

PAST

FUTURE



Trent Gillespie



★ asae[®]
research
foundation

AI ISN'T AN **IT** PROJECT

*It's a **leadership** one*

Culture of
Innovation + AI =

Unstoppable Growth

THE BOLD AREN'T WAITING
FOR AI TO HAPPEN TO THEM.

***THEY ARE USING IT TO
REINVENT WHAT IS POSSIBLE.***

20%

***PRODUCTIVITY SAVINGS + BETTER
QUALITY WORK FOR DAILY USERS***

40%

OF KNOWLEDGE WORKER EMPLOYEES
ARE USING AI IN THEIR WORK TODAY

Even if they aren't officially authorized.

What will our
future customer
want...

...5 years from now?

58%

OF CONSUMERS HAVE REPLACED
TRADITIONAL SEARCH ENGINES WITH GEN AI



THEY ARE USING AI
TO OPTIMIZE

***FOR A WORLD THAT
NO LONGER EXISTS.***

What changes
when intelligence
is *cheap*?

“As data center production gets automated, the cost of intelligence will approach the cost of electricity.”

Sam Altman, CEO OpenAI

Intelligence

Electricity



What can I help with?

I want to create a modern web app for the American Society of Landscape Architects to create personalized outbound email messages to expired members to re-engage them and drive renewals. It should allow me to upload a CSV file of members, which will include the member name, their organization, their email address, and member expiration date. The application should allow me to view the members, and for those that are expiring soon or expired, push a button to enroll them into a re-activation campaign. I want you to think through what features this



Dashboard

Members

Campaign Queue

Email Templates

All Statuses

Name	Organization	Email	Expiration Date	Status	Action
Alan Pierce	Torres-Riggs Landscapes	alan.pierce@example.com	12/15/2025	Active	<button>Enroll</button>
Alexander Cain	Bell-Klein Landscapes	alexander.cain@example.com	12/02/2025	Active	<button>Enroll</button>
Alexander Chambers	Guzman-Booth Landscapes	alexander.chambers@example.com	10/14/2025	Active	<button>Enroll</button>
Alexander Greer	Smith-Patterson Landscapes	alexander.greer@example.com	12/09/2025	Active	<button>Enroll</button>
Amber Harrison	Banks-Spencer Landscapes	amber.harrison@example.com	10/15/2025	Active	<button>Enroll</button>
Andrew Taylor	Cox-Johnson Landscapes	andrew.taylor@example.com	07/02/2025	Expired	<button>Enroll</button>
Ashley Smith	Irwin-Patel Landscapes	ashley.smith@example.com	07/10/2025	Expired	<button>Enroll</button>
Bailey Ritter	Cross-Perez	bailey.ritter@example.com	10/17/2025	Active	<button>Enroll</button>

Show less



Time worked

5 minutes

Work done

53 actions

Items read

2328 lines

Code changed

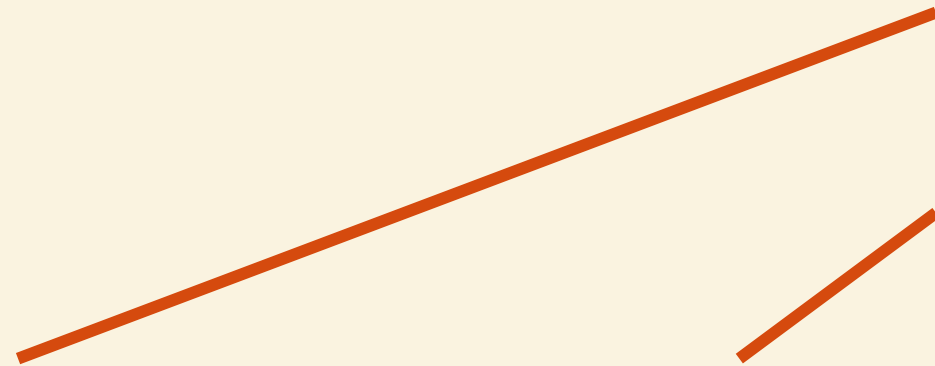
+3995 -0

Agent Usage

\$0.99



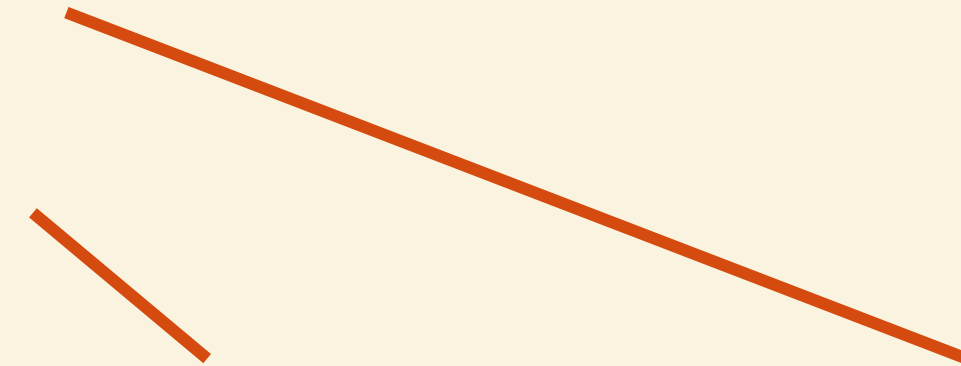
General
Purpose
AI Agent



Membership
Manager AI
Agent



CEU
Manager
AI Agent



Event
Planning AI
Agent

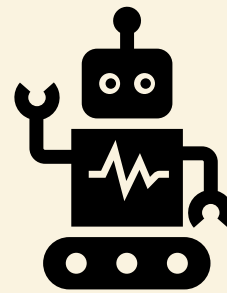
Policy
Navigator AI
Agent

Specialty Agents

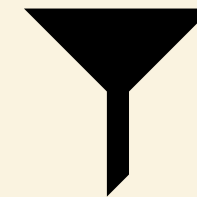
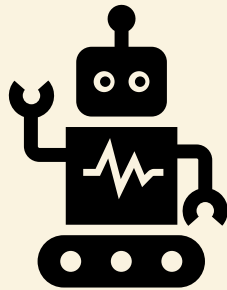
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PROSPECTING WHILE YOU SLEEP

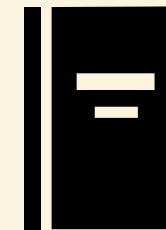
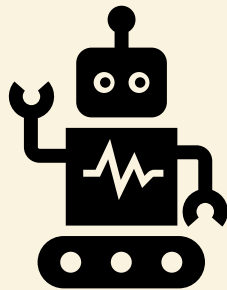
Prospecting
Agent



Qualifier
Agent



Research
Agent



MEMBER



Find associations
offering AI training.

3 Online Courses.
Scholarships available.

**General
Purpose
AI Agent**

YOU



**Your General
Purpose
Agent**

**Your
Membership
AI Agent**

#1

What do your members say they value most today?

Not what you think, but what they tell you.

#2

Which of those values will still differentiate you when know-how is free and instant?

What will your customers still demand?

#3

Which of those values can you no longer charge extra for—because it becomes table stakes?

...Once smart answers are everywhere?

Value Lever	Valued Today	Still Matter	Table Stakes	Risk (1-5)
Advocacy & policy influence	H	High	No	1
Standards, ethics, accreditation	H	High	No	2
Networking & community	H	High	Partial	3
Conferences & events	H	High	Partial	3
Continuing education & CE	H	Med	Partial	4
Industry research & benchmarki	M	Med	Partial	4
Career services & job boards	M	Low	Yes	5
Vendor marketplace	M	Low	Yes	5

What is left
for ***humans***?

Association AI for \$500/mo

Win, Keep, and Grow Members

- New Member Concierge
- Personalized Memberships
- Lapsed Member Reactivation
- Member Attrition Risk Radar
- AI Industry Pulse and Listening

Always-On Member Services

- Netflix-Style Personal Learning Tracks
- AI Powered Peer Groups
- AI Conference Agent
- Regulatory Watchtower
- Real Time Career Coaching

Monetize Your Intelligence

- Micro-sites for Every Issue
- Member GPT Builder
- AI Grant Finder
- Instant Affiliate & Sponsor Toolkits
- Micro-Market for Member Expertise

Your future job is to be



VISIONARY

The smartest people in the room
won't be those who ***know the most.***

But those who know how to
think and innovate with AI.

THE AI SPRINT™

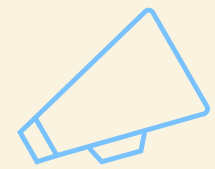
S: SPARK	<i>Action With Leader AI Education</i>
P: POSITION	<i>Your Company to Win with AI</i>
R: RALLY	<i>Your Employees to Use AI Daily</i>
I: INTEGRATE	<i>Into Your Sales & Marketing Processes</i>
N: ENABLE	<i>A Culture of AI and Innovation</i>
T: TRAILBLAZE	<i>With New Offerings that Drive Growth</i>



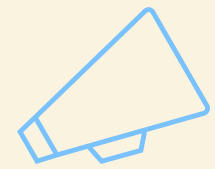
SPARK ACTION WITH LEADER EDUCATION

Light the fire that gets AI moving

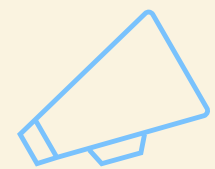
SPARK Action with Leader Education



Educate Leaders on AI



Assign a Transformation Owner



Start Transformation Sprints

POSITION COMPANY TO WIN

Design your
company for
future, AI-
enabled
customers.



POSITION Your Company to Win with AI

1. What do our customers say they *value most* today?
2. Which of those values will still *differentiate* you when know-how is free and instant?
3. Which of those values can you *no longer charge extra* for—because it becomes table stakes?
4. Where will customers still desire (and pay for) a uniquely *human touch*?
5. What *brand new value* could we create because intelligence is cheap - something customers don't yet ask for?

RALLY EMPLOYEES

To Use AI Daily



RALLY Your Employees to Use AI Daily



Create Safety and Guardrails



Equip and Train Everyone



Incentivize Smart Usage

Does your team have:

- ✓ AI Guidelines
- ✓ AI Access
- ✓ Training
- ✓ Monthly Updates?

INTEGRATE INTO SALES & MARKETING

Revenue is what
buys your future.



ENABLE A CULTURE OF INNOVATION

Build your
future company.



**TRAILBLAZE
WITH NEW
OFFERINGS**

Leave Your Competitors Behind

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TRAILBLAZE With New Offerings



#4. Where will customers still desire (and pay for) a uniquely human touch?



#5. What brand-new value could you create because intelligence is cheap — something customers don't even ask for yet?

AI SPRINT



DAY 1

PPEN. THIS IS STILL

IN SU

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Key Slides



AI Summary



Future Customer Research