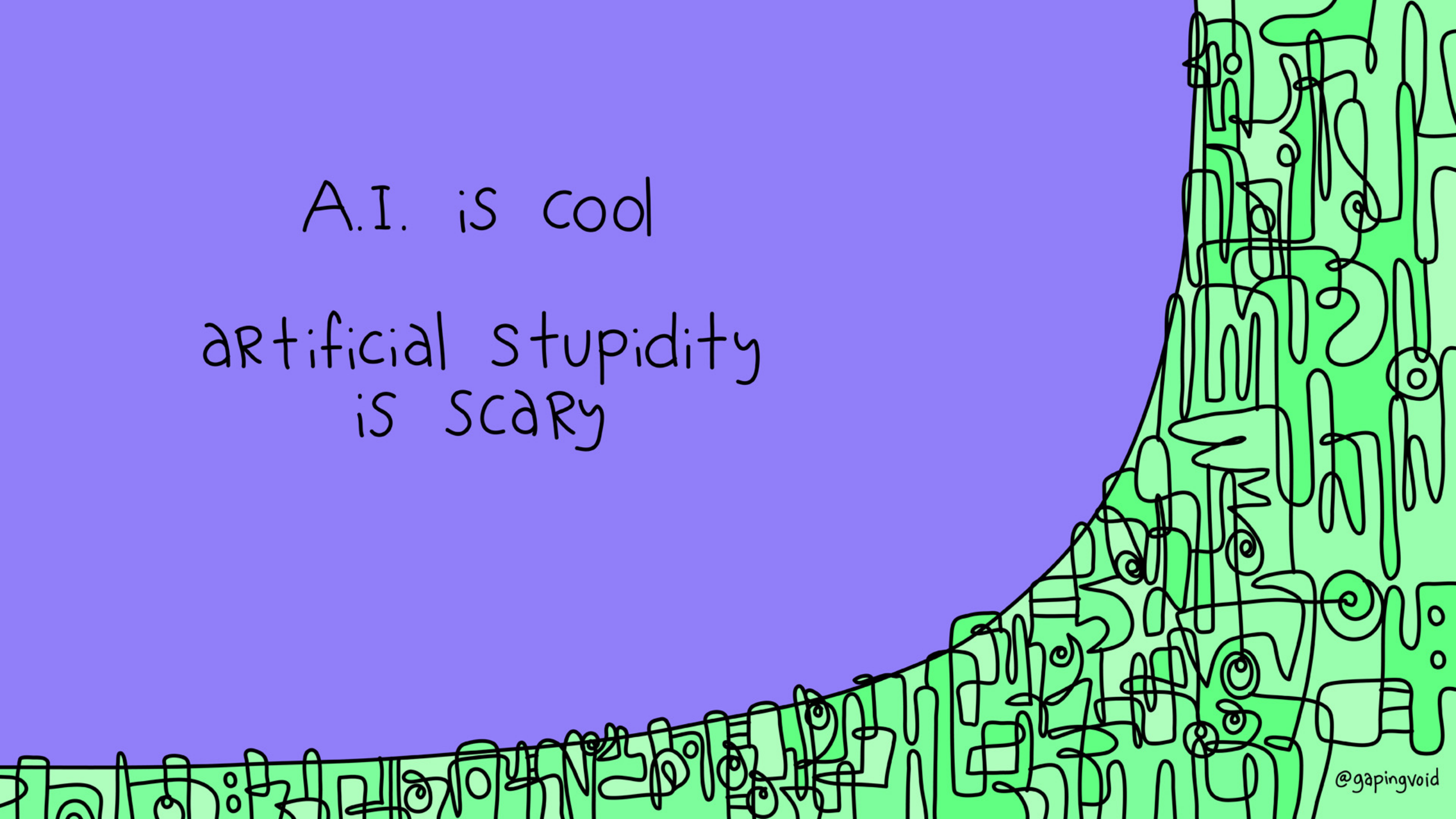


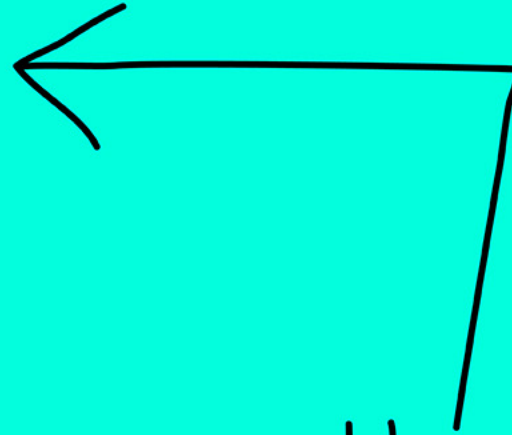
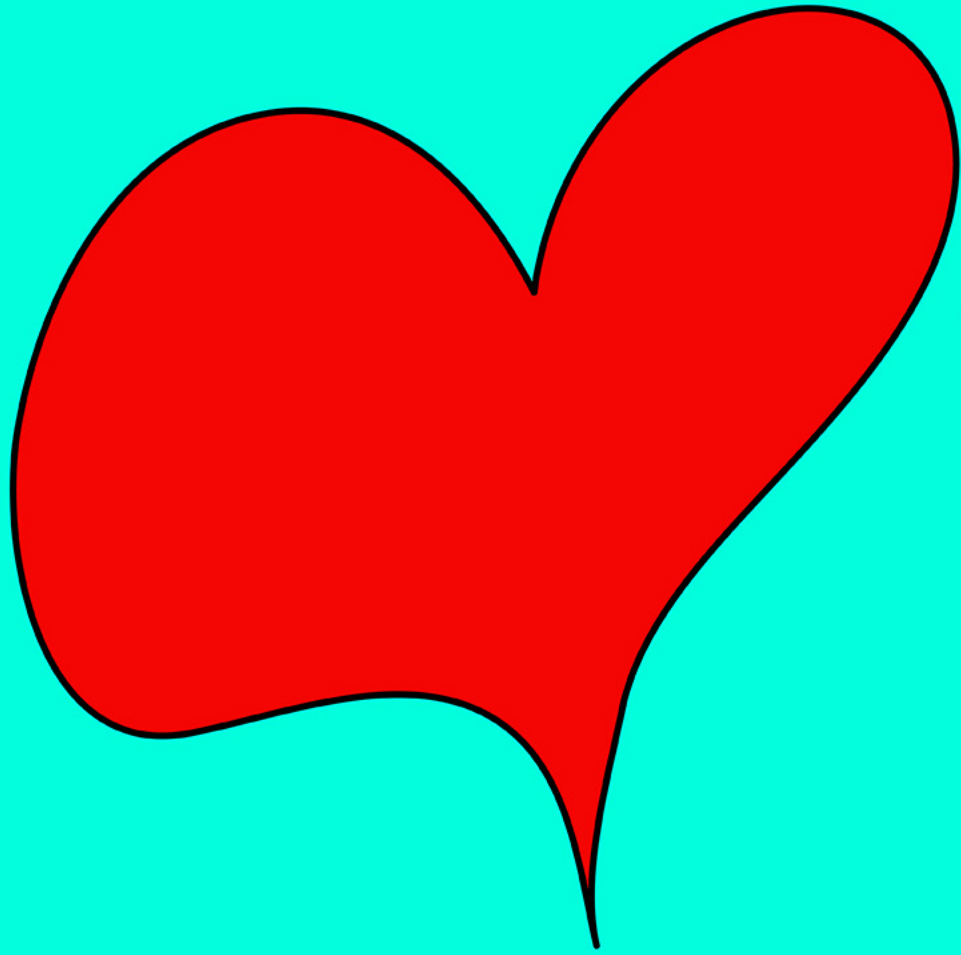
A piece of white, torn paper is centered on a solid blue background. The paper has irregular, jagged edges, particularly at the top and bottom. In the center of the white paper, the following text is written in a bold, black, sans-serif font:

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



A.I. is cool  
artificial stupidity  
is scary

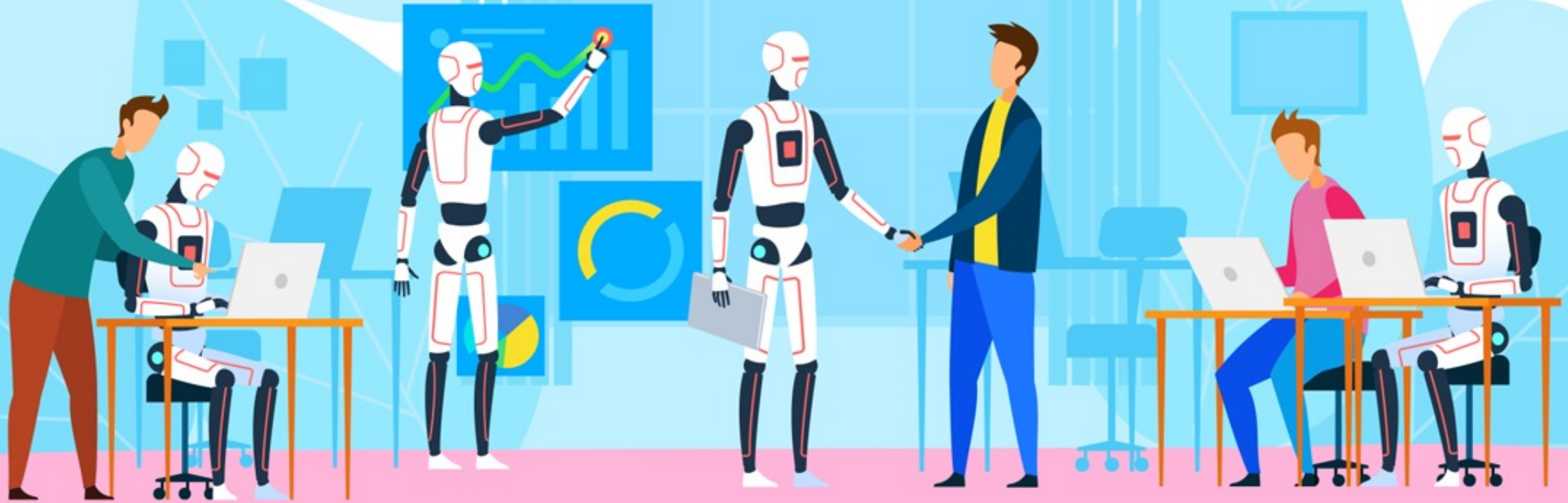




the  
heartbeat  
of A.I. is  
still human



# Preserve The Magic ...



# Don't Automate Your Unique Ability

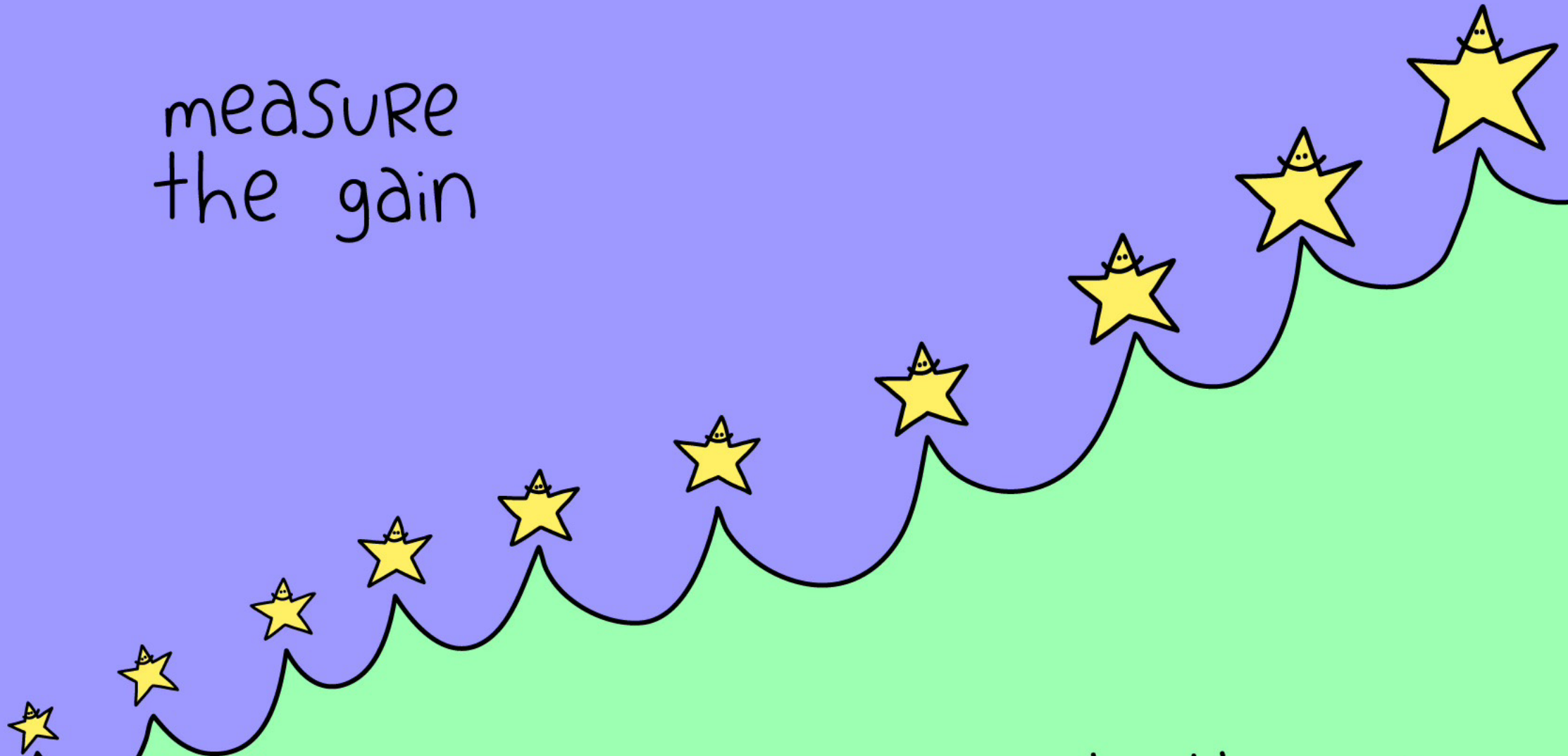
**Don't Let  
Perfect ...**

**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...**



**CHANGES  
AHEAD**

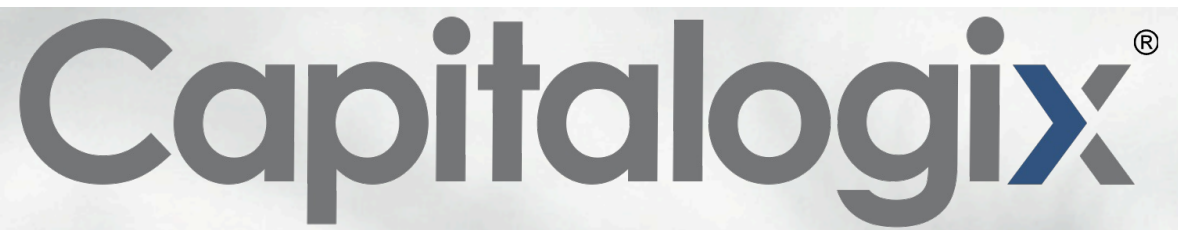
**But Rarely  
Anticipate  
The Consequences**



**Kodak**

**BLOCKBUSTER**





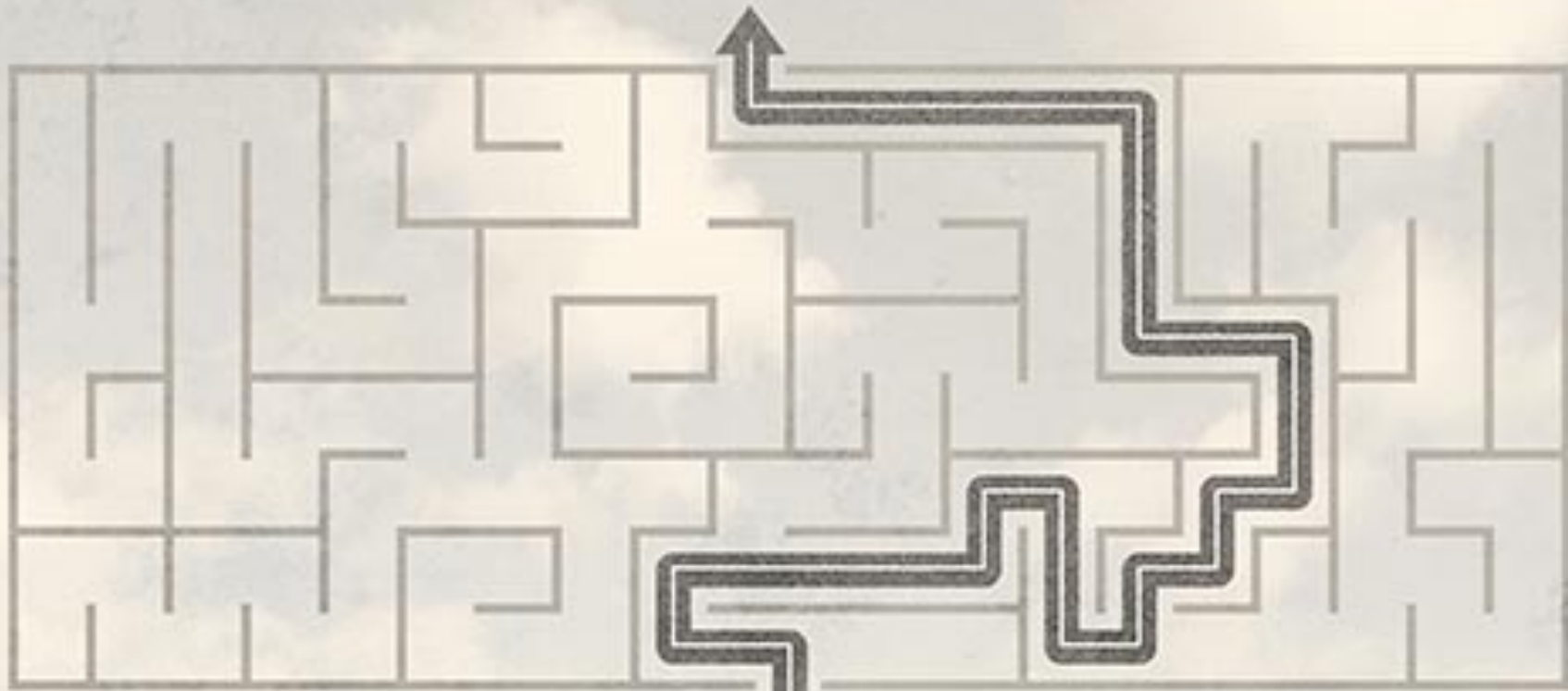
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# How To Get Started With AI

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**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? <H A Δ P I O X S>

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?



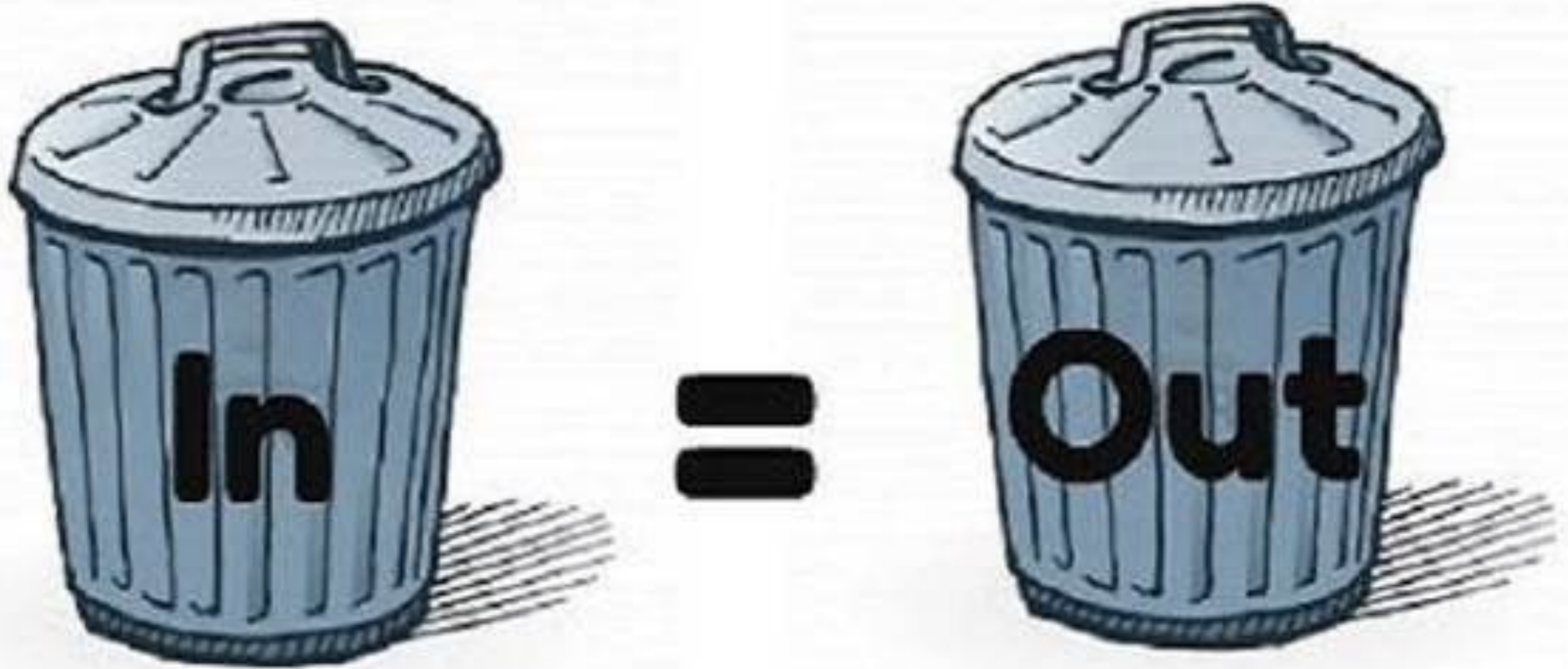
**Be Unique, Hard To Replicate & Exciting**



# What Data Do You Need?



# Success Depends On Data Quality



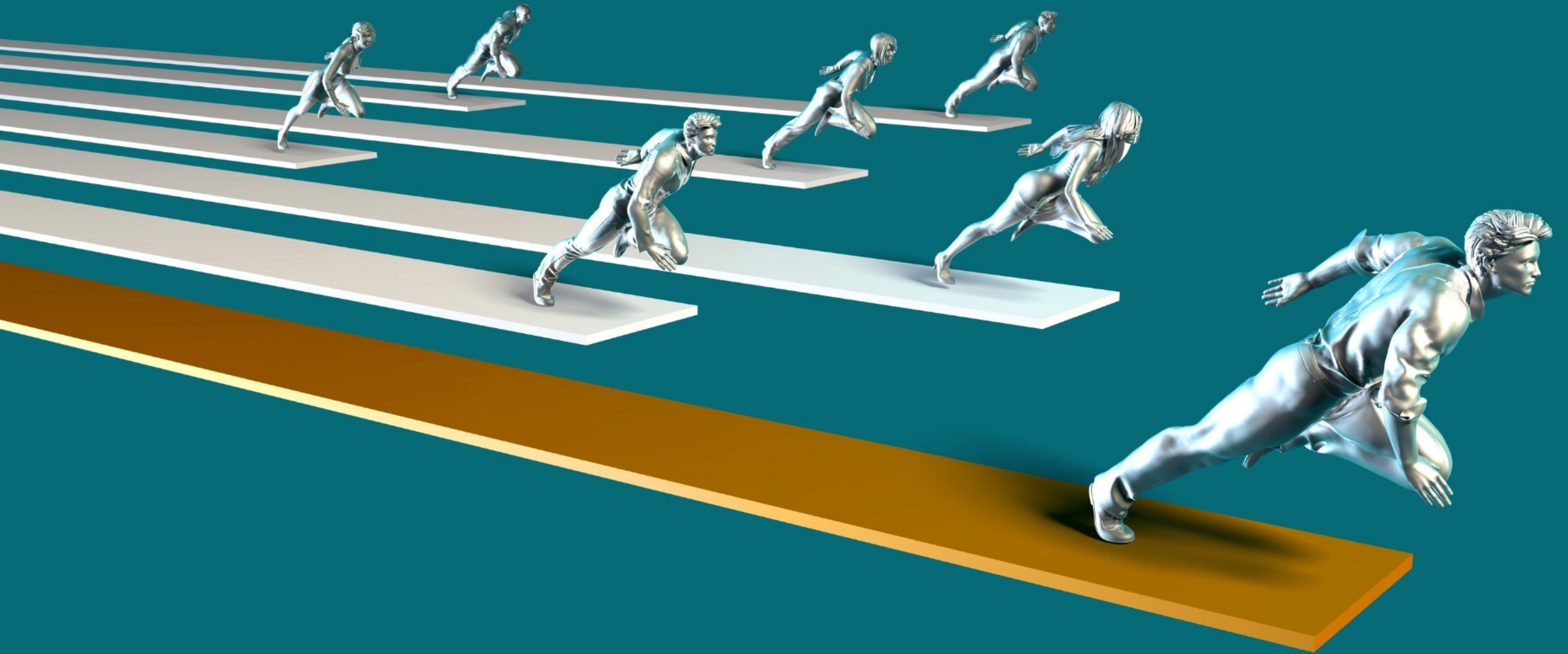


**To Do The Impossible, Make The Invisible, Visible**





# How Can You Extend Your Edge?



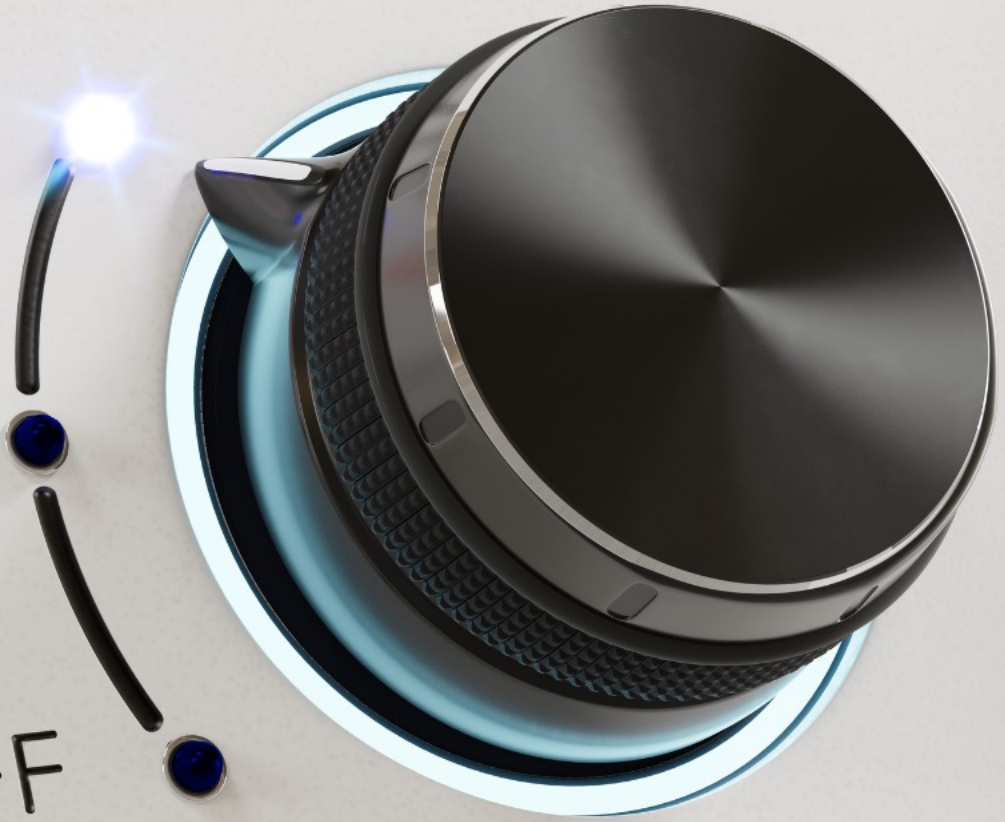


# GROWTH

EXPONENTIAL

LINEAR

OFF





**Stack  
Easy  
Wins**

**WIN**

**WIN  
AGAIN**

**WIN  
MORE**





## **The Tech Adoption Model**

---

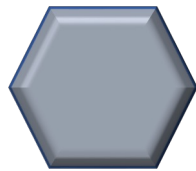
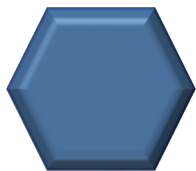
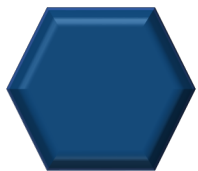
**It's Easier To Predict Human Nature Than  
It Is To Predict Technology Adoption**

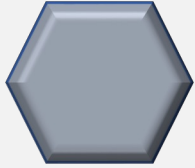


A hand is shown at the bottom left, palm up, holding a glowing digital lightbulb. The lightbulb is composed of a network of blue lines and nodes, with a warm orange glow emanating from its center. The background is dark blue with scattered blue dots and geometric shapes.

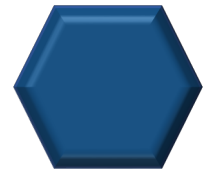
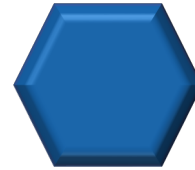
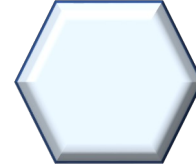
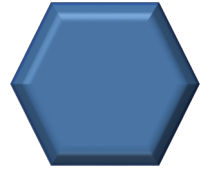
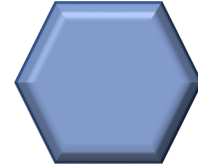
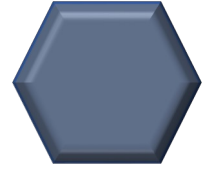
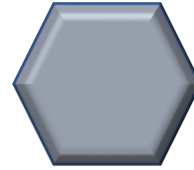
**“People Rarely Try  
To Accomplish  
What They Don’t  
Believe Is Possible”**



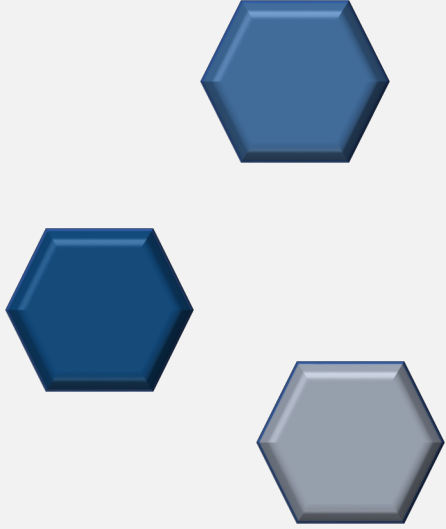




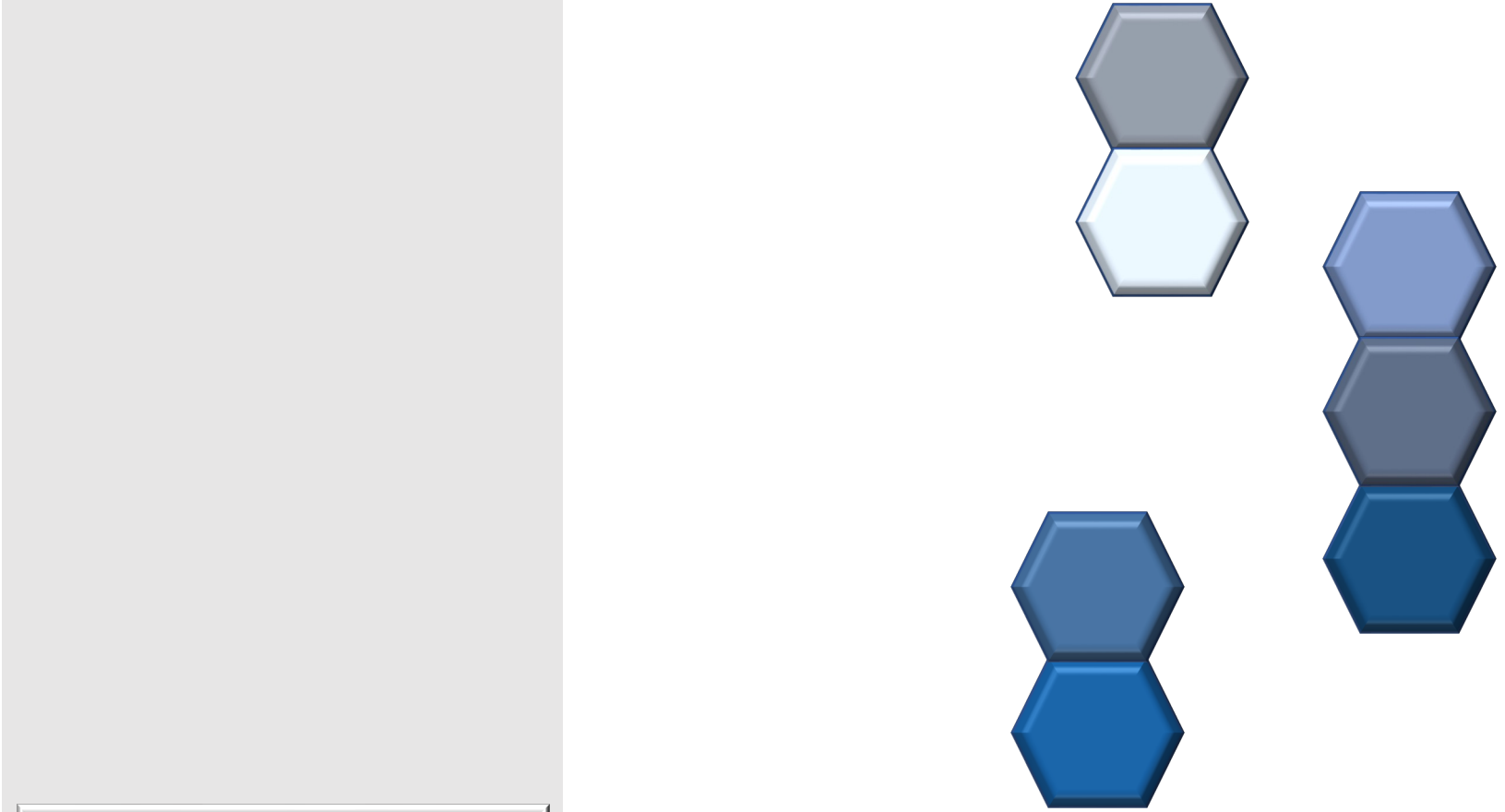
Capabilities



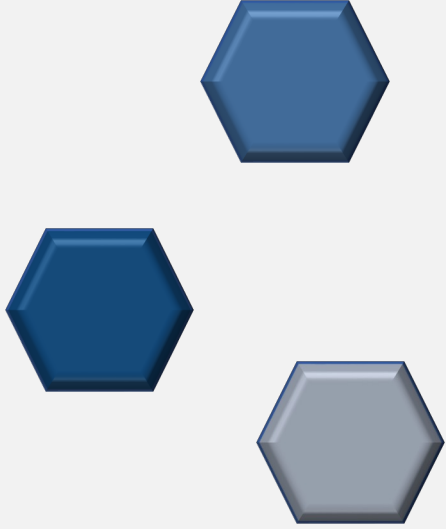




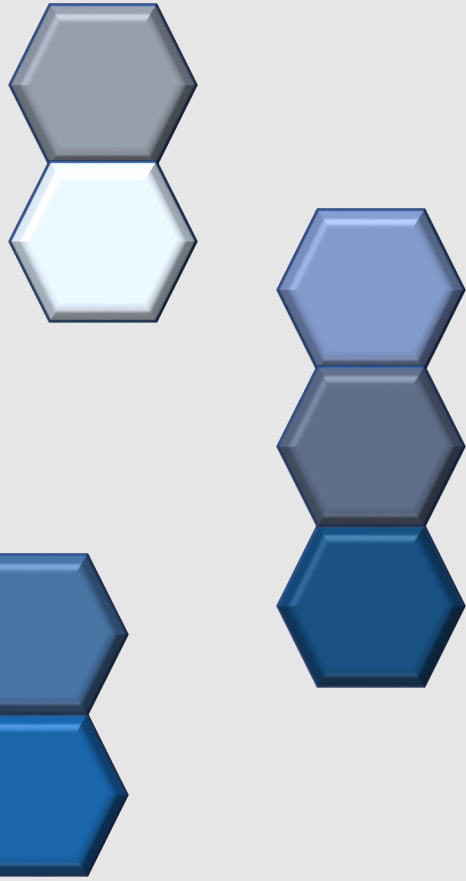
Capabilities



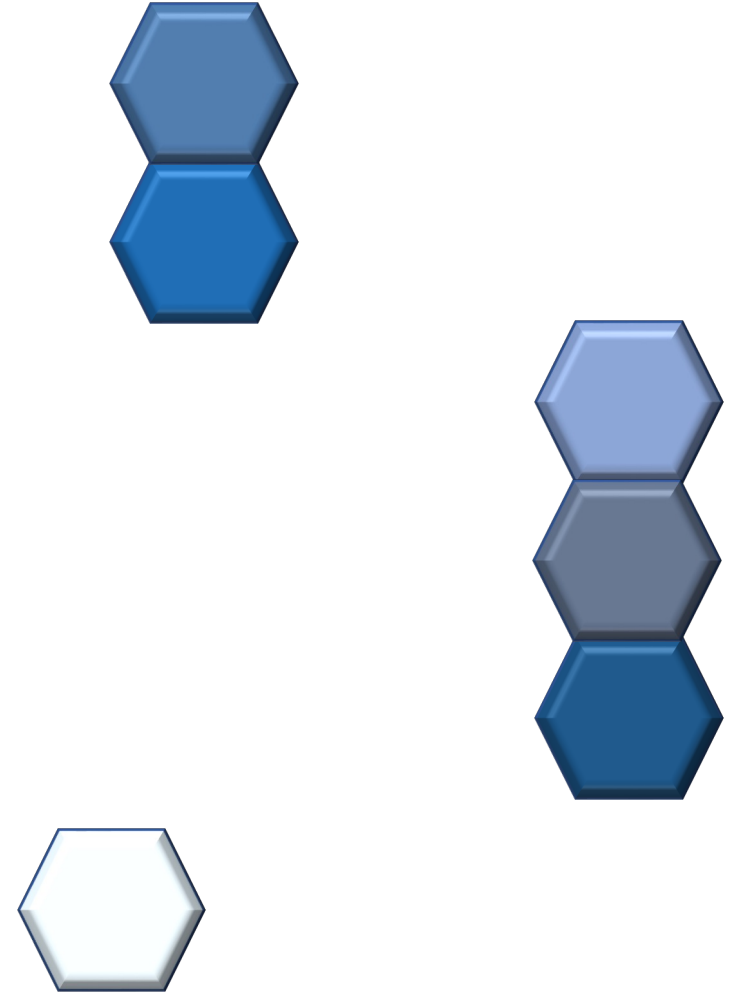
Prototype



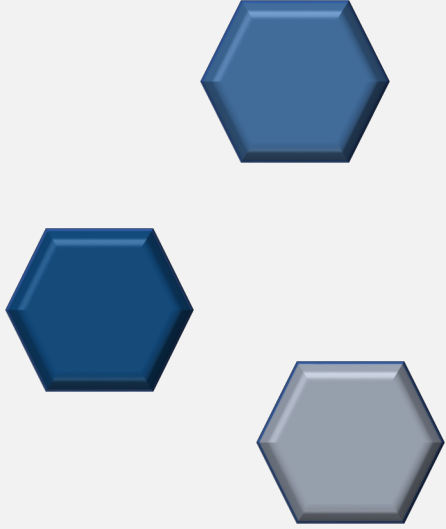
Capabilities



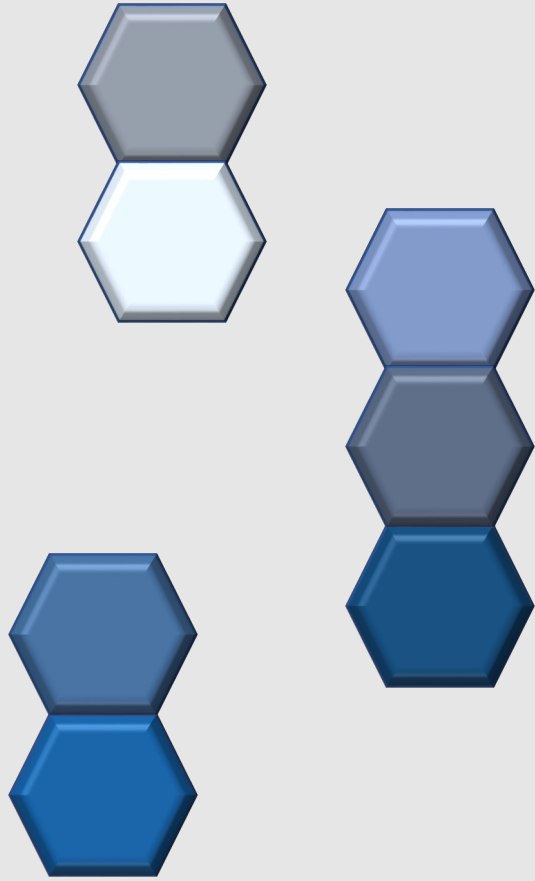
Prototype



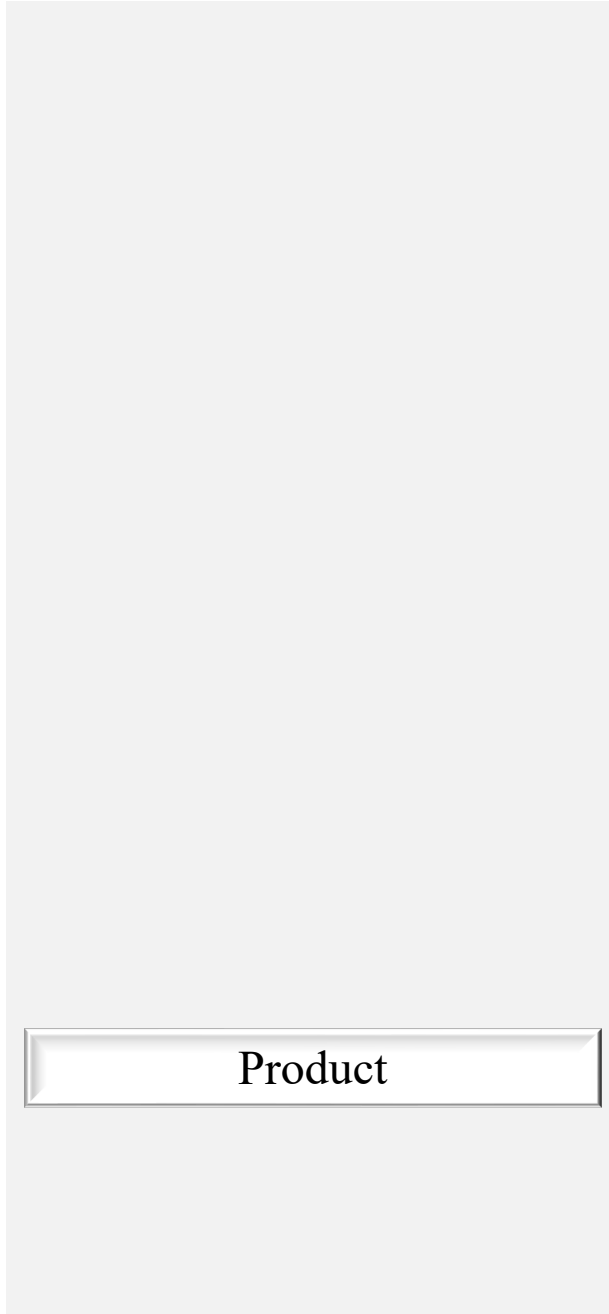




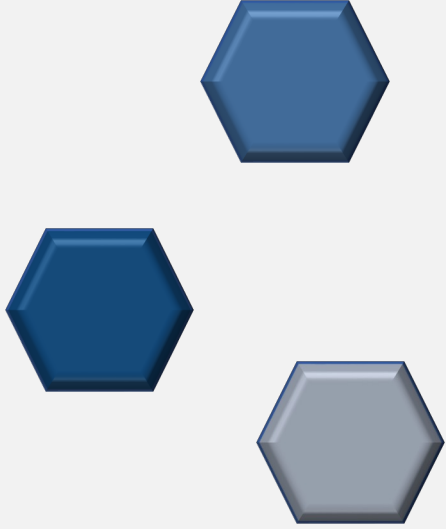
Capabilities



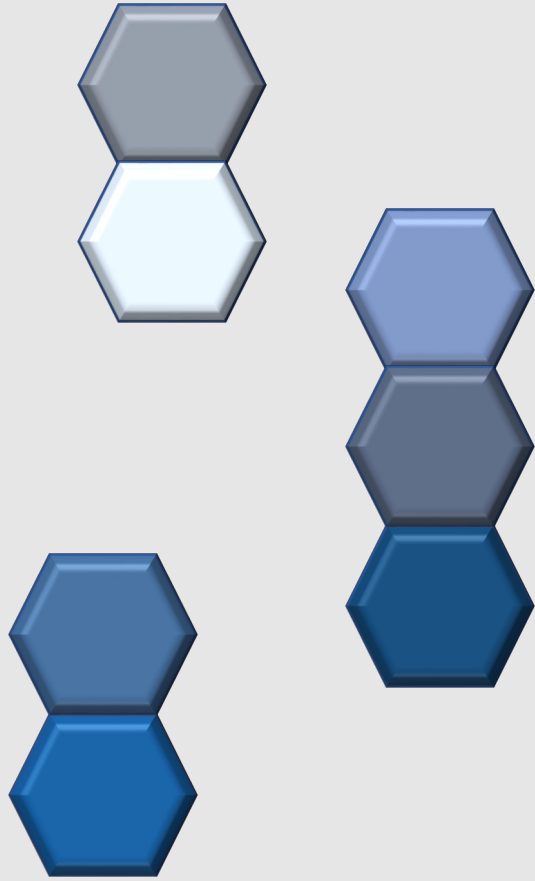
Prototype



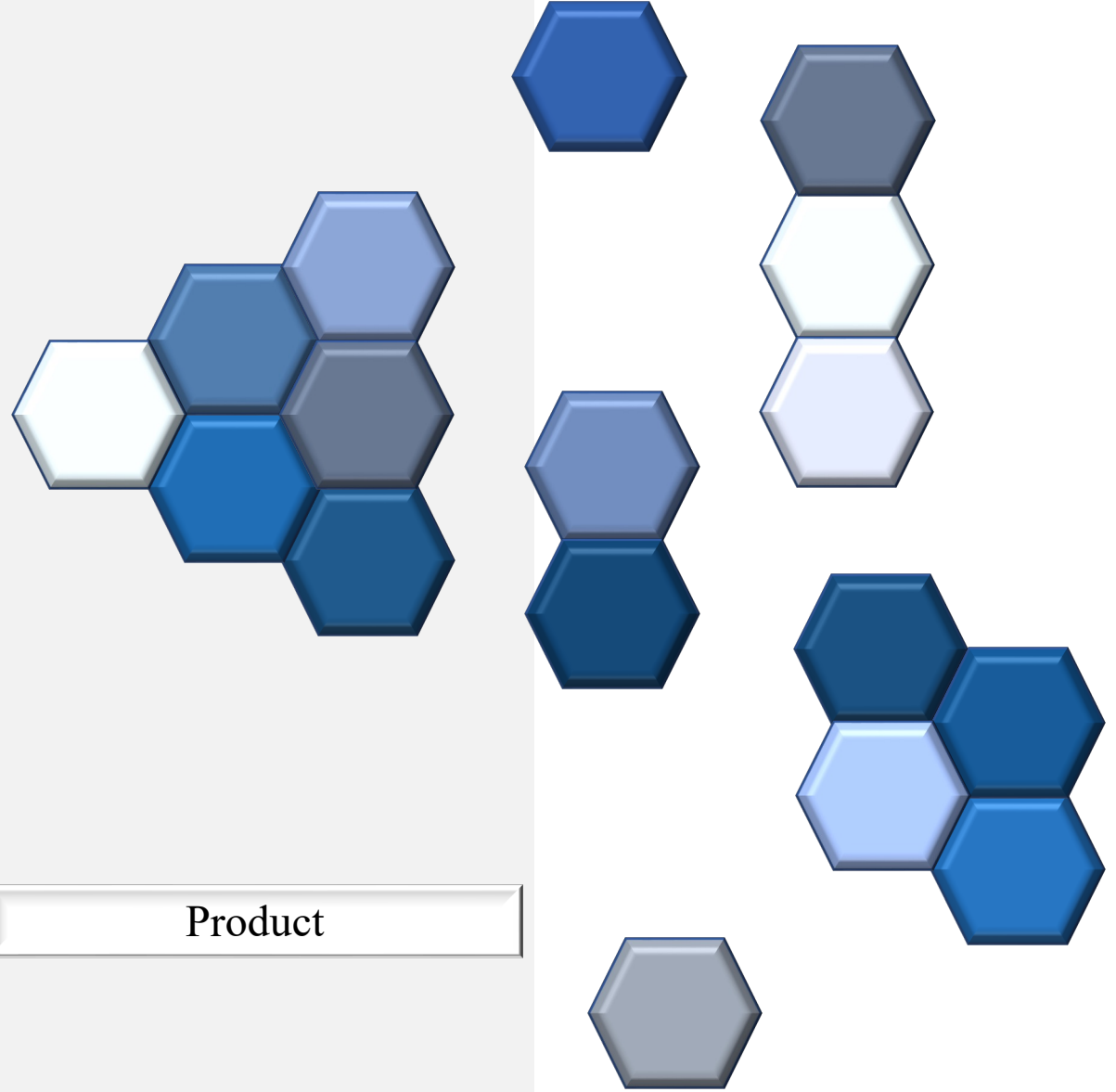
Product



Capabilities

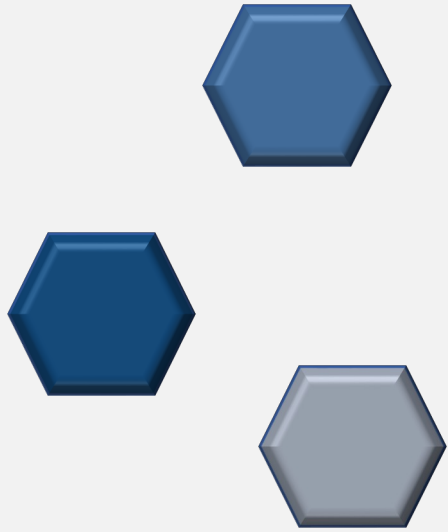


Prototype

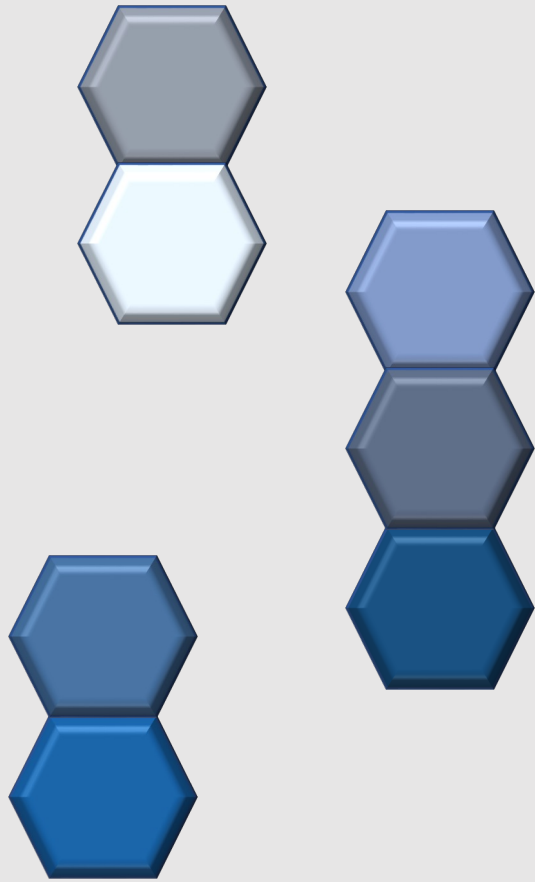


Product

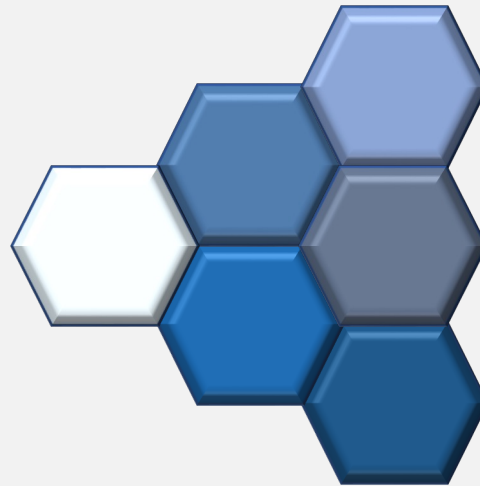




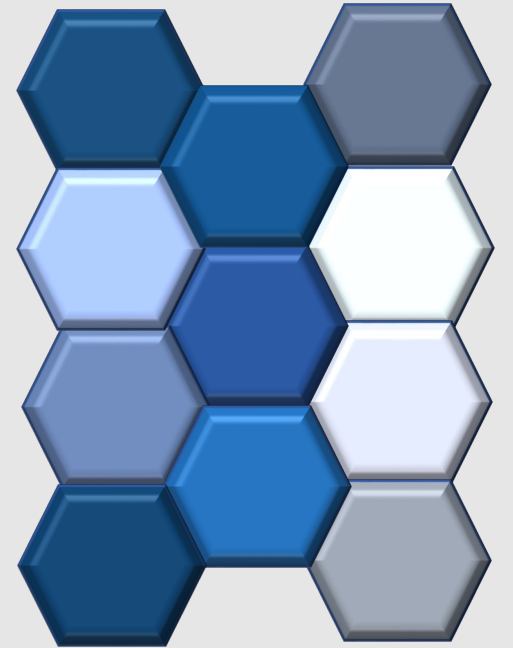
Capabilities



Prototype



Product



Platform



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

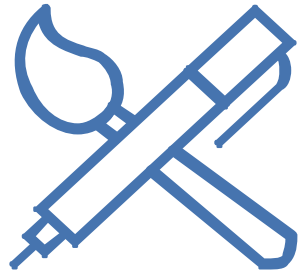
- Does it help you do what you already do, better?
- Helps you play the game you're already playing
- Key metrics are typically based on efficiency, effectiveness, and certainty
- Satisfies old desire, but also creates new desires. Makes you want more





## 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

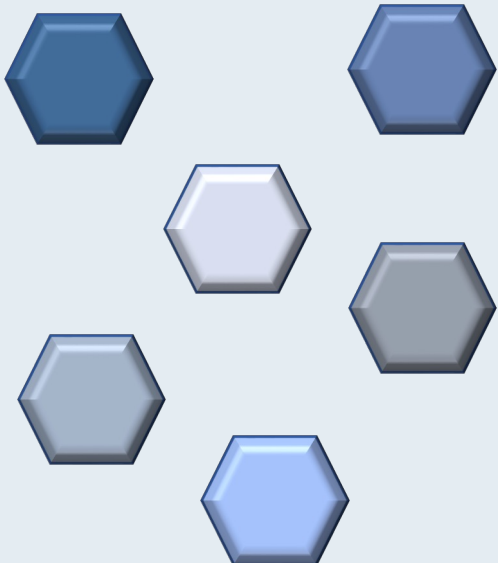
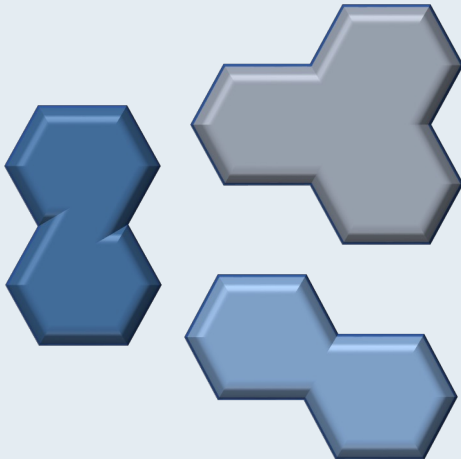

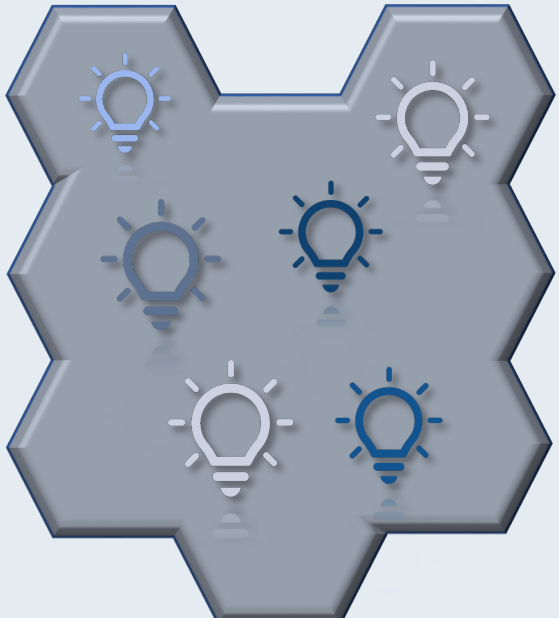




## **Stage 4: Transformation (Platform)**

- **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
	<b><u>New Capability</u></b> Who Cares? >>	<b><u>Prototype</u></b> What's Next? >>	<b><u>Product</u></b> Reinvention >>	<b><u>Platform</u></b> 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?
<b>Core Capability:</b>				
<b>Key Indicators:</b> Or Evidence of Success				
<b>Potential Roadblocks:</b> Or Constraints				
<b>Getting to Next:</b>	1	2	3	



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# Implementing New Capabilities

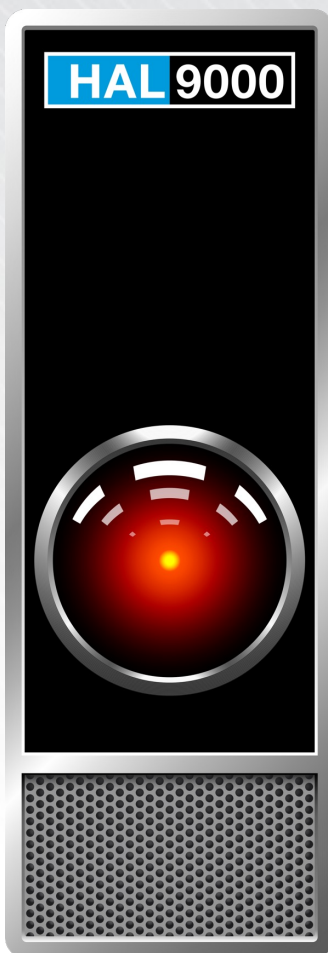
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**AI As A Digital "Who"**



# What People Expect From AI...

---





**Think of It As  
Hiring An  
Employee**





# Generalist



# Specialist



# Observe



# Interact





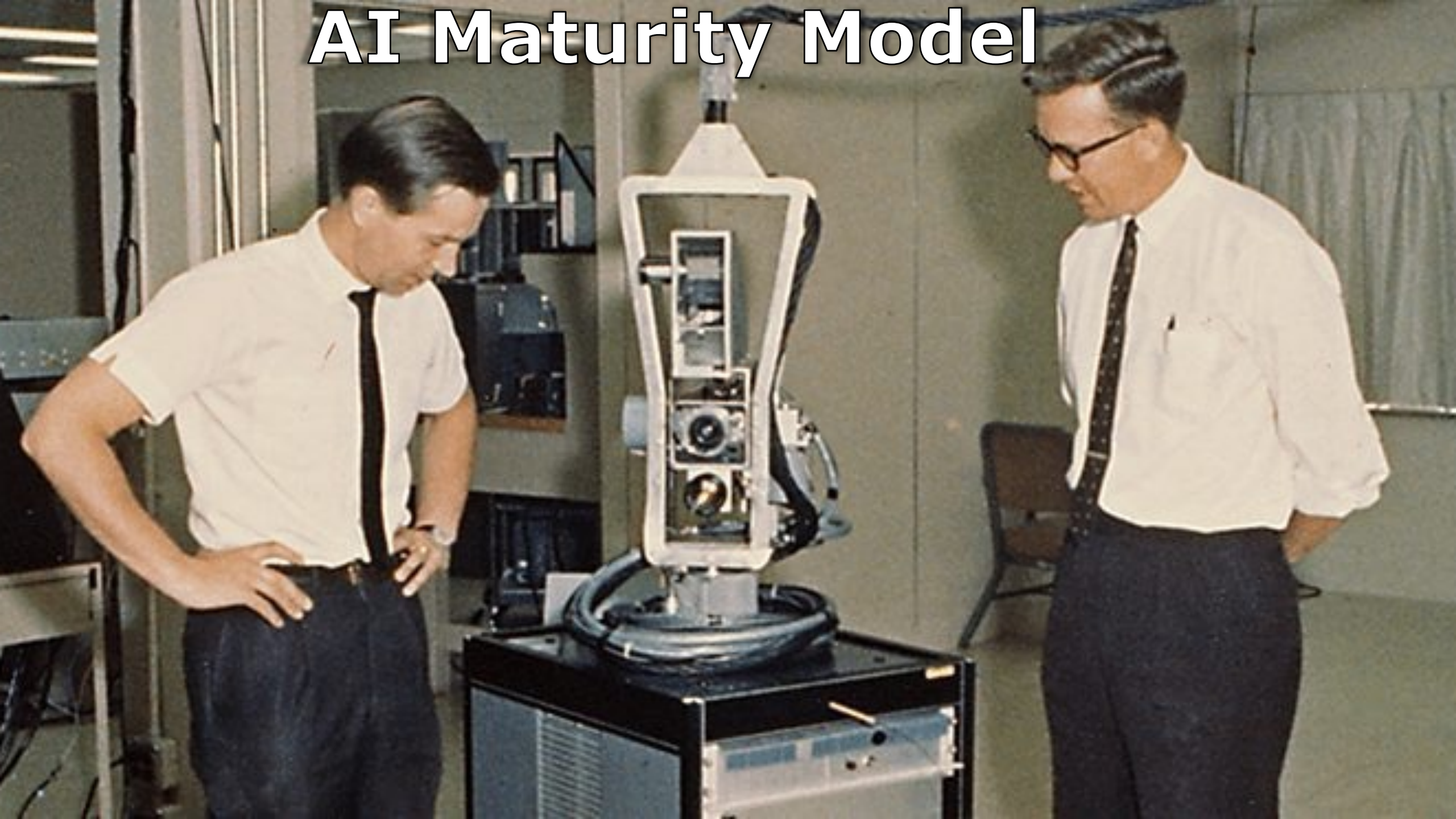
**Risk-Averse**



**Opportunity  
Seeking**

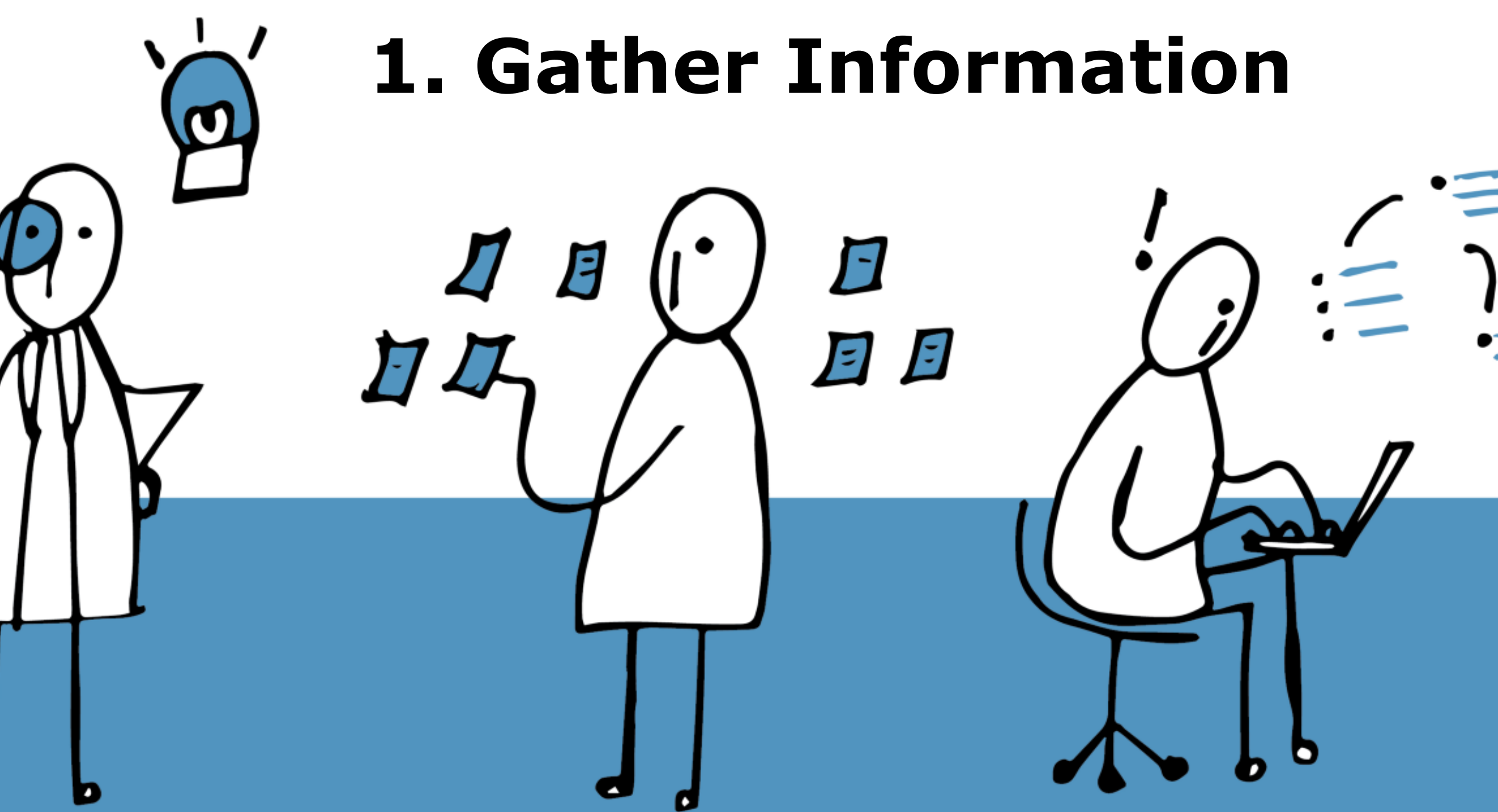


# AI Maturity Model

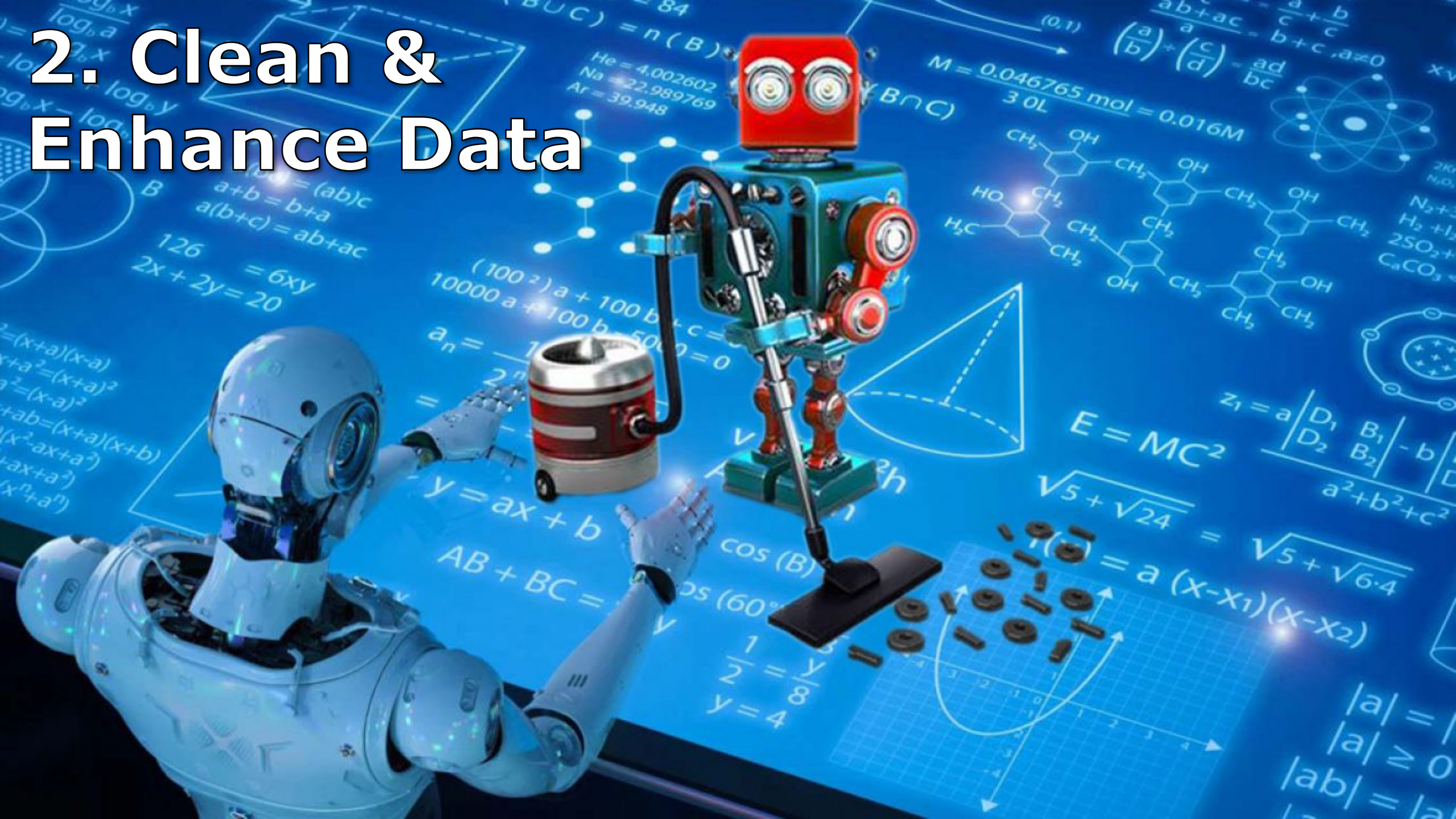




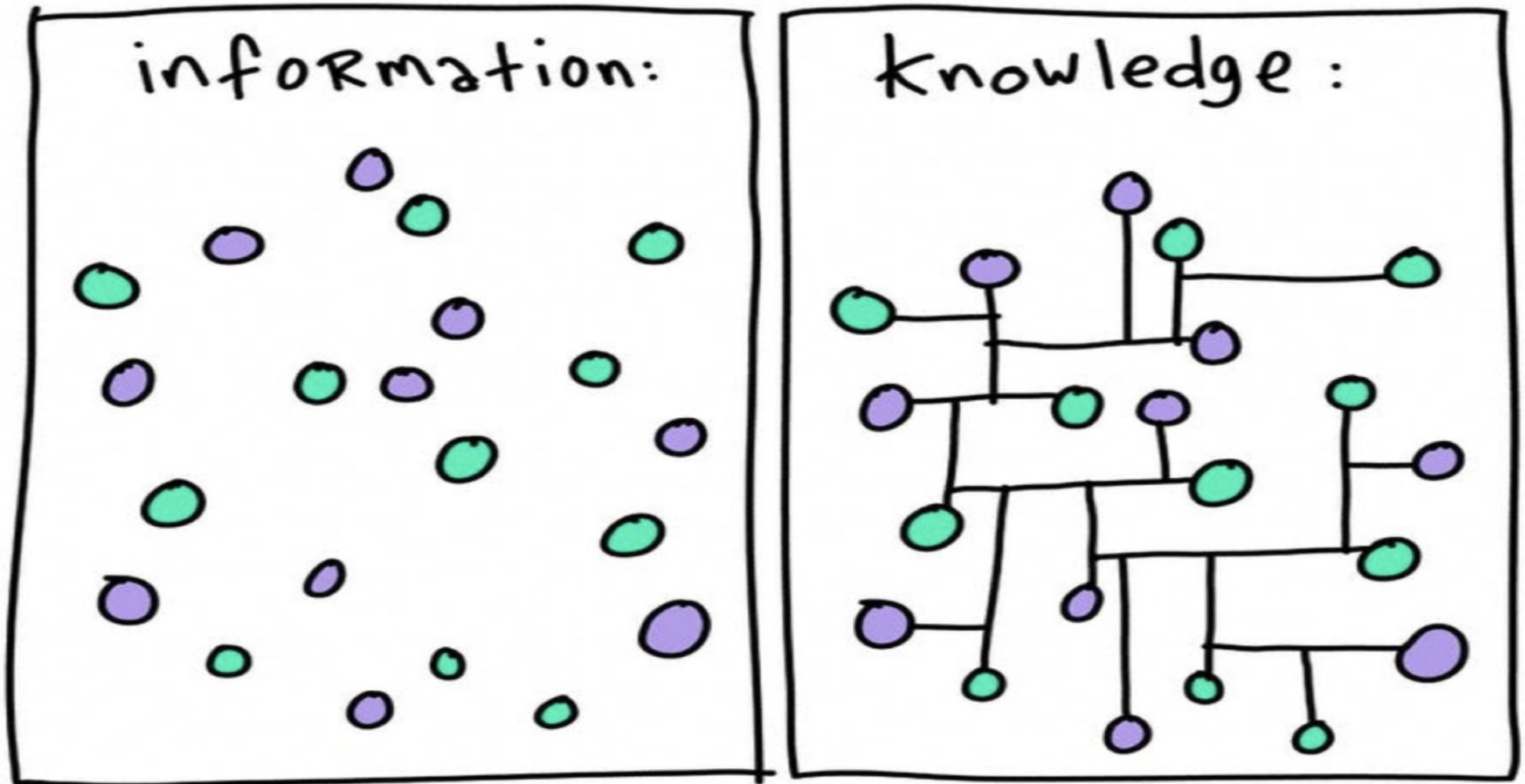
# 1. Gather Information



# 2. Clean & Enhance Data







@gapingvoid

# 3. Organize & Structure

# 4. Rank & Evaluate Choices





# 5. Make Recommendations

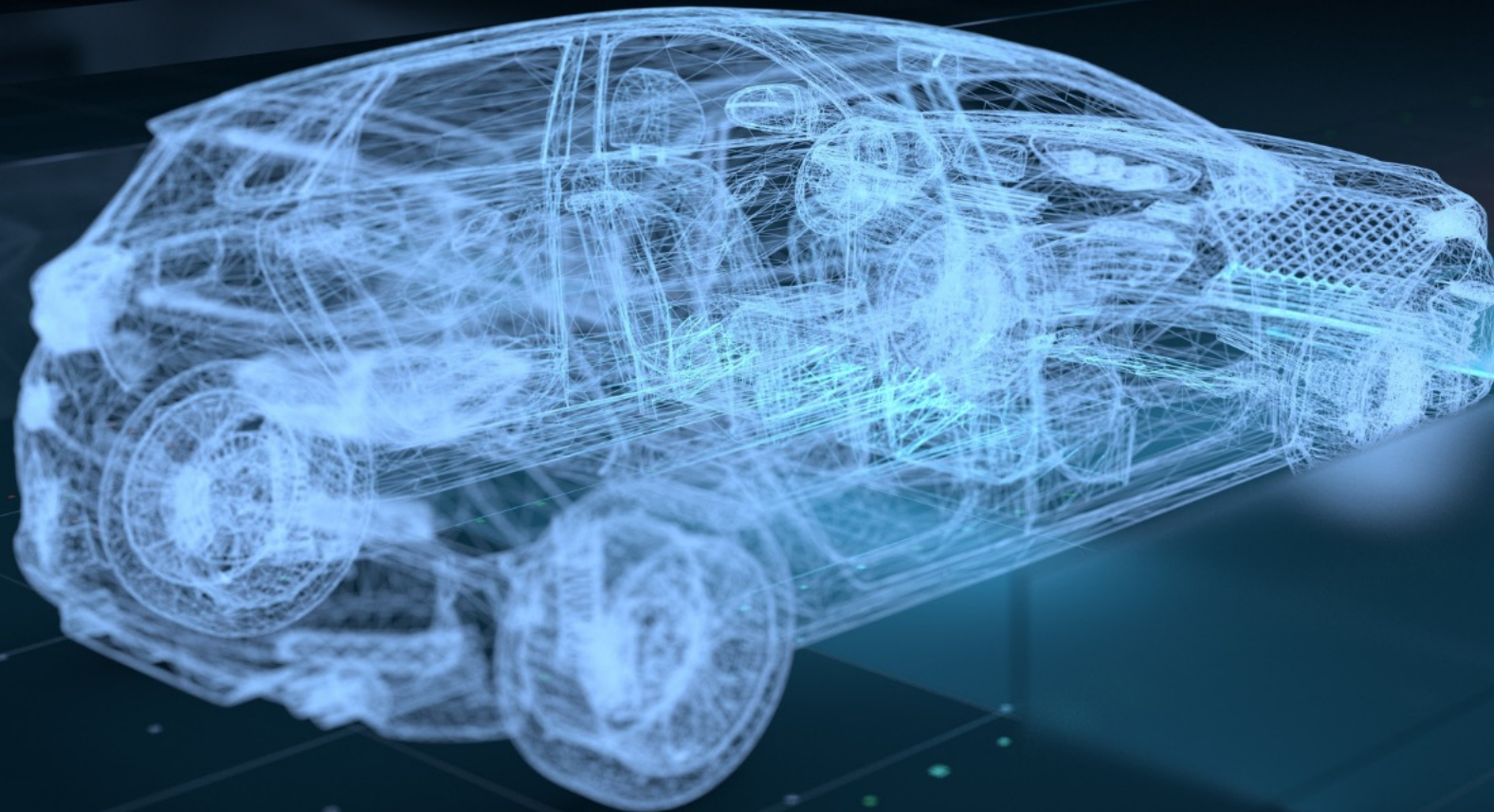


# 6. Choose An Answer





# 7. Autonomous Decisions & Actions



# To Summarize ...

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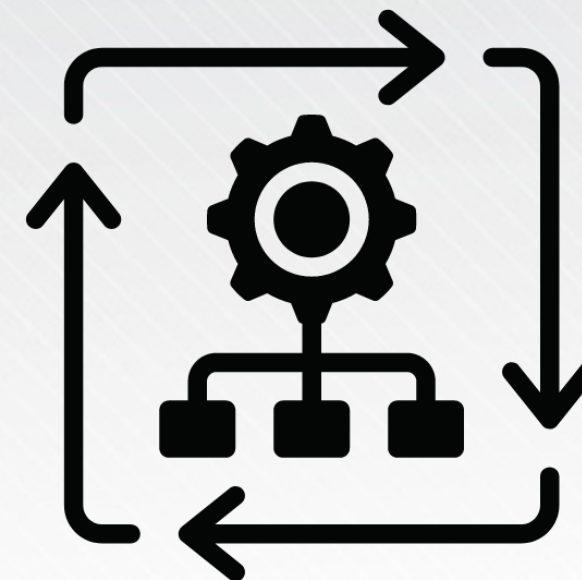
## Support

AI helping humans do their tasks better



## Augment

AI performing individual steps in a complex process with human oversight

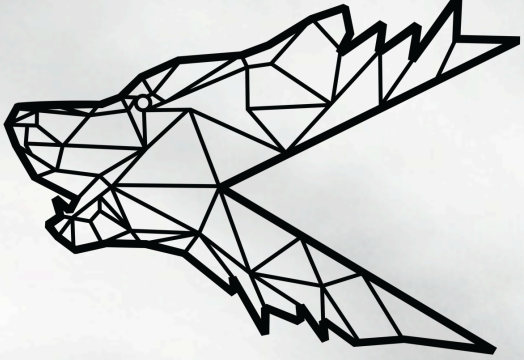


## Automate

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

---





CHAMPIONS

---

**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



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**Howard Getson**

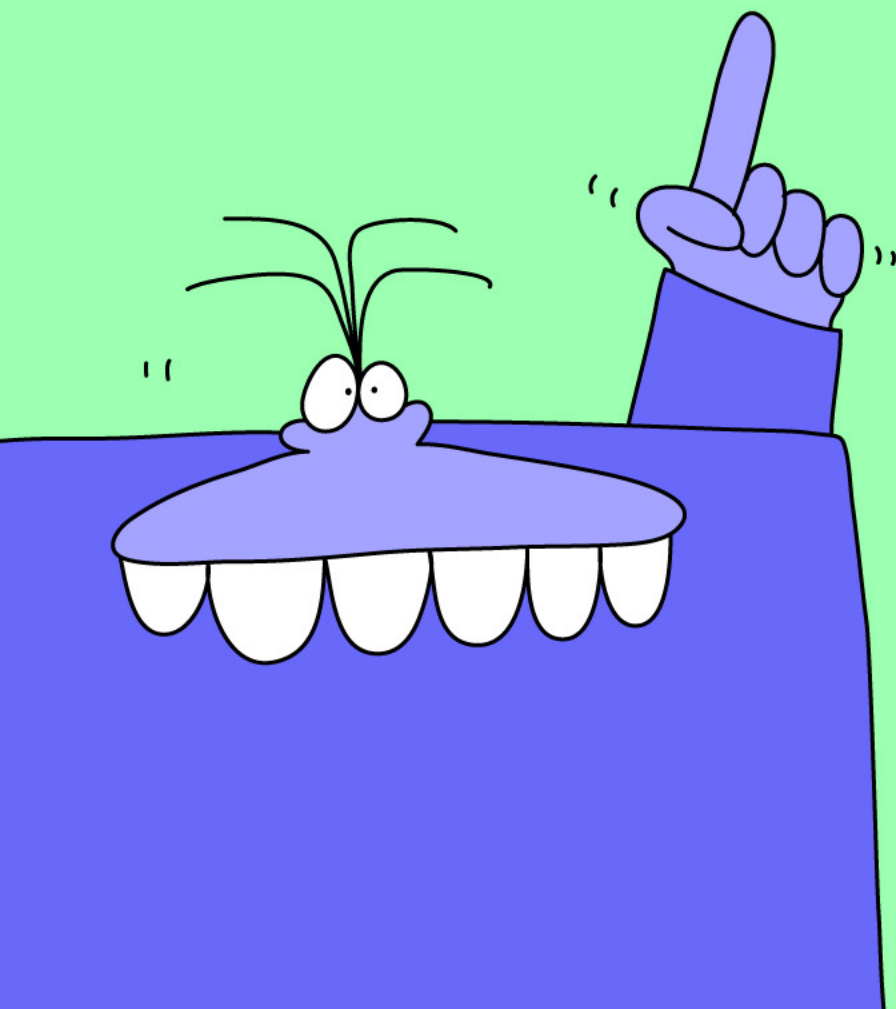
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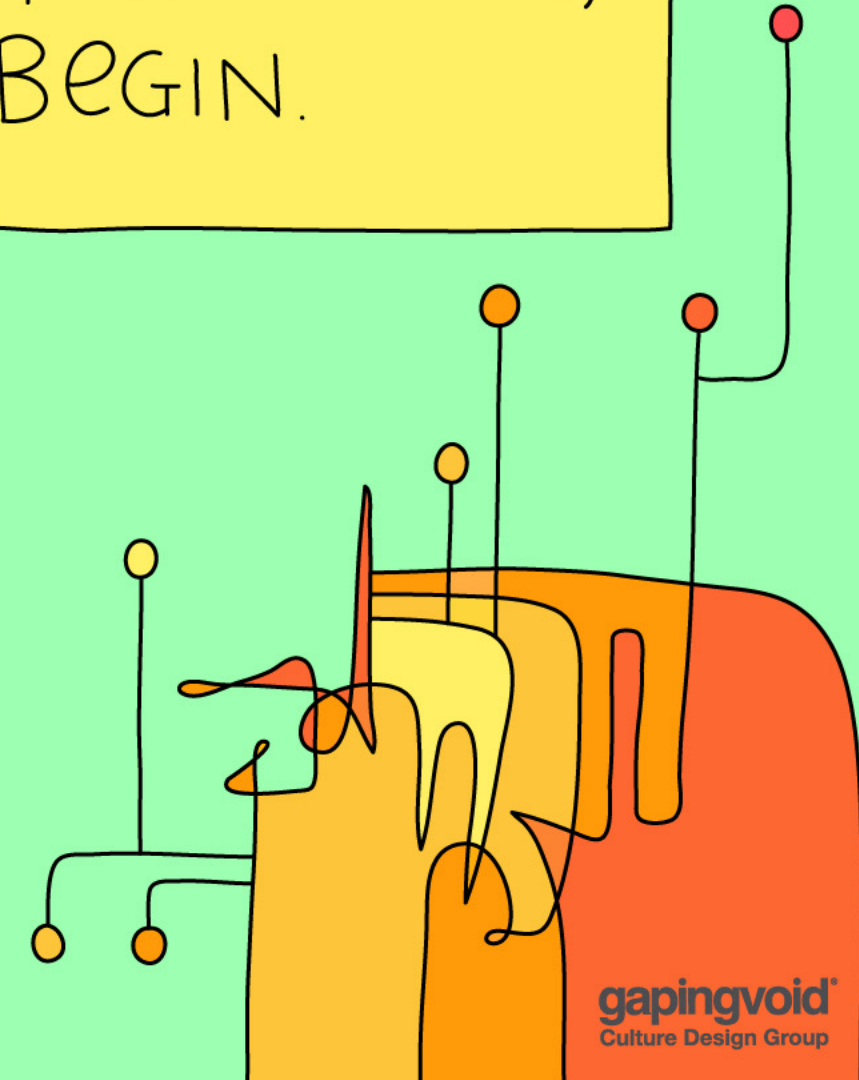
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**By The Way ...**





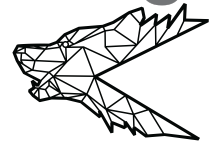
IF IN DOUBT,  
BEGIN.



Name: \_\_\_\_\_ Date: \_\_\_\_\_

	Stage 1	Stage 2	Stage 3	Stage 4
	<b><u>New Capability</u></b> Who Cares?	<b><u>Prototype</u></b> What's Next?	<b><u>Product</u></b> Reinvention	<b><u>Platform</u></b> 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?
<b>Core Capability:</b>				
<b>Key Indicators:</b> Or Evidence of Success				
<b>Potential Roadblocks:</b> Or Constraints				
<b>Getting to Next:</b>	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