Trent Gillespie Copyright 20

Al ISN'T AN IT PROJECT lt's a leadership one

Culture of + AI =

Unstoppable Growth

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

THEY ARE USING IT TO REINVENT WHAT IS POSSIBLE.

PRODUCTIVITY SAVINGS + BETTER QUALITY WORK FOR DAILY USERS

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?

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?

Intelligence "As data center production gets automated, the cost of intelligence will approach the cost of electricity."

Sam Altman, CEO OpenAl

Electricity

Show less

Time worked 5 minutes

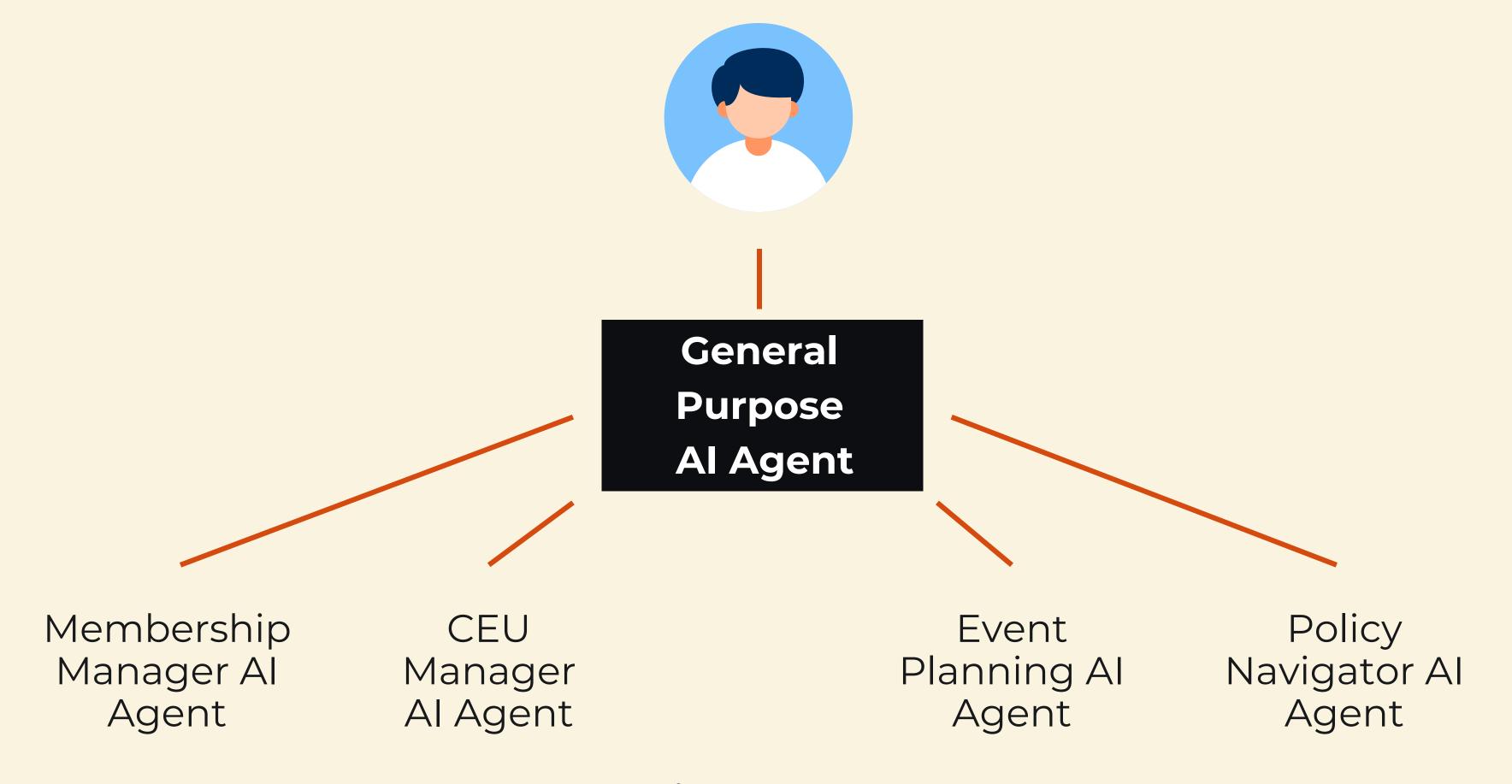
Work done 53 actions

Items read 2328 lines

Code changed

Agent Usage

+3995 -0



Specialty Agents

PROSPECTING WHILE YOU SLEEP

Prospecting Agent

Qualifier Agent

Research Agent













MEMBER





Find associations offering Al training.

3 Online Courses. Scholarships available.

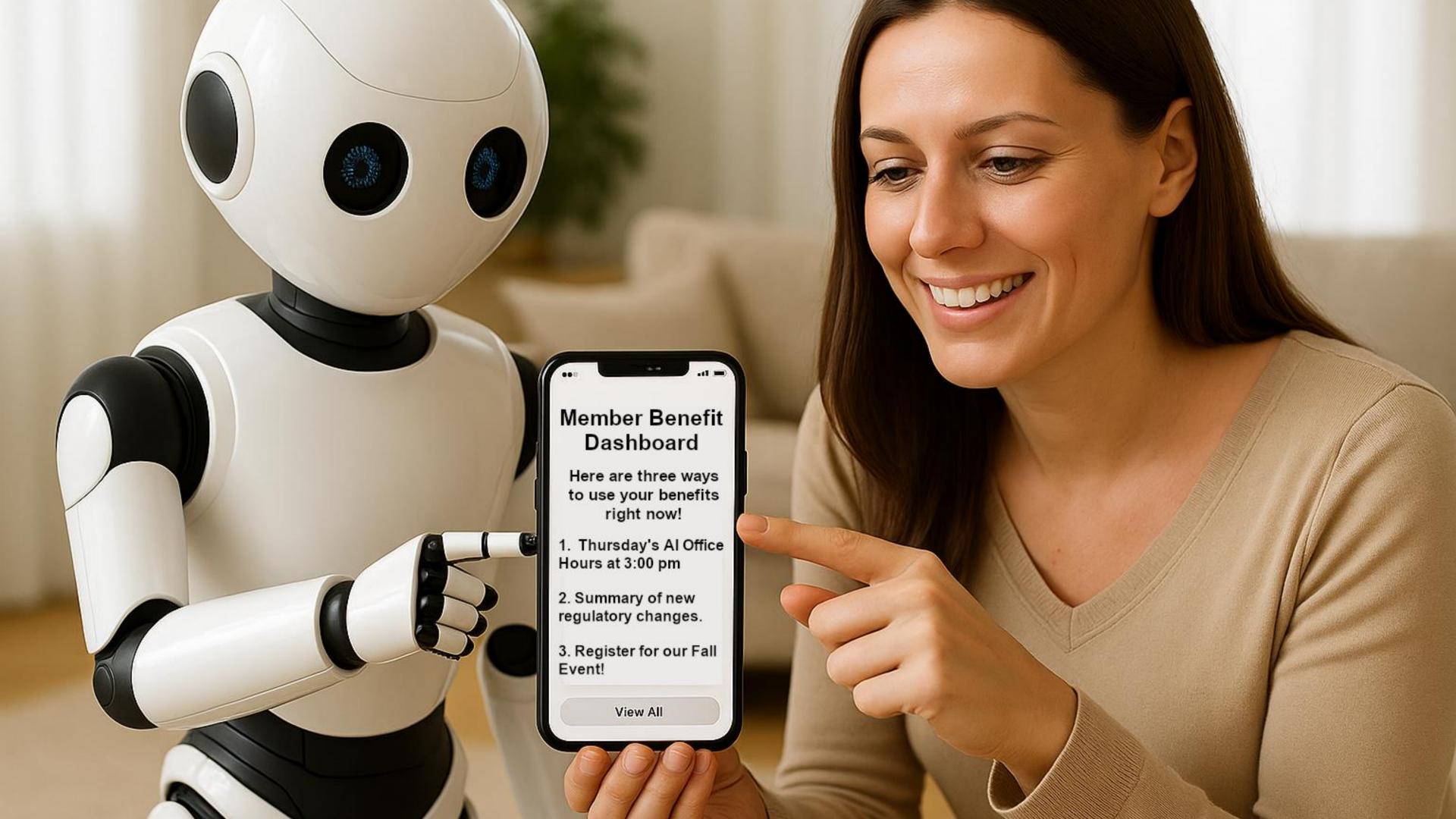
General Purpose Al Agent Your Membership Al Agent



Your General

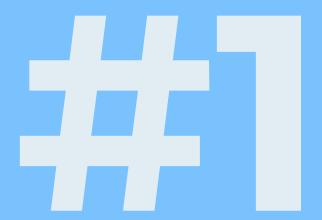
Purpose

Agent



INTHE FUTURE, YOU WON'T JUST TRAIN AGENTS.

You'll design your business to service them.



What do your members say they value most today?

Not what you think, but what they tell you.

Which of those will Al soon make available to everyone?

That you can you no longer charge for?

When everything is measured and tools are equal, what gives you an edge?

What can be your unique differentiator?

Value Lever	Valued Today	Will Matter	Table Stakes	Risk (1-5)
Training & certification	High	Med	Yes	4
Safety resources & guidelines	High	Low	Yes	4
Events & vendor exposure	High	Low	Yes	5

Valued Today	Will Matter	Table Stakes	Risk (1-5)
Low	High	No	1
Med	High	Partial	2
Med	High	No	2
High	Med	Partial	3
Low	Med	Partial	3
Low	Med	No	3
High	Med	Yes	4
High	Low	Yes	4
High	Low	Yes	5
	Low Med High Low High High	Low High Med High Med High High Low Med Low Med High High Low Med Low Med	Low High No Med High Partial Med High No High Med Partial Low Med Partial Low Med No High Med Yes High Low Yes

What is left for humans?



Association Al for \$500/mo

Win, Keep, and Grow Members

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

Always-On Member Services

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

Monetize Your Intelligence

- Micro-sites for Every Issue
- Member GPT Builder
- Al 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.

AISPRINT

THE AI SPRINTTM

S: SPARK Action With Leader Al Education

P: POSITION Your Company to Win with Al

R: RALLY Your Employees to Use AI Daily

I: INTEGRATE Into Your Sales & Marketing Processes

N: ENABLE A Culture of AI and Innovation

T: TRAILBLAZE With New Offerings that Drive Growth

SPARK ACTION WITH LEADER EDUCATION

Light the fire that gets AI moving



SPARK Action with Leader Education



Educate Leaders on Al



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 Al

- 1. What do members say they value most today?
- 2. Which of those will Al soon **make available to everyone**?
- 3. When everything is measured and tools are equal, what gives us the edge?
- 4. Where will members still want a **real person** they can trust?
- 5. What can we offer now that wasn't possible before?



RALLY Your Employees to Use Al Daily



Create Safety and Guardrails



Equip and Train Everyone



Incentivize Smart Usage





Build your future company.





TRAILBLAZE With New Offerings



#4. Where will members still want a **real** person they can trust?



#5. What can we offer now that wasn't possible before?

KEY TRENDS & OPPORTUNITIES

Trend: Sensors Everywhere with Everything Measured (V2X+)

Opportunities:

- Design, Measure, and Certify Integrated Systems
- Provide Anonymized Safety/Crash Data
- Identify Highest Return Safety Investments

KEY TRENDS & OPPORTUNITIES

Trend: Al is reducing R&D cost and timelines.

Opportunities:

- Product Certification and Product Registry (especially Al-enabled products).
- Industry Safety Certifications for Regulators

KEY TRENDS & OPPORTUNITIES

Trend: Training content creation is simple, low-cost, personalized, and available broadly.

Opportunities:

- Personalized Training for Every Product
- Real-Person Certification
- New Certifications: Building Integrated Systems, Auditing and Certifying designs.

AISPRINT

IN SU

Trent Gillespie



- trent@stellis.ai
- https://trentgillespie.live
- https://stellis.ai

- Key Slides
- Al Summary
- Future Customer Research
- **✓ GPTs**