

# Turning Wisdom into Value: Using AI and Philosophy to Frame Client Outcomes

## Quick recap

Eben led a discussion on using generative AI to explore historical thinkers and philosophies, including a creative exercise where participants imagined dialogues between figures like Shakespeare, Confucius, and Madonna. He emphasized the importance of translating value to clients by framing services in terms of tangible outcomes they desire, such as promotions or weight loss, rather than internal issues like imposter syndrome. Eben encouraged participants to complete a Coach Superpower Quiz and to prepare for a Zoom mastermind session led by Colleen next week, where they would discuss their daily rituals and value creation.

## Summary

### Generative AI and Client Value

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