



THE AI ADVANTAGE

UNLOCK THE FULL POWER OF AI



BETTER
BUSINESS
BUREAU

SOUTHERN COLORADO
IMPACT GROUP



COLORADO
Colorado Workforce
Development Council



Colorado
**Secretary
of State**



BBB AI HUB
— COLORADO SPRINGS —





GROUP POLL

Popular AI-powered Answer Engines/LLMs



ChatGPT

OpenAI



Claude

Anthropic

Gemini

Google



Meta AI



perplexity

boodlebox



Grok



Apple Intelligence



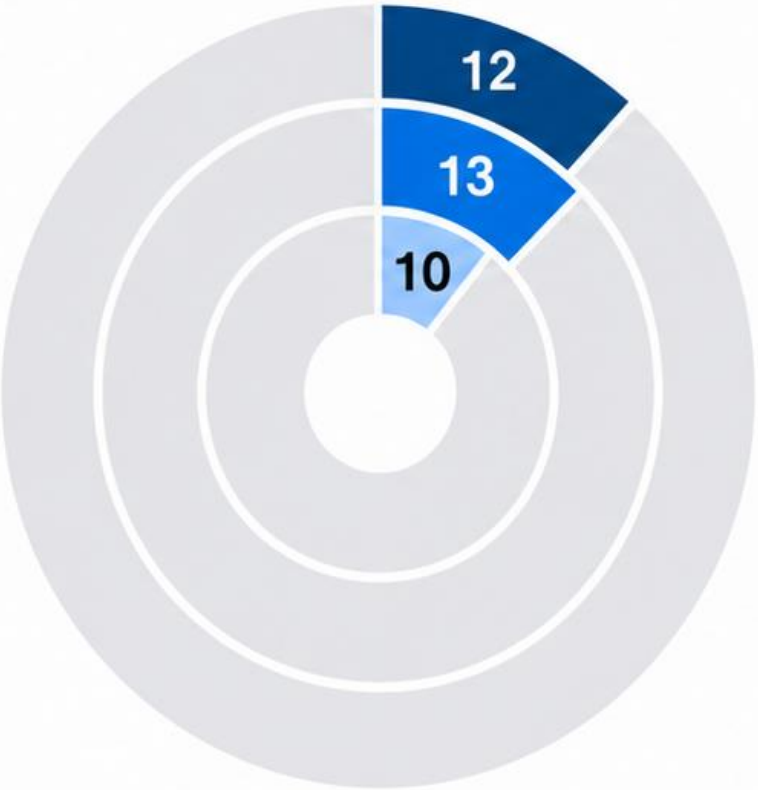
Microsoft Copilot

Americans Largely Neutral on AI, but See More Harm Than Good

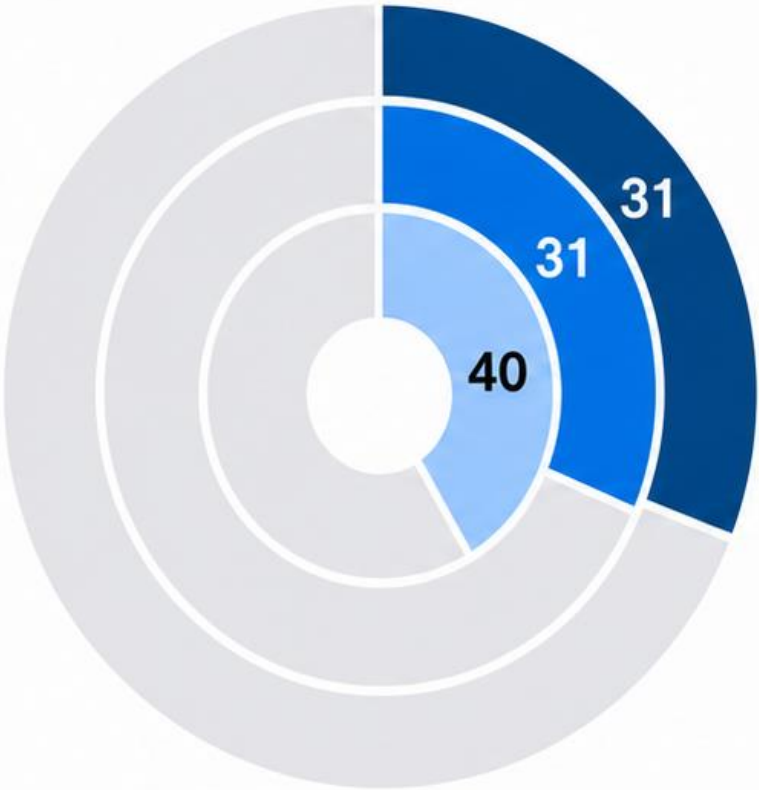
In your opinion, does artificial intelligence...?

■ % 2023 ■ % 2024 ■ % 2025

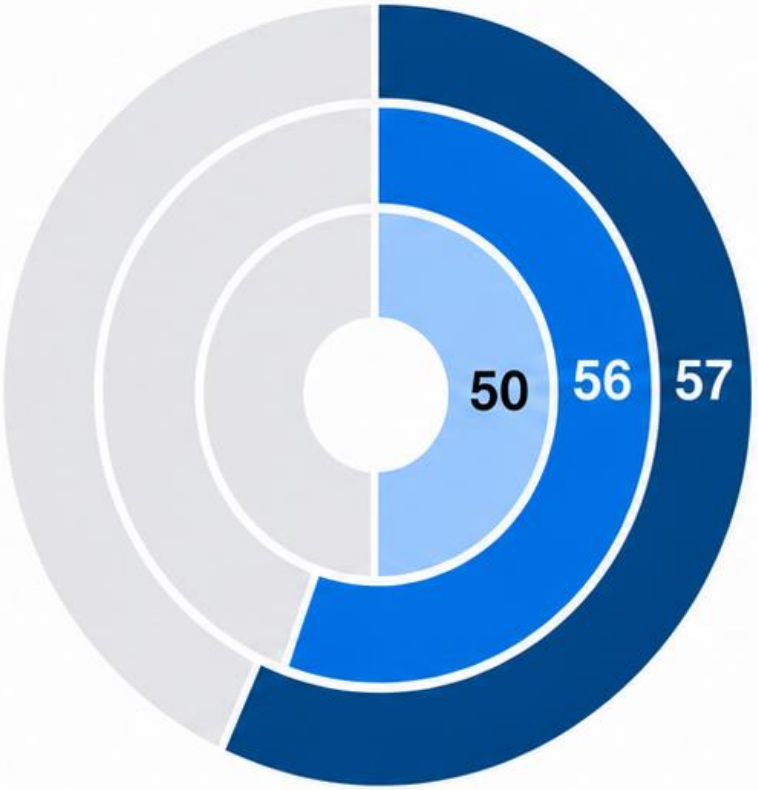
Do more good
than harm



Do more harm
than good



Do equal amounts
of harm and good



The **AI** Advantage

Introduction

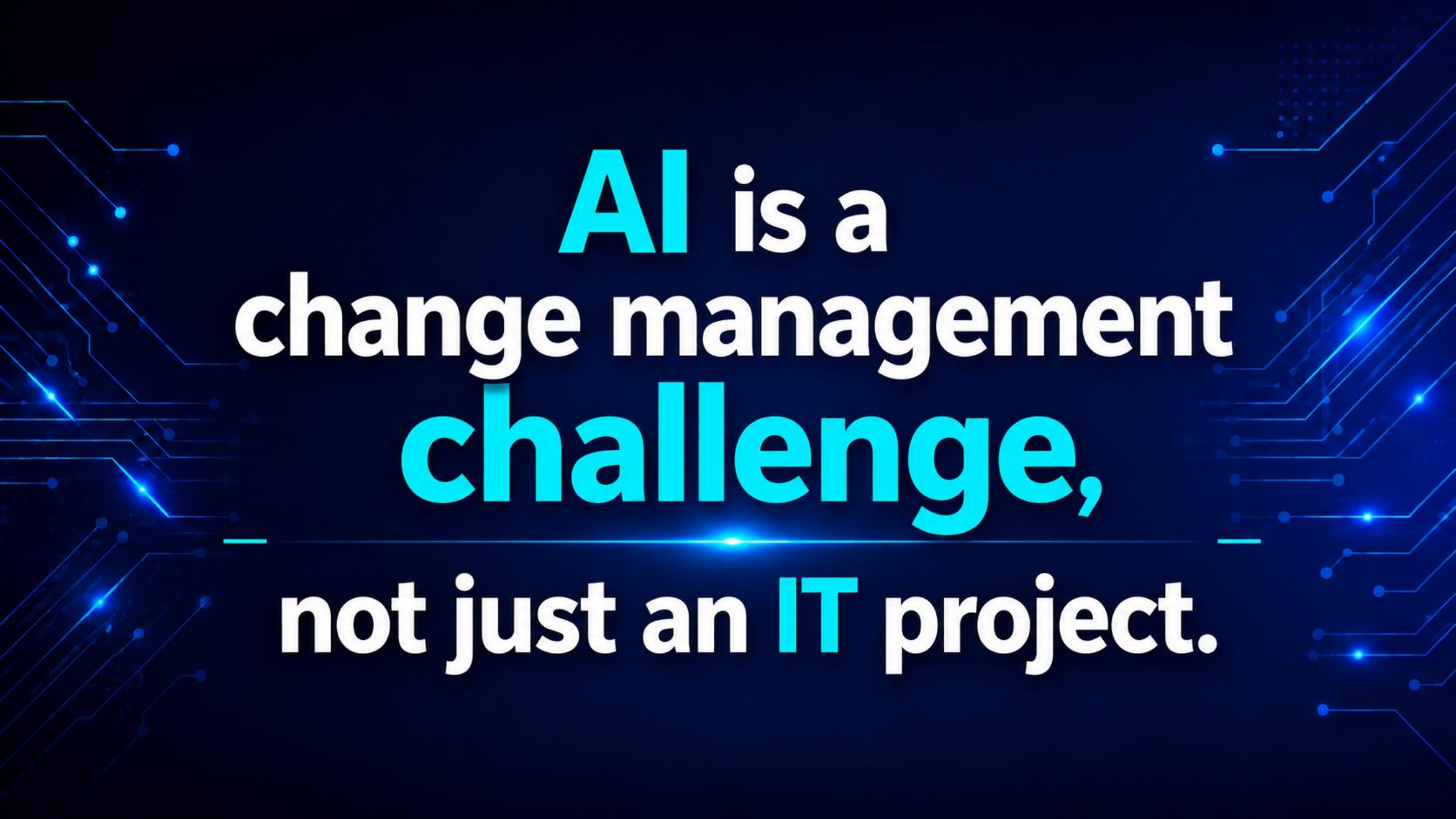
What we will ***cover today***



We Have Been Here Before



We adapted to PCs, the internet, smartphones, and app stores.
We must do the same with AI.

The background is a dark blue field filled with glowing blue lines and dots, resembling a complex circuit board or a digital network. The lines are of varying thickness and brightness, creating a sense of depth and movement. The dots are small, bright blue spheres scattered throughout the composition.

AI is a
change management
challenge,

not just an **IT** project.

Current Workforce

HUMAN-ONLY COLLABORATION



- PLAN
- EXECUTE
- DELIVER

Workforce of the Future

HUMANS + AI AGENTS WORKING TOGETHER



SALES AI AGENT

- Lead Scoring
- Opportunity Insights
- Deal Forecast

BUSINESS PERFORMANCE

Revenue: \$42.8M
Pipeline: \$96.3M
Win Rate: 32%



MARKETING AI AGENT

- Campaign Optimization
- Audience Insights
- Content Generation

RESEARCH AGENT

- Market Analysis
- Competitive Intel
- Trend Monitoring

PARTNER OPS AGENT

- Onboarding
- Enablement
- Performance Insights

AI WORKFLOW ORCHESTRATOR



SMARTER DECISIONS



FASTER EXECUTION



SCALE WITHOUT LIMITS



HAPPIER TEAMS



TRANSFORMING WORK THROUGH AGENTIC AI

A COLLABORATIVE ADVANTAGE. A COMPETITIVE EDGE.

THE EVOLUTION OF HUMAN WORK

FROM HUMAN POWER TO **SYNTHIOS**: THE META-MIND ERA

A JOURNEY OF AMPLIFICATION, NOT REPLACEMENT

01

THE MUSCLE ERA

BEFORE INDUSTRIAL REVOLUTION



 **HUMANS WERE THE ENGINE**

Work was limited by physical strength and stamina. Value came from muscle, endurance, and manual labor.

02

THE MACHINE ERA

INDUSTRIAL REVOLUTION



 **MACHINES LIFTED THE PHYSICAL BURDEN**

Machines did the heavy lifting. Humans were freed from brute labor to build, operate, and innovate.

03

THE MIND ERA

KNOWLEDGE REVOLUTION



 **THE HUMAN MIND BECAME THE MAIN ENGINE**

Knowledge, creativity, analysis, and problem-solving became the primary drivers of value and progress.

04

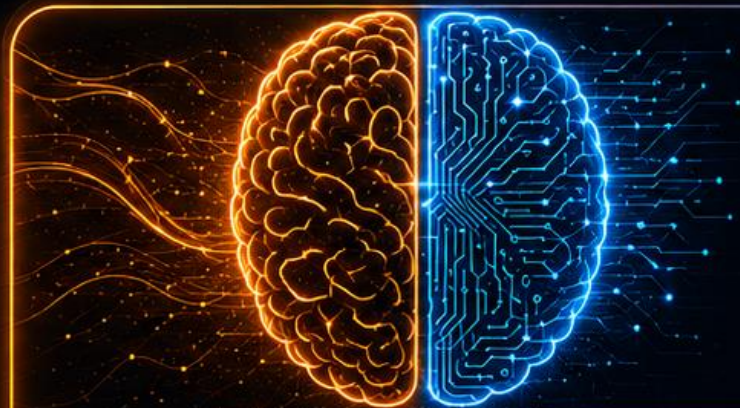
THE META-MIND ERA

AI REVOLUTION



 **AI LIFTS THE COGNITIVE BURDEN. HUMANS ELEVATE.**

AI handles scale, speed, and complexity of thought. Humans rise to higher-order thinking, meaning, and impact.



THE FUTURE IS

SYNTHIOS

From **THOUGHT PARTNER**: Human + AI = Exponential Impact

Synthios is the partnership of human and AI — a unified meta-mind that blends human insight with machine clarity.



HUMAN

Wisdom, ethics, judgment, purpose, meaning



AI

Scale, speed, memory, pattern recognition, precision

TOGETHER, WE DON'T JUST DO MORE. WE BECOME MORE.



THE OPPORTUNITY IS NOT TO REPLACE HUMAN INTELLIGENCE, BUT TO **EXPAND IT**.

Top AI Priorities for 2026

BBB Consultation Services



Train Your Team



Determine your AI Tech Stack



Develop an AI Literacy Plan



Make Website AI-Ready (AEO)



Create AI Governance



Build AI Agents



Build an AI Use Policy



Learn to "Think with AI"

AI is Changing Business



AI Magical Thinking

is the belief that simply adding artificial intelligence to a problem, process, or organization will make it faster, cheaper, and better—without first doing the hard work of strategy, process design, data readiness, governance, and investment.

A glowing blue 'AI' logo is centered within a circular, futuristic interface. The interface features concentric circles, radial lines, and a grid of small dots, resembling a high-tech control panel or a data visualization. The background of the entire slide is dark blue with a network of glowing dots and lines, suggesting a digital or artificial intelligence theme.

AI



BBB AI HUB

— COLORADO SPRINGS —

**“Be curious, not judgemental”
- Walt Whitman**

JASON SUDEIKIS

TED LASSO





BBB AI HUB
— COLORADO SPRINGS —

From AI Curious to AI Cocky

Why AI Literacy Matters

2025

AI Curious



Exploring



Prompting



Basics



The Goalposts Moved

Level 1 skills in a
Level 100 world

2026

AI Cocky



Confident



Outdated

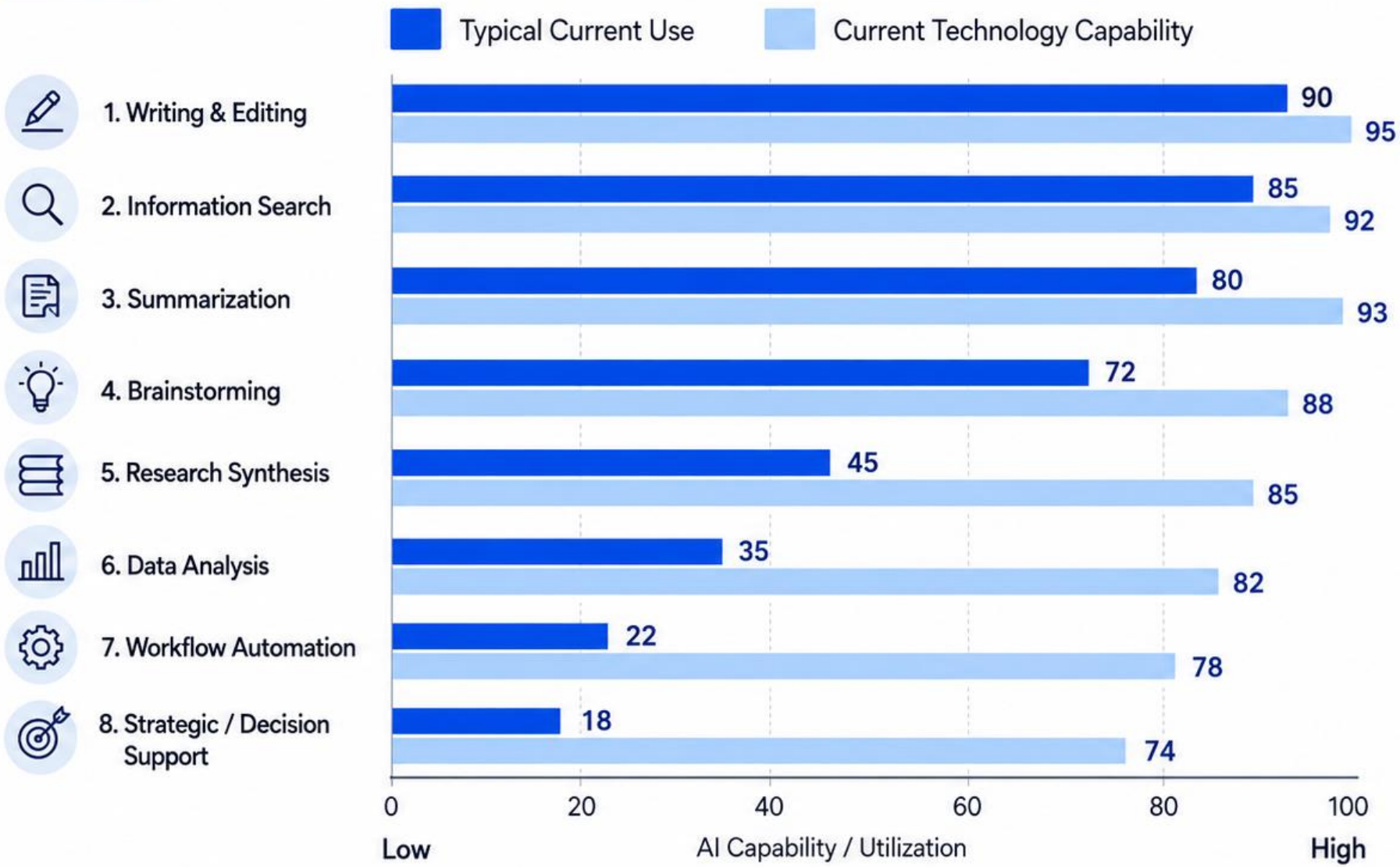


Risk

AI Literacy is the bridge between **confidence** and **competence**.

BBB AI Hub trains people for the AI world that exists **now**.

The AI Utilization Gap for Knowledge Workers



 Current usage is concentrated in practical guidance, information seeking, and writing.

 **TAKEAWAY**

Most knowledge workers use AI for writing, search, and summarization.

The biggest untapped opportunity is in research, analysis, workflow redesign, and strategic support.

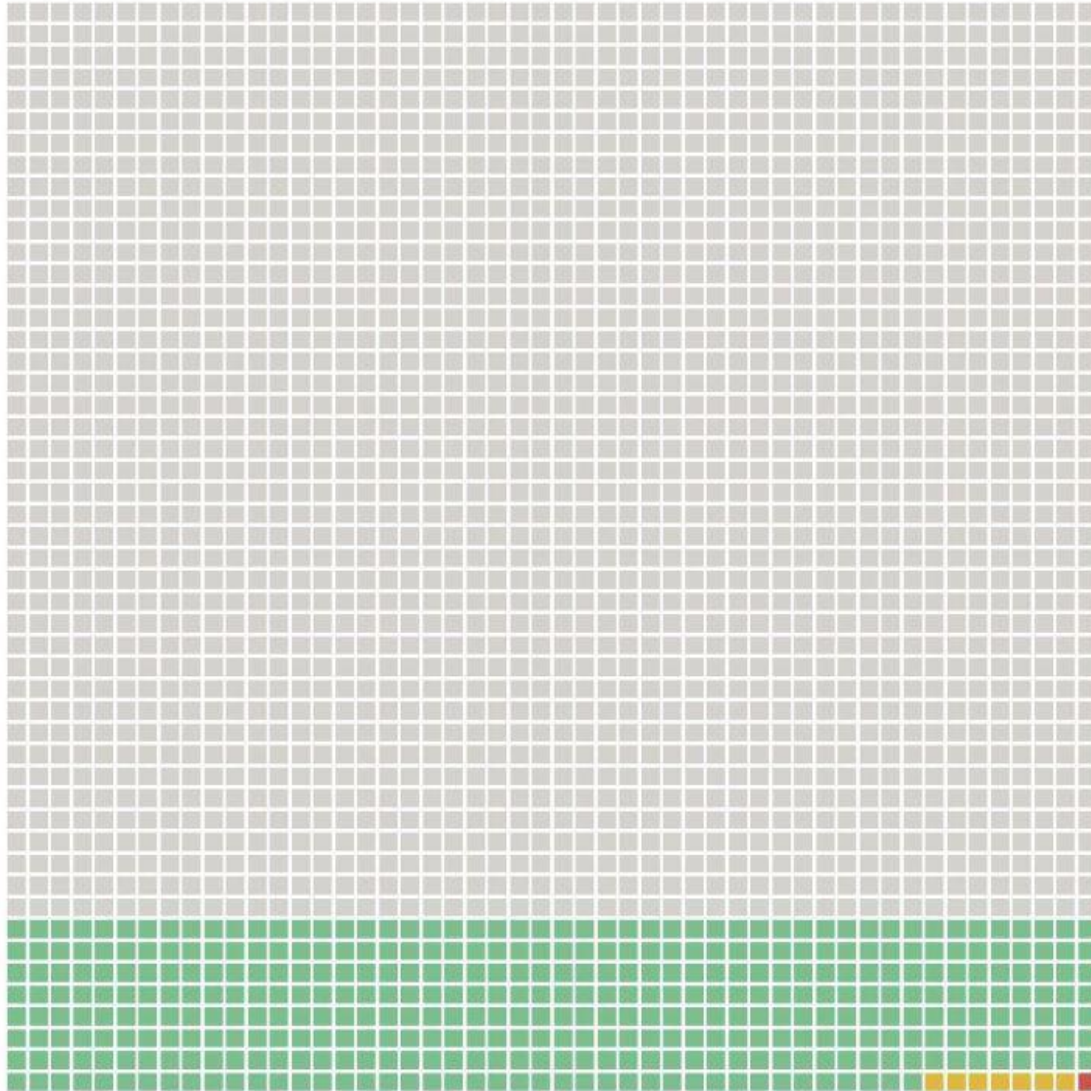


Simple takeaway: For every **\$1** spent on **AI** tools, data, and models, plan about **\$2.33** for people, process, and **adoption**.

– *Boston Consulting Group*

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



- **Never used AI (Gray): Around 6.8 billion people (84%).**

This group includes people without internet access, young children, and those who have not used an AI tool.

- **Free chatbot user (Green): About 1.3 billion people (16%).**

This group has used free versions of tools like ChatGPT or Gemini.

- **Pays \$20/mo. for AI (Yellow): Roughly 15–25 million people (0.3%).**

This includes individuals with premium AI subscriptions.

- **Vibe Coders- (Red): 2.5 million people (.04%)**

Damian Player, (AI Influencer and who published the visualization on platforms like X (formerly Twitter) and LinkedIn in February 2026

THE FIVE LEVELS OF AI EVOLUTION

FROM BASIC USAGE TO COGNITIVE PARTNERSHIP

The future belongs to those who learn to **think with AI**, not simply use it.

1 NO AI USAGE

- Manual Work
- Reactive
- Limited Scale

2 FREE AI USER

- Experimenting
- Simple Prompts
- Occasional Use

3 PAID AI USER

- Productivity Gains
- Automation
- Workflow Support

4 THINKING AI USER

- Strategic Analysis
- Systems Thinking
- Decision Support

5 AI THOUGHT PARTNER

- Cognitive Collaboration
- Multi-AI Orchestration
- Stacked Intelligence Systems
- Think Contextually Across Multiple AI Systems
- Orchestrate. Integrate. Amplify.



MANUAL & LIMITED
Doing everything yourself



EXPLORING
Trying AI for basic help



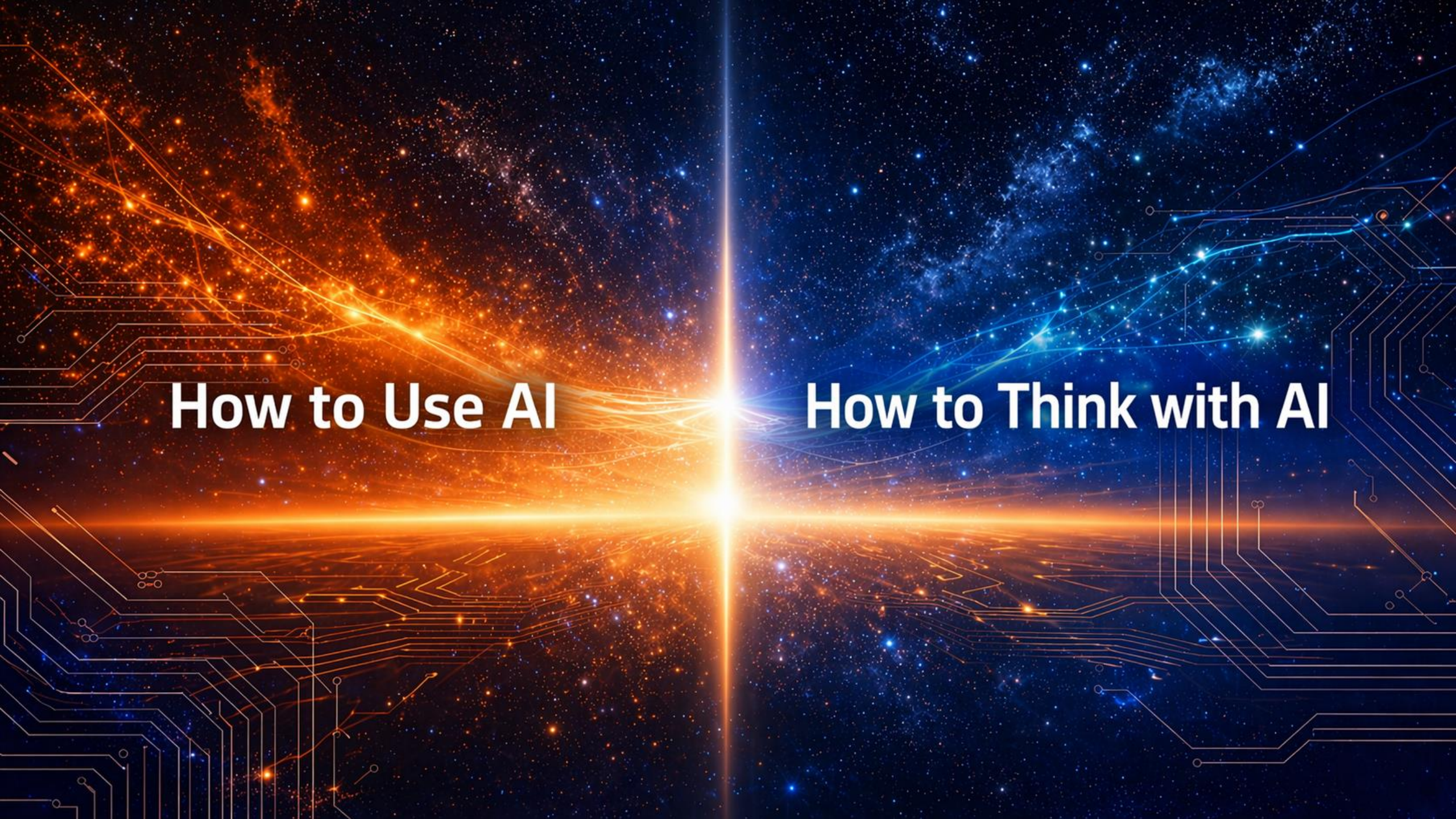
ADOPTING
Using AI to boost productivity



THINKING WITH AI
Leveraging AI for deeper insight and strategy

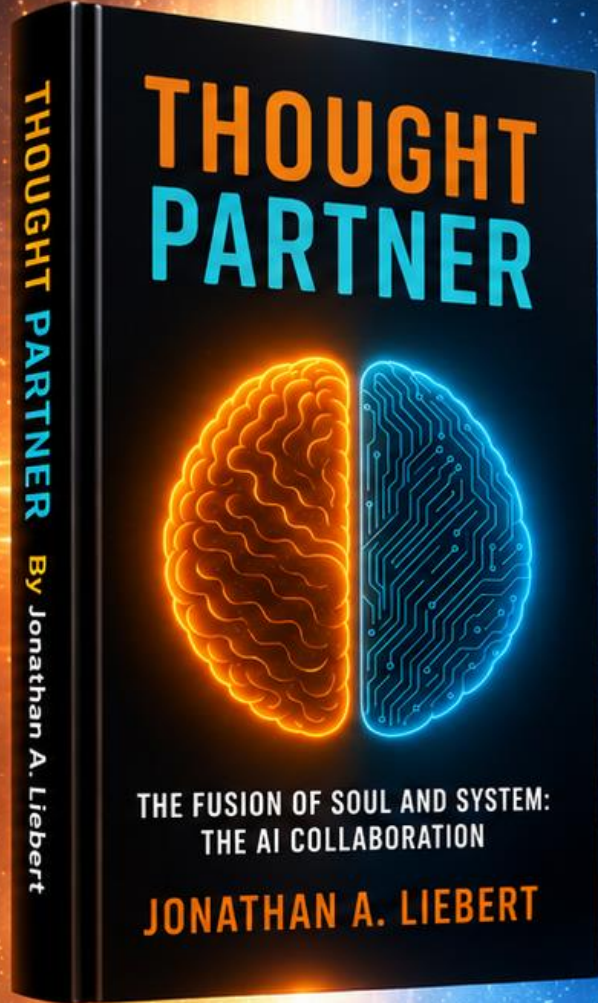


PARTNERING WITH AI
Orchestrating multiple intelligences to create extraordinary results



How to Use AI

How to Think with AI





THOUGHT PARTNER

The Fusion of Human Insight and Machine Clarity

Why the way you think—not
the tools you use—will define
your future.

Hollow Intelligence

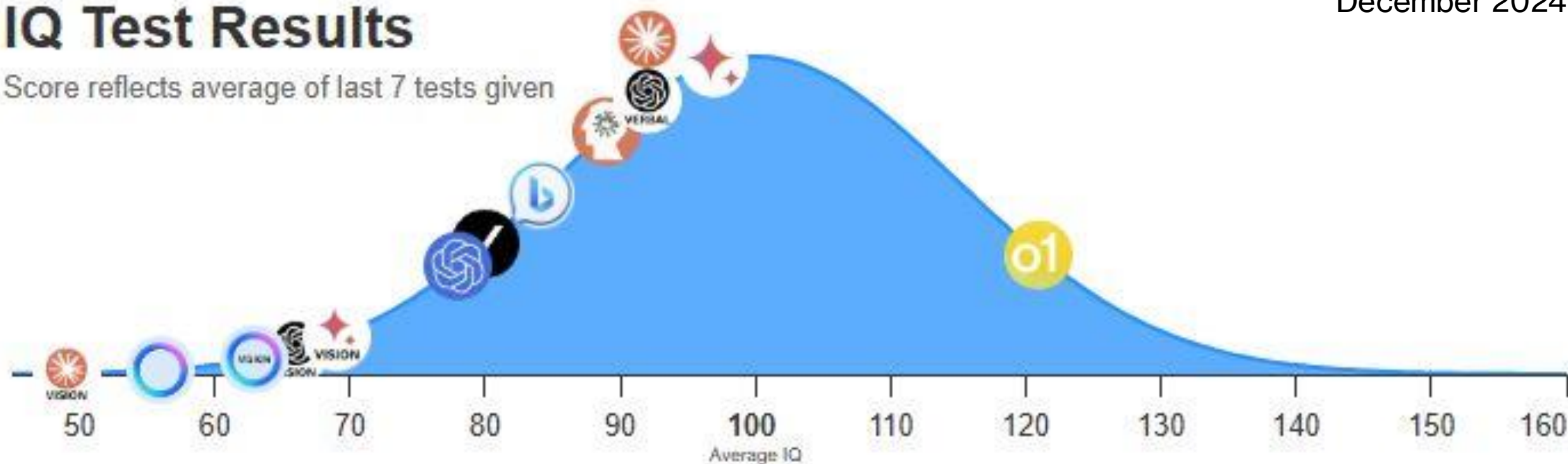
When AI Makes You Sound Smarter Than You Are



*AI should level you up, not replace you.
Performance without depth.
The goal isn't to sound intelligent. It's to be intelligent.*

IQ Test Results

Score reflects average of last 7 tests given



Claude-3.5 Sonnet



Grok-2



Gemini Advanced



OpenAI o1 preview



GPT4 Omni (Vision)



GPT4 Omni



ChatGPT-4



Llama-3.2 (Vision)



Llama-3.2



Bing Copilot



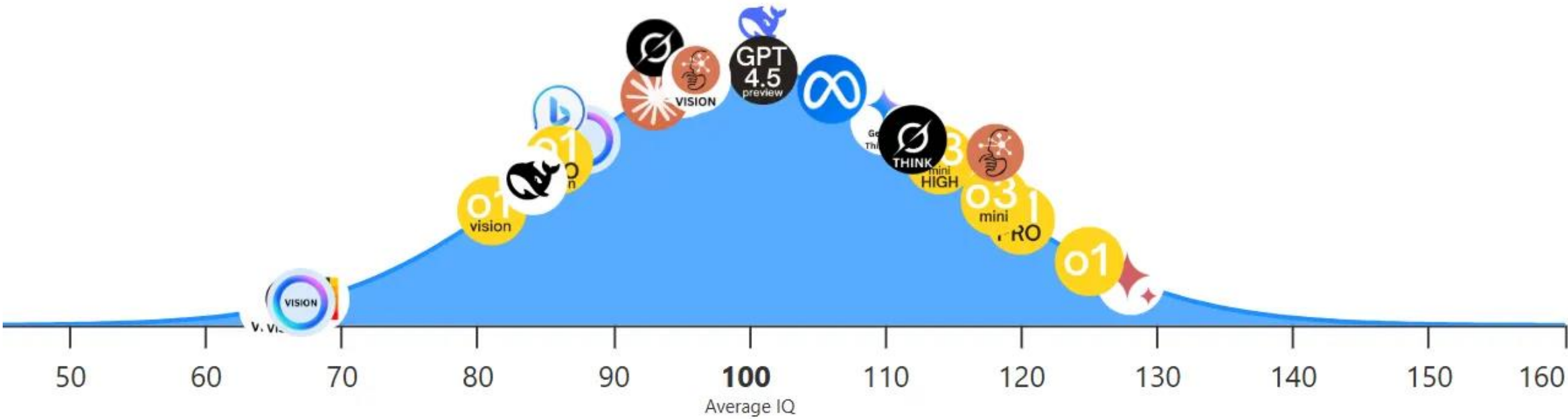
Gemini Advanced (Vision)



Claude-3 Opus



Claude-3 Opus (Vision)



 Gemini Advanced (Vision)

 GPT-4o (Vision)

 Claude-3 Opus

 Llama-3.2 (Vision)

 OpenAI o1 Pro

 DeepSeek V3

 Gemini 2.0 Flash Thinking Exp.

 GPT-4o

 Llama-3.3

 Grok-3

 OpenAI o1 (Vision)

 DeepSeek R1

 Gemini 2.5 Pro Exp.

 Mistral

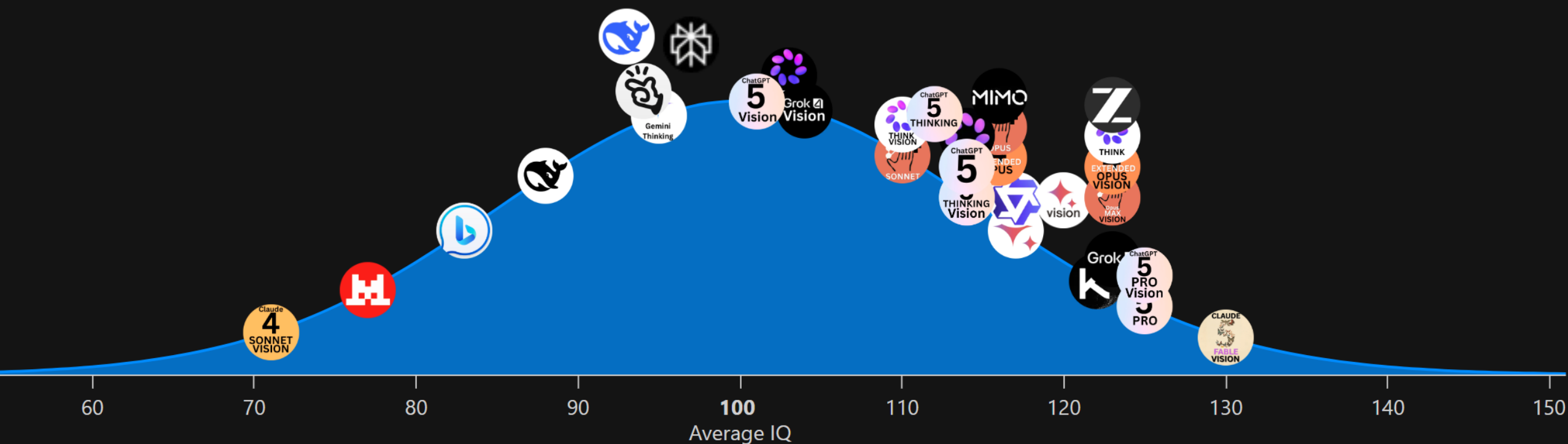
 Bing Copilot

 OpenAI o1 Pro (Vision)

 OpenAI o1

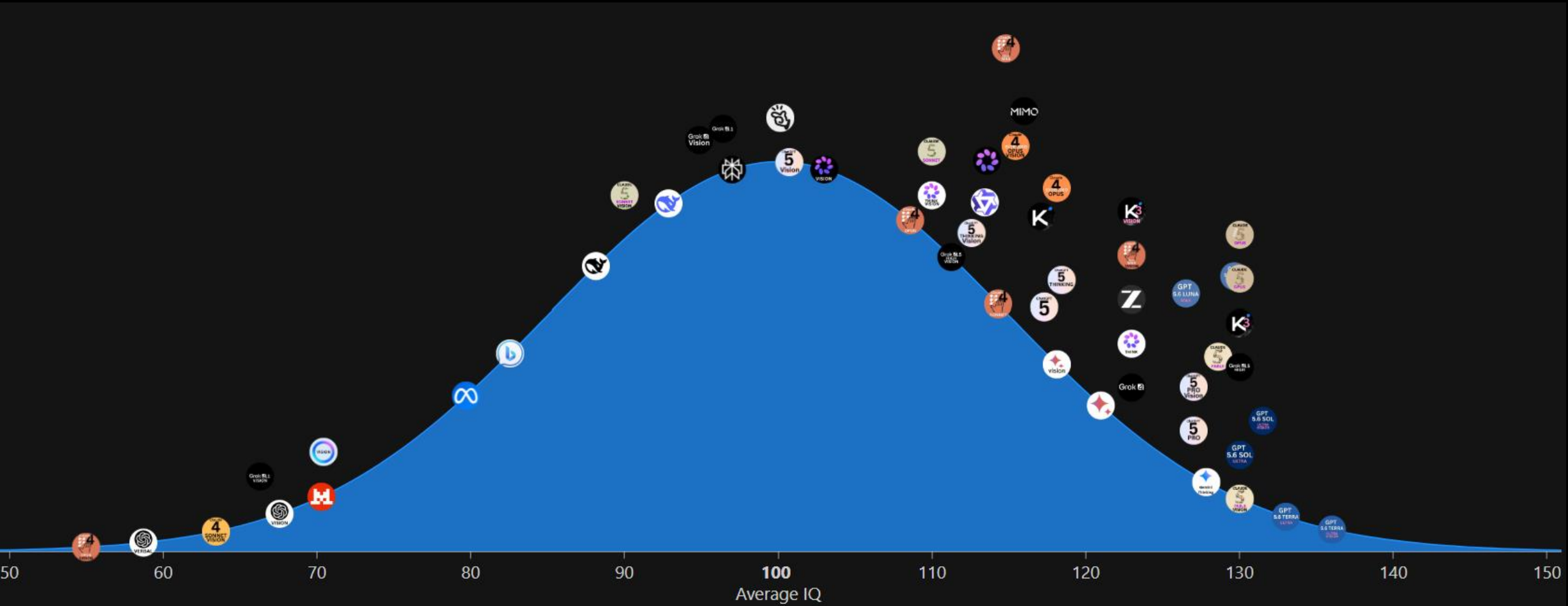
 OpenAI o3 mini

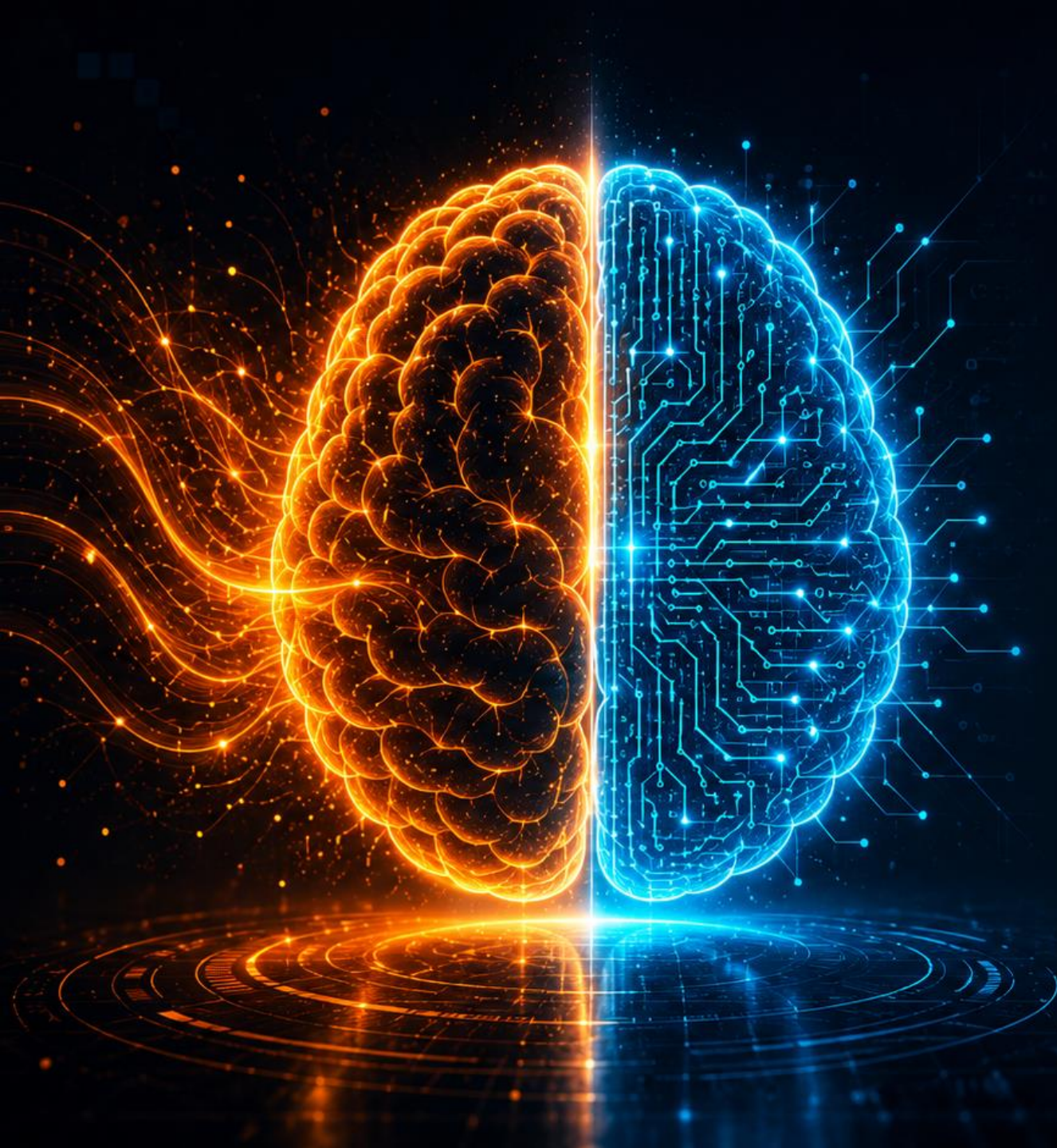
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- | | | | | | |
|---|-----------------------------------|---|--|---|-------------------------|
|  | Kimi K2.6 |  | Mistral Large 3 |  | Claude-5 Fable (Vision) |
|  | Gemini 3.1 Pro Preview (Vision) |  | Gemini 3.5 Flash Preview |  | Gemini 3.1 Pro Preview |
|  | Claude-4.8 Opus MAX (Vision) |  | Claude-4.8 Opus Adaptive Thinking (Vision) |  | Qwen 3.7 |
|  | Claude-4.8 Opus Adaptive Thinking |  | Claude-4.6 Sonnet (Vision) |  | Claude-4.8 Opus |
|  | Claude-4.6 Sonnet |  | Claude-4.8 Opus (Vision) |  | Manus |
|  | Muse Spark |  | Muse Spark (Vision) |  | Muse Spark Thinking |
- ▲ 1/2 ▼

July, 2026





Critical thinking
is a **choice**.

AI can be a **crutch**
or a **catalyst**,
depending on
how you use it.

AI will **change** the way **you work**



The Future of Productivity with AI Adoption

400%

projected increase

in productivity will occur by **2030** from workers AI adoption.

 Source: Deloitte, 2023

“

WE WILL SEE 30% PRODUCTIVITY GROWTH PER YEAR, SOMETHING ECONOMISTS HAVE NO MODELS FOR. WE HAVE NEVER SEEN IT BEFORE. IT'S UNBELIEVABLE WHAT WILL HAPPEN”

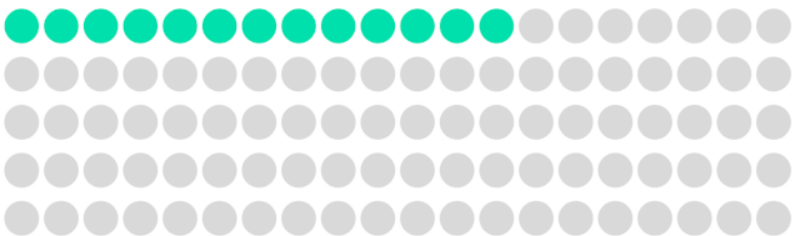
Eric Schmidt, former CEO of Google

AI-Fluent Power Users Lead the Productivity Shift

AI power users make up a small percentage of workers. But they see big productivity gains.

13%
of workers

are AI fluent, using AI in advanced ways that others are not.



11+
hours saved weekly

Power users save 81% more time than less fluent colleagues.



How power users are leveraging AI

69%
Communication



Drafting emails

Responding to chats

53%
Content ideation and creation



Generating ebook topics

Drafting social posts

52%
Automation



Sending reminders

Summarizing research

Get in the AI Line: The Roadmap



1

AI LITERACY

Foundations &
Generative AI Basics



2

PRACTICE

Prompting &
Everyday Use



3

TRAINING

Applied AI
Projects



4

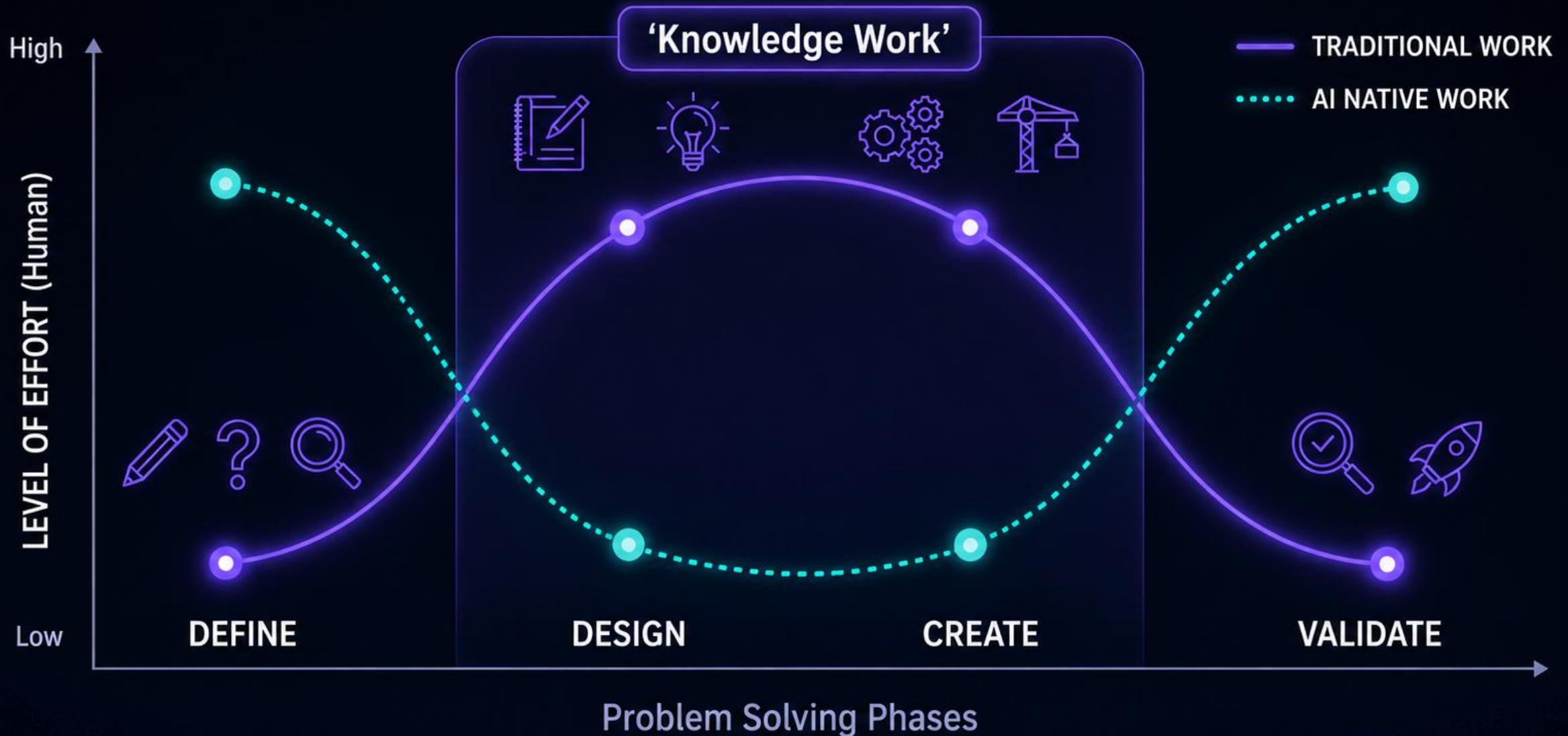
THE MARATHON

Agentic AI



Upskilling Resources: Google Career Certificates, BBB AI Hub Training.

LEVEL OF EFFORT: TRADITIONAL VS. AI NATIVE WORKFLOWS



Credit: COL Chris Lowrance & France Hoang

DEFINE: Framing the Right Problem



Define is the process of clarifying the problem, desired outcome, success criteria, constraints, and context before work begins. In an AI-native workflow, humans must get better at defining the work so AI can help solve it effectively.



WORKFORCE OF THE PAST

Start with an idea, then do the work

- Receive the assignment
- Start with a general idea
- Jump quickly into design and creation
- Figure things out along the way
- Rely on personal knowledge and experience
- Make decisions while doing the work
- Correct course through trial and error



WORKFORCE OF THE FUTURE

Start with the end in mind

- Define the desired outcome
- Define success before the work begins
- Reverse engineer the result
- Frame the right problem for AI to solve
- Provide context, knowledge, and information
- Set parameters and constraints
- Clarify the roles of the human and the AI
- Direct AI with better questions and instructions



The new skill: Don't start with the work. Start with the outcome.

VALIDATE: Decide Whether the Work Can Be Trusted and Used



Validate is the process of evaluating the final output for accuracy, quality, relevance, bias, ethics, risk, and usefulness before it is acted upon. In an AI-native workflow, humans must question, verify, and take responsibility for AI-generated work.



WORKFORCE OF THE PAST

Review lightly after doing the work

- Humans did most of the design and creation
- Validation was often limited or informal
- Review focused on completion and minor errors
- Workers relied on their own expertise and judgment
- Bias, risk, and ethics were checked less systematically
- If the work looked good, it was often considered good enough
- Accountability was present, but validation was not always a distinct skill



WORKFORCE OF THE FUTURE

Question, verify, and approve the result

- Verify facts, data, and important claims
- Check quality, relevance, and fitness for use
- Look for bias, ethics concerns, and risk
- Identify missing context, weak logic, or errors
- Compare the output to the original objective
- Do not assume confident AI output is correct
- Apply human judgment before anything is acted on
- Humans remain accountable for AI-assisted decisions



The new skill: Don't just review the work. Verify it can be trusted.

AI is Changing Business



Decisions could move **much faster.**

TRADITIONAL COMPANY



AI-FIRST COMPANY



**Weeks of work
could become **hours.****



In the AI era, speed comes from machines handling **signal detection** and **analysis**—while humans stay accountable for judgment and action.

Big may no longer mean strong.

A smaller company could move faster.

- ✓ Learn faster.
- ✓ Launch faster.
- ✓ Change direction faster.

→ Speed may matter more than size.



MANY LAYERS
Slow decisions



COMPLEX STRUCTURE
Hard to adapt



MORE APPROVALS
Slower to move



AI is changing the rules of work.
Adaptive companies will define the future.

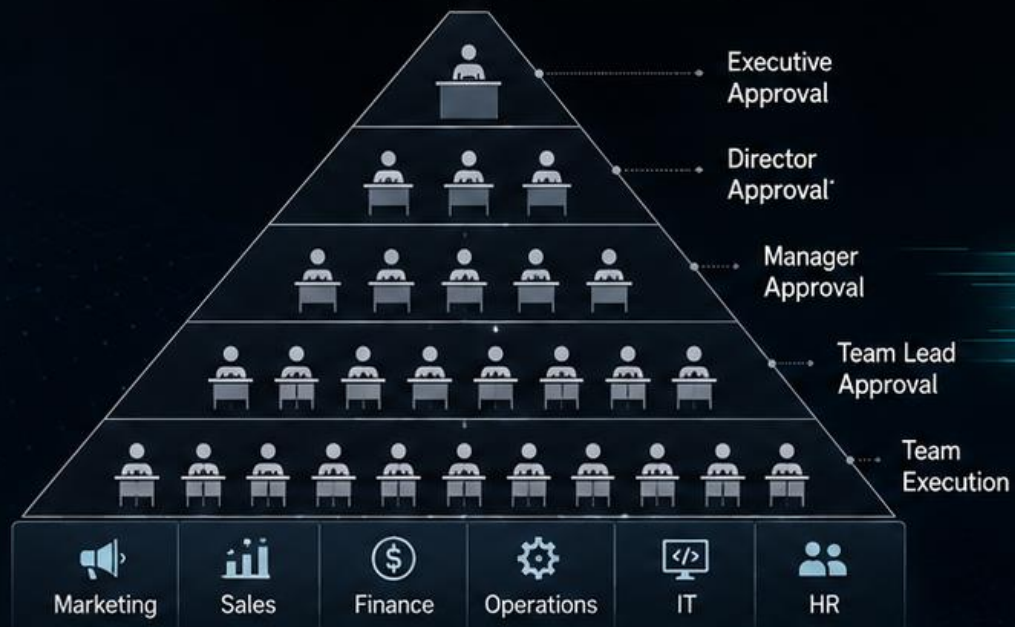
In the age of AI,
leverage is the
new strength.

Agility is the
new advantage.



The organizations that thrive in the AI era may be **built very differently.**

THE COMPANY OF TODAY



More layers. More approvals. Slower to adapt.

THE AI-NATIVE COMPANY



Fewer layers



Smaller teams



Faster decisions



Greater flexibility

AI may not just change work. **It may redesign the company itself.**

In the AI era, people move upstream toward judgment, definition, and validation—while intelligent systems accelerate execution.

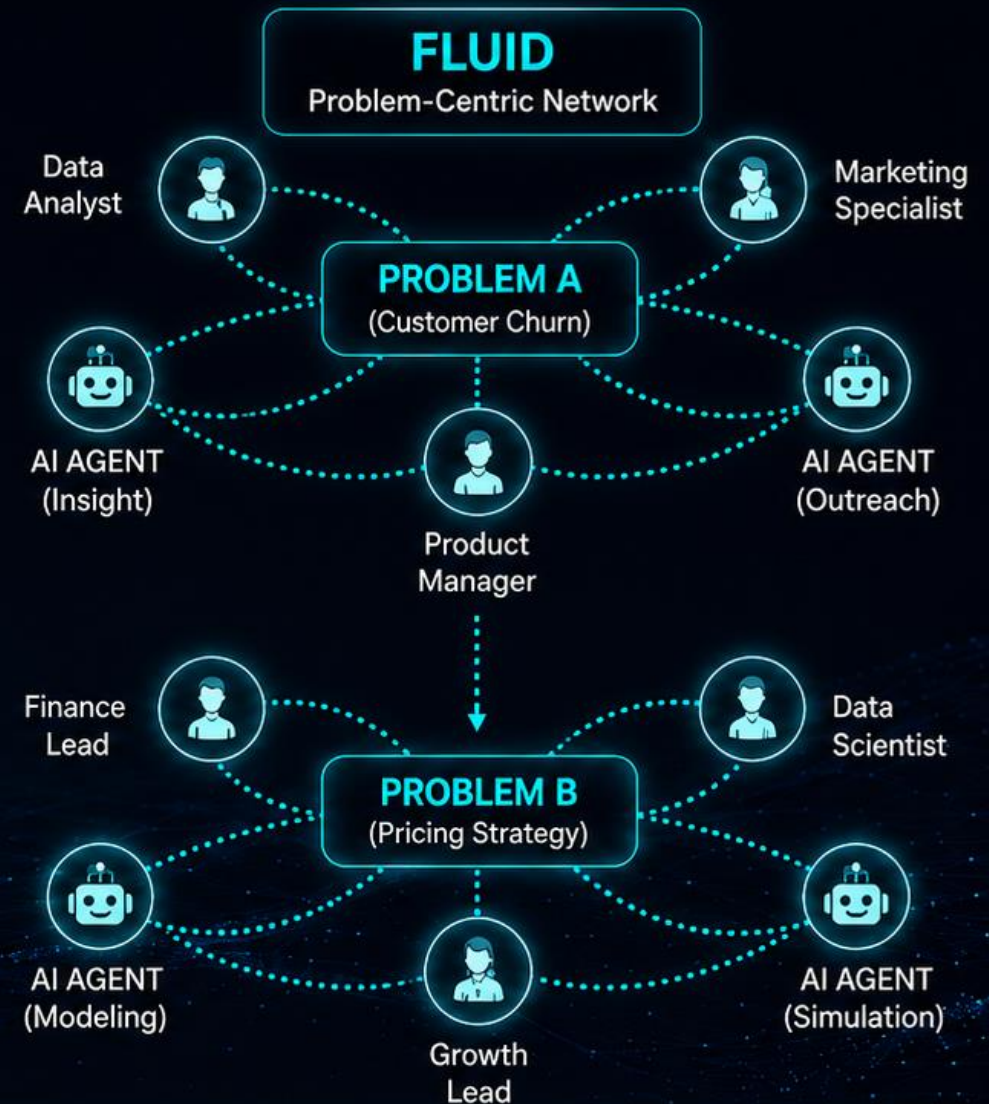
Org charts may stop being fixed.

Teams could form around a problem.

Then disappear when the problem is solved.

People move where they are needed.

The company becomes more fluid.



Adapt faster

Form teams around problems



Deploy talent

Where it creates the most impact



Solve and release

Teams disband when the problem is solved



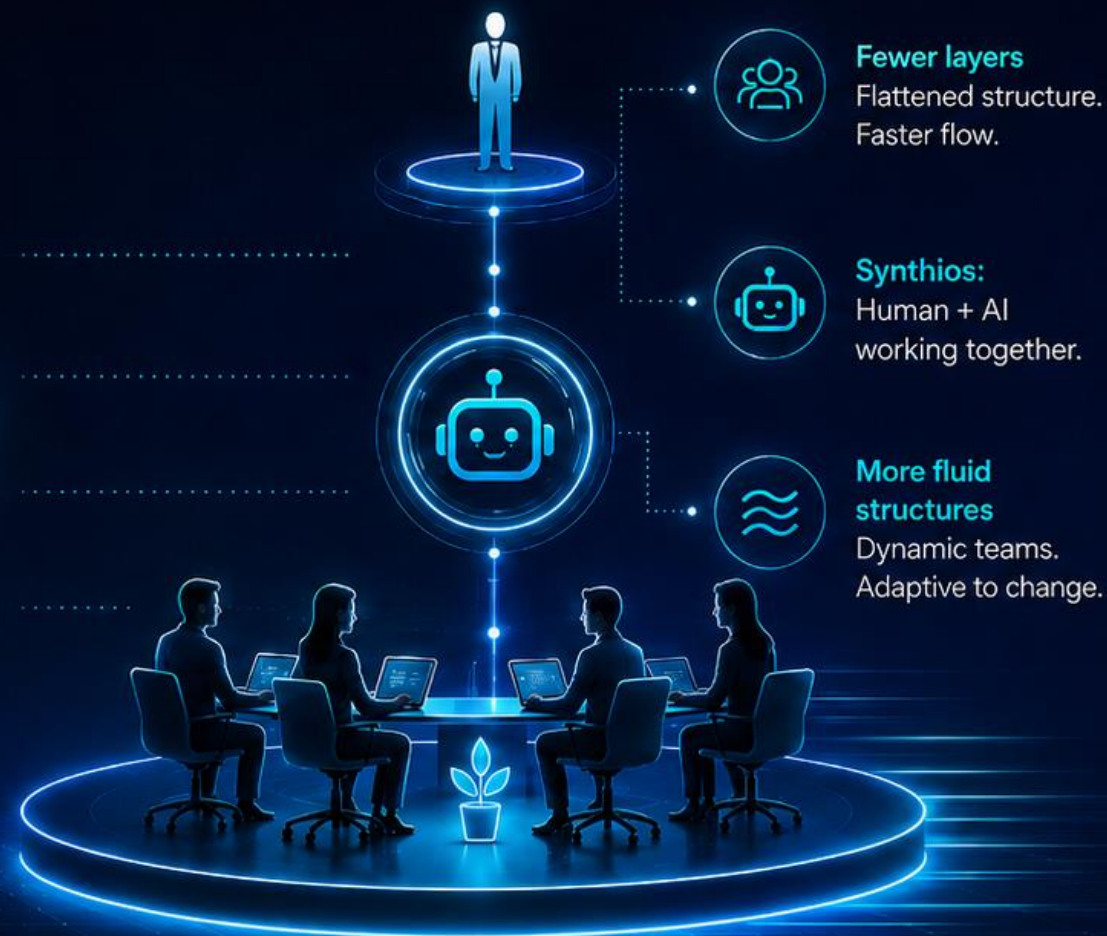
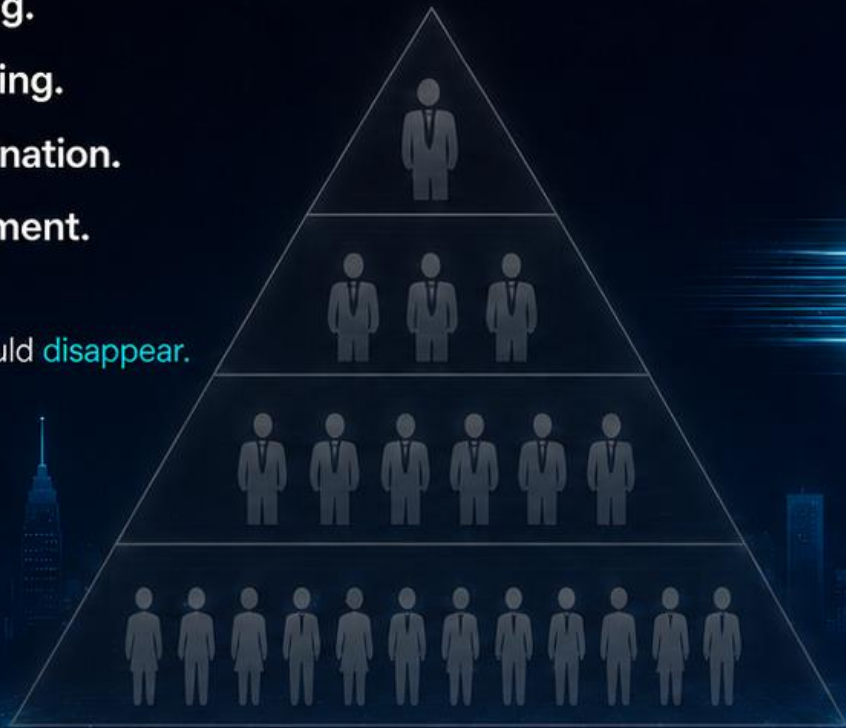
People flow

Move to where they are needed most

Managers may manage **less.**

- | Less chasing.
- | Less reporting.
- | Less coordination.
- | **More** judgment.

Some layers of management could **disappear.**



AI may not just change work.
It may **redesign the company itself.**



In the AI era, people move upstream
toward **judgment, definition, and validation**—
while intelligent systems accelerate execution.

What creates **value** may be changing.

Less about:



Headcount



Office footprint



Management layers

More about:

What data do you own?

How fast can you learn?

How well do you deploy AI agents?



DATA

Own unique, high-quality, hard-to-copy data.



LEARNING SPEED

Turn signals into insight faster than anyone else.



AI AGENTS

Deploy intelligent agents that act, adapt, and scale.



In the AI era, advantage comes from the **quality** of your data, the **speed** of your learning, and the **leverage** of intelligent agents.



Planning may become **continuous.**

Not one big 5-year plan.

THE OLD WAY

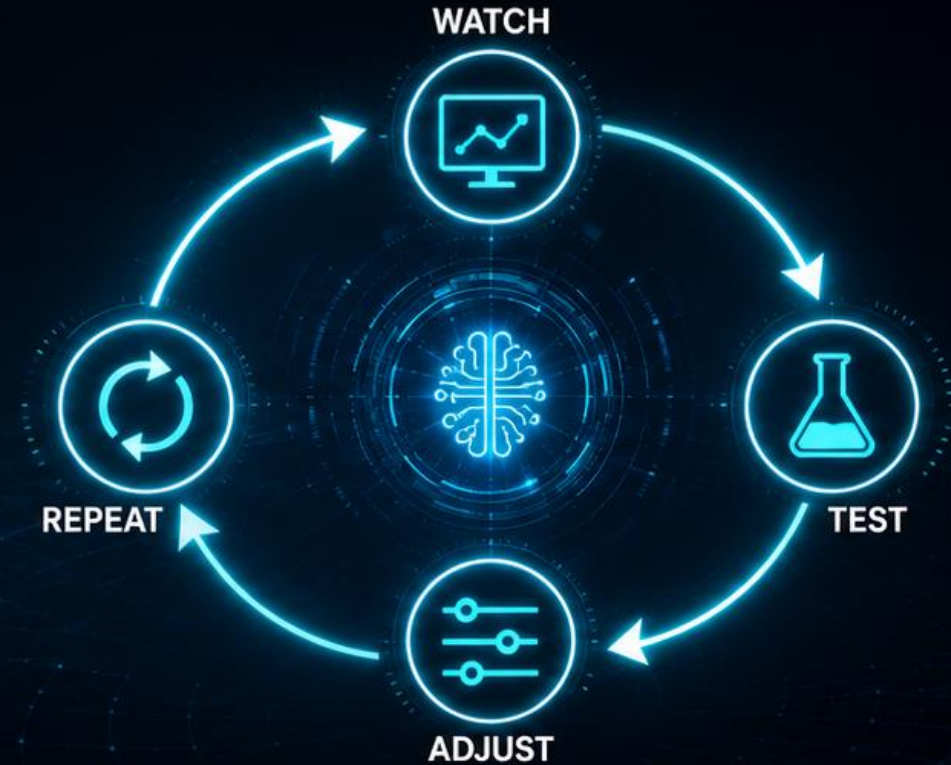
Static. Outdated. Ignored.



VS.

THE NEW WAY

Dynamic. Adaptive. Alive.



Strategy becomes a **live system.**



In the AI era, leaders do not just plan once.

They **watch** signals, **test** quickly, **adjust** in real time, and **learn** continuously.

> Instead:
Watch.
Test.
Adjust.
Repeat.

The Great Shift

From the Industrial/Digital Era to the AI Era



Industrial / Digital Era



AI Era



Value: Efficiency + scale



Systems: Hierarchical



Work: Human-led



Decisions: Data-informed



Innovation: Periodic upgrades



Value: Intelligence + adaptation



Systems: Networked + agentic



Work: Human-AI hybrid



Decisions: Predictive + AI-assisted



Innovation: Continuous learning

Industrial / Digital Era: Efficiency. Process. Scale.

AI Era: Intelligence. Adaptation. Acceleration.

1800

2022

2023

Future

AI literacy is no longer optional for

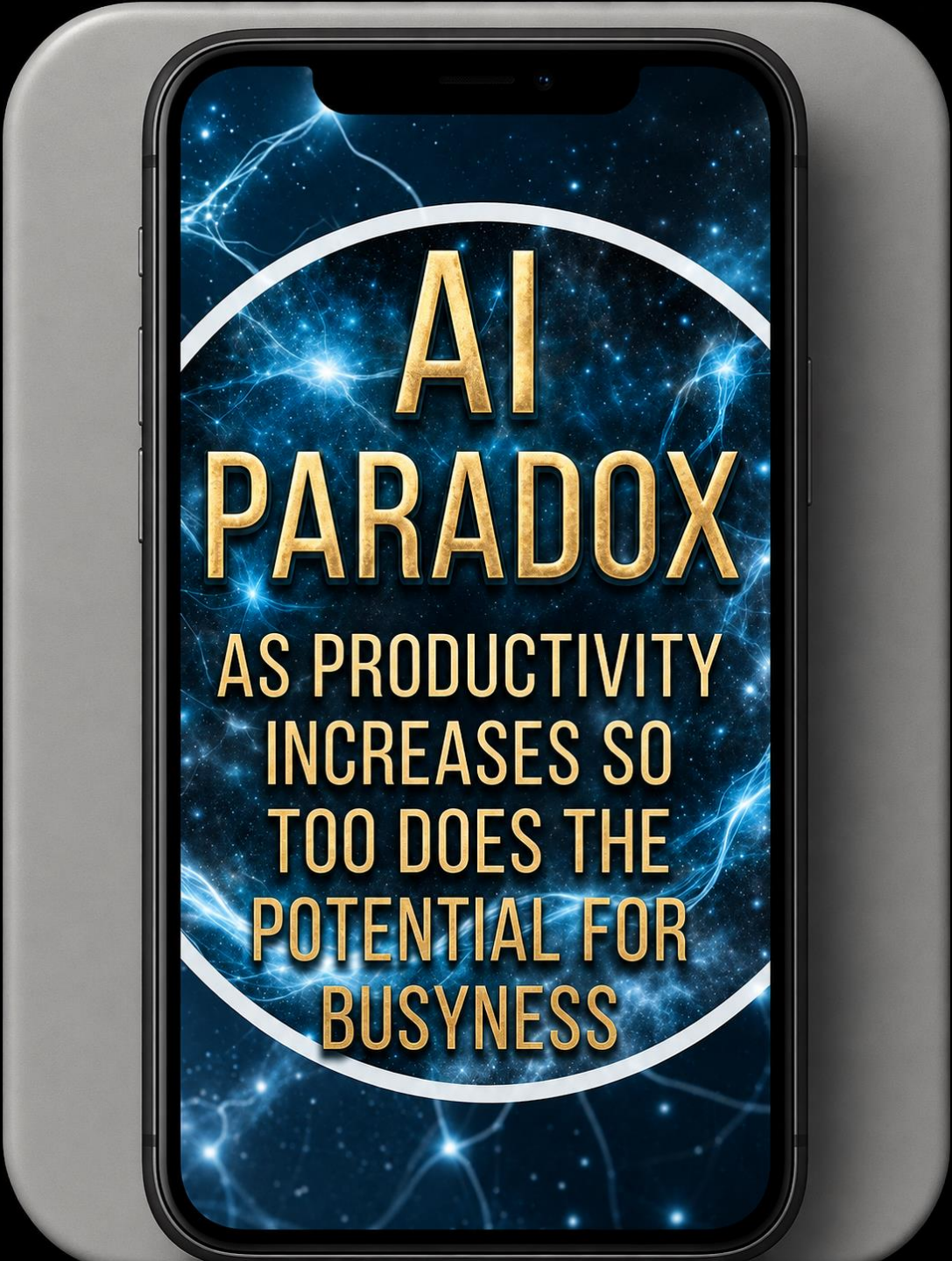
Business

it is becoming a ***core business skill.***



A smartphone is shown from a front-facing perspective, resting on a dark grey, rounded rectangular stand. The phone's screen displays a vibrant, cosmic-themed background with a dark blue space filled with stars and glowing, golden-yellow nebulae and light trails. A large, white, semi-circular arc frames the central text. The text is rendered in a bold, 3D, metallic gold font. The word "BUSY" is at the top, followed by "IS THE ENEMY OF" in a smaller, white, sans-serif font, and "STRATEGY" is at the bottom.

BUSY
IS THE ENEMY OF
STRATEGY

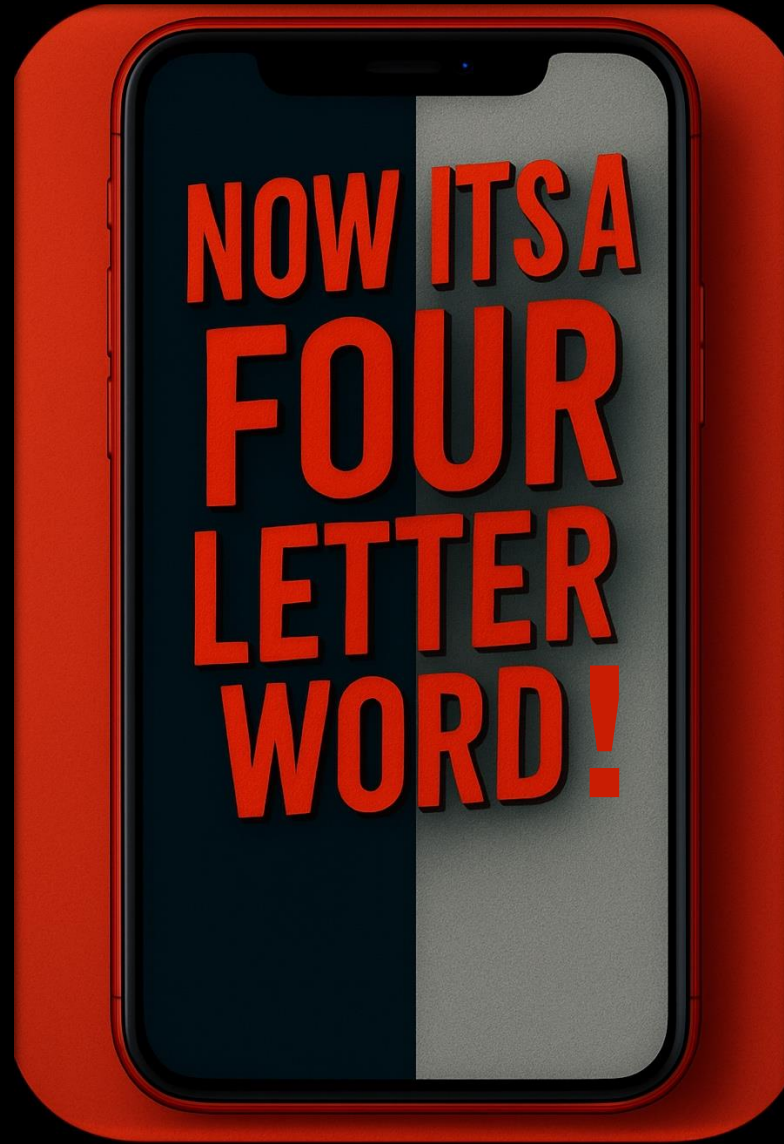


AI PARADOX

AS PRODUCTIVITY
INCREASES SO
TOO DOES THE
POTENTIAL FOR
BUSINESS

**BEING BUSY
USED TO BE A
BADGE OF
HONOR...**





Use AI to offload



Repetitive /
busy tasks



Streamline
workflows



Improve
critical thinking

AI



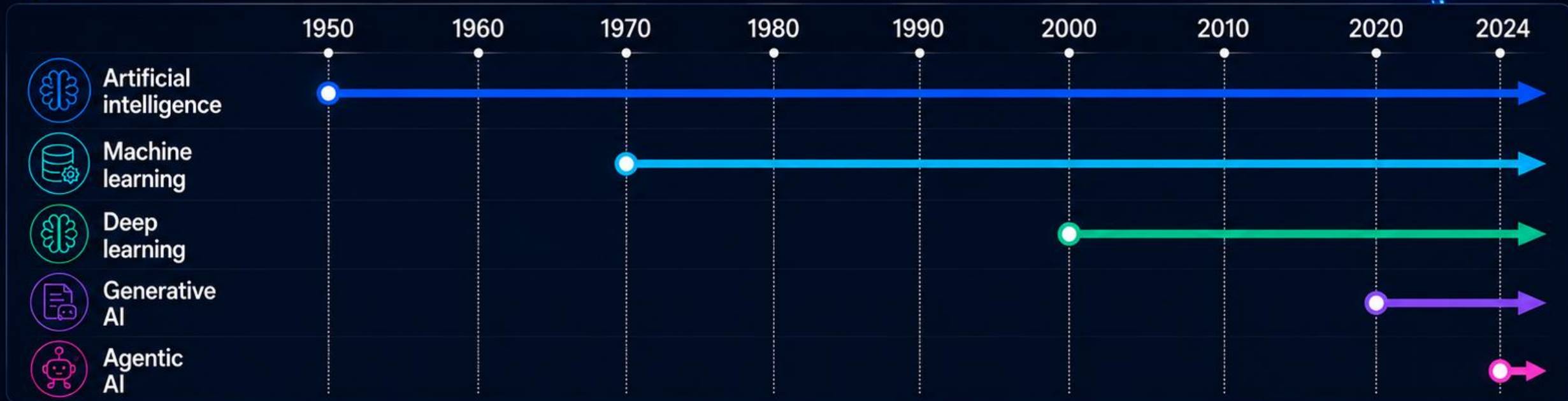
**THIS FREES UP THE MENTAL BANDWIDTH
YOU NEED TO THINK AGAIN.**

Overview and History of AI:

Generative AI is the next new frontier of a long AI journey.



Artificial intelligence timeline



Artificial intelligence

The broad field of developing machines that can replicate human behavior, encompassing perceiving, reasoning, learning, and problem solving.



Machine learning

Major approach to achieve AI by teaching machines to learn relationships hidden in data and build approximate models of real systems.



Deep learning

Branch of machine learning that uses neural networks to model real systems by mimicking how the human brain works, utilizing millions of computational neurons.



Generative AI

Branch of deep learning that uses exceptionally large neural networks called large language models (LLMs) that can learn especially abstract patterns; applying these LLMs to interpret and create text, images, video, and data has become known as generative AI.



Agentic AI

AI systems that can plan, act, use tools, and complete multi-step goals with greater autonomy.

Agentic AI: From Idea to Execution

AI isn't just about generating content anymore.
Agentic AI takes action to get things done.

GENERATIVE AI

Creates content and ideas based on your input.



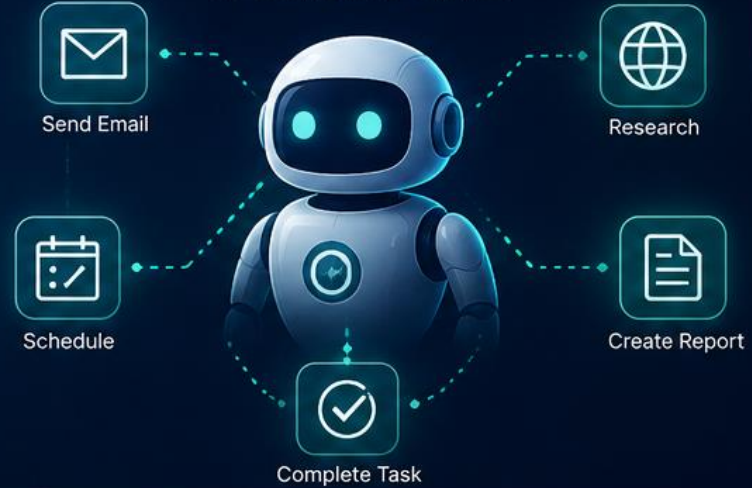
Examples

- Writing an email
- Summarizing a document
- Creating an image
- Brainstorming ideas

VS.

AGENTIC AI

Takes action independently to complete tasks.



Examples

- Research a topic and create a report
- Book a meeting and send invites
- Monitor data and take action
- Manage a project from start to finish



Think of Generative AI as your creative partner.
Think of Agentic AI as your action taker.



You ask.



It gets it done.

Three successive generations of AI development show a clear evolution in task handling.

Three examples of agentic AI use in investigating financial crimes



Traditional AI

Typically used to solve analytical tasks faster and more efficiently than humans (eg, classify, evaluate, predict, or optimize using data)

- Forecasting sales
- Segmenting customers
- Sentiment analysis



Gen AI

Used to create new content (eg, generating audio, code, images, text, and videos) and can use unstructured data more readily

- Designing concepts
- Creating marketing copy
- Generating code



Agentic AI

Has the ability to plan and execute actions against defined objectives
Can use tools (eg, web search, systems, and other models or agents)

- Context awareness and memory
- Language and communication
- Collaboration and coordination
- Tool usage
- Learning, error correction, and adaptability
- Reasoning and problem-solving
- Creativity and innovation



AI, THE FOURTH INDUSTRIAL REVOLUTION

**AI is not just another tool.
It is a new layer of human intelligence.**

Like steam, electricity, and computing before it, AI is reshaping work, learning, creativity, and decision-making—faster than any revolution before it.

**The opportunity is enormous.
The responsibility is greater.**



From Physical Work to Knowledge Work

How AI is driving the next industrial revolution

1-3

The First Three Industrial Revolutions

Transformed physical work



Steam power



Electricity



Automation

These revolutions increased productivity by mechanizing labor and improving manufacturing, transportation, and industrial processes.



Focus: physical labor and machines

4

The 4th Industrial Revolution

AI transforms knowledge work



Artificial
Intelligence



Machine
Learning



Data
Science

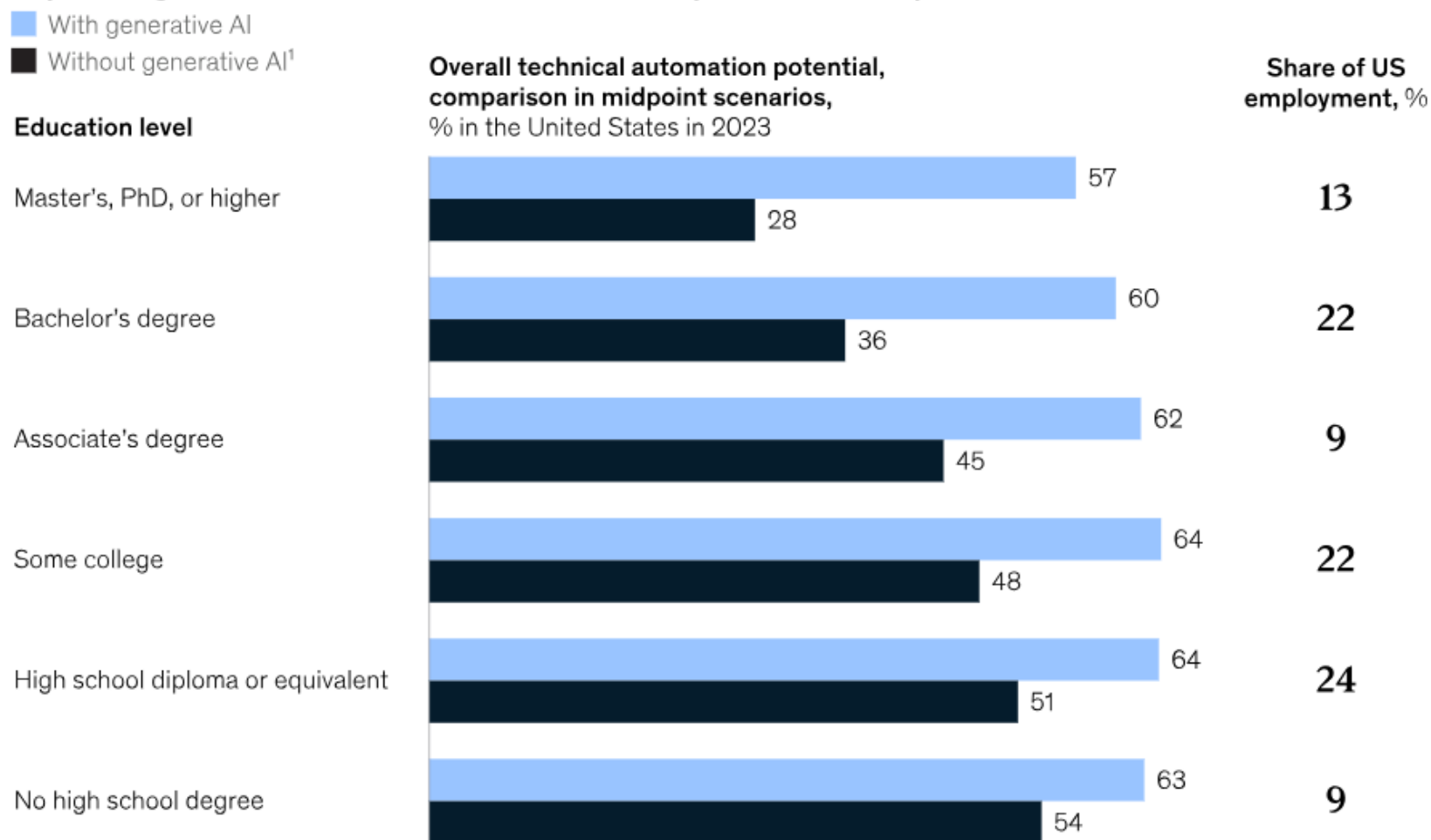
This revolution helps automate analysis, decision-making, and other cognitive tasks, expanding what people can do with information.



Focus: knowledge, insight, and decisions

Generative AI increases the potential for technical automation most in occupations requiring higher levels of educational attainment.

Impact of generative AI on technical automation potential in midpoint scenario, 2023



¹Previous assessment of work automation before the rise of generative AI.
Source: McKinsey Global Institute analysis

Usage Index

Understand if a state uses Claude more (>1) or less (<1) than expected, based on its population.

- Leading (top 25%)
- Upper middle (50-75%)
- Lower middle (25-50%)
- Emerging (bottom 25%)

Augmentation vs. automation

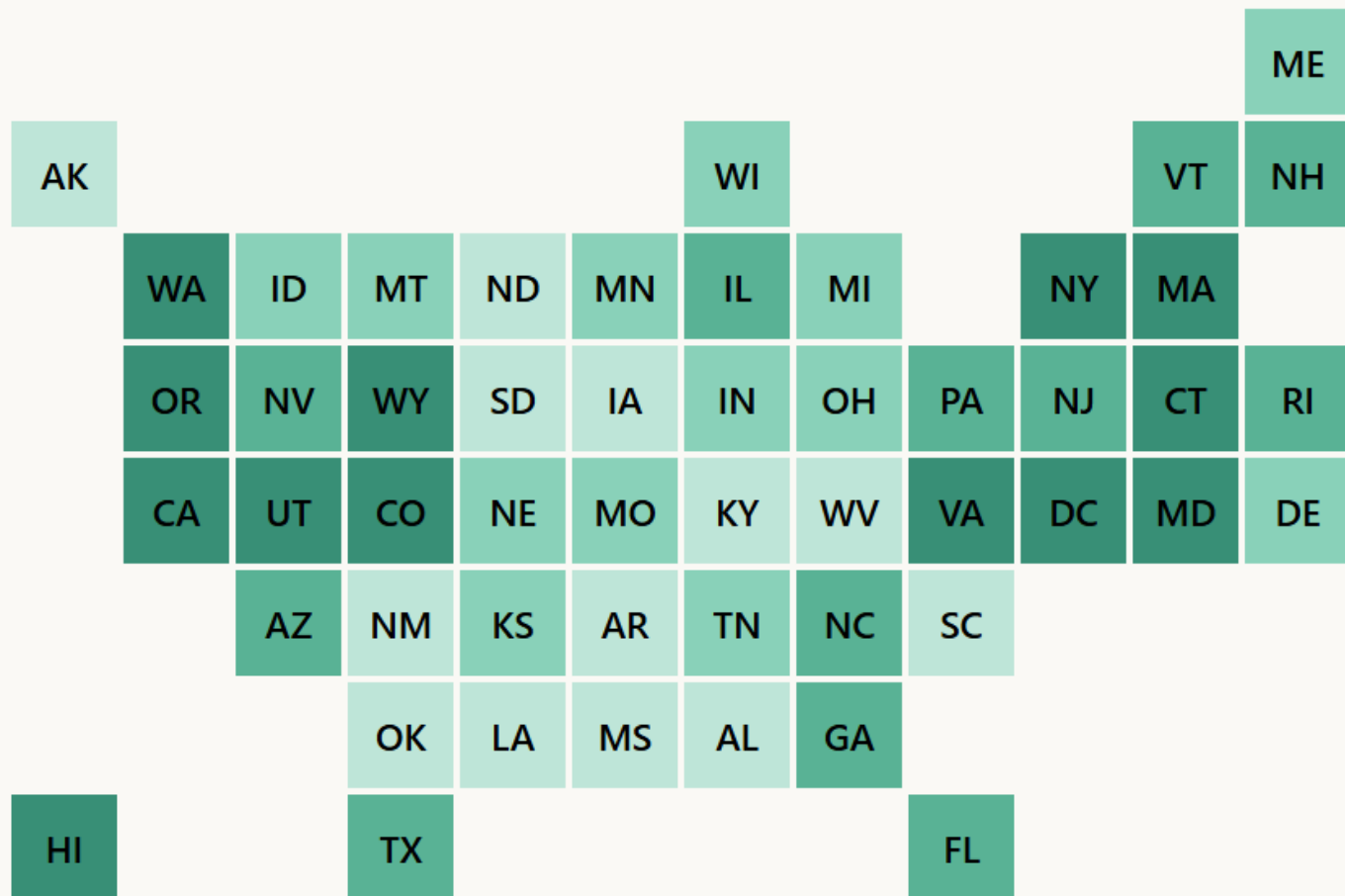
See how people prefer to work with Claude —collaborating together or fully delegating tasks.

Top industries

Track which jobs are using Claude the most.

Use cases

See how Claude usage breaks down across work, personal, and coursework contexts.



🗺️ Explore the map to see how people are using Claude.ai in each state

1. Washington, D.C.	4.30	6. Colorado	1.49
2. Massachusetts	1.60	7. Virginia	1.29
3. Washington	1.58	8. Utah	1.26
4. New York	1.57	9. Wyoming	1.16
5. California	1.55	10. Maryland	1.06



Worker Layoffs Due to AI

1. UPS: 48,000 employees
2. Amazon: 30,000 employees
3. Intel: 24,000 employees
4. Nestle: 16,000 employees
5. Accenture: 11,000 employees
6. Ford: 11,000 employees
7. Novo Nordisk: 9,000 employees

8. Microsoft: 7,000 employees
9. PwC: 5,600 employees
10. Salesforce: 4,000 employees
11. Paramount: 2,000 employees
12. Target: 1,800 employees
13. Kroger: 1,000 employees
14. A. Materials: 1,444 employees
15. Meta: 600 employees

“Generative AI won’t
replace people,

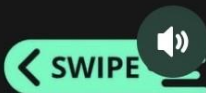
but people who use
generative AI will replace
people who don’t.”

IBM

TOP FASTEST GROWING JOBS

1. Big data specialists
2. FinTech engineers
3. AI and machine learning specialists
4. Software and applications developers
5. Security management specialists
6. Data warehousing specialists
7. Autonomous and electric vehicle specialists
8. UI and UX designers
9. Light truck or delivery services drivers
10. Internet of things specialists
11. Data analysts and scientists
12. Environmental engineers
13. Information security analysts
14. DevOps engineers
15. Renewable energy engineers

Source: Future of Jobs Report 2025.
the World Economic Forum (WEF)



TOP FASTEST DECLINING JOBS

1. Postal service clerks
2. Bank tellers and related clerks
3. Data entry clerks
4. Cashiers and ticket clerks
5. Administrative assistants and executive secretaries
6. Printing and related trades workers
7. Accounting, bookkeeping, and payroll clerks
8. Material-recording and stock-keeping clerks
9. Transportation attendants and conductors
10. Door-to-door sales workers, news and street vendors, and related workers
11. Graphic designers
12. Claims adjusters, examiners, & investigators
13. Legal officials
14. Legal secretaries
15. Telemarketers

Source: Future of Jobs Report 2025.
the World Economic Forum (WEF)





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and skills.



APPLICATION

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and drive results.



INNOVATION

Shape Your Future

Lead with AI and drive
transformative change.

**JOIN THE FUTURE OF
TRUSTED AI LEARNING**





JONATHAN'S JOURNEY TO AI MASTERY



AI TOOL LIST FOR 2026

S-Tier	   
A-Tier	     
B-Tier	           
F-Tier	

S Tier (The Foundation):

AI tools everyone must use. These are the operating systems of the future.

A Tier (The Accelerators):

AI tools most people should use. High-performance alternatives and research engines.

B Tier (The Specialists):

Best AI tools for specific niches. Unbeatable in their specific vertical (Creative, Dev, Ops).

F Tier (The Liability):

Lagging incumbents that offer friction rather than flow.

Fear that AI
will Take
Their Job



Thank you!