



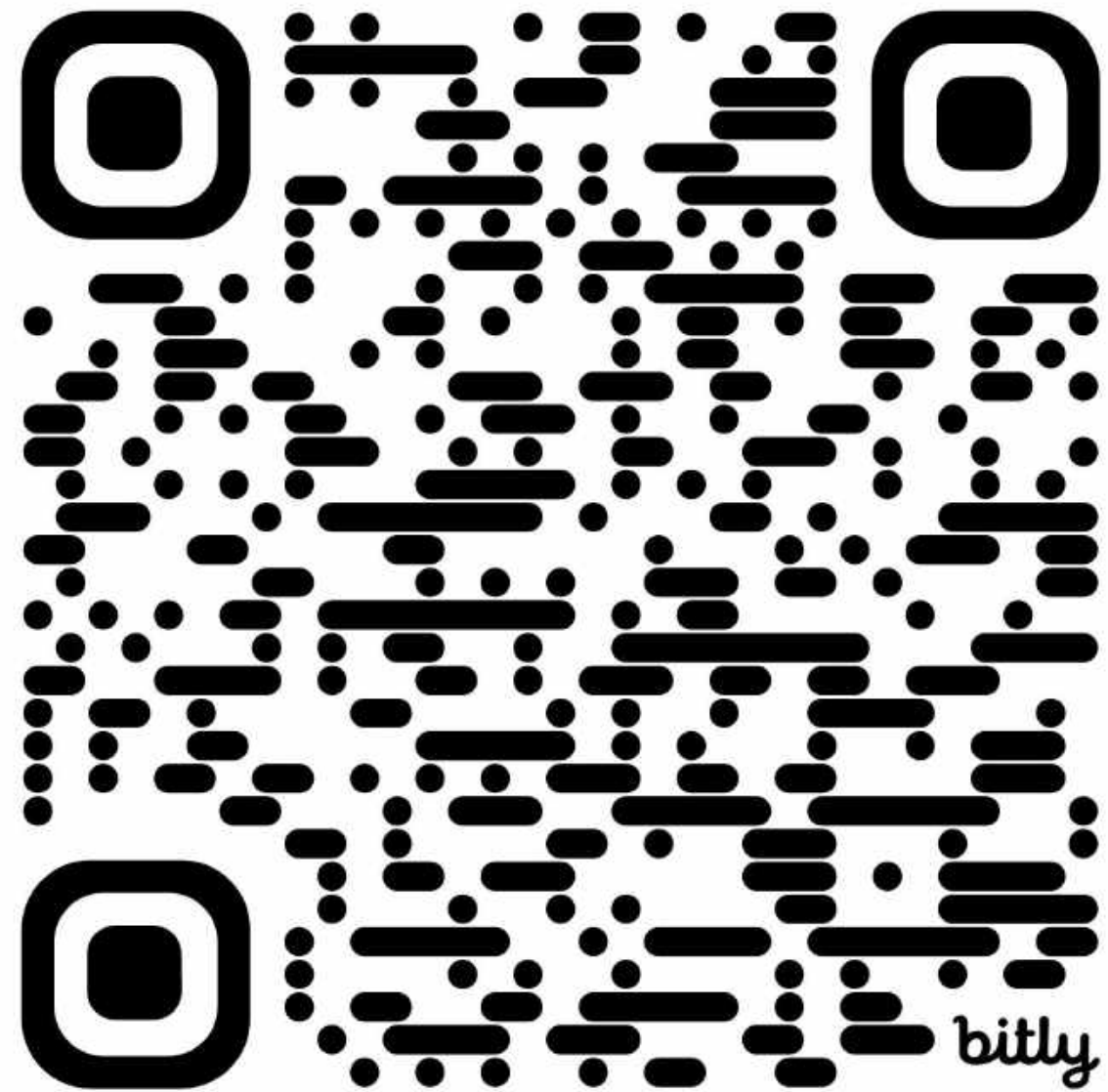
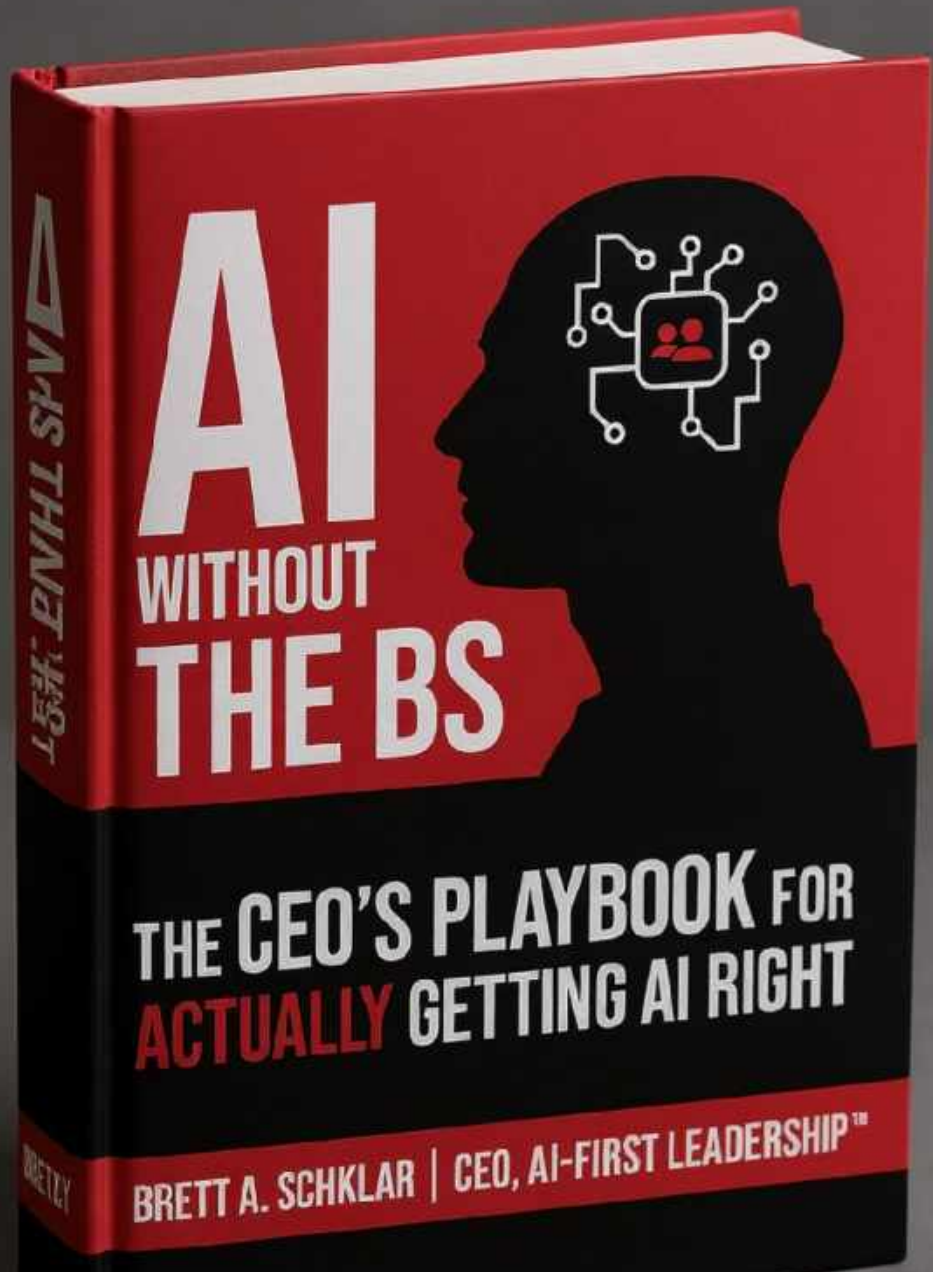
WHO OWNS TOMORROW?

A NO - BS PLAYBOOK TO LEAD IN THE AI ERA



B S _____

Brett **S**chklar





FEAR of AI

1927







MATRIX





FEAR of AI



FEAR of AI

EMPLOYEES

MANAGERS

YOU

GENERATION AI

ALREADY HERE. ALREADY BUILDING.

ROUND ONE

LEGIT

or

BS



LEGIT or BS

“Employees are already using AI and NOT waiting for permission.”

LEGIT or BS ?



“Employees are already using AI and NOT waiting for permission.”

LEGIT

It isn't a threat. It's a signal.



BRING YOUR OWN AI

Safe, Sanctioned, Monitored

SHADOW AI

Free products, Unknowns, Hacks

LEGIT or BS

**“IT should own
our AI adoption.”**

LEGIT or BS ?



“IT should own our AI adoption.”

BS

IT is your guardrail. Not your gas pedal.



CURIOSITY

Unstable Ground.



**MICHA
KAUFMAN, CEO**

fiver.

THREE TIERS OF OPPORTUNITY

EASY

HARD

IMPOSSIBLE

LEGIT or BS

“AI is coming for our jobs.”

LEGIT or BS ?



“AI is mainly coming for jobs.”

BS

It doesn't replace people.
It REPLACES Tasks.
It EXPOSES leaders.



**AI DOESN'T REPLACE
GREAT LEADERS.
IT EXPOSES THEM.**

THE FAILURE PARADOX

LEGIT or BS

**“The biggest wins come
from swinging for the fences.”**

LEGIT or BS ?



“The biggest wins come from swinging for the fences.”

BS

You don't need home runs. Get everyone on base.





MIT Report:
Why **95%** of
Generative AI
Pilots Are
Failing

FAILING

MIT Study: "State of AI in Business, 2025" ; August 2025

MONEYBALL



Time to **REWIRE**

68%

BETTER • 1% EVERY WEEK, FOR A YEAR

LEGIT or BS

“AI is cheating.”

LEGIT or BS ?



“AI is cheating.”

BS

NOPE!





RETRAIN

It's Not a CHEAT.

It's a CHEAT CODE.

INTELLIGENCE

ARTIFICIAL INTELLIGENCE

Priced by the token.

INTELLIGENCE

HUMAN INTELLIGENCE

Judgement / Wisdom / Experience

IQ

EQ

AIQ

INTELLIGENCE

Priced by the token.

JUDGMENT

The human difference.

CENTER OF EXCELLENCE

Steering Committee

LEGIT or BS

**“AIQ is now as important
as IQ and EQ.”**

LEGIT or BS ?



“AIQ is now as important as IQ and EQ.”

TRICK QUESTION

IQ may become much less important than EQ and AIQ.



BUILD YOUR AIQ

Your company is only as strong as your lowest AIQ Employee

GET EVERYONE ONTO FIRST BASE

STOP SWINGING FOR THE FENCES

THE FRAMEWORKS

RETURN ON INVESTMENT

ROI

RETURN ON AI

RoAI

LEGIT or BS

**“It’s impossible to measure
the return on AI.”**

LEGIT or BS ?



“It’s impossible to measure the return on AI.”

BS

If you can't measure it, you picked the wrong project.



$$\text{RoAI} = \text{AIQ} - \text{FoAI}$$

RETURN ON AI = AI QUOTIENT - FEAR OF AI

Let's Talk **RoAI**

What's your Return on AI?

Marketing

2.8x

Sales

1.9x

HR

1.5x

Finance

1.3x

Ops

1.4x

CEO/Owner

1.8x

ROUND TWO

LEGIT

or

BS?



LEGIT or BS

**“You don't need to deploy AI in order to
deploy AI.”**

LEGIT or BS ?



“You don't need to deploy AI in order to deploy AI.”

LEGIT

**It's already in your software. Just turn it on.
Your vendors should be using it for you.**



YOUR FREE DOWNLOAD

OWN YOUR TOMORROW.

Brett's No-BS Roadmap — 10 moves for winning with AI.

Scan this QR code



Or go to

<https://talk.ac/brettschklar>

and enter this code when prompted

TOMATO

WHAT'S INSIDE — 10 MOVES

- 01 Set the TONE
- 02 Build YOUR Roadmap
- 03 Build a PLAYGROUND
- 04 Embrace AGILITY
- 05 Small Wins Make for Bigger Gains
- 06 AI VALUES & Ethics
- 07 Start Training your Generative AI NOW
- 08 Find and Embrace Generation AI NOW
- 09 Trust but verify EVERYTHING
- 10 Have a DISASTER Plan

WHO ARE WE?



CEOs



WHAT DO WE WANT?



AI!



AI TO DO WHAT?



WE DON'T KNOW!



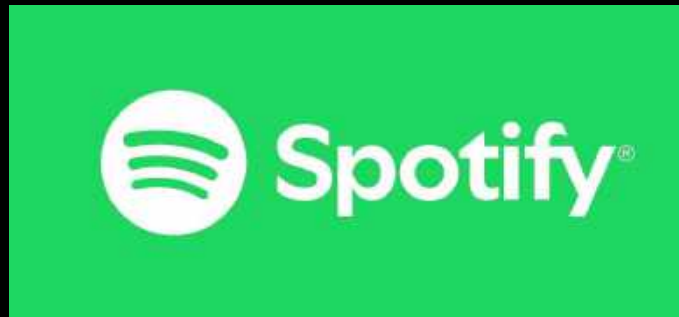
WHEN DO WE WANT IT?

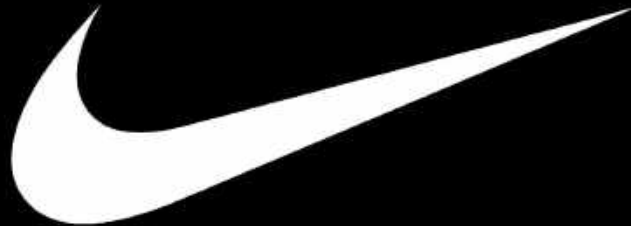


RIGHT NOW!



LET'S TALK ABOUT CEOs





CALLING BS

— PODCAST —

CUT THROUGH.
GET REAL.
MAKE BETTER
DECISIONS.



FOCUS.
EXECUTE
REPEAT





ClickUp

\$1,000,000

PER EMPLOYEE • THE NEW AI WORKFORCE

LEGIT or BS

**“AI isn’t safe
for our company’s data.”**

LEGIT or BS ?



“AI isn’t safe for our company’s data.”

BS

The danger isn't AI. It's ungoverned AI.



LET'S TALK ABOUT TOMORROW

THE NEW NORMAL

AI BUILDS AI

LEGIT or BS

**“AI’s good enough now that
you can trust what it tells you.”**

LEGIT or BS ?



“AI’s good enough now that you can trust what it tells you.”

BS

Use it hard — then verify everything that matters.





Is this mushroom edible?

Yes!



You're right - that mushroom was poisonous.
I'm sorry for the confusion!
Would you like to learn more
about poisonous mushrooms?

Q & A

WHO OWNS TOMORROW?

1.

PLATFORMS

2.

MACHINES

3.

YOU

**WHO OWNS TOMORROW?
YOU DO.**



THANK YOU

