

# 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 momentum. Initial wins fade. Pilots stall. Progress slows. Innovation fades. The companies that succeed in the AI era will be the ones that build systems where improvement compounds over time.

In this advanced, executive-level program, Trent Gillespie reveals how Amazon built one of the most powerful innovation engines in the world — and how leaders can apply those same principles using AI. Through his AI Flywheel™ framework, Trent shows how organizations can turn operational gains, learning, and customer insight into a self-reinforcing cycle of innovation and growth.

Drawing on Amazon's Working Backwards approach and the Future Customer™ framework, leaders learn how to align teams, build feedback loops, and continuously reinvest AI-driven gains to accelerate innovation. The result is a practical model for turning AI from isolated initiatives into a durable engine of innovation and long-term competitive advantage.

## Actionable Takeaways Tailored to Each Audience

1. Understand how the AI Flywheel drives continuous innovation
2. Build a self-reinforcing AI Flywheel™ that compound results over time
3. See how the Future Customer™ focuses innovation on where markets are heading
4. Apply Amazon's Working Backwards approach to accelerate AI innovation

## Recommended Audience

This program is ideal for senior executives at larger organizations who are ready to move beyond understanding AI and focus on reshaping their structure, strategy, and culture to drive innovation.

*"Trent's keynote was inspiring, insightful, and refreshingly provocative—clearly outlining how to build healthcare organizations that effectively leverage AI, with an enlightening look into Amazon's bold healthcare strategy."*

*– Mark Neaman, President, Health Insights*

Trent Gillespie

Book Now at [TrentGillespie.live](https://TrentGillespie.live) or via Tracy Cotton at Michelle Joyce Speakers: (310) 902-5568

# Go Beyond a Keynote Program

Extend the impact of Trent's keynote with additional offerings tailored to your organization



## Keep The Momentum Going

Booking Trent opens the door to a full suite of learning experiences designed to keep your audience engaged, informed, and ahead of the curve on AI. From follow-on virtual programs to hands-on in-person workshops, every offering is built to extend the impact of your event.

### Virtual Training and Ongoing Programs

- **Generative AI at Work:** Trent's 5-star rated online course, available for your entire team
- **Post-event Webinar Series:** From a single follow-up session to quarterly updates, keeping your group current as AI continues to evolve

### In Person AI Training and Strategy Workshops

- **Facilitated AI Opportunity Sessions:** Structured group discussion and brainstorming to surface where AI creates the most value for your organization
- **AI 101 Workshop:** Tailored for staff, business leaders, and executives
- **SPARK Action Workshop:** Educate your leadership team.
- **Future Customer Workshop:** A facilitated strategy session to build an AI-ready business roadmap

### Large Group Seminars

For organizations ready to go deeper, Trent and his Stellis AI team can design a full transformation experience for groups up to 300 people. Options include hands-on AI training, AI SPRINT one- and two-day business masterclasses, onsite AI help desks, AI startup showcases, and guest appearances from other leading AI practitioners.

### AI Implementation

Through Stellis AI, Trent and his team provide end-to-end implementation of AI technologies for organizations of all sizes — turning strategy into working systems.

### Ask about bundled pricing when booking your keynote.

*“Trent led our two-day AI seminar and exceeded expectations by pairing his technical expertise with clear, actionable guidance. He tackled real member issues head-on, outlining step-by-step AI solutions our members can deploy immediately across marketing, sales, and operations. Since the seminar he’s continued partnering with us to implement those solutions, delivering measurable value to our members. I highly recommend Trent to any organization serious about using AI to drive results.”*

– Mark DePasquale, CEO, NPSA

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