

The AI Flywheel™: Building a Durable Innovation Engine

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



Keynote Overview

Many organizations make early progress with AI but struggle to sustain innovation over time. This advanced keynote focuses on how Amazon built a system that allowed innovation to compound year after year—and how that same logic applies in the AI era. Using the AI Flywheel™, Trent breaks down the structural reasons Amazon succeeded: how it turned operational efficiency into reinvestment, learning, and continuous customer-driven innovation.

Leaders learn the core lessons behind Amazon's ability to scale innovation—how clarity around the Future Customer™, disciplined operations, and tight feedback loops created a self-reinforcing cycle of growth. The session translates those lessons into a modern operating model leaders can apply with AI today. The result is a clear, practical framework for turning AI-driven gains into sustained innovation and long-term competitive advantage.

Recommended Audience

This keynote is designed for business leaders, technology executives, product managers, and innovators looking to harness AI to accelerate innovation and gain a competitive advantage

Audience Take-Aways

1. Understand how AI is reshaping innovation and business performance
2. Learn the mechanics of the AI Flywheel™ and how to apply it
3. See how operational gains compound into continuous innovation
4. Define and align around your Future Customer™
5. Build systems and leadership alignment that sustain AI momentum

“Fantastic, Actionable Content!”

Trent Gillespie

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

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