

Operational A.I.™: The 6-Step Sprint to Win Your Future Customer

Former Amazon executive helping leaders make AI work for people, performance, and growth.



Keynote Overview

Leaders navigating AI transformation know it matters, but struggle to make it run inside the business. This keynote focuses on what is changing now—how AI agents are reshaping customer expectations, competition, and how work gets done. Trent gives leaders a clear, grounded view of where AI is creating real advantage and where organizations are falling behind.

The session introduces two proven frameworks: the Amazon-inspired Future Customer™ framework to define where your industry and customers are headed, and the AI SPRINT™, a 6-step operating model for embedding AI into leadership, vision, and daily operations. Leaders leave with clarity, confidence, and a practical path to move from AI experimentation to sustained competitive advantage.

Often cited as one of the best and most practical AI keynotes, this session educates, motivates, and inspires leaders to lead with confidence.

Recommended Audience

This keynote is designed for executive teams, senior leaders, and general business leaders responsible for strategy, operations, and growth in an AI-driven world.

Audience Take-Aways

1. Understand how AI agents are changing customer expectations and competitive dynamics
2. Define your Future Customer™ and what they will expect from your organization
3. Learn the 6-step AI SPRINT™ for operationalizing AI across leadership, vision, and operations
4. See how leading organizations move beyond pilots to real execution
5. Leave with a clear starting point and operating cadence to act immediately

“Fantastic, Actionable Content!”

“...a delightful peek behind the Amazon methodology curtain.”

Trent Gillespie

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