
WHEN CONTENT AND INFORMATION BECOME A COMMODITY, UNLOCKING

STRANDED BRILLIANCE



IN HUMANS BECOMES THE PREMIUM

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**IN 2019 AI CONTRIBUTED AN
ESTIMATED \$2 TRILLION DOLLARS
TO GLOBAL GDP**

IN 2030 AI WILL CONTRIBUTE AN ESTIMATED \$15.7 TRILLION TO GLOBAL GDP ACCORDING TO PWC

THAT IS MORE THAN THE CURRENT OUTPUT OF CHINA AND INDIA COMBINED!

WHEN WE HAVE TRULY

DISRUPTIVE INNOVATION MODELS



A BALANCED EQUATION IS CREATED

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THE BALANCED EQUATION IS....



COGNITIVE SURPLUS + PRODUCTIVITY = TRANSITION + GROWTH



**THE RISK IS NOT HAVING A STRATEGY
FOR COGNITIVE SURPLUS AND
TRANSITION.**



WHAT HAPPENS WHEN WE HAVE OUR OWN POLYMATH AS OUR HELPER?

MANAGING THE RISK AND MAXIMIZING THE OPPORTUNITIES

**"STRATEGY WITHOUT
TACTICS IS THE LONG ROAD
TO VICTORY. TACTICS
WITHOUT STRATEGY IS THE
NOISE BEFORE DEFEAT"**



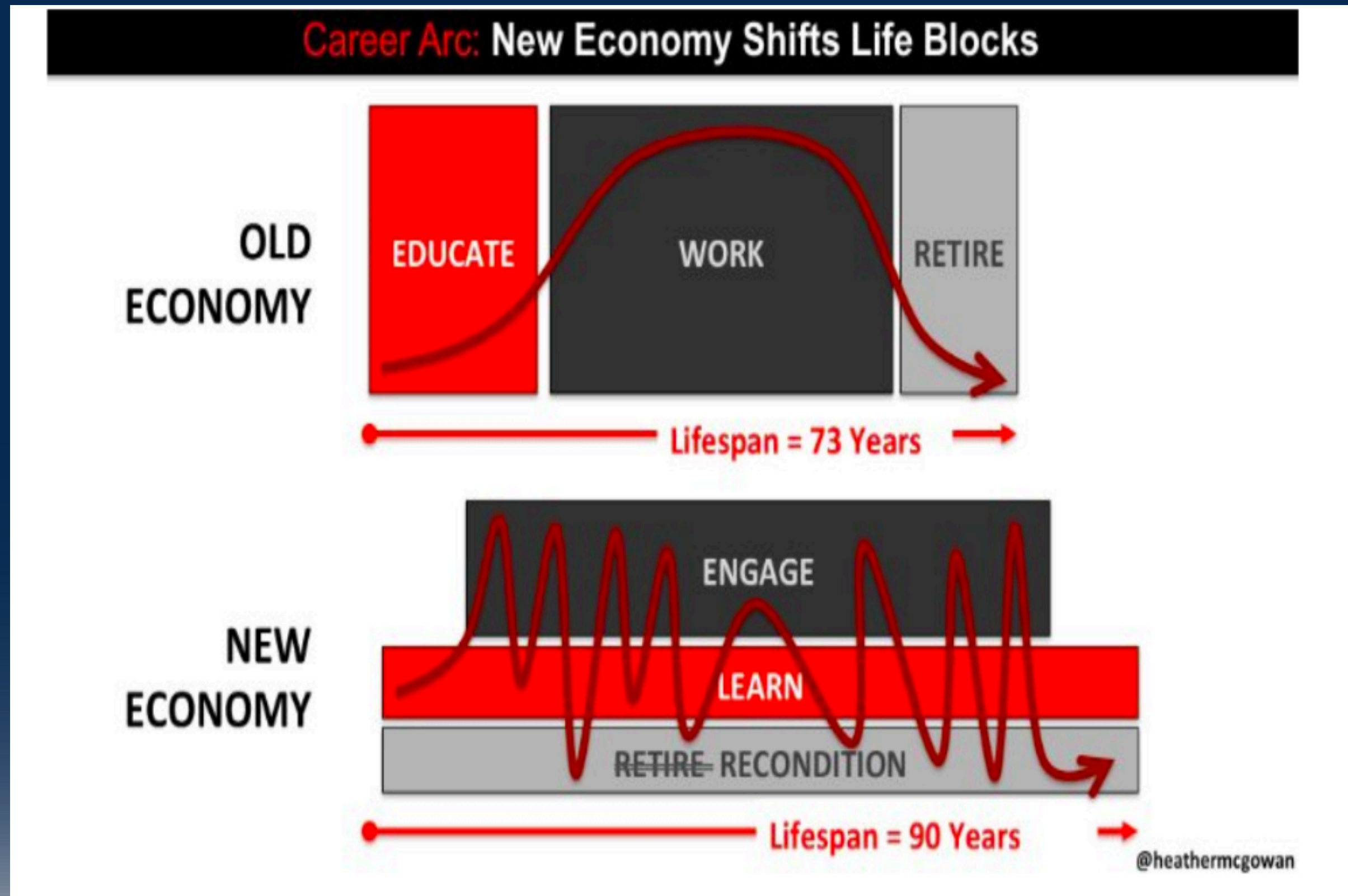
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TAKE A PICTURE OF THE NEXT SLIDE



EMPATHIZE WITH THE PARADIGM SHIFT



TAKE A PICTURE OF THE NEXT SLIDE

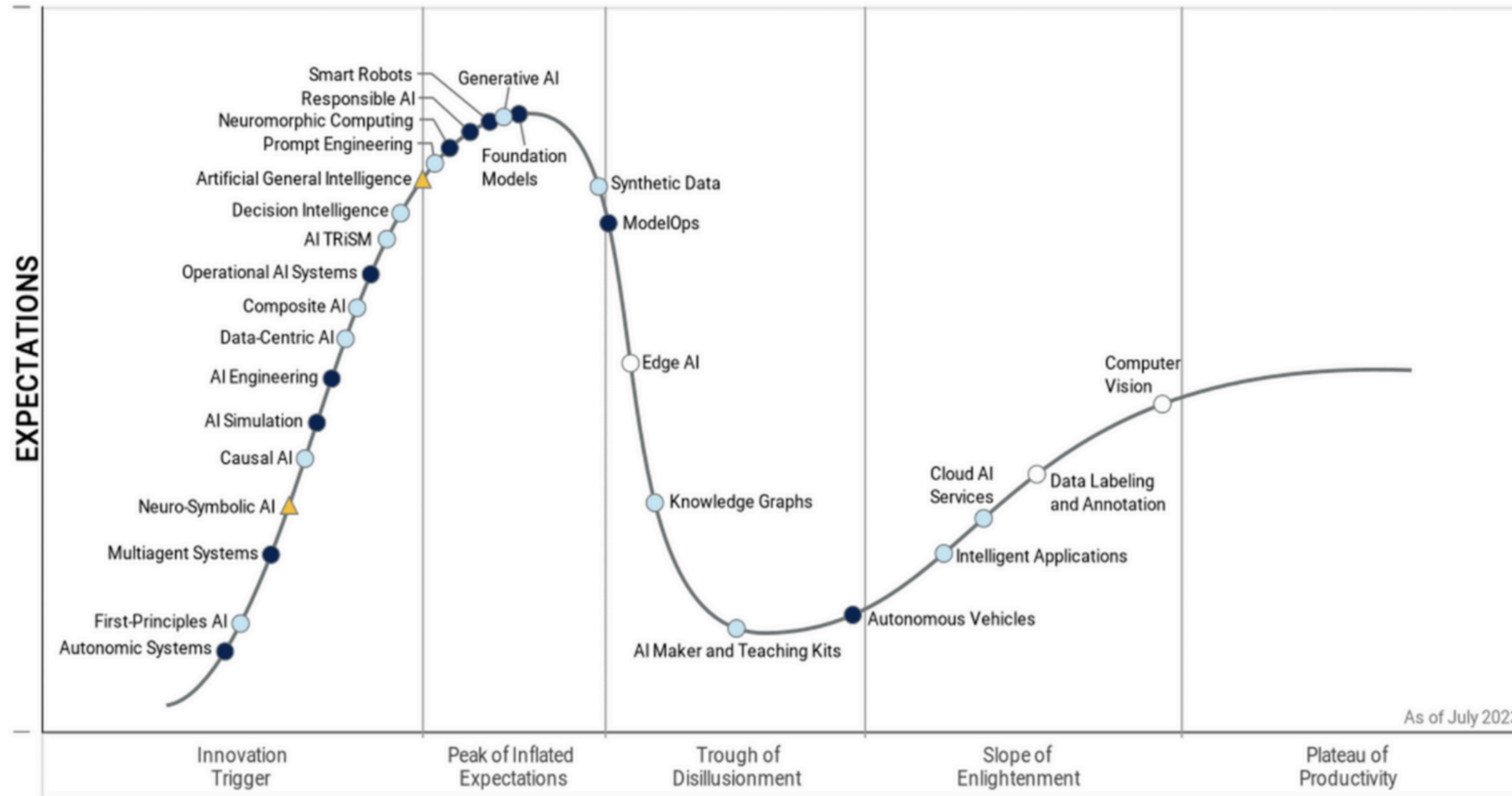


KNOW YOUR LANE....

“ARE YOU TIRED OF HEARING ABOUT AI? WE ARE RIGHT ON TRACK!”

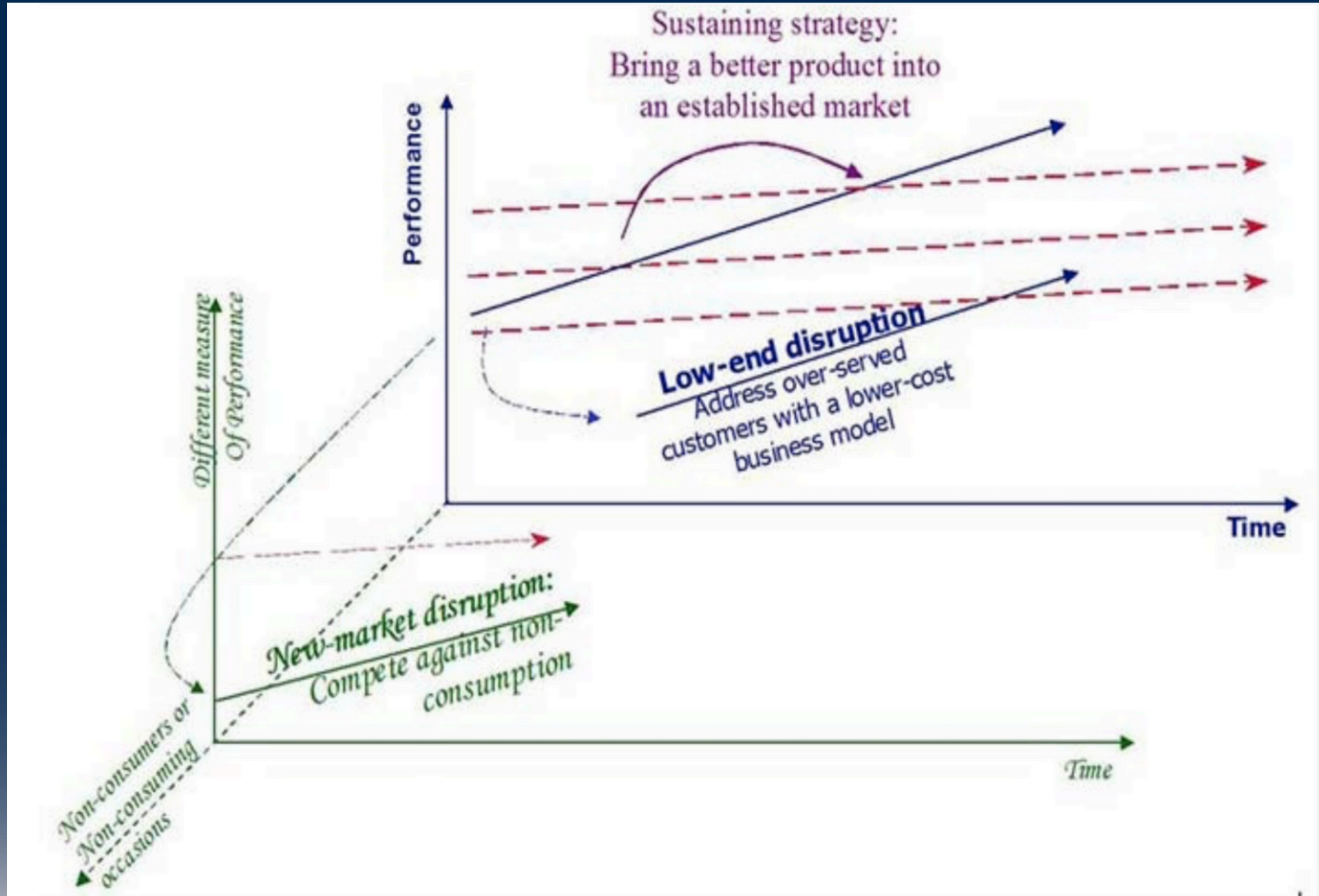


Hype Cycle for Artificial Intelligence, 2023



As of July 2023

Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau



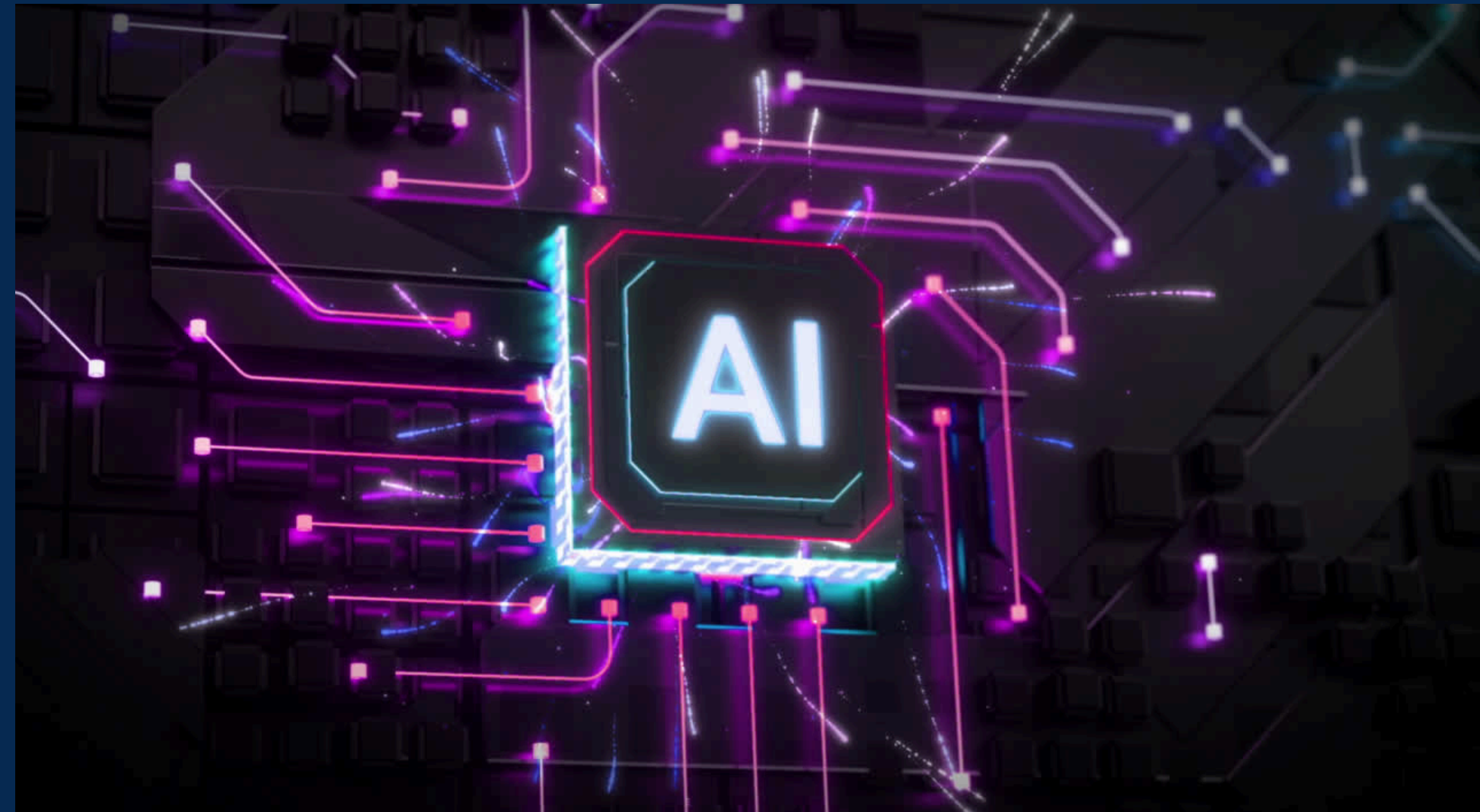
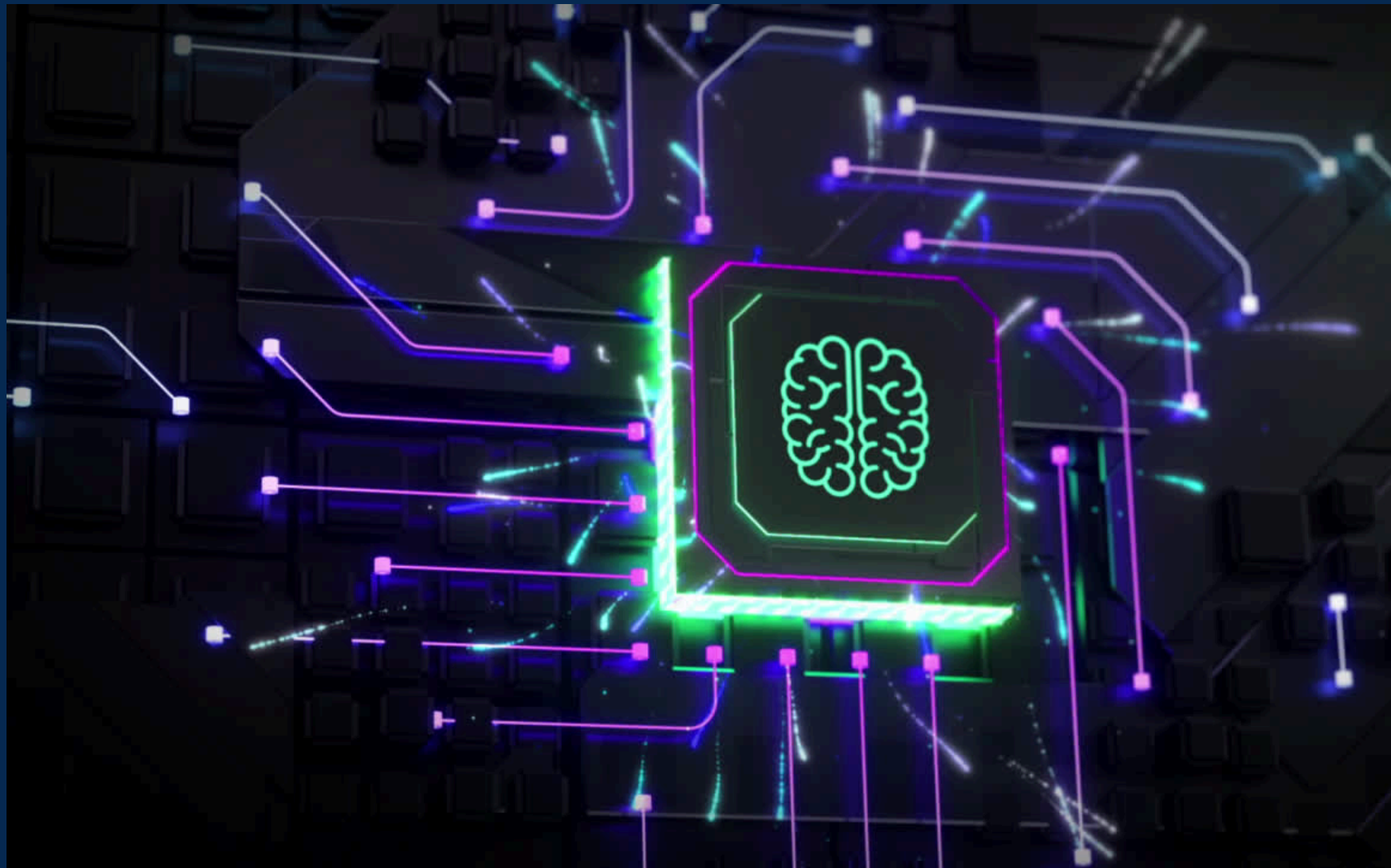
FOCUS ON THE JOB TO BE DONE.

WHAT CAN I DO NOW THAT I WANTED TO DO BEFORE THAT WAS IMPROBABLE OR IMPOSSIBLE?



START DESIGNING LIFE FOR AN AI ASSISTED WORLD

OUR EXPANDING SENSE OF HUMANITY IS THE PREMIUM



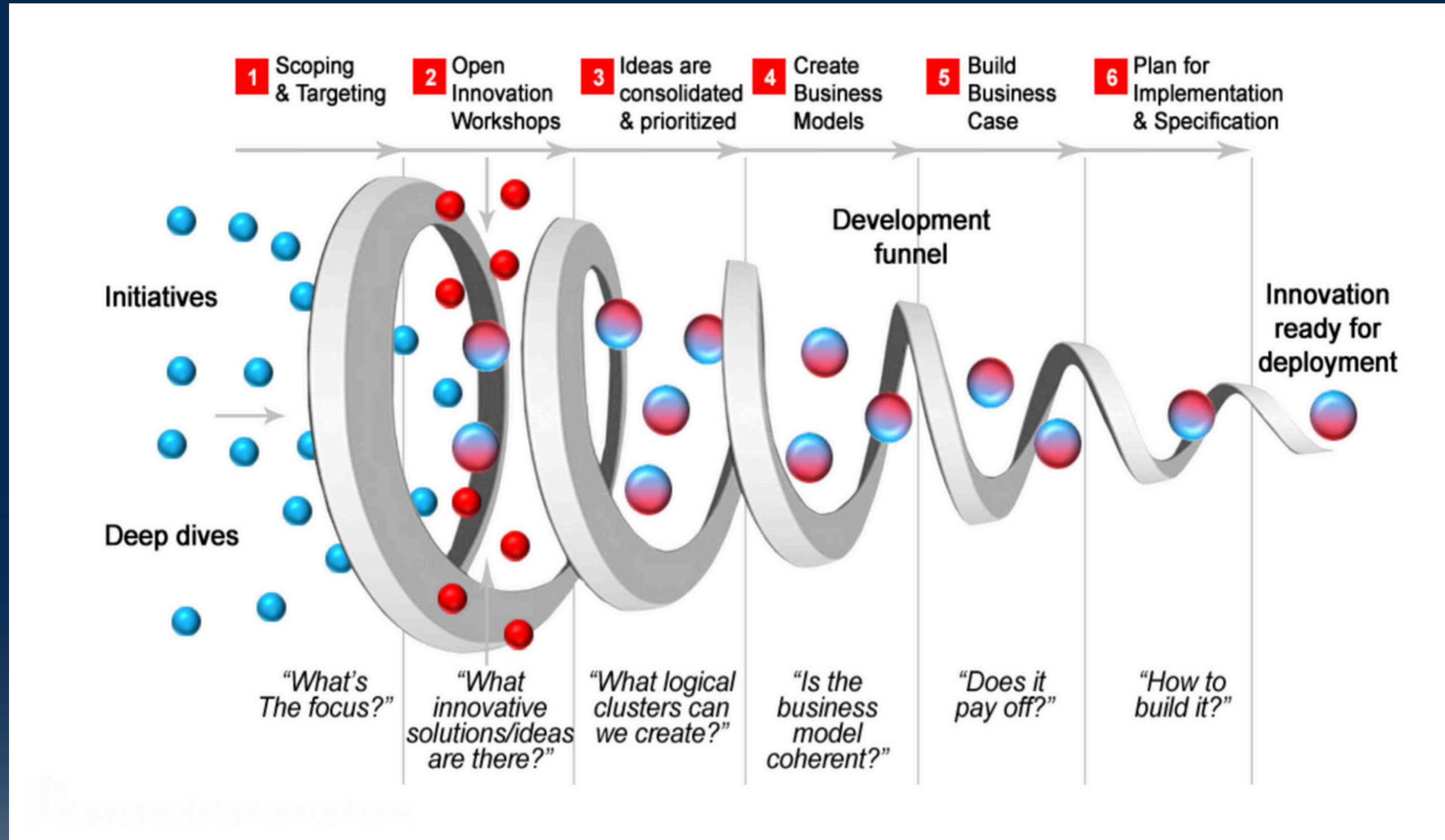
H.I. + A.I. = SUPERPOWERS

THEY UNDERSTAND THE CHALLENGES THAT AI CAN SOLVE. PROVIDE THEM WITH TIME AND OPPORTUNITY TO EXPLORE.



**LEVERAGE THE
STRANDED BRILLIANCE
IN ALL YOUR STAFF.**

“AN EAGLE’S EYE VIEW: OPEN INNOVATION FOR EDUCATION MODEL





THE GREEN TEAM

- **INNOVATION SCOUTS**
- **RELATIONSHIP BUILDERS**
- **PERPENDICULAR THINKERS**



THE RED TEAM

- **STATUS QUO**
- **IDENTIFIES RISKS**
- **LOOKS BEYOND THE HYPE**



THE BLUE TEAM

- **CREATIVE AT RISK MITIGATION**
- **IMAGINES POTENTIAL OPPORTUNITIES**
- **COLLABORATIVE**
- **EXCELLENT AT MANAGING PROJECTS**



FINDING THE BEST TEAM MEMBERS FOR THE RIGHT TEAMS.



STEP 1: ANSWER QUESTIONS INDIVIDUALLY

- READ OVER QUESTIONS QUIETLY WITH NO TALKING OR SHARING

STEP 2: SCORE QUESTIONS

- 1 = STRONGLY DISAGREE
- 2 = DISAGREE
- 3 = NEUTRAL
- 4 = AGREE
- 5 = STRONGLY AGREE

STEP 3: CALCULATE SCORE

- TOTAL SCORE Q1 TO Q10
- TOTAL SCORE Q11 TO Q20
- TOTAL SCORE Q21 TO Q30

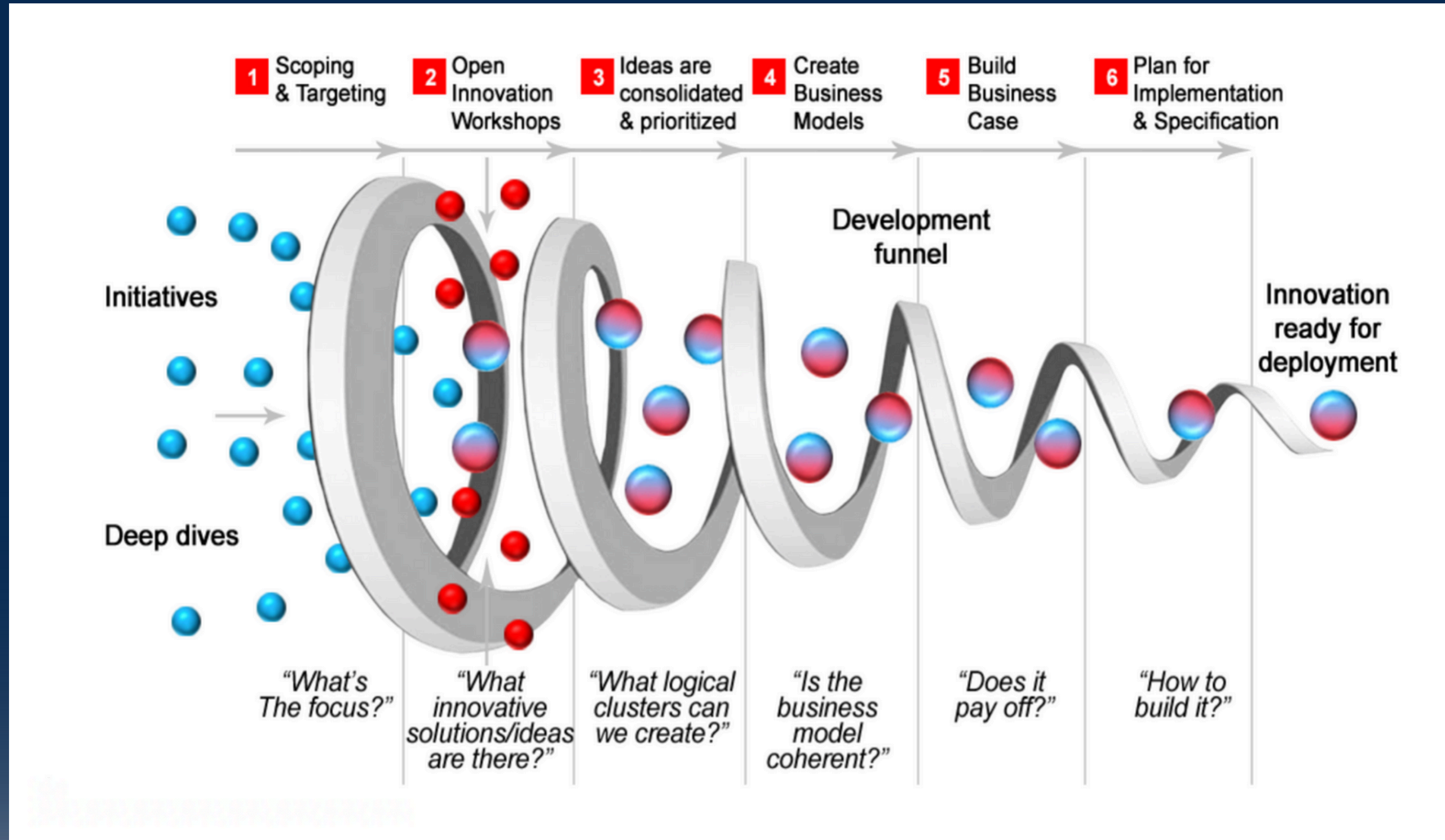
STEP 4: DETERMINE BEST FIT AND DISCUSS

- BASED ON THE HIGHEST TOTAL SCORE



THE A.I PLAYBOOK







STEP 1: EMPATHIZE

- **DISCUSS AND LIST THE TOP THREE CHALLENGES THAT FACE YOUR COLLEGE**
- **IDENTIFY KEY AREAS WHERE EXPONENTIAL TECHNOLOGIES COULD PROVIDE SIGNIFICANT IMPROVEMENT**
- **RECORD YOUR FINDINGS**



STEP 2: SHARE

- **EACH GROUP PRESENTS THEIR CHALLENGES AND OPPORTUNITIES TO ANOTHER TABLE GROUP**
- **ASK QUESTIONS, SHARE COMMENTS AND PROVIDE FEEDBACK**



STEP 3: SHARE TAKEAWAYS

- **SHARE TAKEAWAYS FROM THE DISCUSSIONS**
- **RECORD KEY TAKEAWAYS**



STEP 1: EMPATHIZE

- **CREATE AND/OR REVIEW RISK REGISTER**
- **DEVELOP RISK MITIGATION STRATEGIES**
- **CREATE IMPLEMENTATION DRAFT PLAN FOR SELECTED AI SOLUTIONS INCLUDING TIMELINES, RESOURCE REQUIREMENTS AND SUCCESS METRICS**
- **CAPTURE DRAFT PLANS**



STEP 2: SHARE

- **EACH GROUP PRESENTS THEIR IMPLEMENTATION DRAFT PLANS TO ANOTHER TABLE GROUP**
- **ASK QUESTIONS, SHARE COMMENTS AND PROVIDE FEEDBACK FOR IMPROVEMENT**



STEP 3: PERSONAL NEXT STEPS

- **EACH PERSON CREATES AN INDIVIDUAL ACTION PLAN FOR NEXT STEPS THEY WILL TAKE TO CREATE AND IMPLEMENT AI ROADMAP**
- **INCLUDE SHORT TERM AND LONG TERM GOALS, TIMELINES AND PERSONS THAT CAN HELP**



STEP 3: COLLEGE NEXT STEPS

- SECURE AND REVIEW AI PLAYBOOK
- ENERGIZER KEYNOTE TO INTRODUCE AI IN EDUCATION AND THE "UNLOCKING STRANDED BRILLIANCE: OPEN INNOVATION" STRATEGY
- BUILD YOUR GREEN TEAMS, RED TEAMS AND BLUE TEAMS
- SET UP WORKSHOPS WITH KEY STAKEHOLDERS
- MAKE SURE YOU HAVE DWAYNE ON SPEED DIAL.

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