

PAST

FUTURE



Trent Gillespie



amazon



**AI ISN'T AN IT
PROJECT**

**IT'S A LEADERSHIP
ONE**

**Culture of
Innovation + AI =**

Unstoppable Growth

✓ **Leadership**

✓ **Vision**

✓ **Action**

**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***

440%

**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**

Capgemini 

**THEY ARE USING AI
TO OPTIMIZE**

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

#1

What do your customers say they value most today?

Not what you think, but what they tell you.

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 OpenAI

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





+ Create App

📄 Import code or design

🏠 Home

📁 Apps

🌐 Deployments

🔄 Usage

👥 Teams

Explore Replit

📄 Developer Frameworks

🎯 Bounties

💡 Learn

📖 Documentation

Hi Trent, what do you want to make?

☰
Pasted--Funcio...

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. ChatGPT has provided functional requirements and a user interface according to the attached. Review these, evaluate and improve upon them to design and implement the full system. The original instructions are provided below that were given to ChatGPT. Ensure the application is fully functional, although mock up email sending for the prototype.

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 should include. Don't create any features, just think through the way the tool should operate to meet the objectives. Think through each function, build a feature list, and then design a user interface to support it. I want it fully documented so I can just copy and paste all requirements and the proposed UX to Replit to build.

📄 📁 Auto ▾



▶ Start building

📊 Stock analysis

✉ Waitlist website

🔗 Link in bio

New

Generate Images with Agent

Generate AI images and add them to your app, simply by chatting with Agent



Dashboard

Members

Campaign Queue

Email Templates

Search by name or organization...

All Statuses

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

Show less



Time worked

5 minutes

Work done

53 actions

Items read

2328 lines

Code changed

+3995 -0

Agent Usage

\$0.99



amazon

amazon.co.jp

amazon.co.jp

amazon.co.jp

足立 481
37-60

EVERY

88-88



**General
Purpose
AI App**

Member
Onboarding
Agent

Continuing
Education
Agent

Event
Planning
Agent

Board
Meeting
Agent

Specialty Agents



What can I help with?

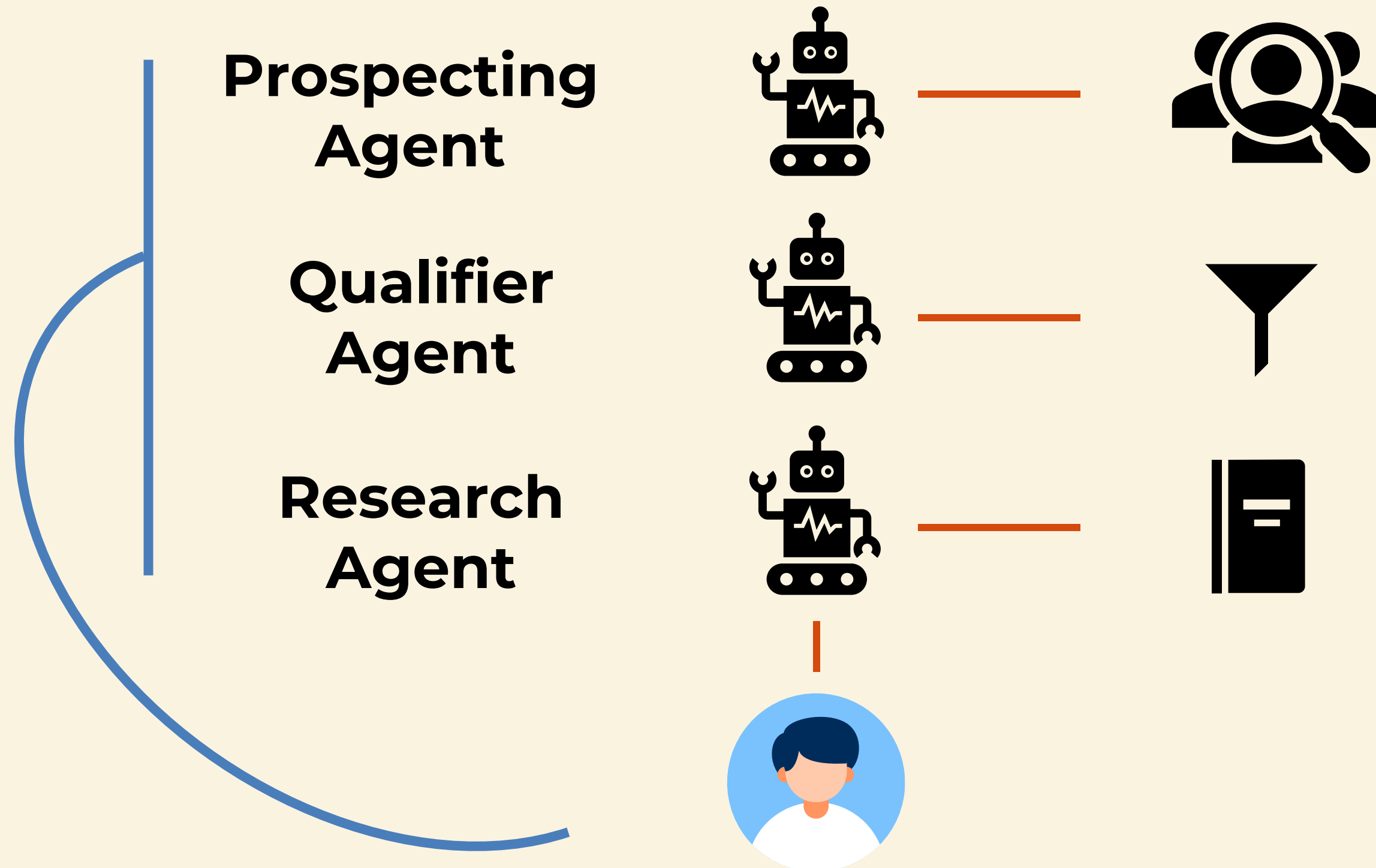
Log into Hubspot and add a task for Torey Carter-Coneen that I need to follow up with him next Monday.



General Purpose AI Apps =
Human Super-Powers

Specialty AI Agents =
*Execute Standard
Playbooks At Scale*

REINVENTING SALES WITH AI



Prospect Profile — [REDACTED]

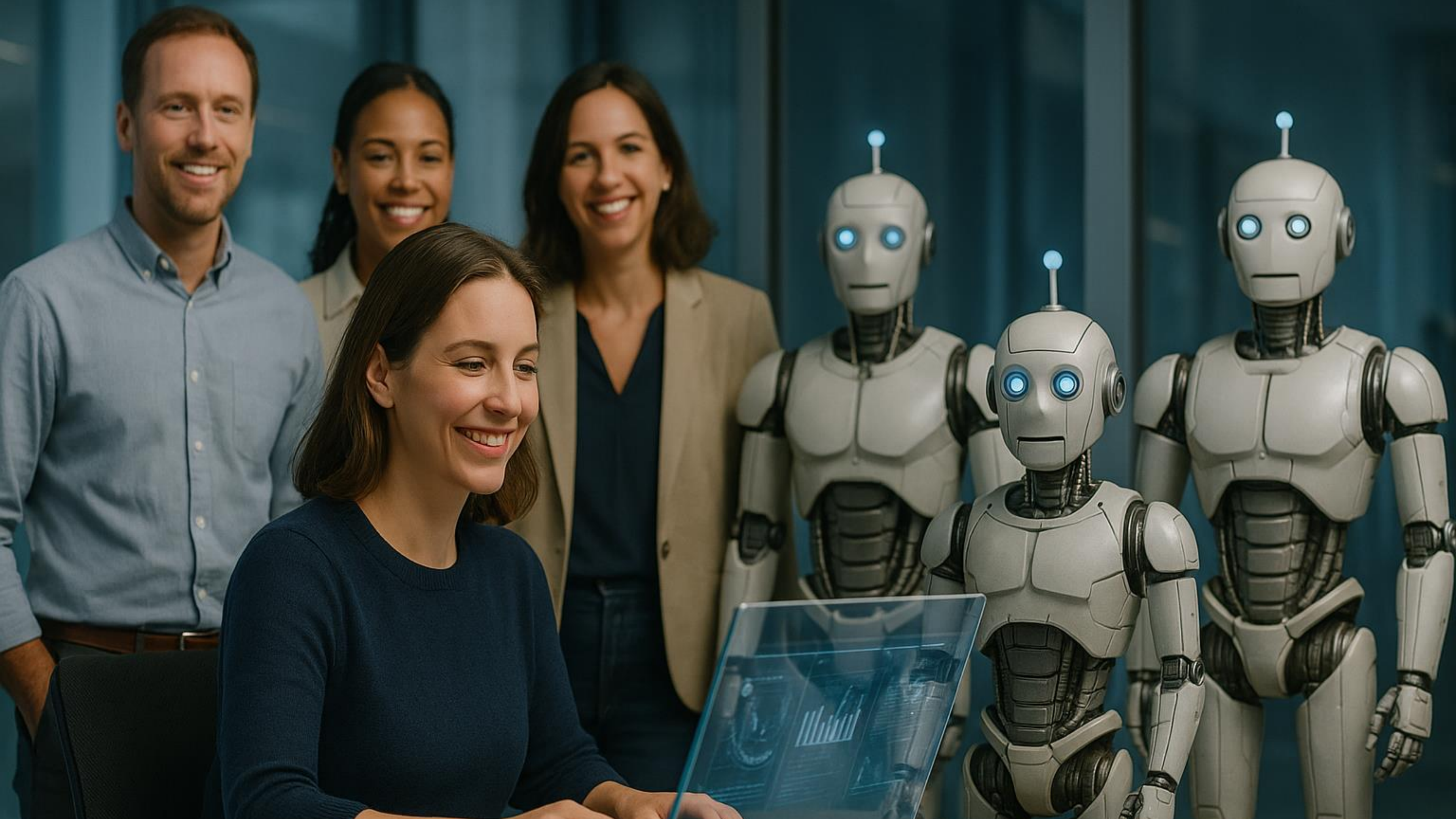
Name: [REDACTED], FACHE, CAE

Title: President & CEO

Organization: [REDACTED] ACHE

Role Summary:

- [REDACTED] is the **President and Chief Executive Officer** of [REDACTED], a leading professional society of healthcare executives and leaders—representing over ~50,000 members globally. ACHE +1
- She has served in this role since **2013**, after a long tenure in various senior leadership roles within [REDACTED], including EVP & COO, Vice President of Administration, and Director of Government Relations. ACHE
- Her career includes additional experience with the Society of Actuaries and major nonprofit healthcare organizations. ACHE
- She holds dual master's degrees (MBA and MS) and is board-certified in healthcare management, a [REDACTED] and a **Certified Association Executive**. ACHE
- [REDACTED] is widely recognized in the healthcare leadership community—named among Modern Healthcare's **Top 100 Most Influential People in Healthcare** and **Top 25 Women in Healthcare**. ACH





AMI Association Management Company

AI Search: Find the best Association Management Company (AMC) for our goals.

- Home
- Search
- Account
- Goals
- Help

Results



Top AMC - Non-Profit Growth Specialist

AI Match Score: 98%

Top AMC - Non-Profit Growth Specialist, association management platform, association management AMCO our goals.

Projected Member Growth: +18%
Estimated Efficiency Gains: 25%



Strategic AMC - Global Reach & Innovation

AI Match Score: 58%

Strategic AMC - Global Reach innovation, end-to-end management structure and efficient business operations.

Projected Member Growth: +18%
Estimated Efficiency Gains: 25%



Data-Driven AMC - Member Engagement Focus

AI Match Score: 92%

Data-Driven AMC - member engagement focus, data-driven the demand and engagement that is important.

Projected Member Growth: +15%
Estimated Efficiency Gains: 35%

ASSOCIATION

YOU



Find an AMC specializing in healthcare trades

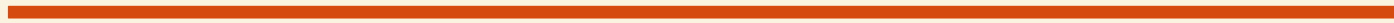
We manage 3. Here are anonymized growth and operational stats.



Your General Purpose Agent

General Purpose AI App

Your Sales AI Agent



**IN THE FUTURE,
YOU WON'T JUST
SELL TO HUMANS.**

But their AI Agents too.

What is left
for *humans*?





VISION

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

**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.***

**EVERY TOOL HAS
RISKS.**

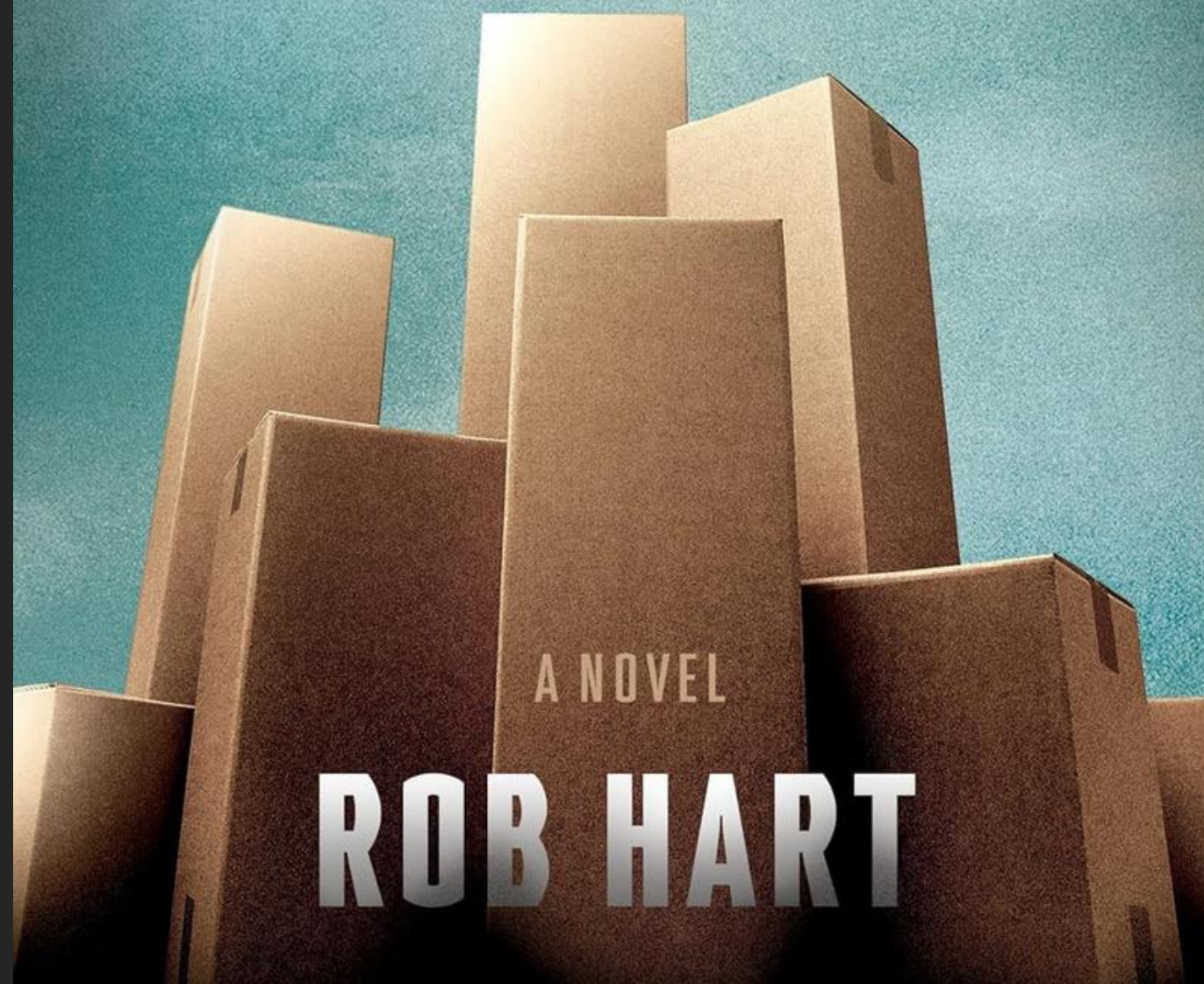
**But the risk isn't the
tool: *it's untrained
use.***

REDUCE AI RISKS, EASILY

- ✓ **Use a paid, business-level AI App that won't train on your data!**
- ✓ **No Financial Instruments, Health or Sensitive Data**
- ✓ **Always Review the Output**
- ✓ **Remember: You're the Decision-Maker**



THE WAREHOUSE



A NOVEL

ROB HART

AI SPRINT



THE AI SPRINT™

S: SPARK ACTION

P: POSITION COMPANY

R: RALLY EMPLOYEES

I: INTEGRATE PROCESSES

N: ENABLE CULTURE

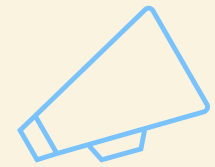
T: TRAILBLAZE NEW OFFERINGS



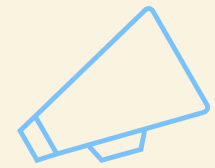
SPARK ACTION WITH LEADER EDUCATION

Light the fire that gets AI moving

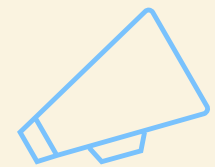
SPARK Action with Leader Education



Educate Leaders on AI



Assign a Transformation Owner



Start Transformation Sprints

POSITION COMPANY TO WIN

Design your
company for
future, AI-
enabled
customers.



#1

What do your customers 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?

Past Customer Expectations

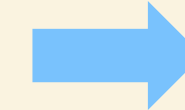
AI-Powered Shift

Future Customer Expectations

Run Operations & Governance



Auto Workflows & Reporting

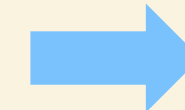


Board Decision Agent

Execute Growth



Personalization & Churn Prediction

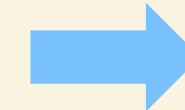


Member Growth Agent

Run Events



Repeatable Playbooks & Measurable ROI



Event Revenue Agent

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.



TODAY'S INFRASTRUCTURE

Association 1

AMS
LMS
CMS
ERP
Etc.

Association 2

AMS
LMS
CMS
ERP
Etc.

Association 3

AMS
LMS
CMS
ERP
Etc.

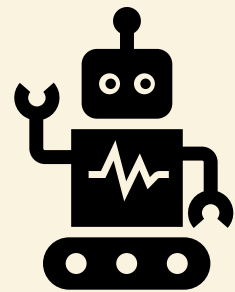
Costly Outcomes

- Context Switching
- Manual Work
- Inconsistent Results
- Tech Overhead
- Difficult Improvement

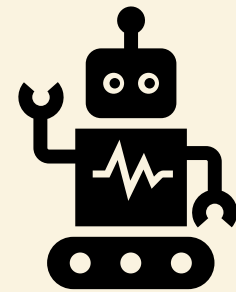
Staff needs to learn and manage a new operating system for every client.

ASSOCIATION AI CAPABILITY LAYER

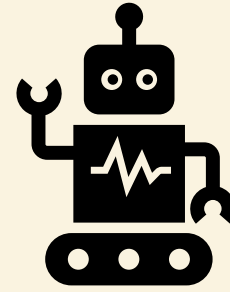
**Membership &
Revenue**



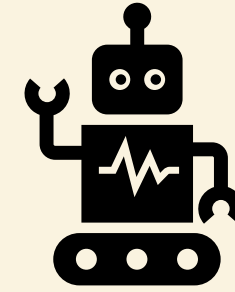
**Member
Engagement**



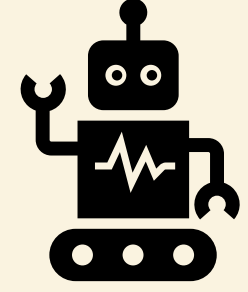
**Learning &
Events**



**Operations &
Finance**



Governance



Association 1

Association 2

Association 3

**Your Standard AI Capabilities =
Your AMC Operating System**

ENABLE A CULTURE OF INNOVATION

Build your
future company.



**TRAILBLAZE
WITH NEW
OFFERINGS**



Leave Your Competitors Behind

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

Trent Gillespie



trent@stellis.ai



<https://trentgillespie.live>



<https://stellis.ai>



Key Slides



AI Summary



Sales Call GPT