April 29, 2023

The Future of AI

And What It Means To Entrepreneurs

Howard Getson

Capitalogix®

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

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To have you see that AI is a tool you can use regardless of what your business is

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

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

Howard Getson

Capitalogix®

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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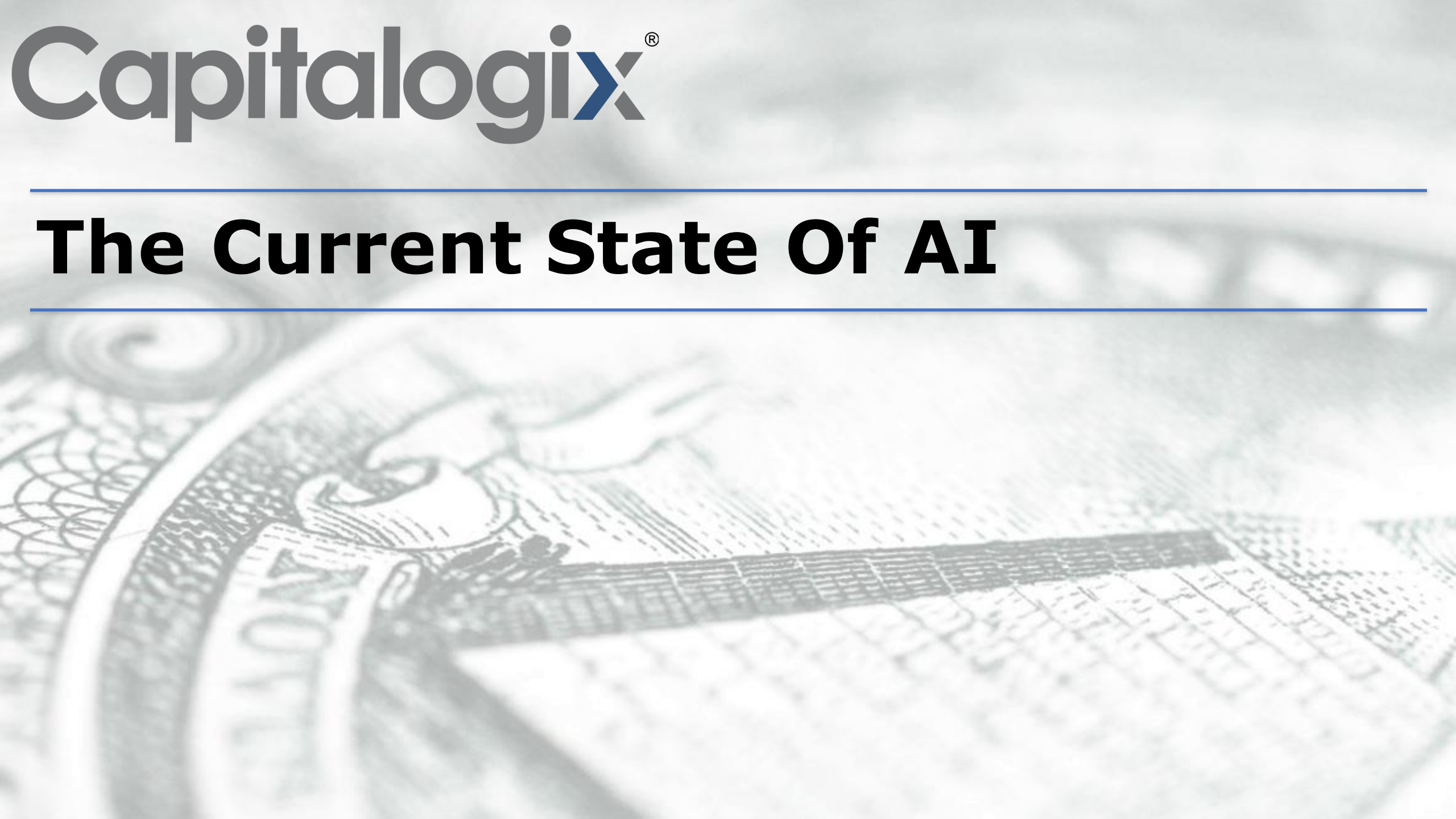
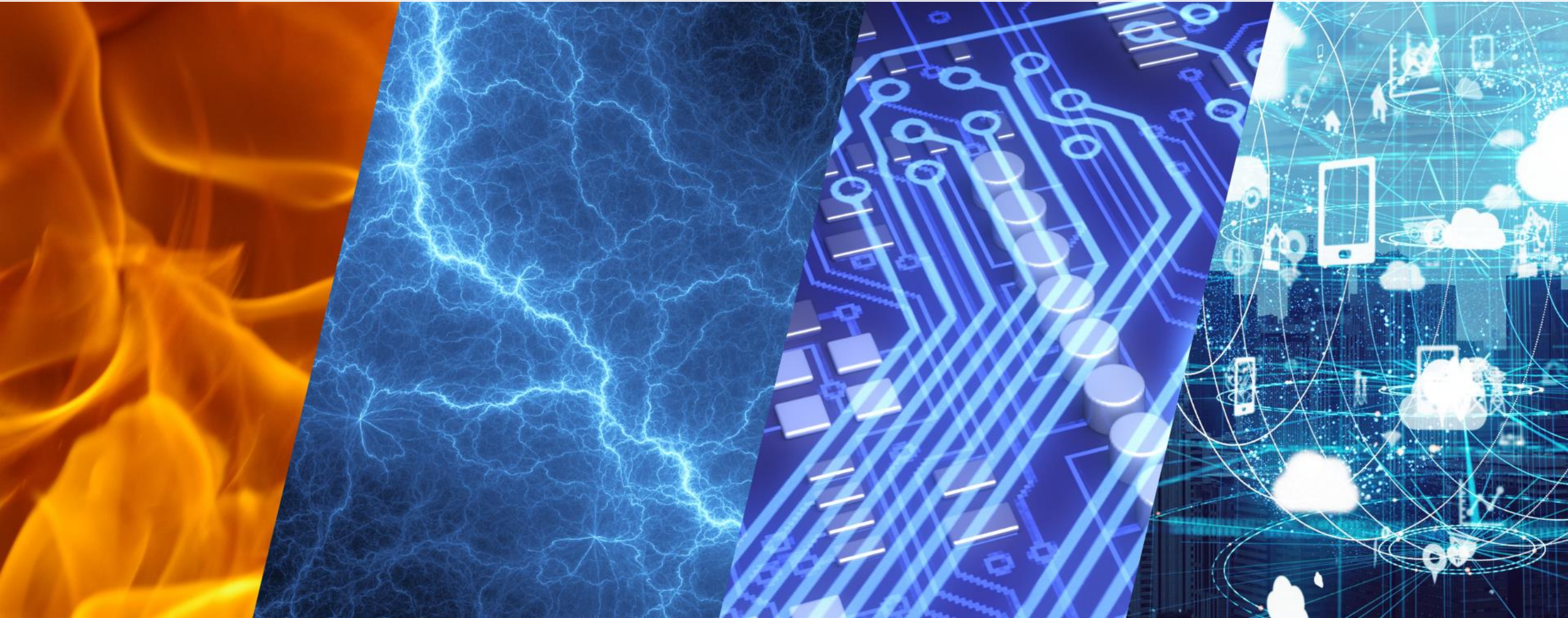
The Current State Of AI

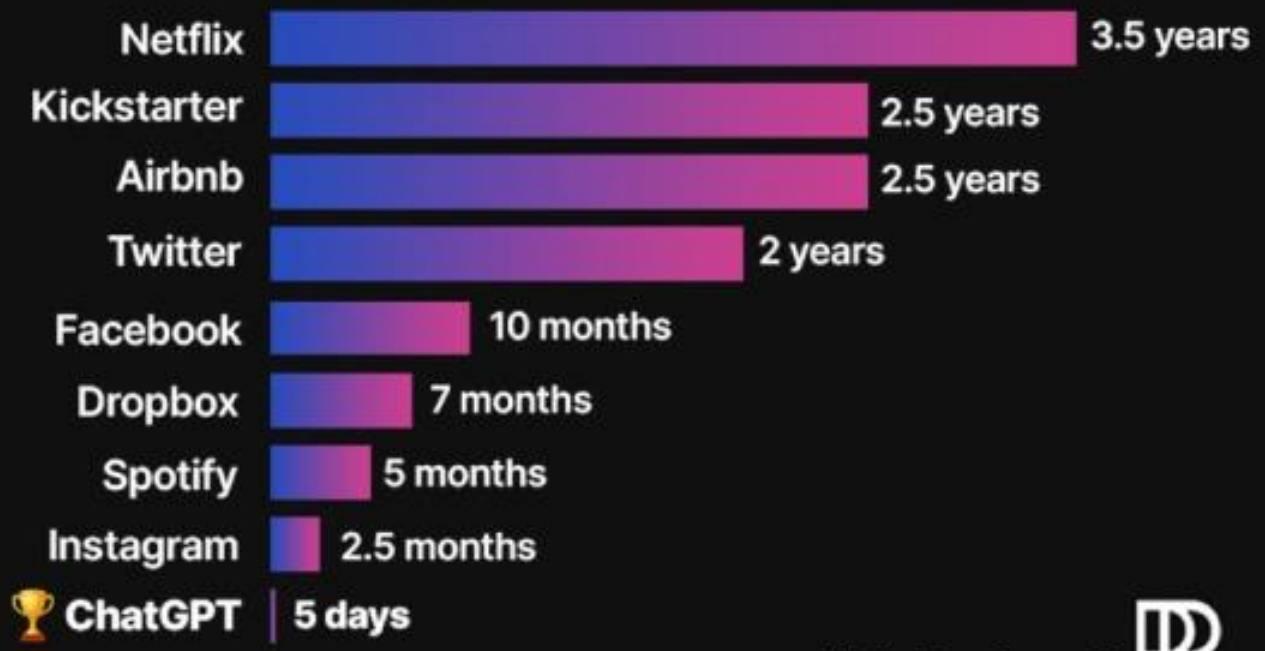


AI Will Be As Important An Invention As The Discovery Of Fire, Electricity, the Computer, and the Internet



ChatGPT Is Exciting
OpenAI
FEATURED
ChatGPT
DALL·E 2
Whisper
Alignment
Startup Fund

Time it took to reach One Million Users:



@TheRundownAI

Don’t Get
Hung Up
On The
Tool

AMERICA Online
palm
Y!
myspace
circuit city
Kodak
xerox
Ask Jeeves
Netscape

Tools We Use

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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

Systematization Doesn't Mean It Needs To Be AI

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Leveraging AI: What You Need To Know

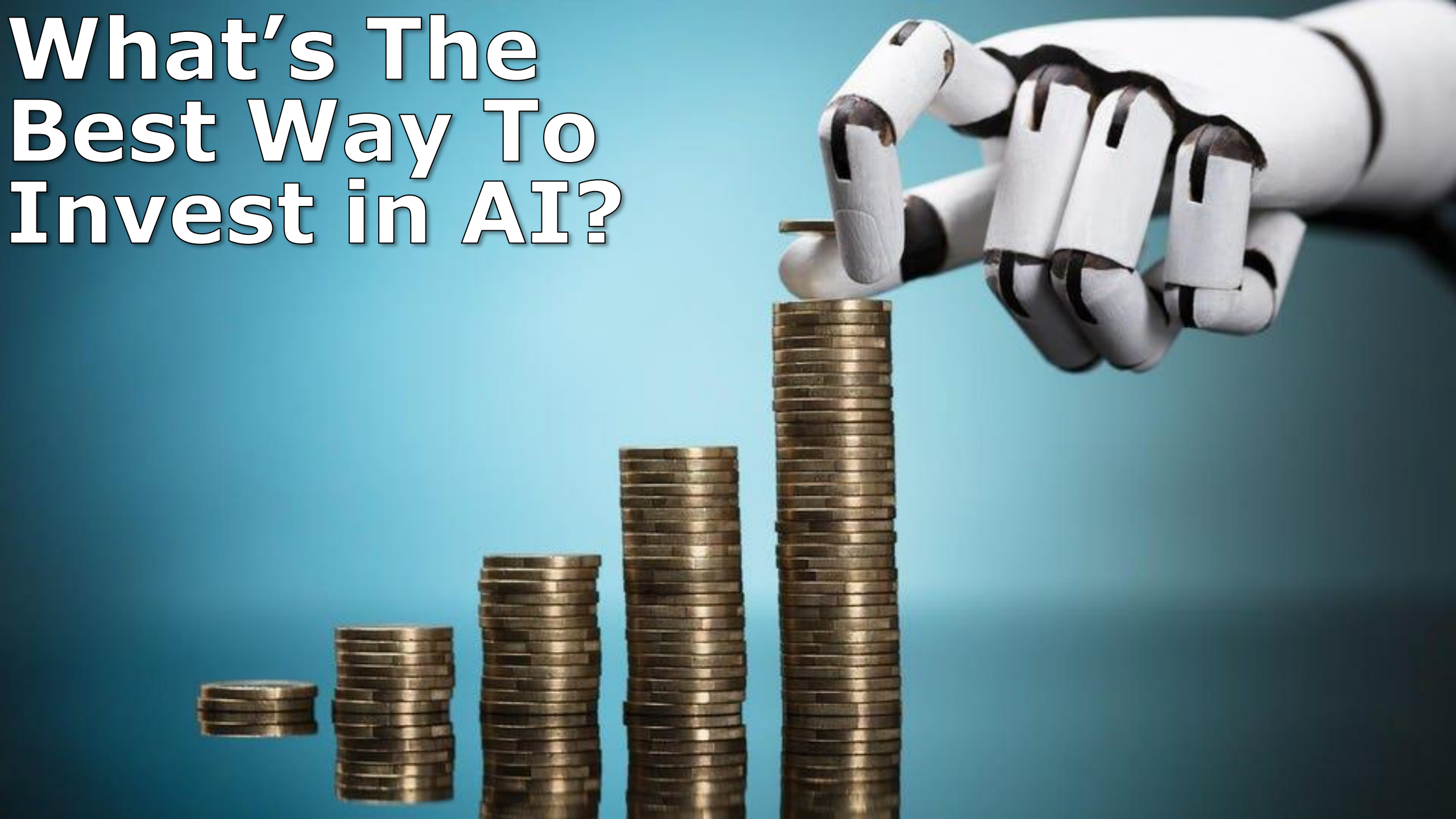
You’re Early.
It’s about incremental progress
toward the inevitable

FOMO Is Your Enemy

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

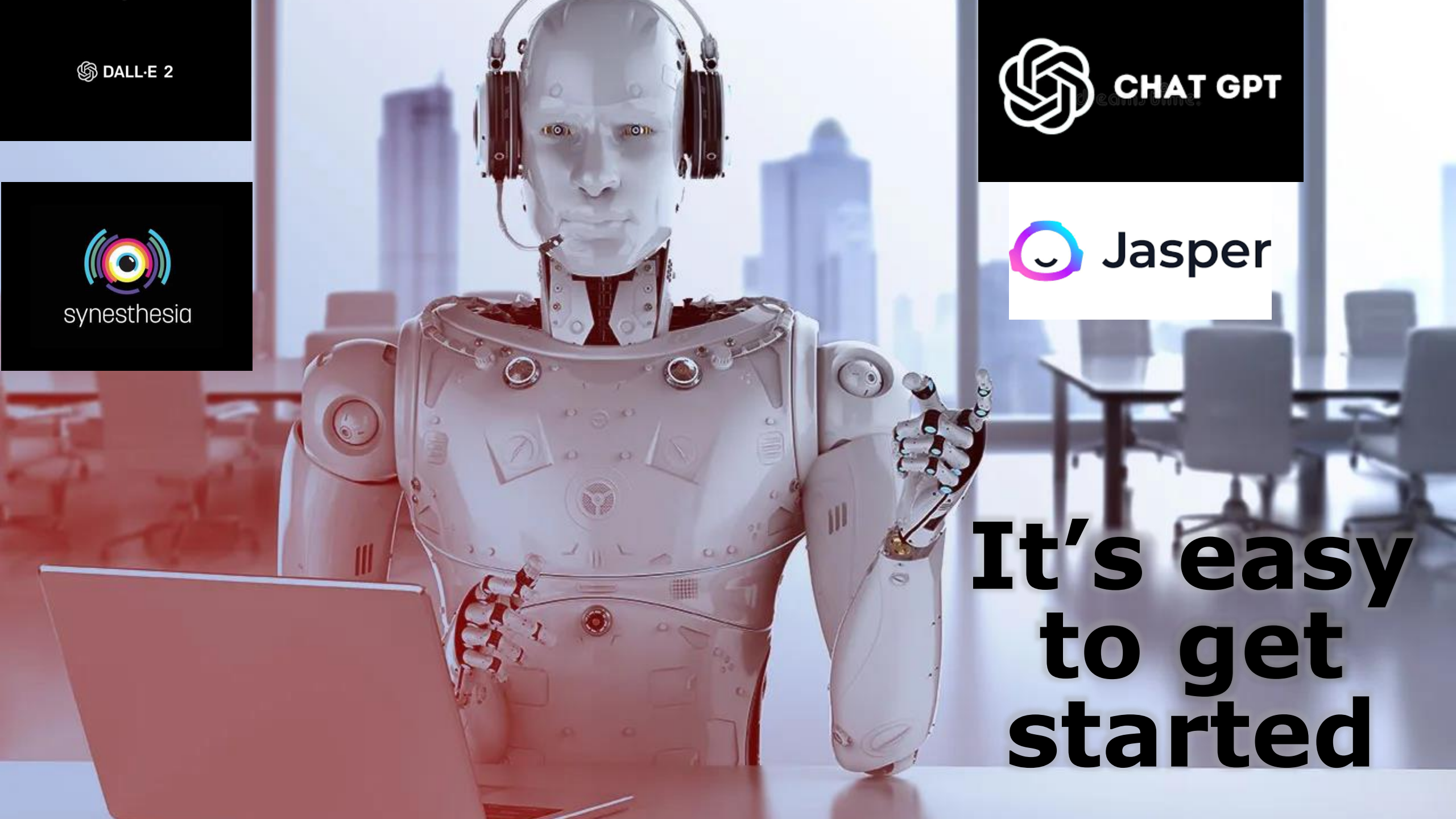
You Have Time

What's The Best Way To Invest in AI?



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

Food For Thought

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Commercial **Built For You**

The Most Common Mistake …

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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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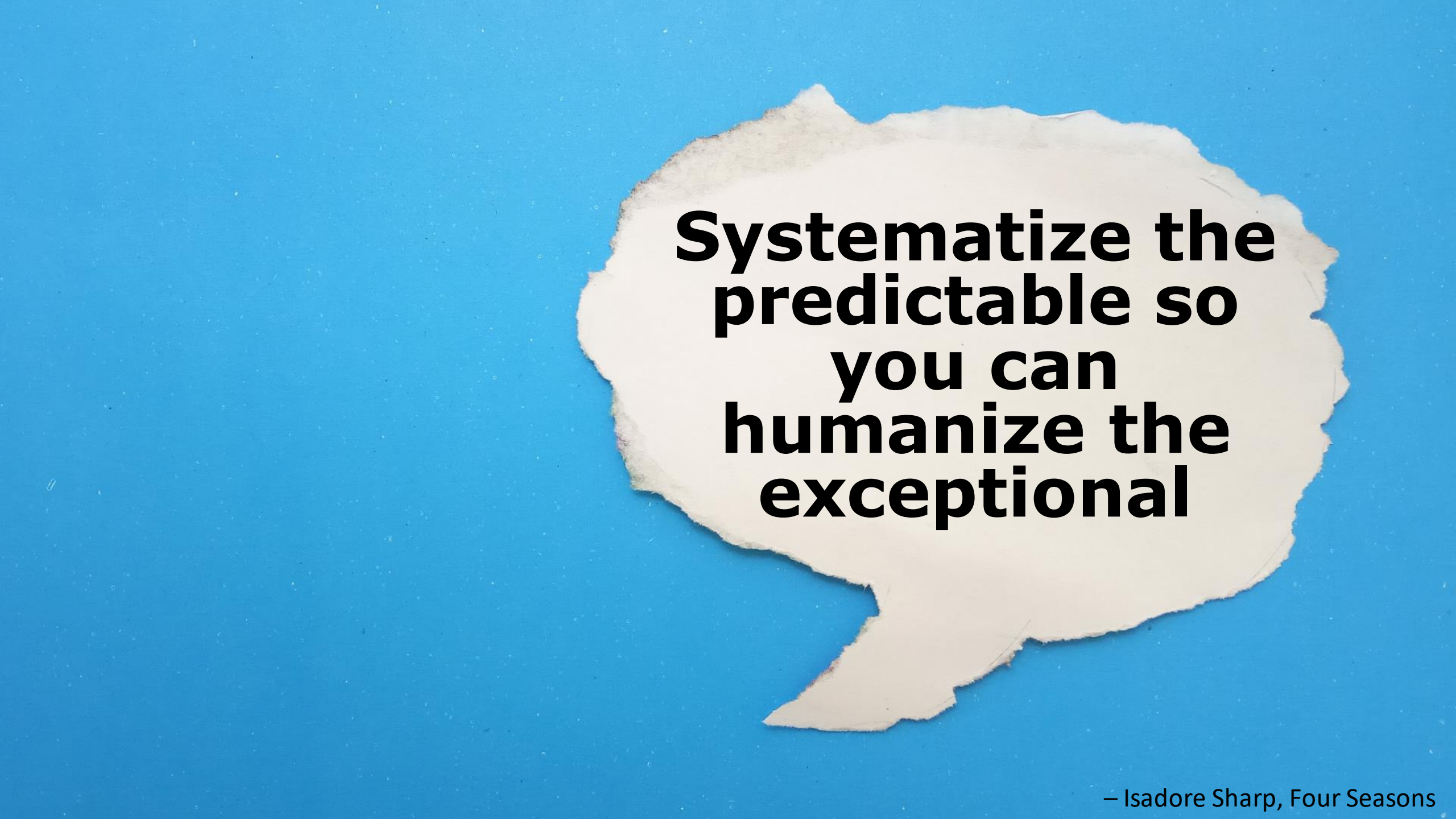
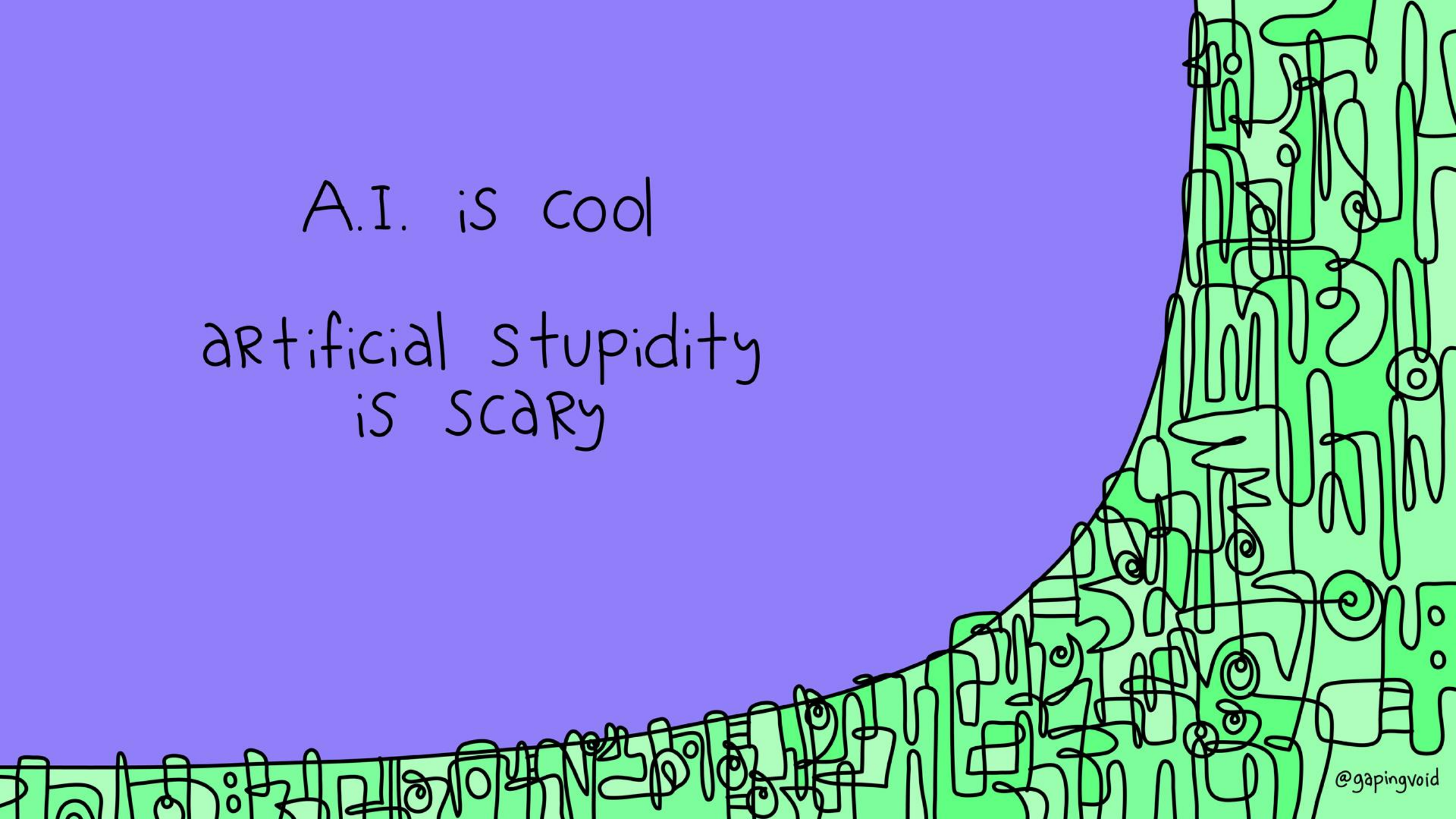
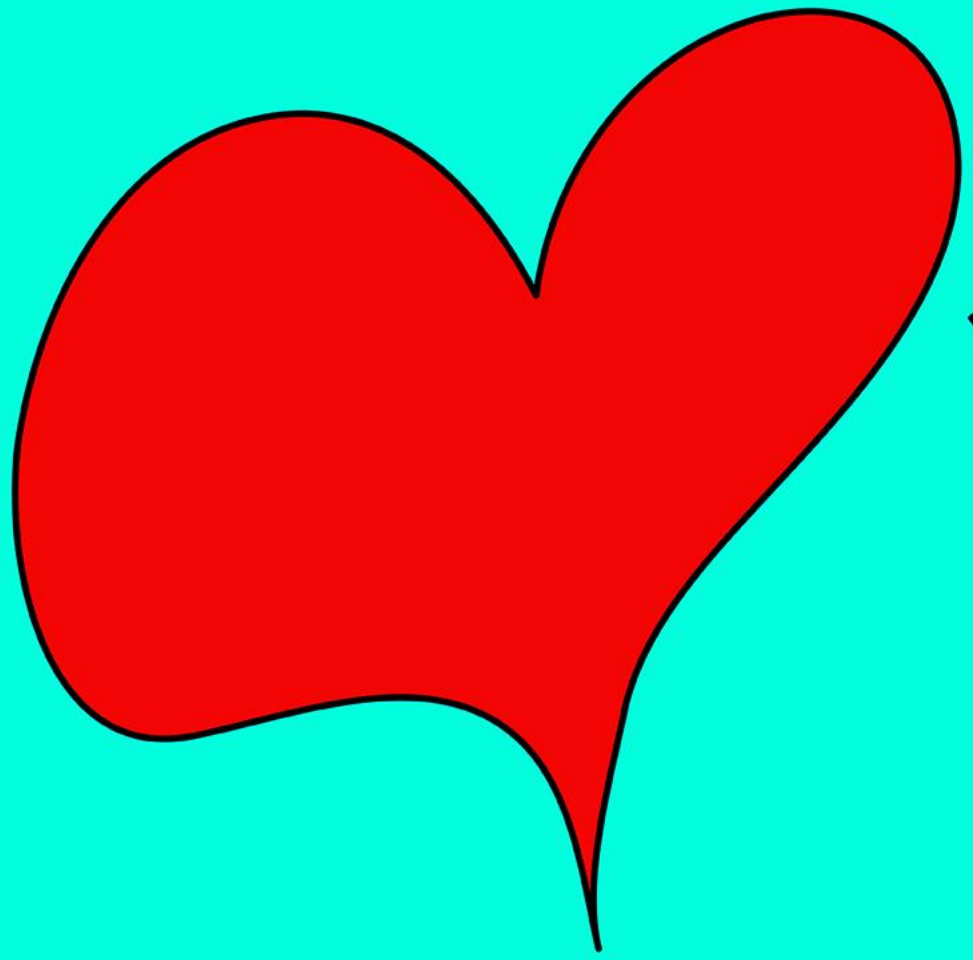
How To Think About AI

Mastery Mindsets



– Isadore Sharp, Four Seasons


A.I. is cool
artificial stupidity
is scary
@gapingvoid



the heartbeat of A.I. is still human

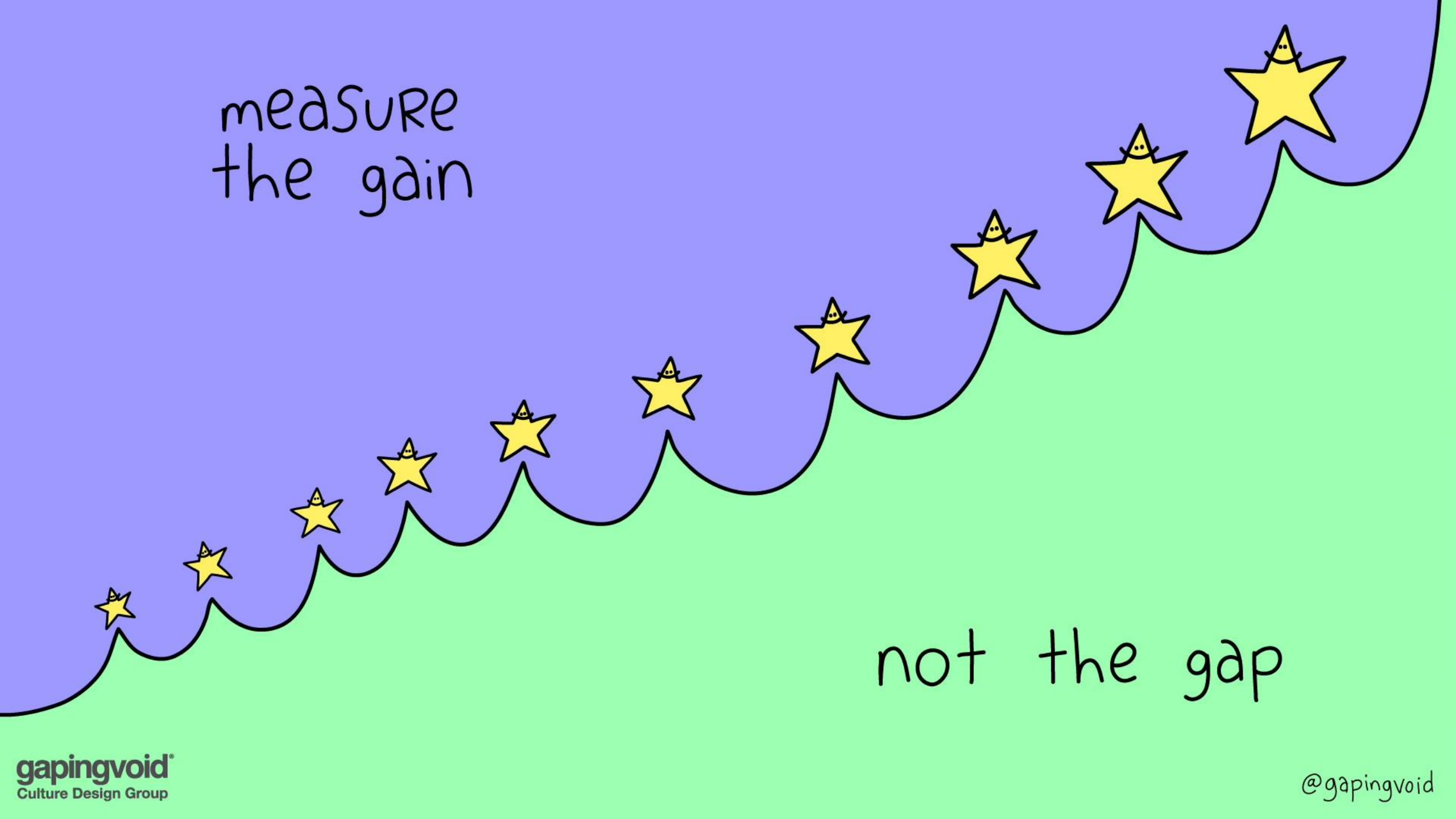
@gapingvoid

Preserve The Magic …

Don’t Automate Your Unique Ability

Don’t Let Perfect …

Get In The Way of Good



gapingvoid
Culture Design Group

@gapingvoid

Timeless
Wisdom
Focus On
What
Doesn’t
Change

Humans Often Recognize Big Changes On The Horizon…

But Rarely Anticipate The Consequences

Kodak
BLOCKBUSTER

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How To Get Started With AI

Begin With
The End In
Mind

Four Questions To Ask Yourself Before You Start

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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?

11 Key Tech Adoption Drivers

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?

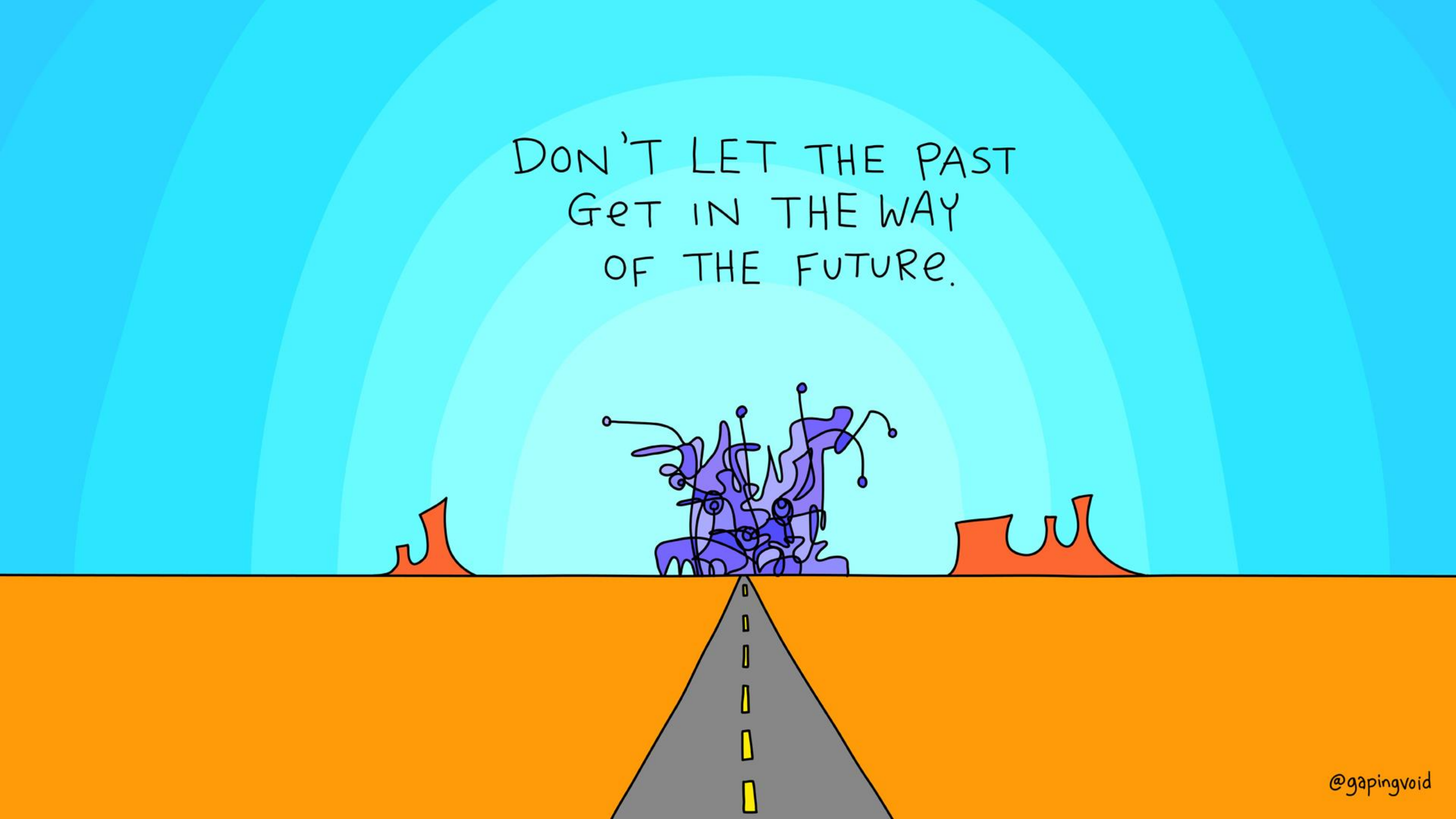
1 2 3 4 5 6 7 8 9 10

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.
@gapingvoid

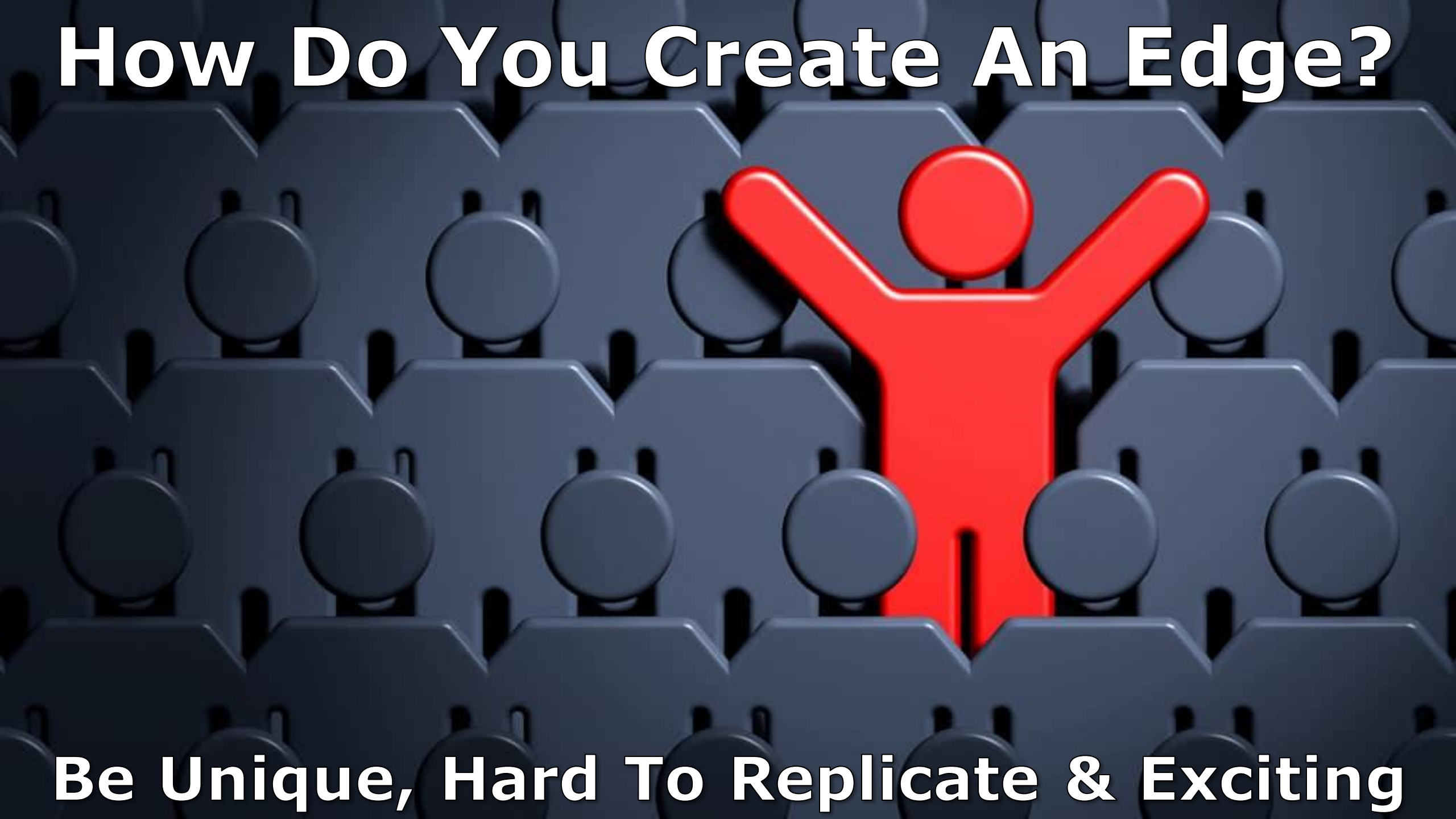
You Have a Chance To Play a New Game

- 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

Confidential Information - Do Not Disclose

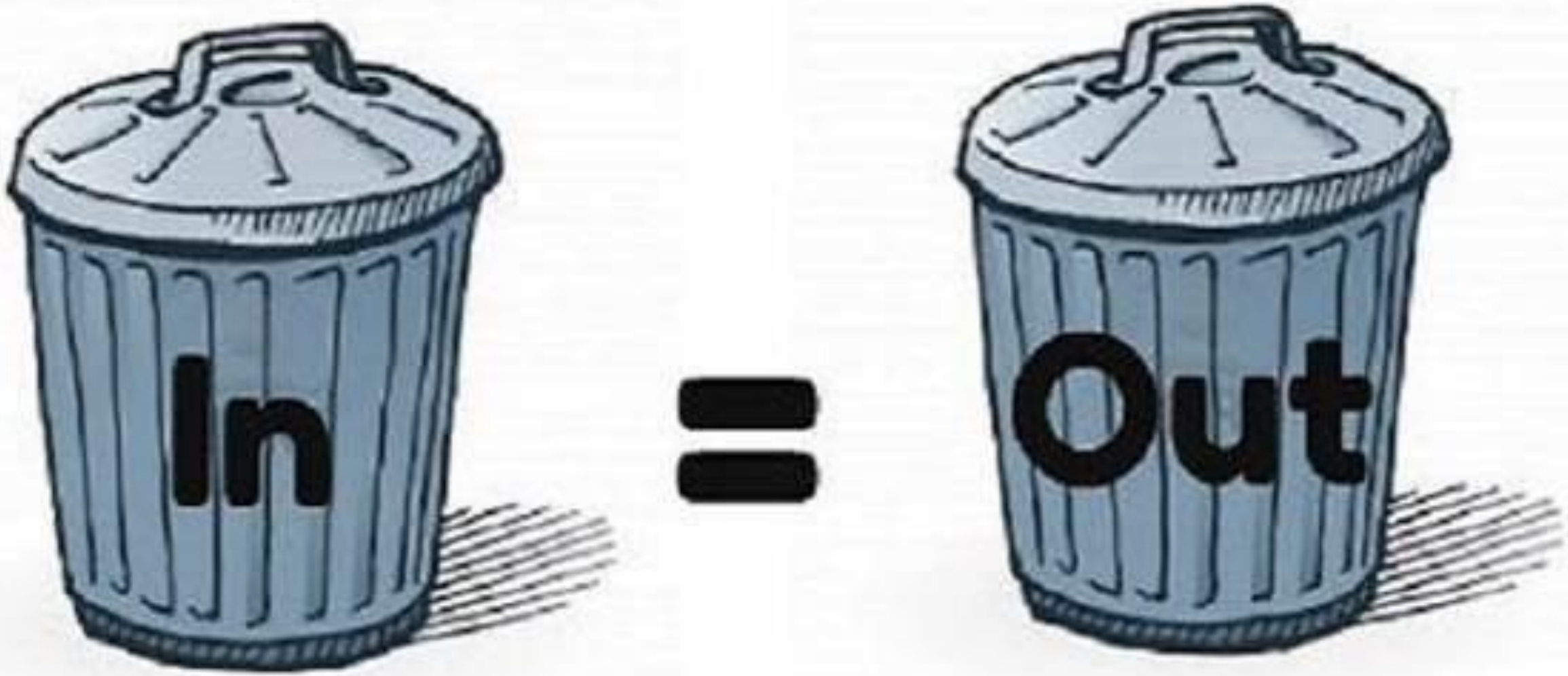
How Do You Create An Edge?



Be Unique, Hard To Replicate & Exciting

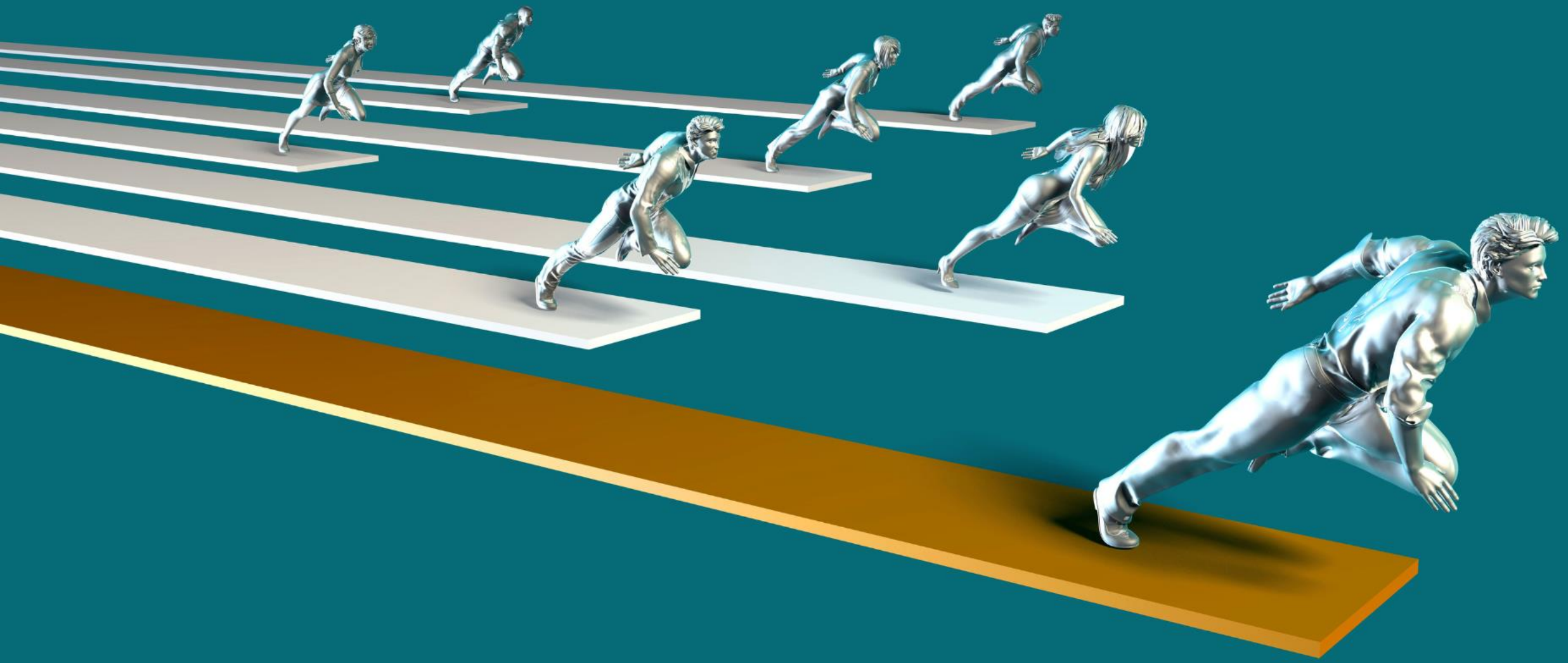
What Data Do You Need?

Success Depends On Data Quality



To Do The Impossible, Make The Invisible, Visibl

How Can You Extend Your Edge?



GROWTH
EXPONENTIAL
LINEAR
OFF

Stack Easy Wins

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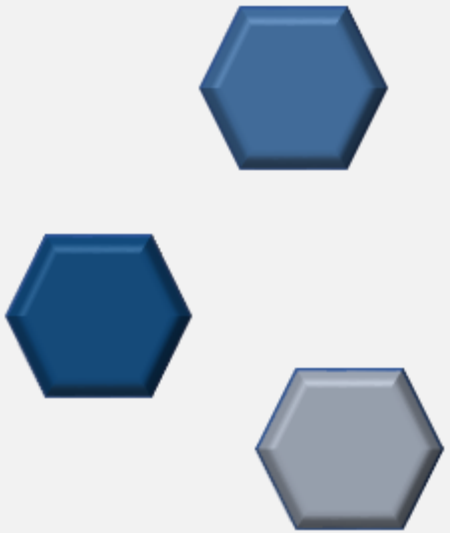
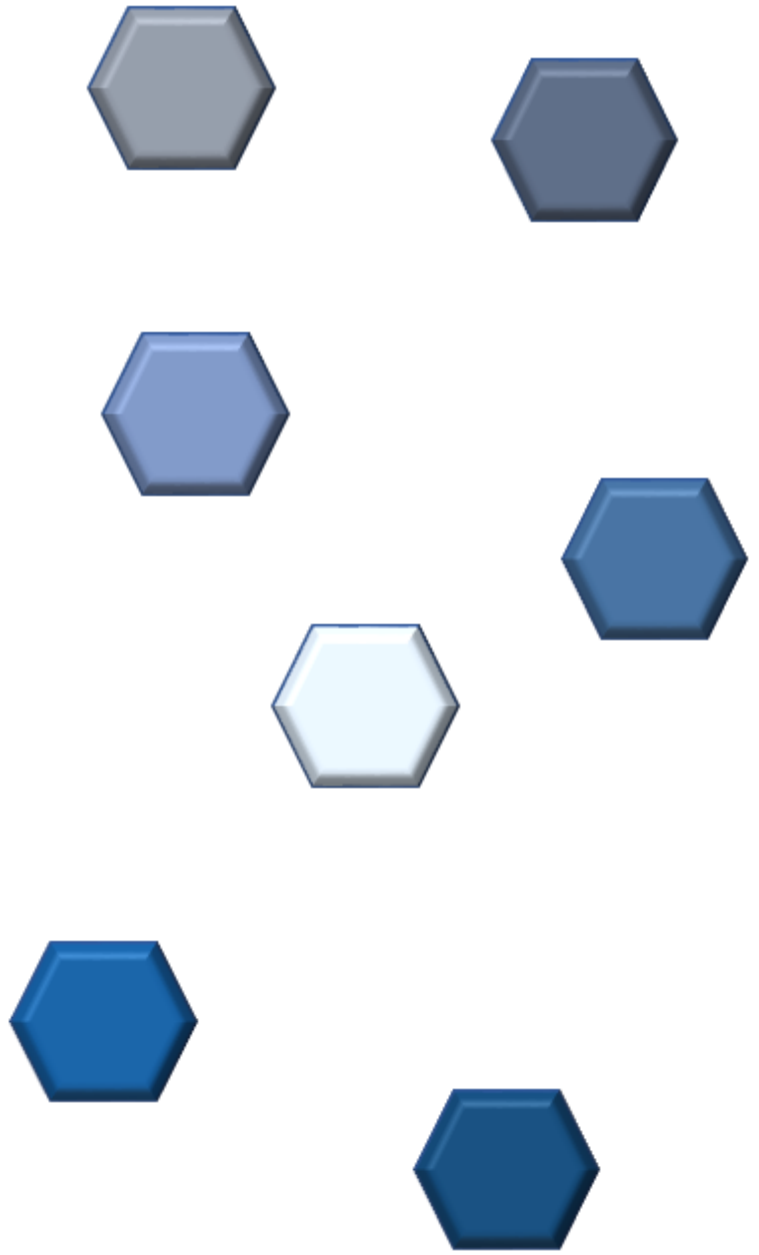
The Tech Adoption Model

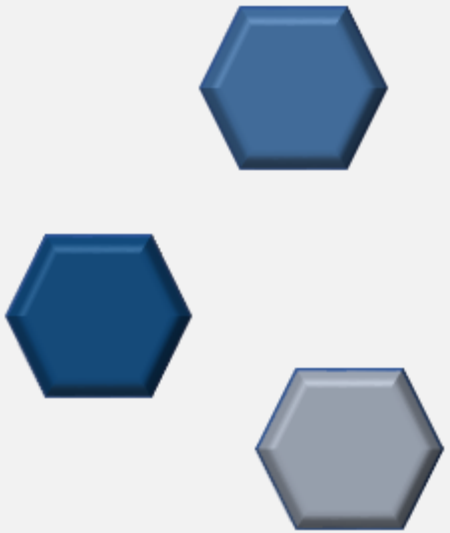
It's Easier To Predict Human Nature Than It Is To Predict Technology Adoption

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



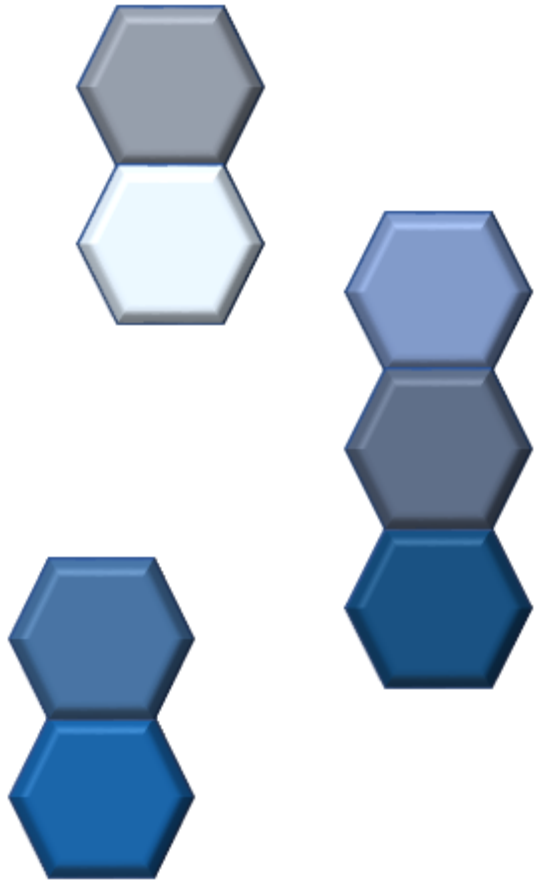
Capabilities

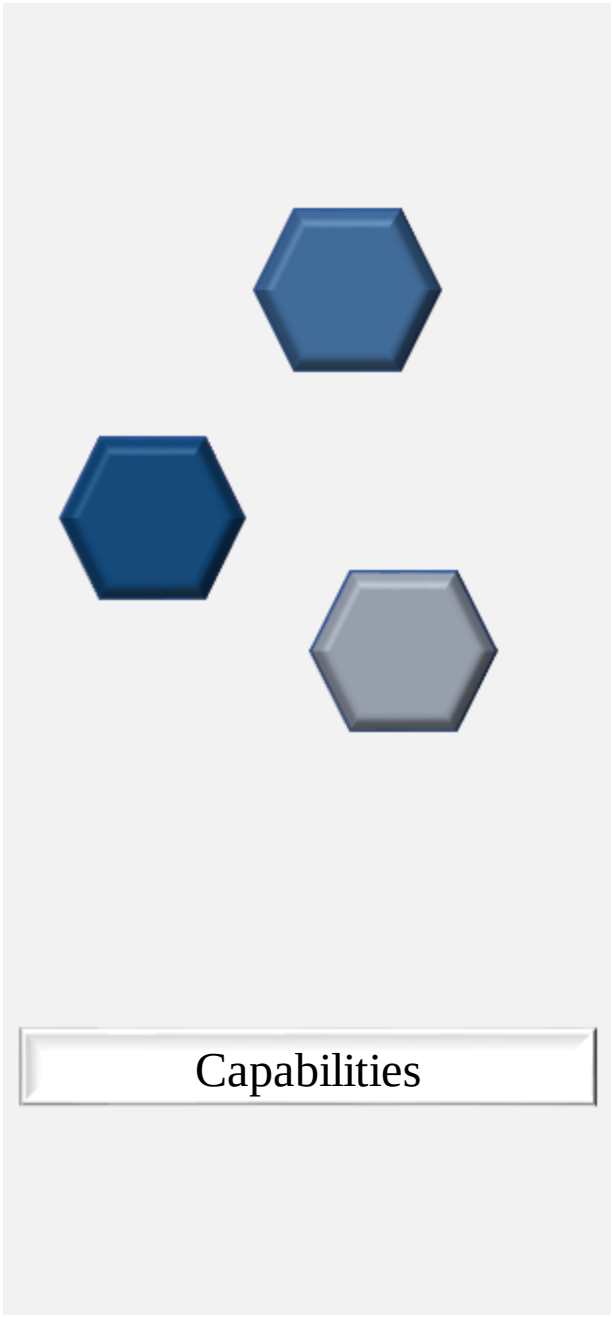




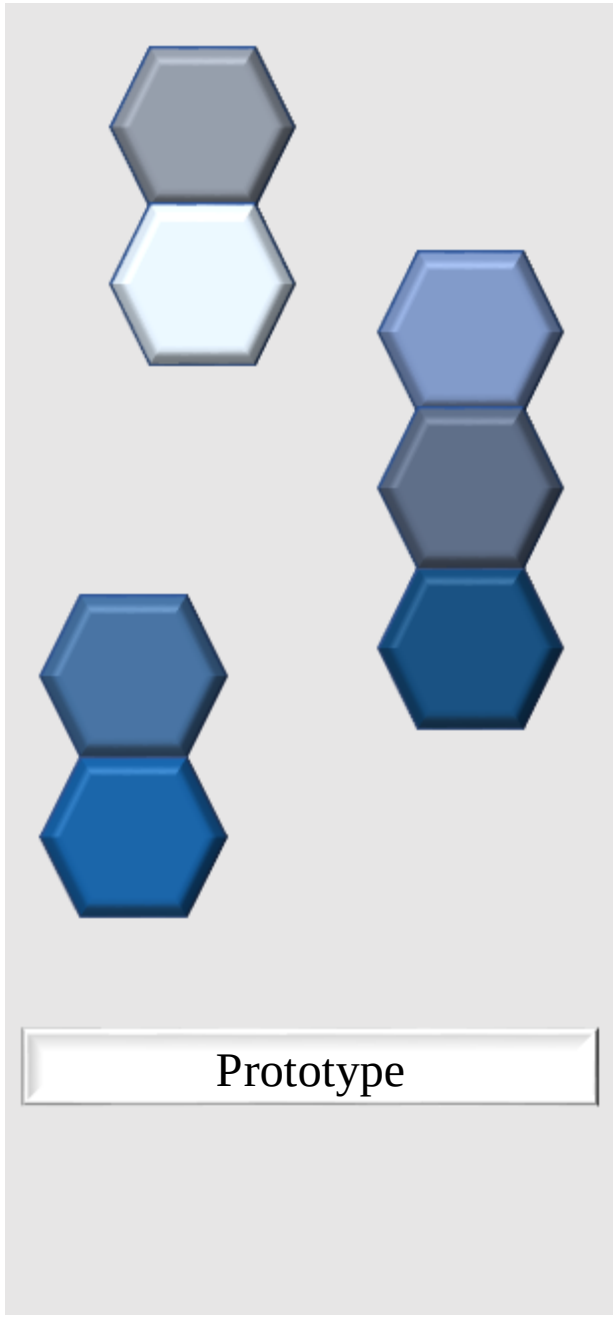
Capabilities

Prototype

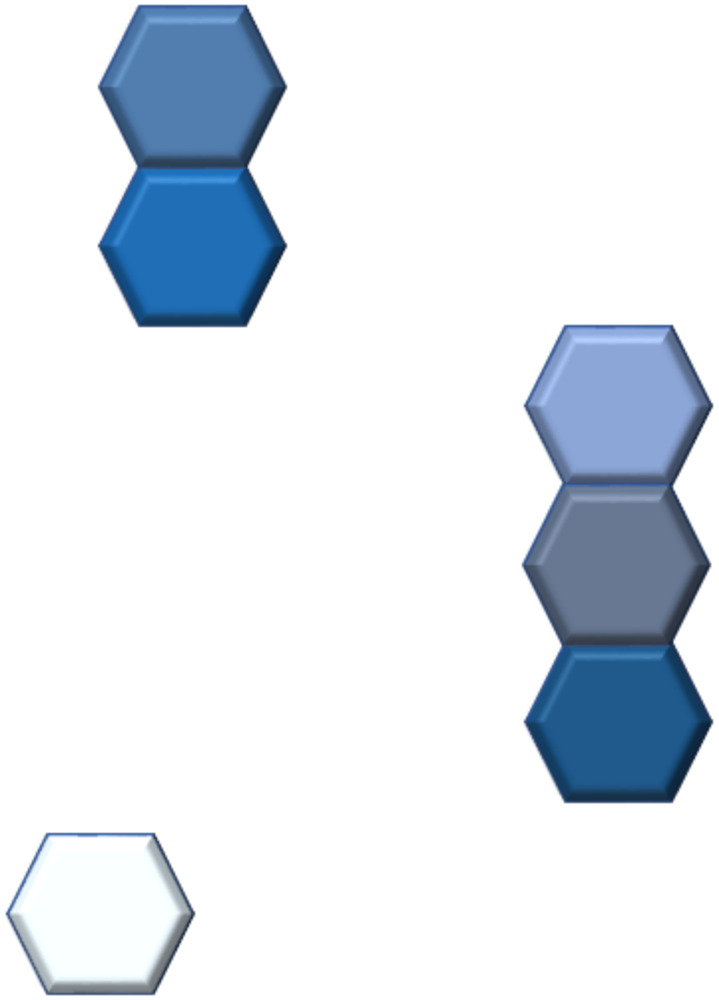


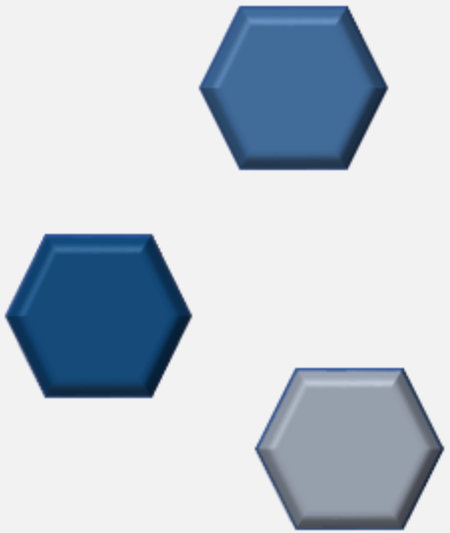


Capabilities

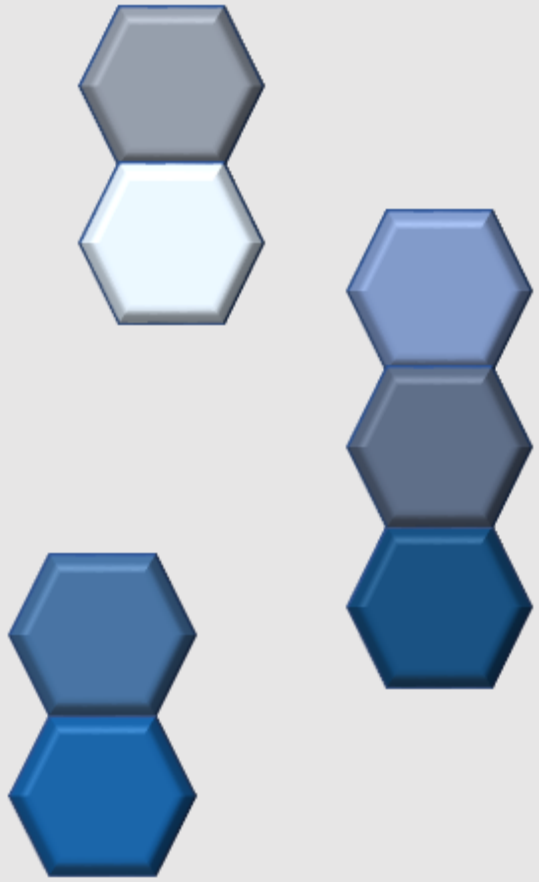


Prototype



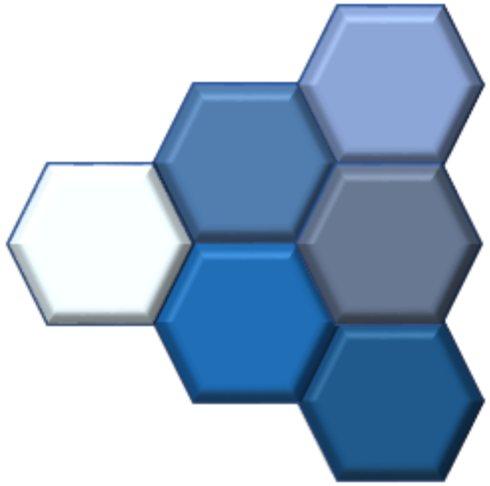


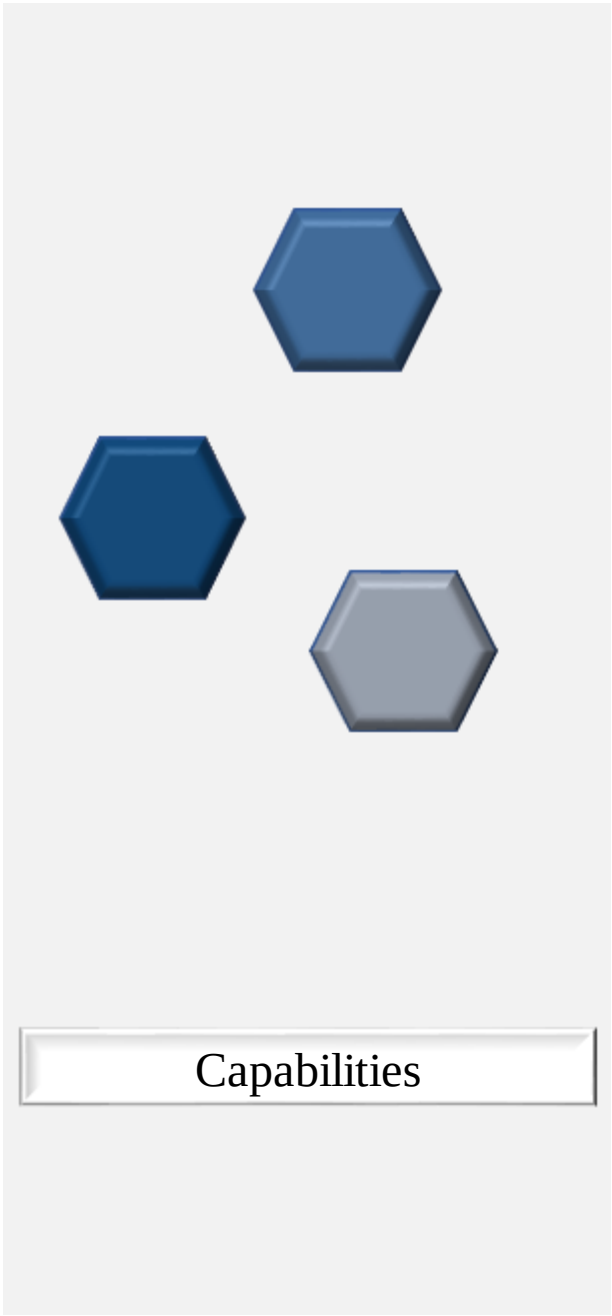
Capabilities



Prototype

Product





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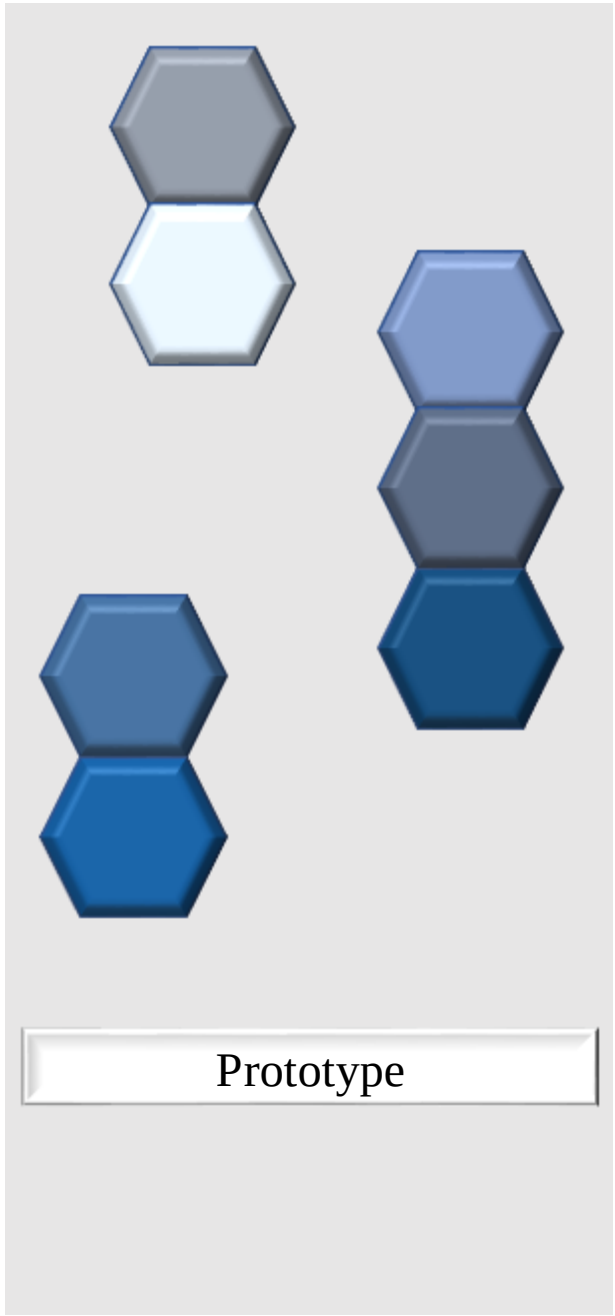

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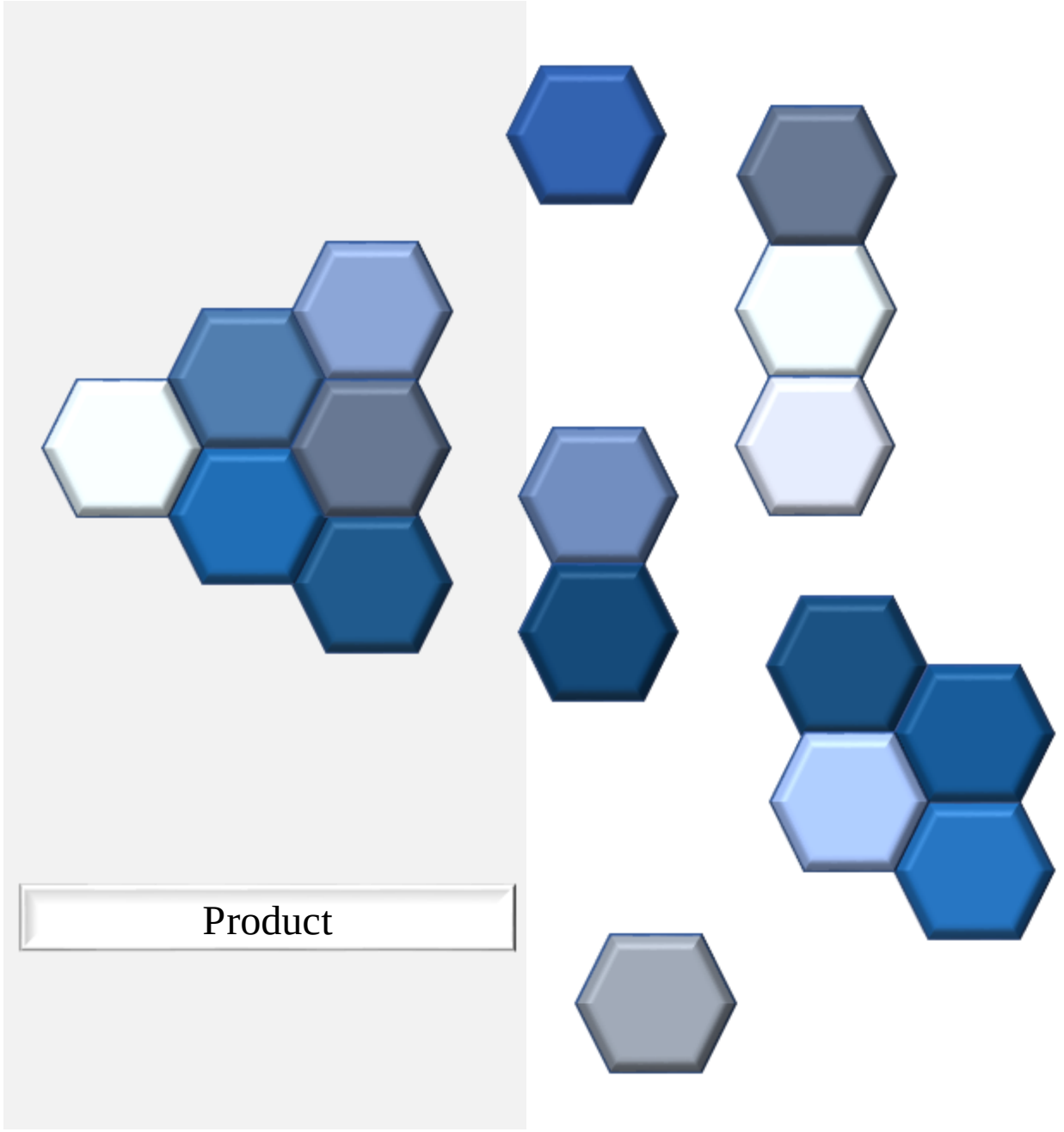
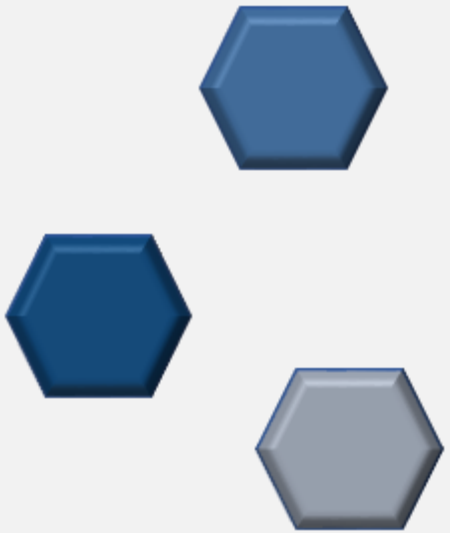


Product



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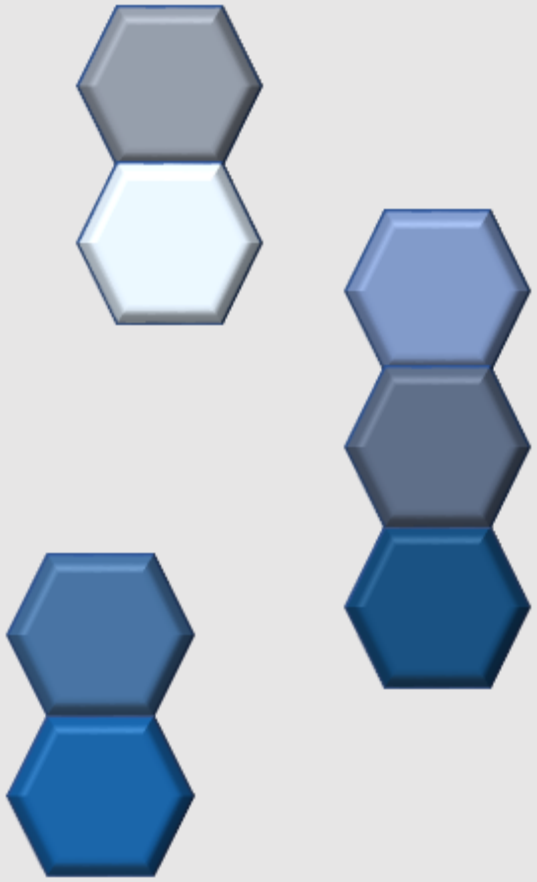

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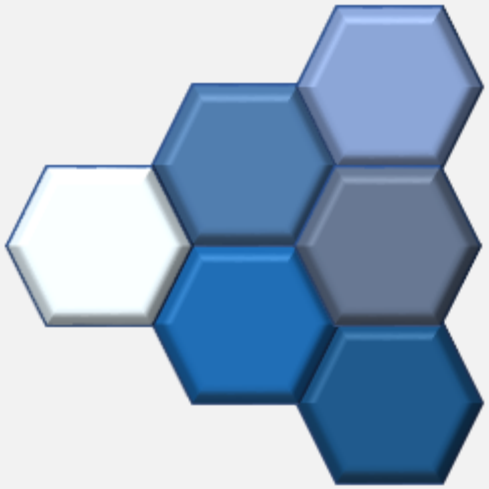
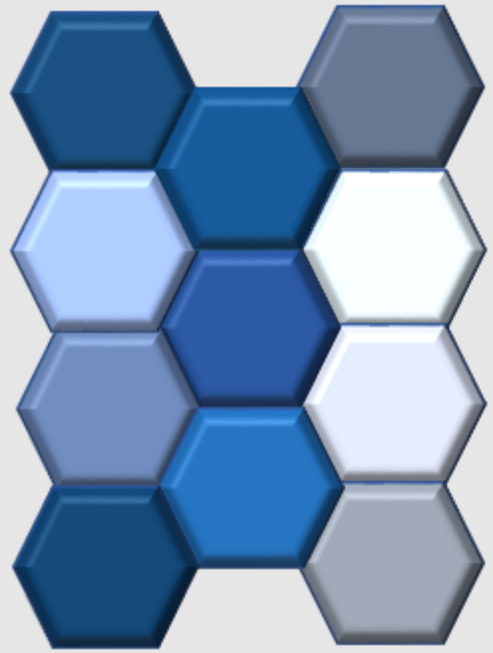


Product



Platform

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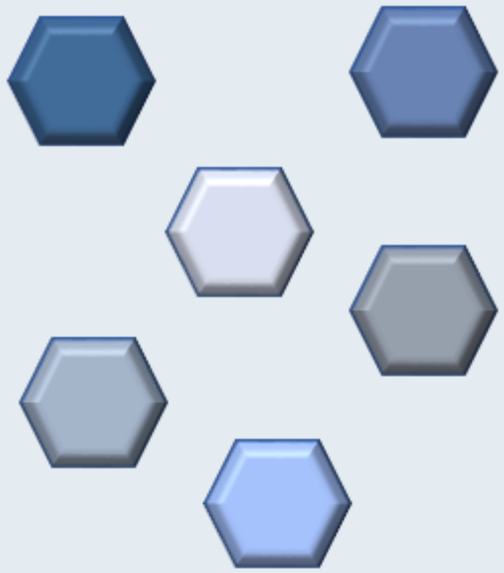
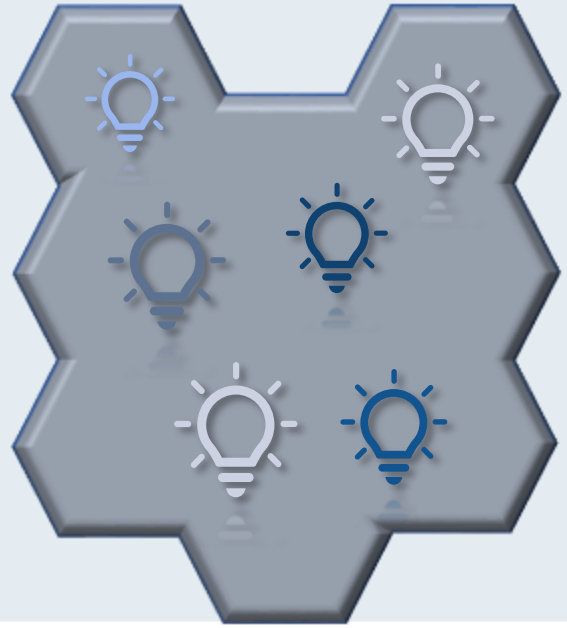
Technology Adoption Model

Capability	Prototype	Product	Platform
A fundamental building block of skill or ability that can stand alone or become the foundation for something much bigger.	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.	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.	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.
			

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Tech Adoption Model For Entrepreneurs

Name: _____ Date: _____

	Stage 1	Stage 2	Stage 3	Stage 4
	New Capability Who Cares?	**Prototype** What's Next?	**Product** Reinvention	**Platform** 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	

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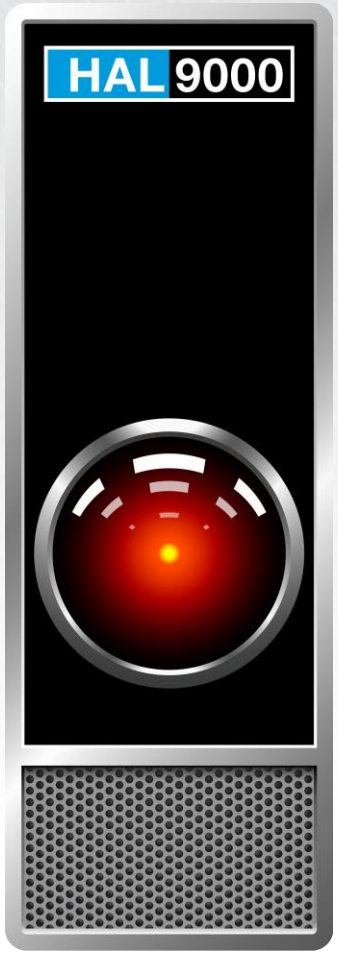
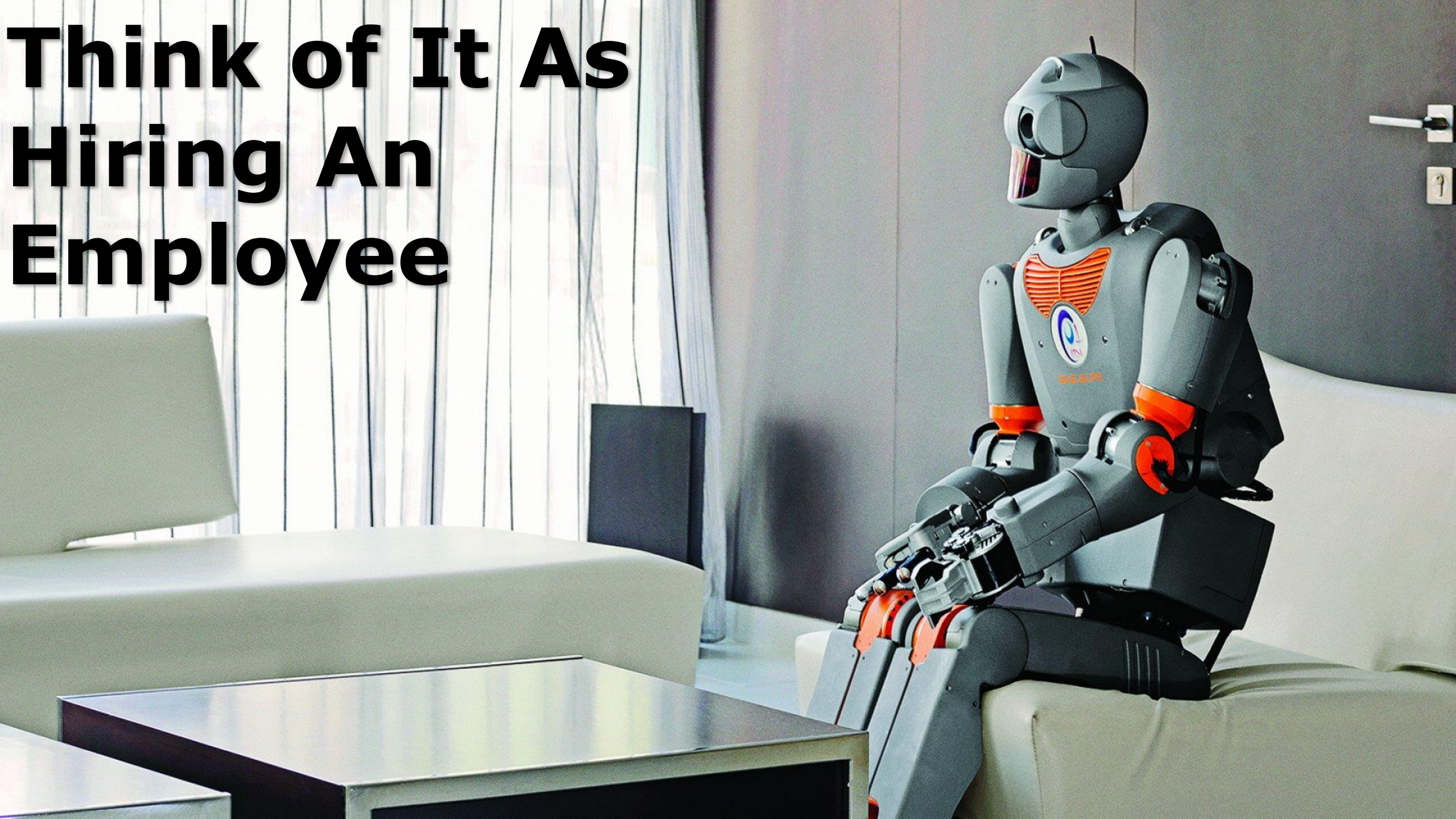
Implementing New Capabilities

AI As A Digital "Who"

What People Expect From AI...



Think of It As Hiring An Employee



Generalist

Specialist

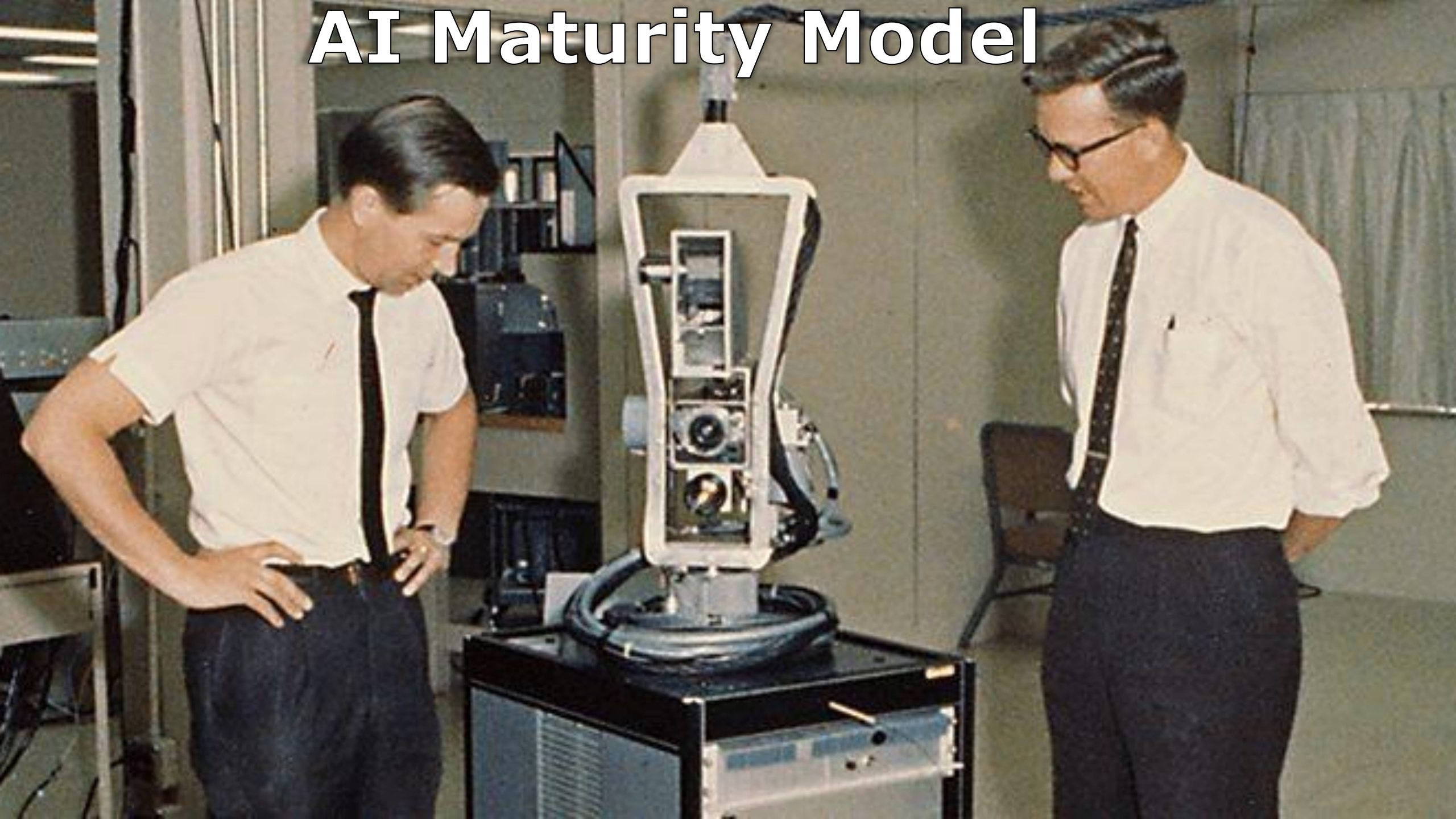
Observe

Interact

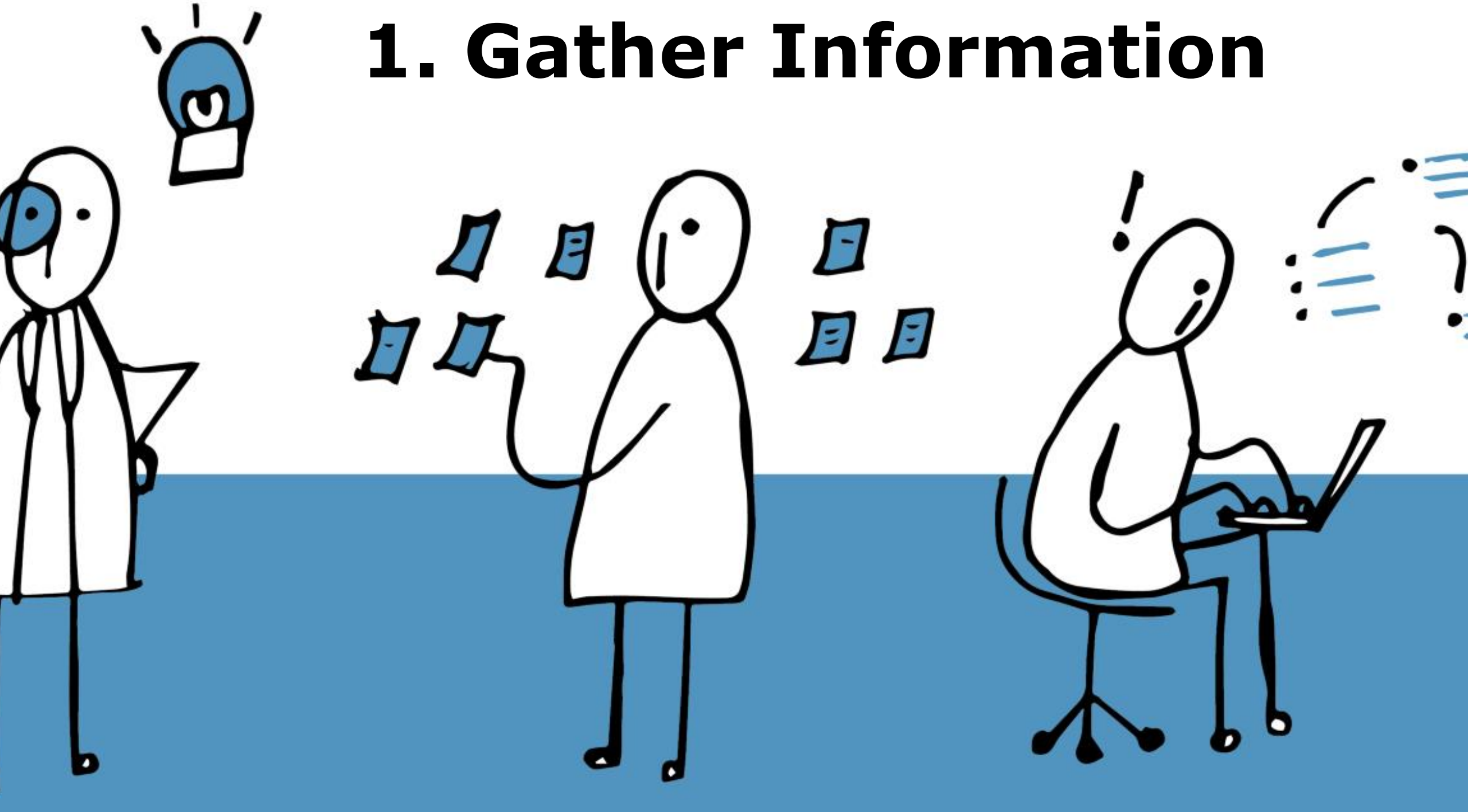
Risk-Averse

Opportunity Seeking

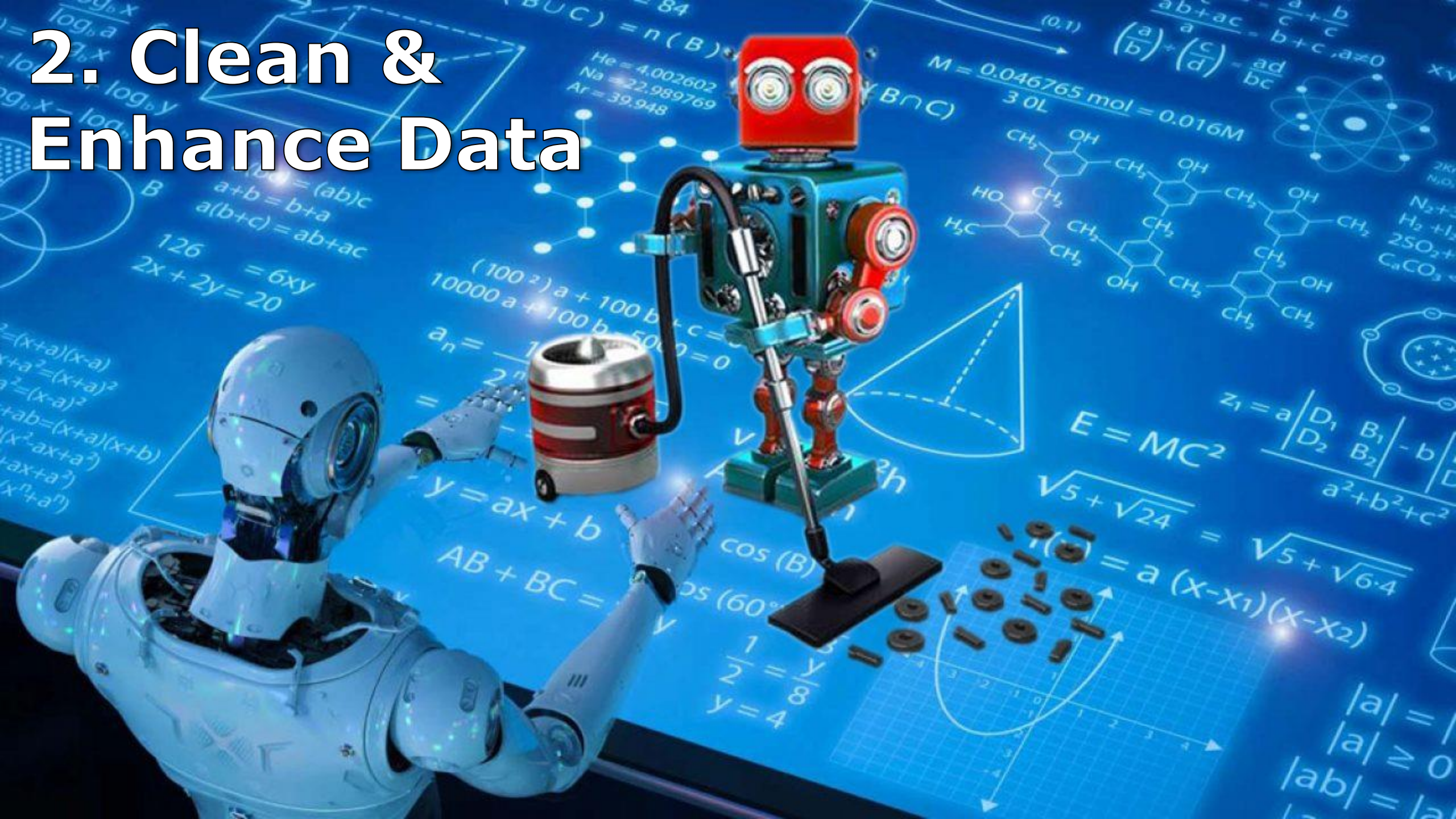
AI Maturity Model

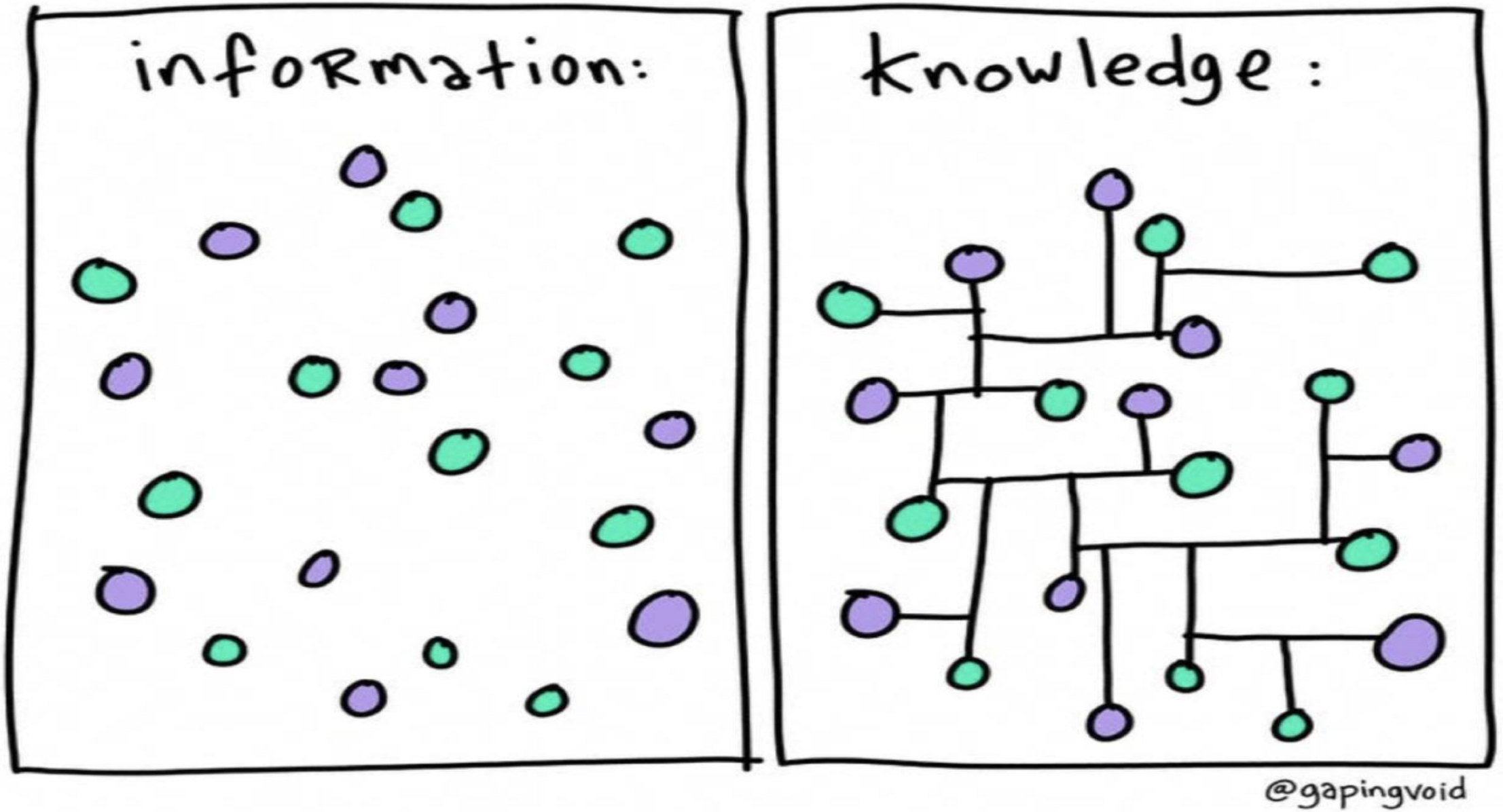


1. Gather Information



2. Clean & Enhance Data





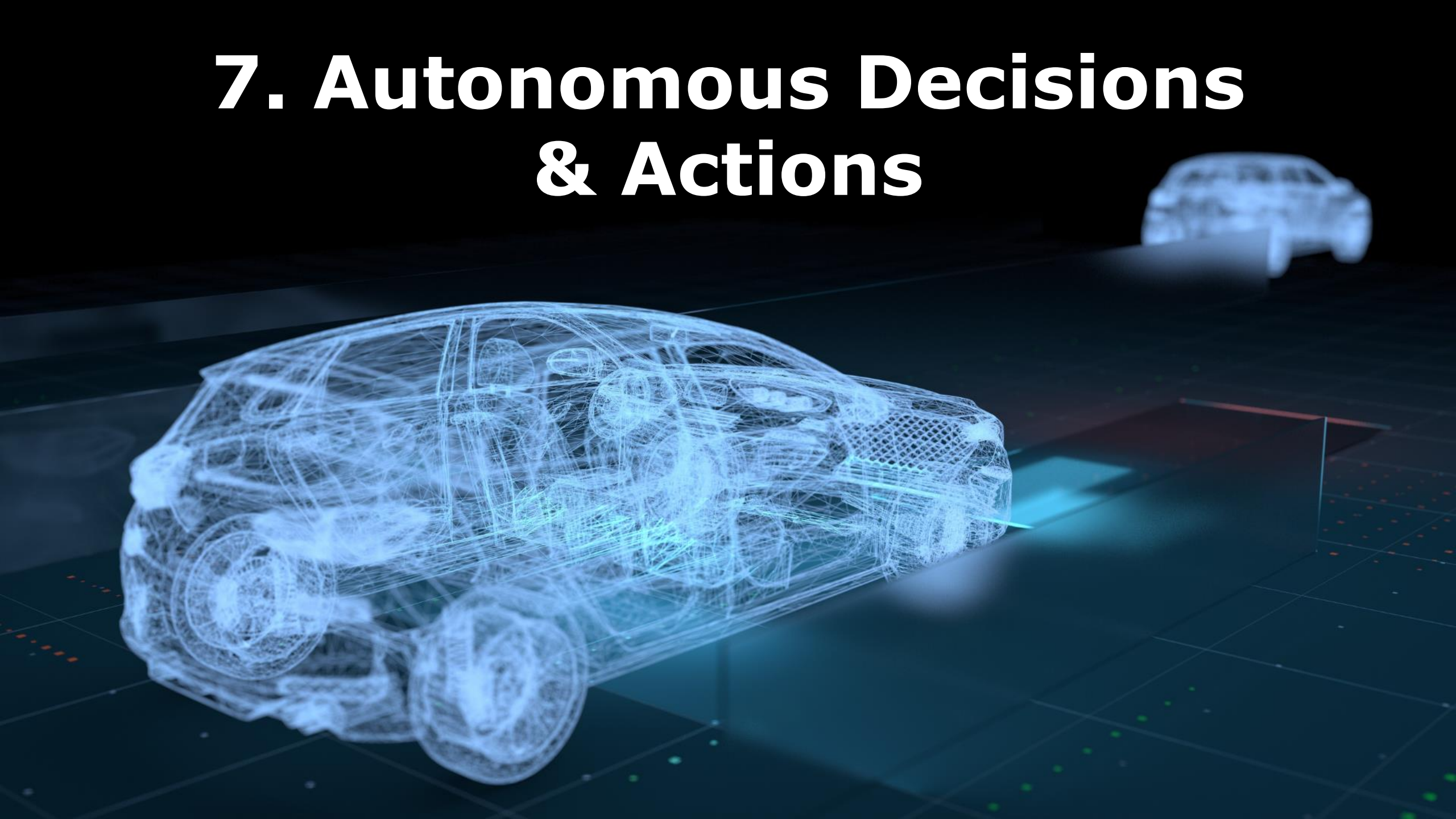
3. Organize & Structure

4. Rank & Evaluate Choices

5. Make Recommendations

6. Choose An Answer

7. Autonomous Decisions & Actions



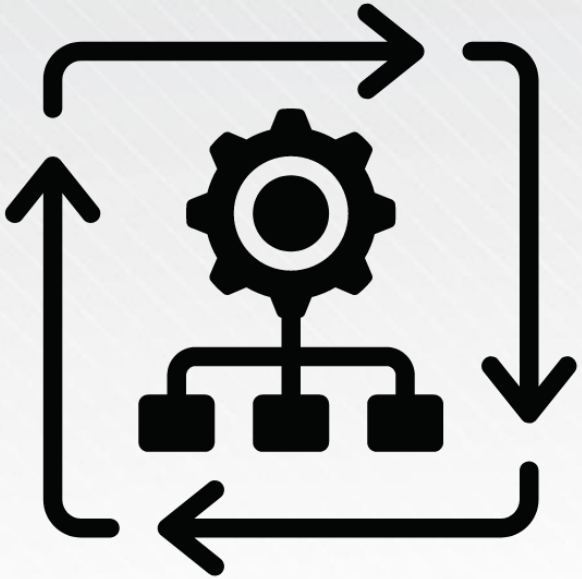
To Summarize …

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 Four Seasons

The Law Of The Farm

SEPTEMBER 20 1849

GOLD! GOLD! GOLD!

CALIFORNIA GOLD REGION SEEMS INEXHAUSTIBLE!

After James W. Marshall's great discovery at Sutter's Mill in Coloma, Forty-Niners have been arriving in droves, some from as far away as Europe and Asia, to get their hands on the valuable dust.

Think of Your Vision for the Future as a Treasure Map

It's Not What Happens... It's What You Do!

Confidential Information - Do Not Disclose

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Taking Action …

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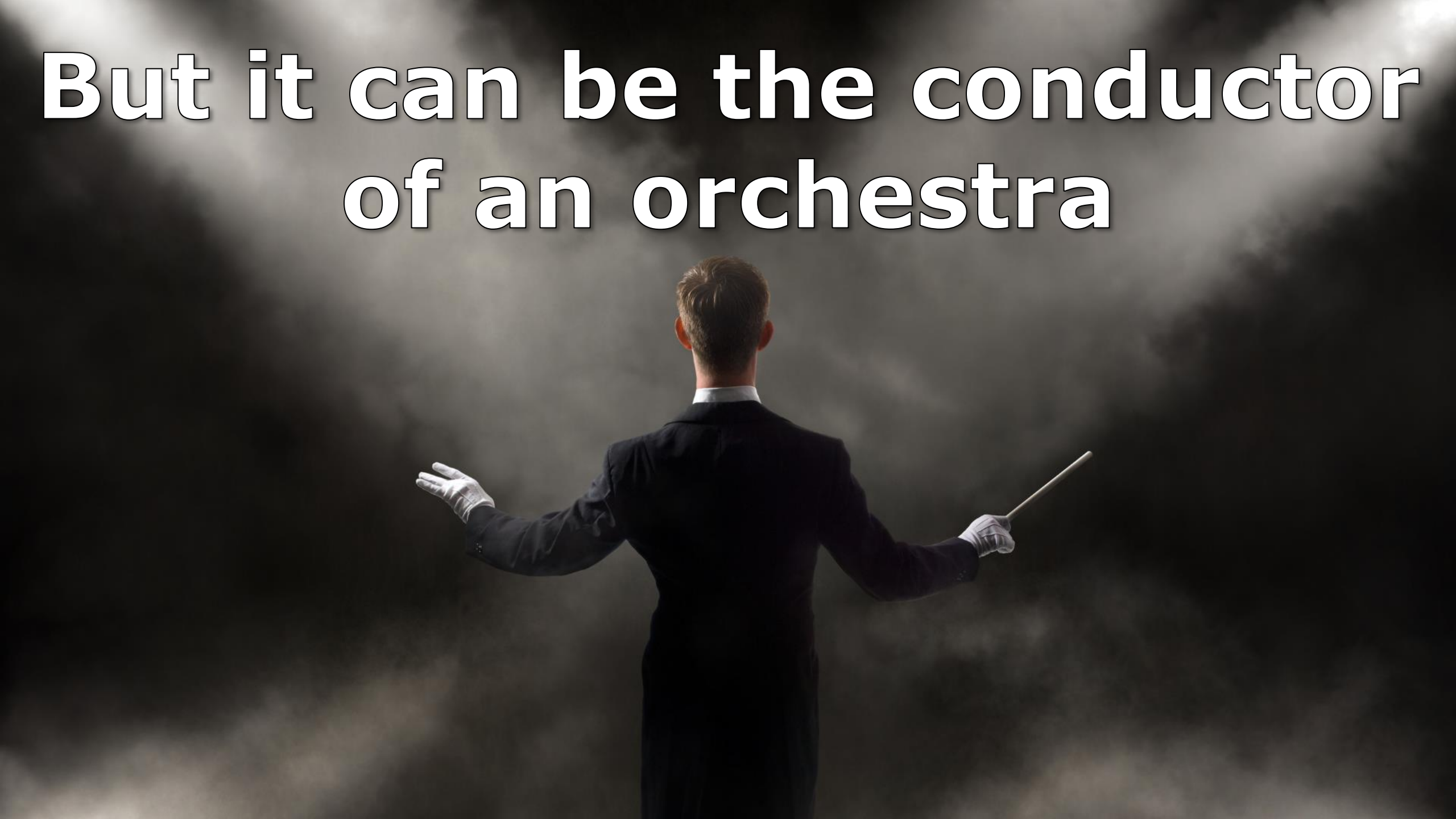
AI is not an easy button ...

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.

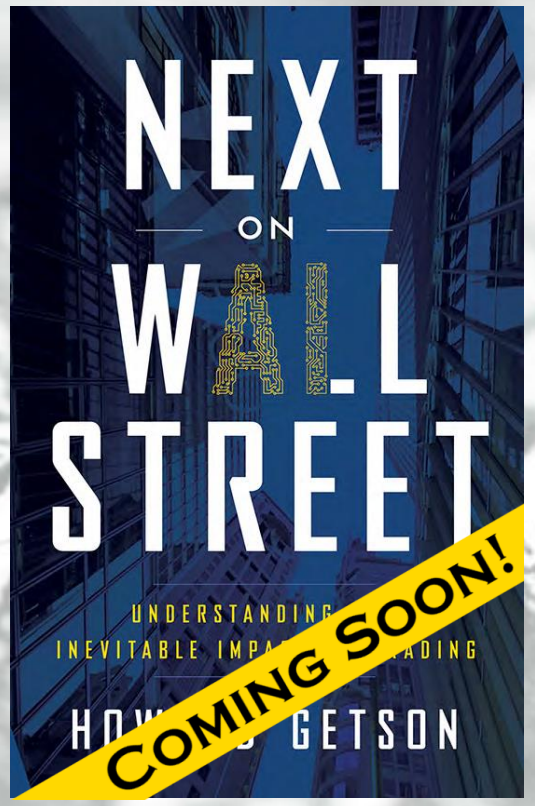
Key Takeaways

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

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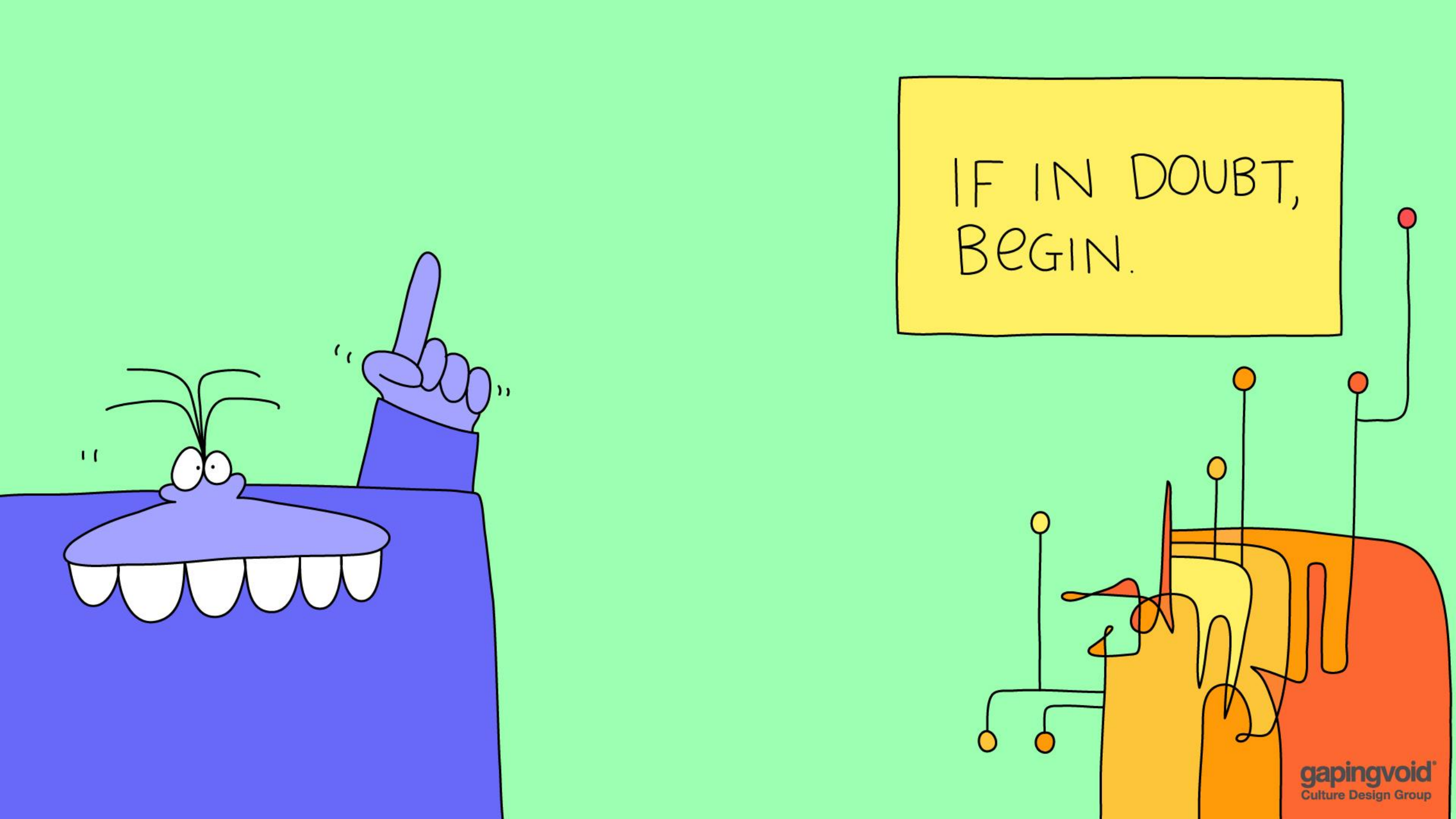
By The Way ...


IF IN DOUBT,
BEGIN.
gapingvoid
Culture Design Group

Capitalogix

Tech Adoption Model For Entrepreneurs

Name: _____ Date: _____

	Stage 1	Stage 2	Stage 3	Stage 4
	New Capability Who Cares?	**Prototype** What's Next?	**Product** Reinvention	**Platform** 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	

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Text "AI" to (972) 992-1100 if you have any other questions or you'd like to sign up for our newsletter

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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

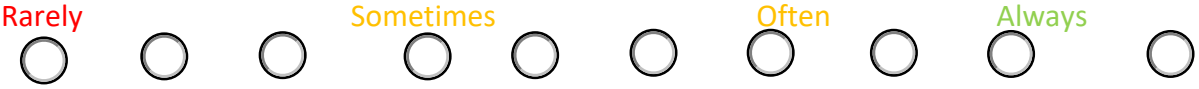
Rarely Sometimes Often Always

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

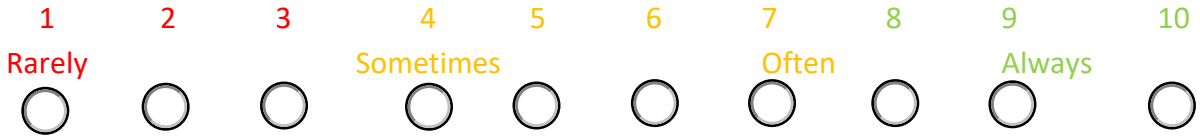
6. *To capitalize on opportunities, you need a robust platform and scalable infrastructure*

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

1 2 3 4 5 6 7 8 9 10

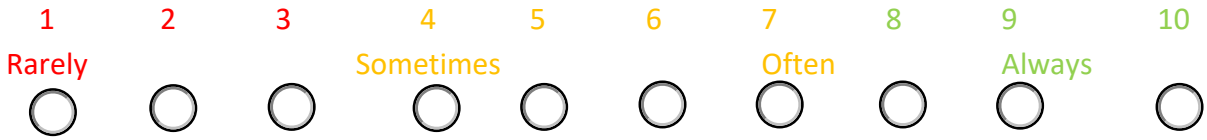
7. *To become an industry leader, you must commit to constant innovation and improvement, otherwise, competitors will outpace and outmatch you*

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



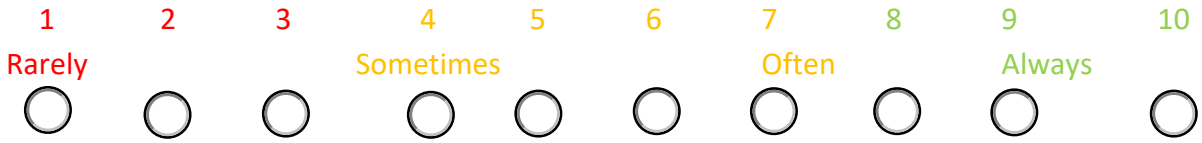
8. *To become and stay an industry leader, you must begin with the end in mind and commit to growth as a habit*

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



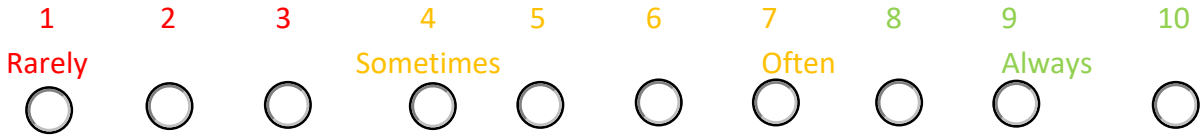
9. *To build a lasting and successful business, you must constantly monitor your processes, infrastructure, and direction.*

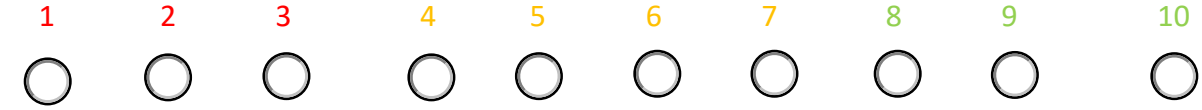
How well are you protecting your business, your IP, and your future?



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?



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?