

The Digital Human Advantage

Outreach Innovate 2026 · Keynote

COACH · ACT · WIN

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**DIGITAL
HUMAN
ADVANTAGE**

DRIVING BUSINESS GROWTH THROUGH
INTELLIGENT DIGITAL AGENTS

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Iron Man (2008)

TONY STARK

Genius.

Visionary.

Human.

Under pressure.

Without JARVIS? *Just a man in a box.*

JARVIS

Saw everything.

Acted instantly.

Never forgot.

With JARVIS? *Impossible to compete with.*



A STEVEN SPIELBERG FILM

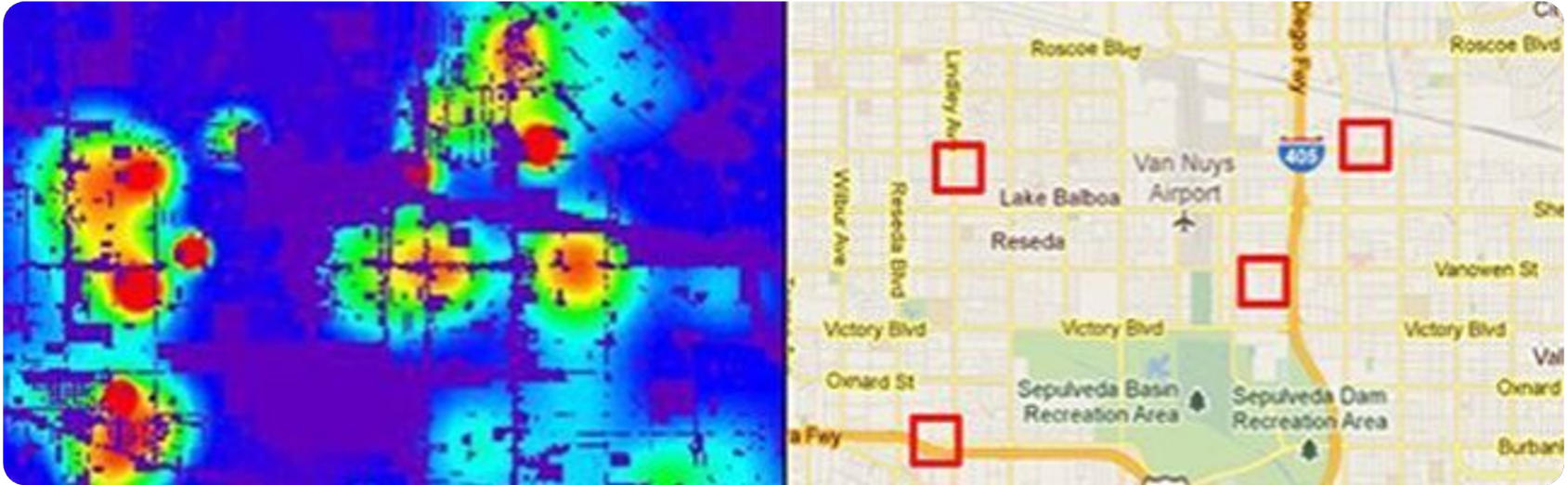
MINORITY REPORT

TOM CRUISE, COLIN FARRELL, SAMANTHA MORTON and MAX VON SYDOW *JOHN WILLIAMS
*JOHN INDUSTRIAL LIGHT & MAGIC *JOSH DEBOERAK, SCOTT *JOE MICHAEL KAHN A.C.E.
*MORALEX MCDONWELL *JUDY JANDOS KAWONSKI A.C.E. *MURRAY GARY COLEMAN RONALD CHISSETT
*GERALD R. WILSON BONNIE CURTIS WALTER F. PARKES JAR DE BONT
*HARD PHILIP K. BUCK *SCOTT FRANK and JON COHEN *STEVEN SPIELBERG

Minority Report (2002)

THEN REALITY CAUGHT UP.

The LAPD started doing exactly that.



HOW IT WORKED:

Analyzed 80 million historical crime records to predict where and when the next crime would occur to within 500 square feet.

THE RESULT:

Officers deployed to locations before crimes happened. Not responding. Preventing.

THEN NETFLIX CHANGED EVERYTHING.

NETFLIX TIMELINE: KEY MILESTONES



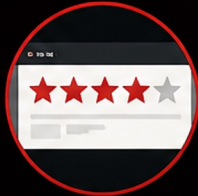
1997

Netflix is founded by Reed Hastings and Marc Randolph



1998

Launch of DVD rental service via mail



2000

Introduction of personalized recommendations



2007

Netflix launches its streaming service



2013

First original series 'House of Cards' released



2016

Expands globally to over 190 countries



2020-2024

Massive growth in subscribers and original content production

THEN NETFLIX CHANGED EVERYTHING.

Netflix didn't win because of streaming.

They won because they understood the customer.

DATA

Every watch, pause, rewind, and skip fed an intelligent system.

SIGNAL

The algorithm knew what you'd love before you knew you wanted it.

ACTION

They pivoted to original content — not based on instinct, but on intelligence. House of Cards wasn't a bet. It was a certainty.

If JARVIS, pre-crime, and Netflix
can transform their worlds...

**what does your
Digital Human
do for yours?**

THE CONCEPT — FROM THE BOOK

A Digital Human is not a chatbot. Not a tool. **It is an intelligent partner.**

YOUR RESEARCHER

Does the deep work before you even ask.

Knows your buyer better than you do.

YOUR COACH

Whispers the right thing at the right moment.

Makes you sharper on every call.

YOUR EXECUTOR

Takes the next best action without being asked.

Nothing falls through the cracks.

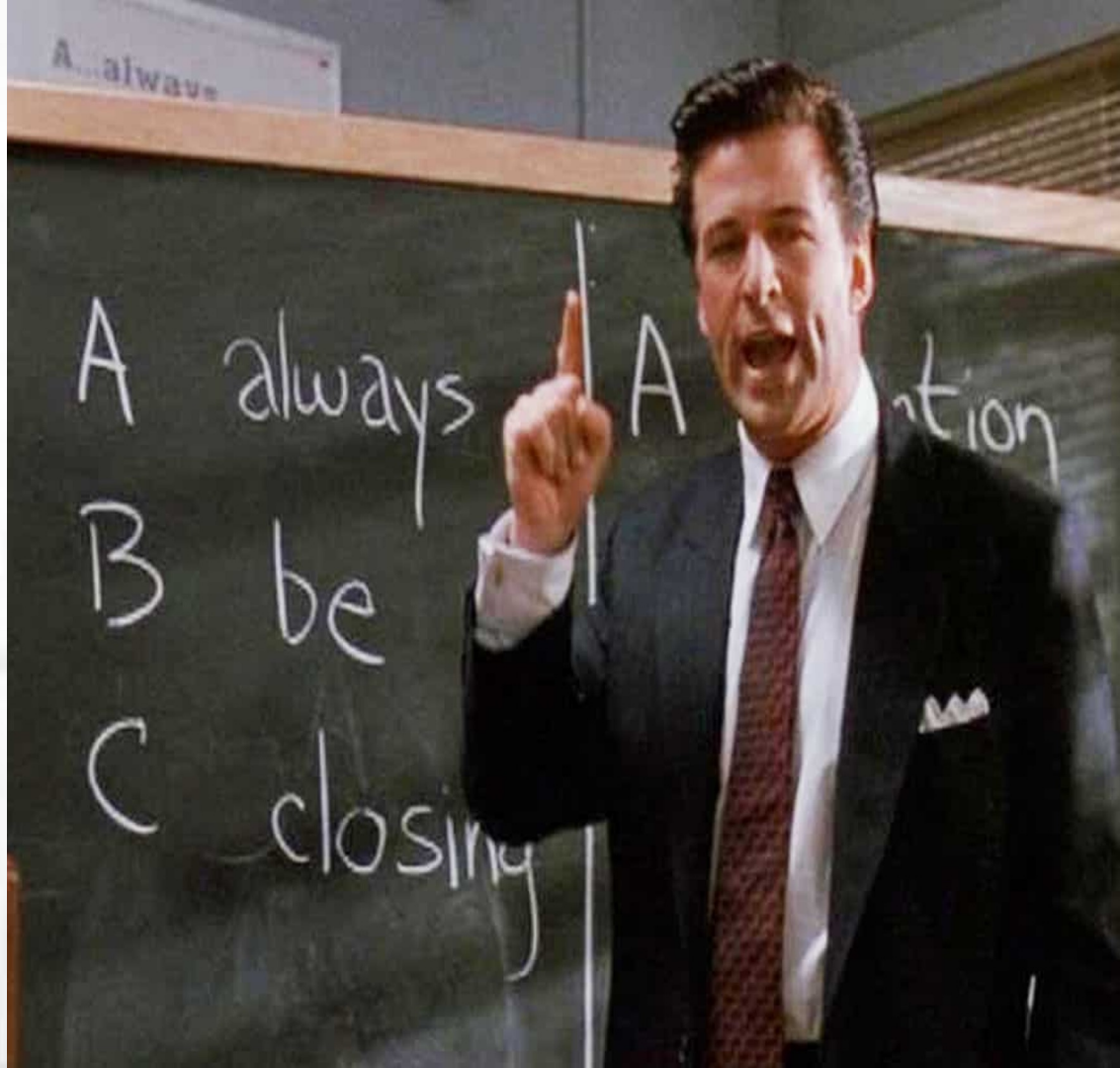
YOUR STRATEGIST

Sees patterns across your whole pipeline.

Tells you what to do next to win.

BUT FIRST, LET'S TALK ABOUT WHERE WE CAME FROM.

**GLENGARRY
GLEN ROSS**







TWO WORLDS. ONE CHOICE.

The old sales room vs. the new.





OLD ROOM

Hustle and hope.

-  *Phones. Pressure. Scripts.*
-  *CRM updated at best weekly.*
-  *Coaching happens too late.*
-  *Follow-ups forgotten.*

NEW ROOM

Signal and action.

-  **AI coaching before every call.**
-  **Signals caught the moment they appear.**
-  **Agents execute follow-ups automatically.**
-  **Managers see risk before deals slip.**

THE RIGHT METAPHOR

JARVIS did not replace
Tony Stark.

JARVIS made him
impossible to compete with.

That is what agentic AI does for your revenue team.

THE PARTNERSHIP

Every great seller needs a **JARVIS**.

TONY STARK

Your reps.

*Brilliant. Human.
Pressured.*

JARVIS

Outreach AI.

*Sees all. Acts instantly.
Learns.*

THE RESULT

Faster prep.

Live coaching.

*Better outcomes. Every
call.*



The future of sales is not
more activity.

It is better intelligence
at the moment of action.

THE NEW STANDARD

YOU ARE NOT HERE BECAUSE AI IS INTERESTING.

You are here because revenue is under pressure.

- Higher targets.
- Harder buyers.
- Longer cycles.
- Less time to coach.
- Fewer certainties.

And dashboards full of data that does not tell you what to do next.

THE ACTUAL PROBLEM

Most revenue teams don't have
a data problem.

They have a latency problem.

*Latency between **signal** and **action**.*

*Between **insight** and **coaching**.*

*Between **risk** and **response**.*

WHERE DEALS REALLY DIE

It's rarely the product. It's always the system.



-
- A buying committee member changes — nobody notices.
 - A follow-up goes unsent. The buyer moves on.
 - A coaching moment passes. The rep doesn't know why they lost.
 - A deal goes quiet. The manager sees it two weeks too late.
 - A renewal risk appears. The customer is already talking to a competitor.

THE OLD OPERATING SYSTEM

Activity. Memory.
Instinct. Heroics.



It was built for a world that does not exist anymore.

FROM THE BOOK: THE GREAT INTERFACE TRANSFORMATION

**The next sales interface
is not a dashboard.
It is an agent.**

"What if a computer interface was not just something you used, but someone with whom you collaborated?"

— *The Digital Human Advantage*

From telling you what happened to **doing something about it.**

DASHBOARD

What happened?

Shows you data.

You figure out what to do.

COPILOT

What does it mean?

Summarises and suggests.

You decide the action.

AGENT **NOW**

What should happen next?

Recommends, drafts, executes.

You stay in control.

THE NEW OPERATING SYSTEM

Signal. Coach. Act. Learn.

SIGNAL

AI catches every customer signal in real time.

COACH

AI turns signals into coaching for your reps.

ACT

Agents execute: follow-ups, sequences, alerts.

LEARN

Every outcome trains the system to get smarter.

THE ONLY THING THAT CREATES REVENUE

Insights don't create revenue. **Actions do.**

Every revenue leader has a dashboard that shows risk.

Very few have a system that acts on it the moment it appears.

Agentic AI closes the gap between knowing and doing.

AI is not coming for the seller.

AI is coming for the drag.

-
- *The forgotten follow-up & messy notes*
 - *The missed signal & late coaching*
 - *The CRM entry that never happened*
 - *The renewal risk nobody saw*

Digital Humans eliminate
the friction that slows down
top performers.

THE FRAMEWORK — THREE WORDS THAT CHANGE EVERYTHING

Your Digital Human does three things.



COACH

Real-time coaching on every call. Every rep.

Not someday. Monday.



ACT

Agents execute what your team never has time for. Automatically.



WIN

More revenue. Same headcount. Compounding advantage. Every week.

COACH — THIS IS WHAT COACHING LOOKS LIKE IN 2025.

The whisper that saved the deal.

THE SIGNAL

"We looked at something like this two years ago. It didn't really work out..."

OLD WORLD

Rep freezes. Goes defensive. Over-explains. Prospect checks their phone.

WITH AI

*"Previous failure = implementation gap.
Ask: how has your team changed since then?"*

THE RESULT

Rep pivots instantly. Deal closes. \$220K.

Executed by a rep with only six months' experience.

The Coaching Flywheel

Every call makes the system smarter.



ACT

YOUR TEAM'S WEEK — BEFORE AND AFTER

The work that didn't get done now gets done. Every time.

WITHOUT AGENTS

45 min researching one account — manually

Follow-ups forgotten or sent too late

Forecast built on gut and hope

Manager reviews calls when they find time

WITH AGENTS

Agent researches + drafts outreach in 90 seconds

Agent sends perfect follow-up at optimal moment

AI scores every deal by risk — live, always current

Omni flags every coaching moment automatically

I KNOW THE QUESTION IN YOUR MIND RIGHT NOW.

"What if the agent goes rogue?"

Named it. Now let me answer it.



Human in the loop, always.

AI recommends. You approve. You set exactly where the line is drawn.



Full audit trail.

Every agent action is logged. Nothing is a black box. Everything is reviewable.



Guardrails built by you.

Your brand voice, compliance rules, tone are all enforced by design, not hope.

THE LEARNING COMPONENT — FROM THE BOOK

Your Digital Human does not start as a sage.

CHILD

*Follows instructions.
Completes basic
tasks.*

ADOLESCENT

*Learns patterns.
Handles variations.*

ADULT

*Acts reliably in
defined workflows.*

SAGE

*Advises strategically.
Anticipates needs.*

You do not just deploy an agent. You raise its judgment.

THE SHIFT EVERY GREAT LEADER MAKES

It's not a tool upgrade. It's a mindset upgrade.

FROM: THE TRADITIONAL STATUS QUO

Managing by gut

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TO: THE AGENTIC ADVANTAGE

Managing by real-time AI insight

Coaching the top 20%

→

Coaching every rep, every call

Piloting AI

→

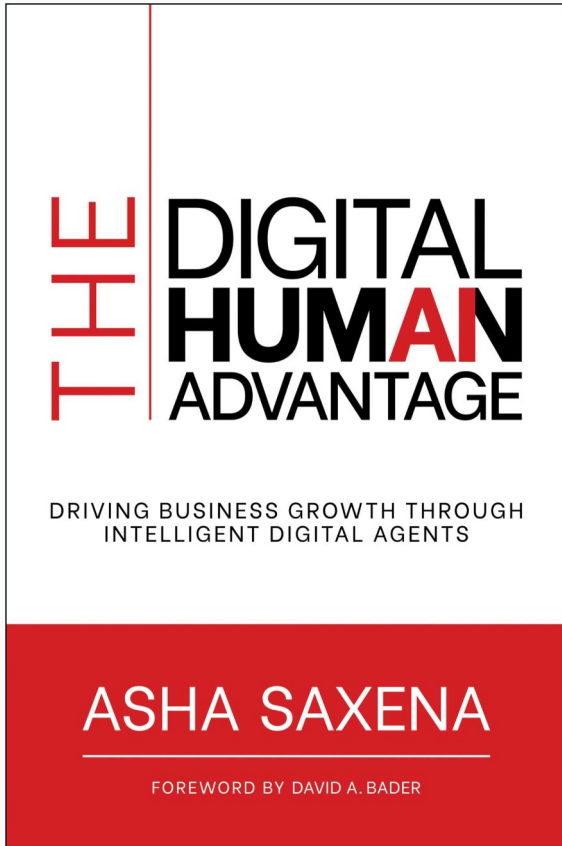
Deploying AI at full scale

Hoping for follow-ups

→

Knowing agents executed them

Look under your seat.



WHAT'S INSIDE:

- ✓ The Revenue Agent Operating Model™
- ✓ The Child-to-Sage framework
- ✓ The 90-day deployment playbook
- ✓ 20 CRO AI forecasting scripts
- ✓ The Digital Human audit tool

THREE WORDS. REMEMBER THEM.

Coach. Act. Win.

COACH.

Every rep. Every call.
Real-time.
The coaching they always
deserved.

ACT.

Agents execute the work
that falls through
the cracks.
Every time. Without fail.

WIN.

Revenue up.
Headcount flat.
The team that wins
the decade.

The future of revenue leadership
will not be won by the biggest teams.

**It will be won by the
most intelligent teams.**

Human-led. AI-amplified. Coach. Act. Win.