



**Entrepreneur
& Family**
BUSINESS COUNCIL

Digital Transformation

AI

MODULE SIX





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ODEA |  **TRYBL**



Our “Oh



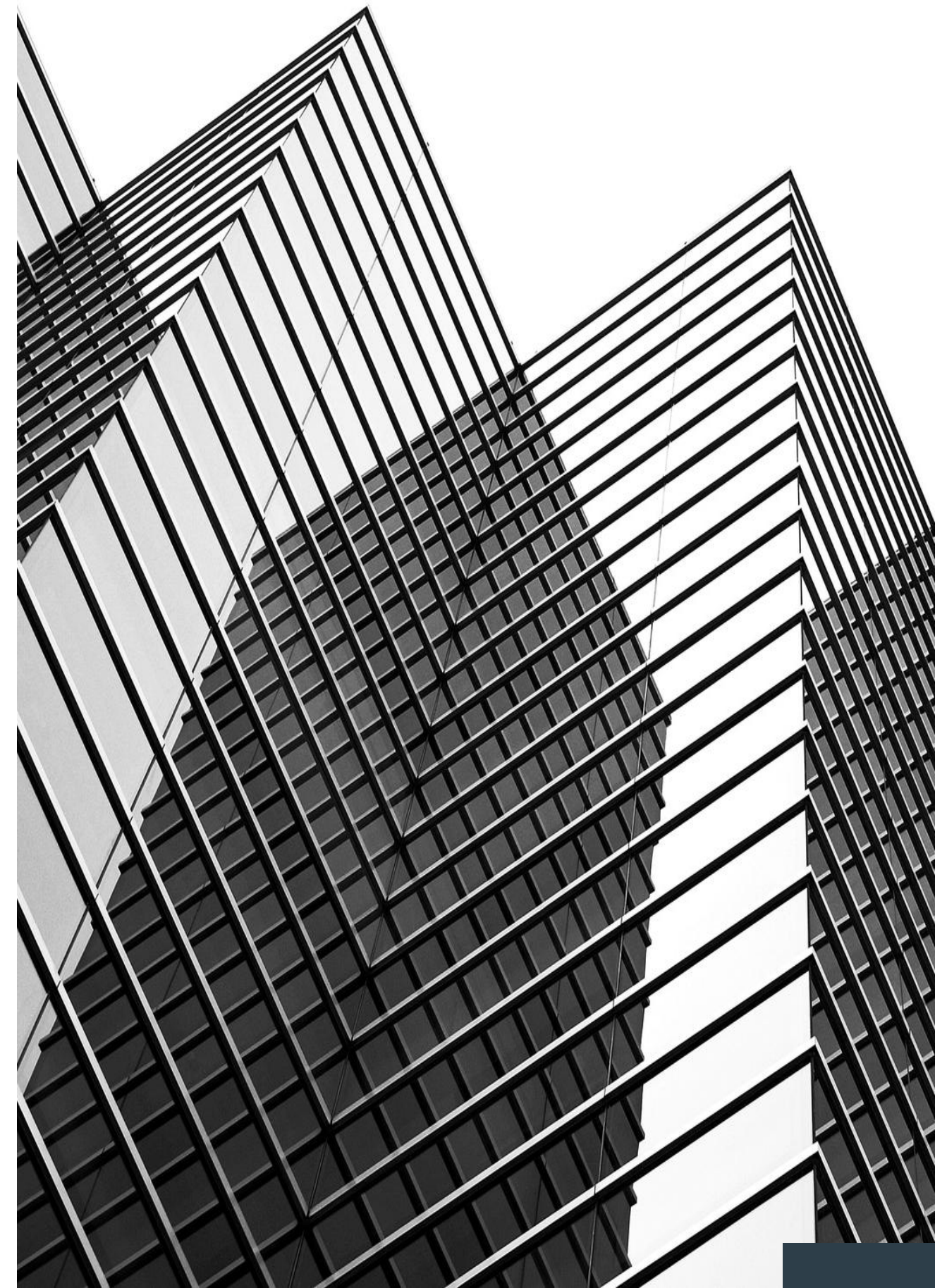
Moment



What Is AI?

Artificial Intelligence is technology that can spot patterns in data, draw conclusions, and act on those conclusions in ways that feel similar to human judgment and interactions.

The key difference from traditional software is that AI isn't just following pre-set rules — it adapts to the information it's given, even when that information is messy or incomplete.



A low-angle, upward-looking photograph of several tall skyscrapers with glass facades, reaching towards a clear blue sky. The perspective creates a sense of height and scale.

What AI Is Not

ERROR FREE

INTELLIGENT WITH COMMON SENSE

JOB REPLACEMENT

Perspectives

Levels the playing field

Expands domain knowledge

Solves specific problems, not everything

Enhances efficiency exponentially

Requires humans



**TREAT AI
LIKE AN
INTERN**

Perspectives

Sankofa AI - Sankofa (SAHN-koh-fah)
loosely translates to “go back and get it.”

The symbol of a bird with its head turned backward represents the need to look back at our past to learn from it and move forward.

THAT IS HOW WE SUGGEST YOU APPROACH AI



Large Language Models (LLMs)

An LLM is a type of AI that has been trained on a vast amount of data through which it finds patterns. This is what allows it to interact in human ways.



Gemini



Claude



Ways to Interact with an LLM

Embedded Tools - Copilot

Voice Based

Agent – custom solution*

Web Based - ChatGPT

API – bridge between software*

*requires developer



Do I Really Need to Pay Attention to AI?

40%

AT THE
TIPPING POINT

75%

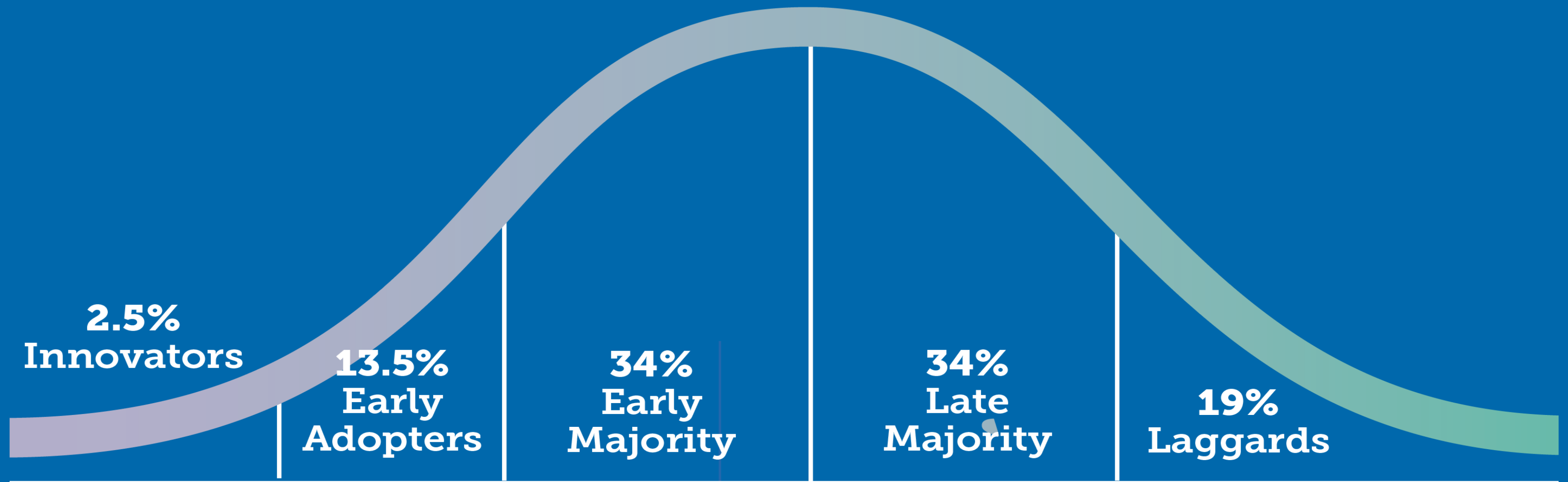
of workers are using AI tools at
work, double since 2024
(Gallup¹)

of “knowledge workers” are
using AI tools at work in 2024
(Microsoft + LinkedIn²)

¹Q2 2025 Quarterly Gallup workforce studies

²2024 Work Trend Index Annual Report from Microsoft and LinkedIn

Technology Adoption Curve



Moore's law = Traditional technologies advance as processor speeds double every two years.

AI capabilities, in comparison, are advancing every 6-7 months.

To keep pace on the curve, you must nearly 4X your previous tech adoption rate or risk falling behind.

A photograph of a modern glass skyscraper with many windows, reflecting in a body of water. The image is in a cool blue color palette. The building is on the left side of the frame, and the water occupies the bottom half. The sky is a pale blue.

Keeping Pace with Business

During a single workday, employees can be interrupted up to 275 times by meetings, emails, or pings.

60% of meetings are ad hoc versus scheduled.

Executives spend an average of 23 hours per week in meetings.

Meetings after 8 p.m. are also up 16% YOY, driven by an increase in cross-time zone work.

Can I Trust AI?

We accept flaws in human judgment and logic but demand perfection in AI.

The model matters - Reasoning and Deep Research

Data matters – Garbage in, garbage out. Data structure.

Treating AI like an Intern. Train. Task. Review. Repeat.

Prompting

Testing

Ongoing training, support, maintenance



**AI is currently
the worst it
will ever be.**

What About My People?

Human First

Hard to find or attract skills

Advance existing superpowers

Technology teammates



Human with
Assistant

Human-Agent
Teams

Human Boss with
Agent Team



| go back and get it

Possibility or Problem + People

Accessible + Accurate Data

Scope PRD (Product Requirements Document)

Tactical PRD (Product Requirements Document)

Success

Sustain

Six Final Takeaways

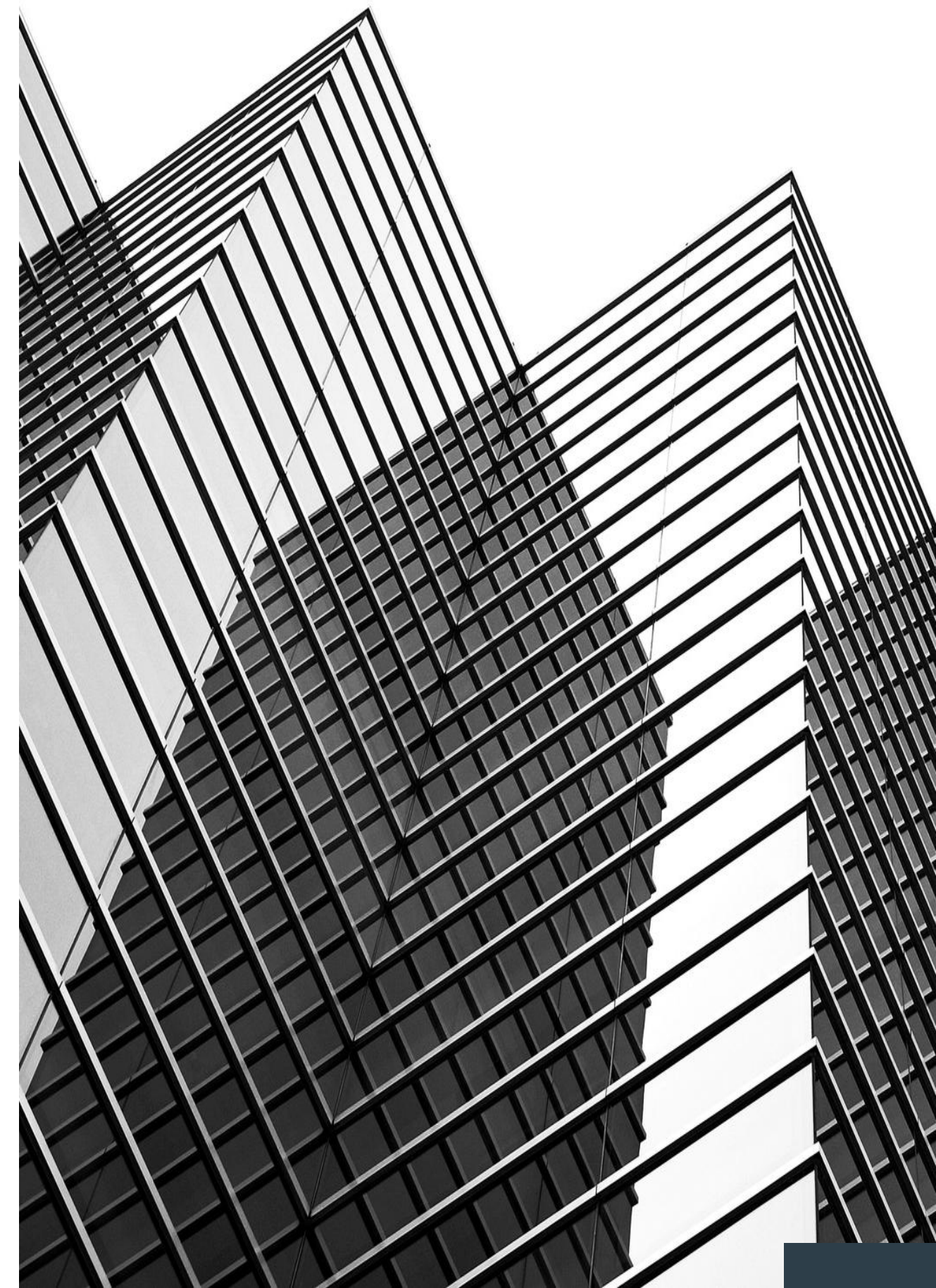
Develop an AI Usage Policy – Your team will use AI whether you're ready or not.

Treat AI like an Intern – Train. Task. Review. Repeat.

We are not one-size companies so one-size, off-the-shelf solutions tend to disappoint.

Review T&C's (actually 👁️ at them!) If the tool is free, your data is the payment.

Changes to R&D deductions – ask your CPA.



Presenter Contact Info



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