TAKEAWAYS: *ADAPT TO THRIVE*

Thomas H. Douglas, CEO, JMARK

AI isn't going away. In fact, Thomas would actually assert that it should be a new department in your business, like finance or marketing. He proposes that if AI should create more bandwidth for vision and ideas, not room for more work. If AI frees up just 1% of your day, that's almost 15 minutes that you can spend dreaming about the future. Don't spend that time adding another item to your length to-do list. Use it to scale.

1. AI should give leverage and the gift of time, then put humans on relationships, management, creative thinking, and strategy.

2. The point is not to fire people. Creating jobs is one of the most important things a business does. Productivity should fund new products and new jobs.

3. AI is a new department in the business. Put AI on the meeting agenda. Allocate AI cost to the department that uses it, including cost of goods, so the margin is real.

4. If the entry-level work is replaced by AI, build a way for new people to earn the judgment that used to come from doing that level-one work.

"Is the future going to come to us, or are we going to build the future that we want?"