



PASS

FUTURE

Trent Gillespie



A composite image featuring the Amazon logo overlaid on a view of Earth from space. The Earth is shown as a curved horizon with a blue atmosphere, dark blue oceans, and green and brown landmasses. Numerous small white lights representing city lights are scattered across the land. The background is a dark, starry space.

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**

50%

**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 

56%

**OF LEISURE TRAVELERS USE AI
FOR TRIP PLANNING**



43%

**OF GOLF COURSE OPERATORS
ALREADY USE AI TOOLS**



**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 OpenAI

Electricity



Ready when you are.

You are a product requirements writer. Produce a complete business requirements document for a simple web app. Output the requirements only. Do not ask clarifying questions, do not propose alternatives, and do not write code. Make reasonable assumptions and state them inline where needed.

The app is called **Win-Back List**.

It is for multi-course golf operators.

A golf course owner or general manager uploads or pastes a CSV export from their tee sheet system.

The app analyzes each golfer's play history and produces two ranked, actionable lists plus a drafted, personalized outreach message for every golfer on those lists.



Thinking



Hi Trent, what do you want to make?

Build this app step by step, not using sub agents.

Pasted-You-re

+ Plan 🗣️ 📄

- ← Website
- Mobile
- Design
- Data Visualization
- Slides →

Try an example prompt ↻

- Beginner running tracker
- SaaS KPI dashboard
- Student budget tracker



Win-Back List

Upload a tee sheet CSV and get a ranked call list with messages ready to send.

Upload CSV

Paste CSV



Drop your CSV here, or click to browse

Tee sheet export with golfer name, email, rounds, and spend

Build My Win-Back List

Load Sample Data

Assumed columns: golfer name, email, last round date, rounds this year, rounds last year, member or pay-and-play status, total spend this year.



Upload or paste your tee sheet export to find golfers worth contacting this week.

No setup. No integrations. Just a call list from the spreadsheet you already have.



Worked for 6 minutes

Time worked	6 minutes
Work done	22 actions
Items read	1,706 lines
Code changed	+1402 -384
Agent Usage	\$1.22



**General
Purpose
AI Agent**

Member
Experience
Agent

Reservations
and Revenue
Agent

Marketing
Agent

Course
Operations
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.



 Stellis AI


Good afternoon, Trent

I need help with three tasks:

1. Check the last meeting notes with Joseph Ricci
2. Create a Hubspot task to follow up with him by June 15th with a proposal, including what I need to include in it from the meeting discussion.
3. Then draft a brief email that I can send to him to confirm.

This is for a live keynote demo, so narrate only the key milestones the audience needs to see--accessing a system and completing each step--not each task or tool you use. Skip confirmations or discussion on the proposal itself.



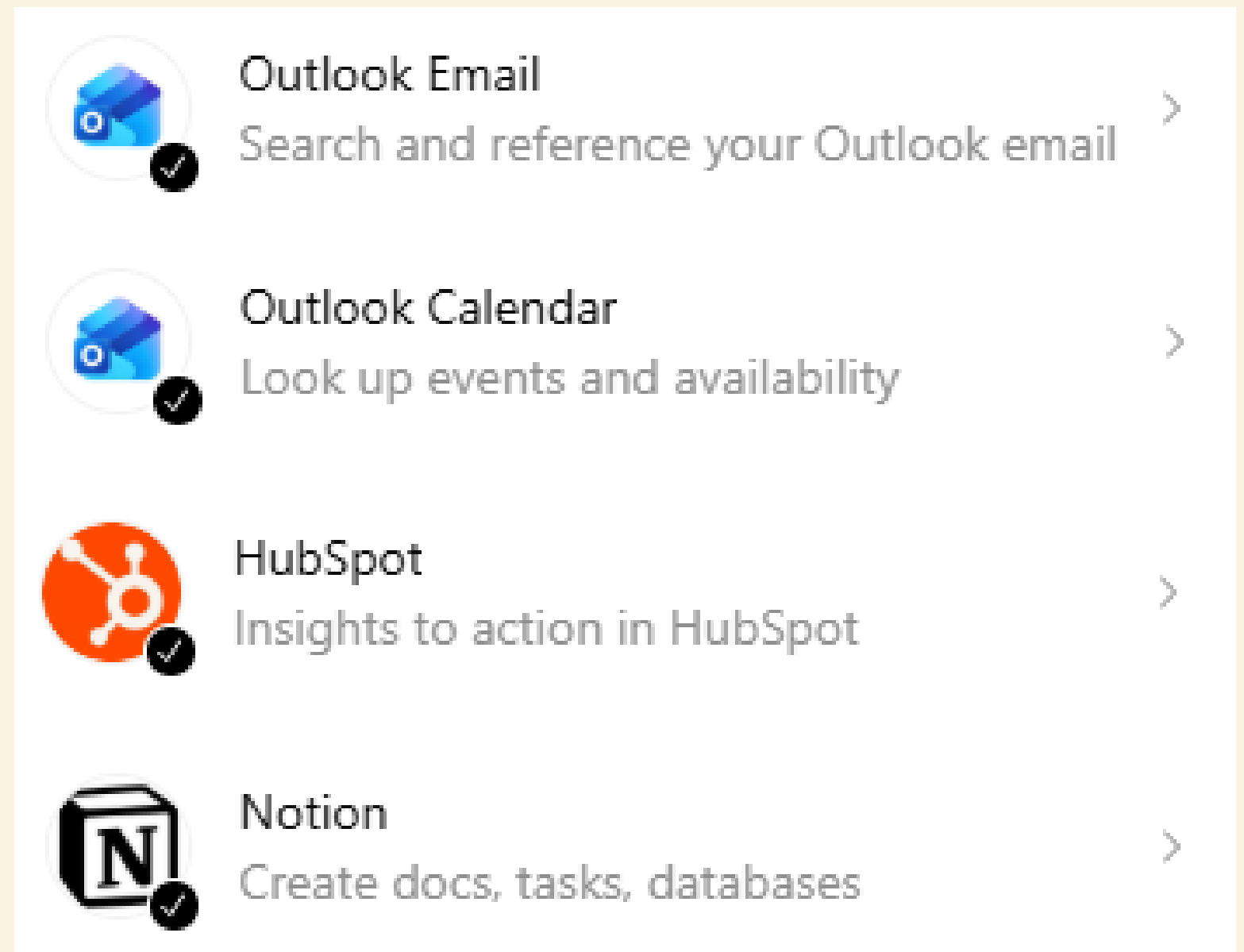
Opus 4.7 High 



Connecting Other Tools and Data Sources

Available Through:

- ChatGPT: "Apps"
- Claude: "Connections"
- Copilot: "Sources"



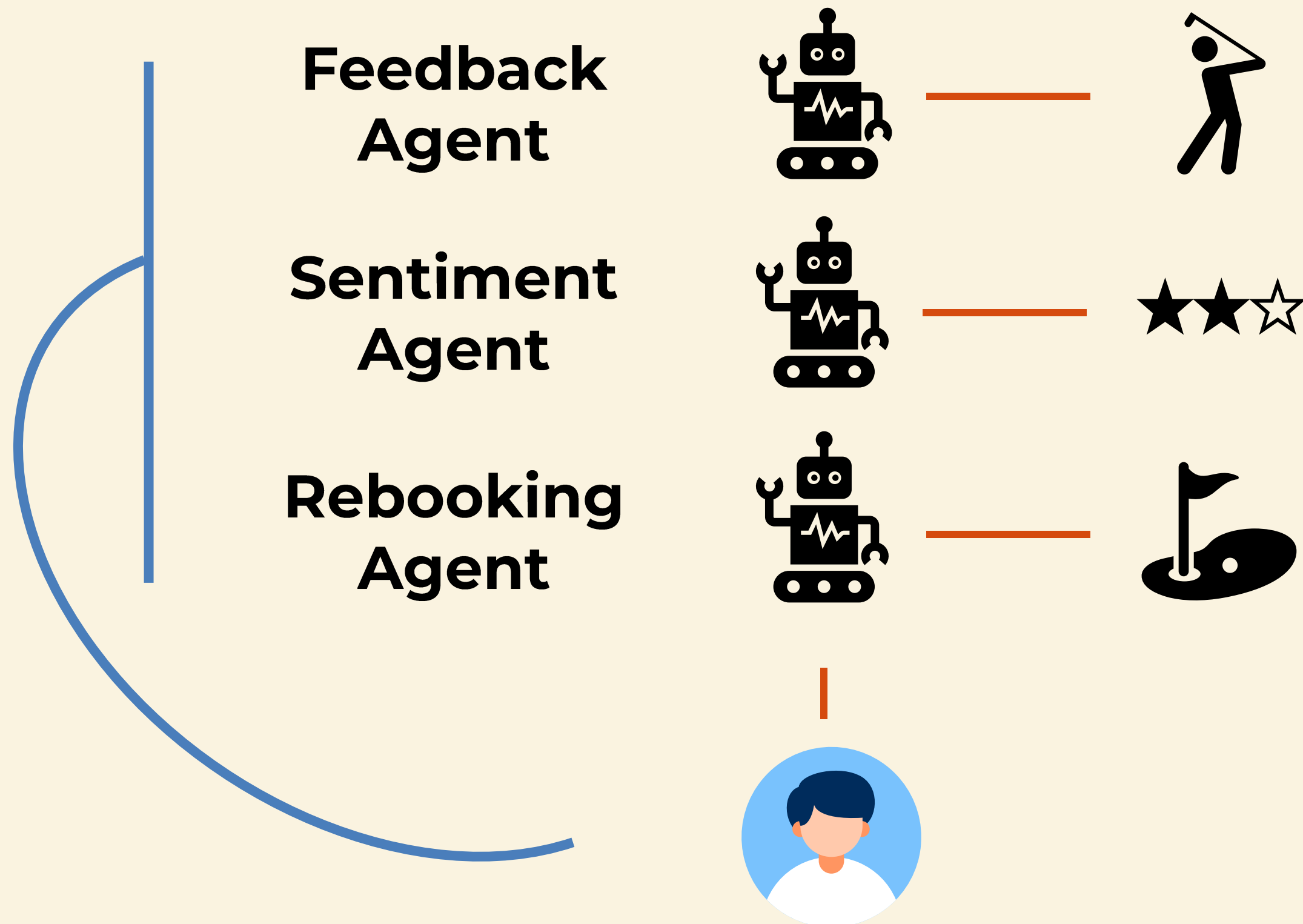
Great, now, go ahead and draft a Microsoft Word proposal using our standard branding.

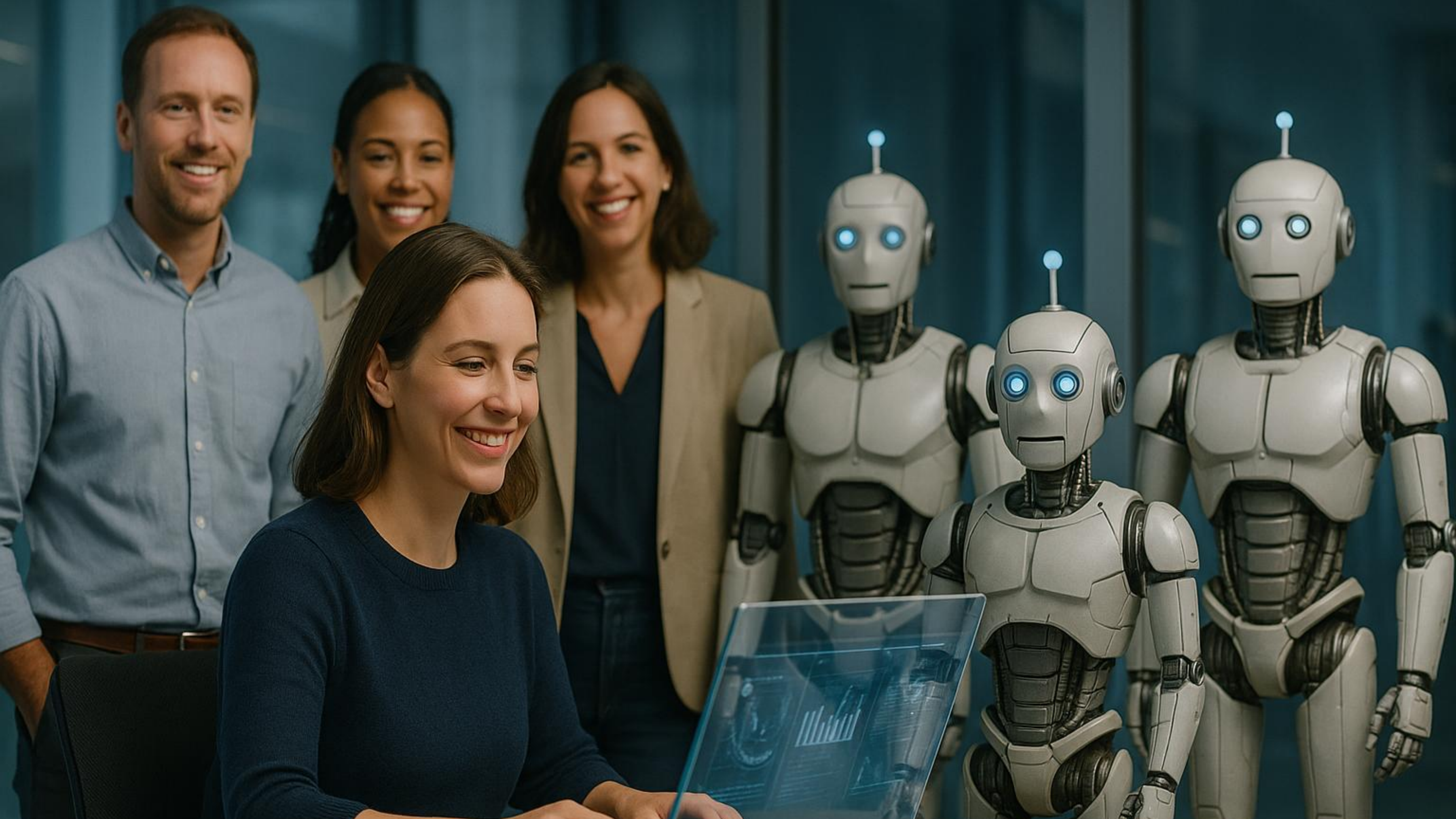


Write a message...

+ Opus 4.7 High ▾ 🎤 🗄️

AI Agents for Post-Round Revenue





**IN THE FUTURE, YOU
WON'T JUST RUN A
GOLF COURSE.**

*You'll lead the intelligence
behind every guest experience.*

#1

What do your guests say they value most today?

Not what you think, but what they tell you.

#2

Which of those values will still matter when know-how is free and instant?

What will your guests 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 Client Expectations

Search for golf destinations

Generic course experiences

Ask staff for help



AI-Powered Shift

AI trip planning & recommendations

Hyper-personalization at scale

AI-powered concierge & predictive service



Future Client Expectations

AI finds and books

Experiences designed for *me*

Get what I need before I ask

What is left
for *humans*?





VISION

AI for < \$500 a month

Revenue & Booking

- Last-Minute Tee Time Filler
- Booking Upsell Assistant
- Pay-and-Play to Membership Converter
- No-Show Pattern Analyzer

Golfer Experience & Reputation

- Post-Round Follow-Up Assistant
- Review Request Generator
- Review Response Drafter
- Complaint Pattern Detector

Owner & GM Operations

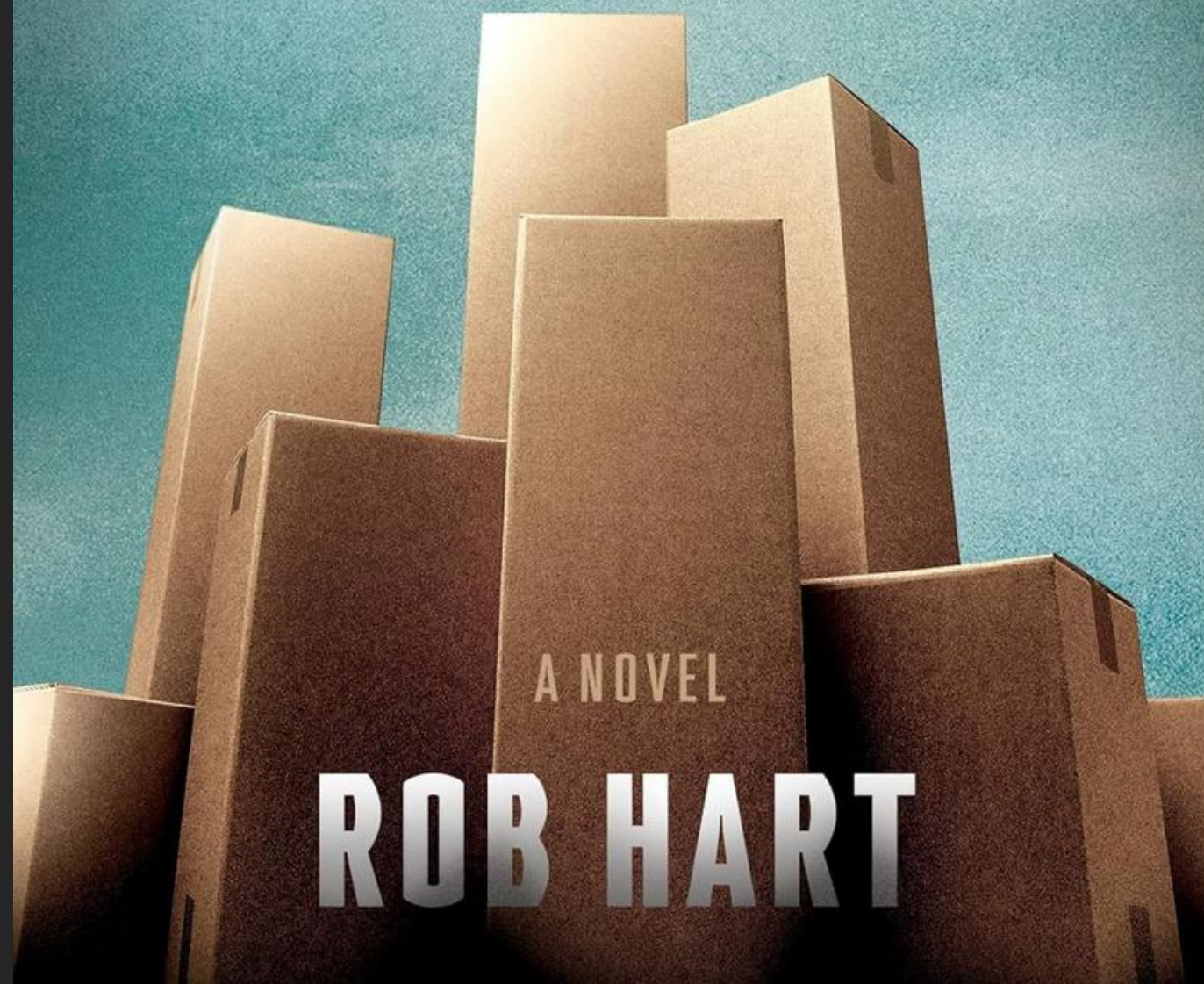
- Weekly GM Performance Briefing
- Labor Cost Variance Alerter
- Equipment Maintenance Tracker
- Event Inquiry Responder

**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.***



THE WAREHOUSE



A NOVEL

ROB HART

We *can't* be Amazon

AI SPRINT



The **AI SPRINT** Email

Subject: AI Sprint - [Month]

- 1. What did you use AI for this month?**
- 2. What changed because of it?**
- 3. Who did you share it with?**
- 4. What's one task you'll test with AI next month?**

The AI SPRINT™

S: SPARK ACTION

P: POSITION COMPANY

R: RALLY EMPLOYEES

I: INTEGRATE PROCESSES

N: ENABLE CULTURE

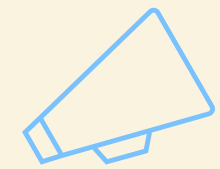
T: TRAILBLAZE NEW OFFERINGS

A row of 13 matches is shown against a black background. The match on the far left is lit, with a bright orange and yellow flame rising from its dark, charred head. The other 12 matches are unlit, with their heads showing a reddish-brown texture. The text is overlaid on the upper portion of the image.

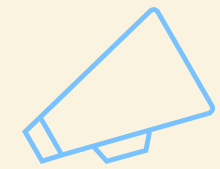
SPARK ACTION WITH LEADER EDUCATION

Light the fire that gets AI moving

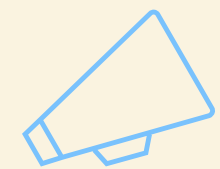
SPARK Action with Leader Education



Educate Leaders on AI



Assign a Transformation Owner



Start Transformation Sprints

POSITION COMPANY TO WIN

Design your
company for
future, AI-
enabled
customers.



POSITION Your Company to Win with AI

1. What do our clients say they **value most** today?
2. Which of those values will still **differentiate** you when know-how is free and instant?
3. Which of those values can you **no longer charge extra** for—because it becomes table stakes?
4. Where will clients still desire (and pay for) a uniquely **human touch**?
5. What brand-new value can you create because intelligence is cheap — something clients **don't even ask for yet**?





RALLY EMPLOYEES

To Use AI Daily



RALLY Employees to Use AI Daily

Make AI Use:

-  **Safe:** AI Tool, Company Guardrails & Job Safety
-  **Supported:** Provide AI & Role-Based Training
-  **Expected:** Direct Communication
-  **Rewarded:** Provide Incentives

Does your team have:

✓ **AI Guidelines**

✓ **AI Access**

✓ **Role-Based Training**

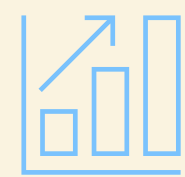
✓ **Clear Expectations**

INTEGRATE INTO SALES & MARKETING

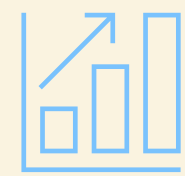
Revenue is what
buys your future.



INTEGRATE Into Sales & Marketing



Marketing Content and Personalization



Sales Personalization & Research



Operational Bottlenecks

Highest ROI AI Use Cases

- Fill empty tee times before they expire
- Win back golfers who quietly stopped coming
- Turn happy rounds into reviews and rebookings
- Catch complaints before they hit Google
- Give every GM a weekly briefing they didn't have to build

ENABLE A CULTURE OF INNOVATION

Build your
future company.



TRAILBLAZE WITH NEW OFFERINGS



TRAILBLAZE With New Offerings



#4. Where will clients still desire (and pay for) a uniquely **human touch**?



#5. What brand-new value can you create because intelligence is cheap — something clients **don't even ask for yet**?

The **AI-Native** Golf Course

The Past

- Course
- Clubhouse
- Staff
- **Guest**

The Future

- **Guest**
- Intelligence
- Concierge
- Course + Staff

AI SPRINT





DAY 1

PPEN. THIS IS STILL

IN SU

Trent Gillespie



trent@stellis.ai



https://trentgillespie.live



https://stellis.ai



AI SPRINT Newsletter



Key Slides & AI Summary



AI Strategy Assessment



AI Roadmap Tool

What About AI's Environmental Footprint?

One AI Message:

- 1/15 of a Teaspoon of Water
- .34 Watt Hours of Electricity

One Year of Moderate Usage:

- 3.1 Gallons of Water
- 12.4 Kwh of Electricity

Less water lost in a year than flushing the toilet in one day and less than driving 50 miles in an EV.

