



**Entrepreneur
& Family**
BUSINESS COUNCIL

AI Transformation



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Presenter Intro

For almost 30 years, Patty has been a marketing strategist and writer in a variety of roles. With experience in both agency and client settings, she has the perspective of both sides of the desk.

Patty has worked with a wide range of clients and teams from entrepreneurial start-ups to multi-national corporations spanning a variety of industries including steel, chemical, tech, distribution, financial and professional services, and B2C products.

She has the ability to not only focus on the core of a business but recognize what makes it exceptional. Her strategic approach teaches clients how to communicate their unique qualities while ultimately driving growth and sales.



Our “Oh 💩!” Moment



SHARED DEFINITIONS

ARTIFICIAL INTELLIGENCE (AI)

It predicts.

It does not know.

One way AI differs
from traditional
software.

Relies on predefined algorithms and models to allow applications to analyze data

Uses pattern recognition in data to make predictions, generate outputs, or take actions, without being explicitly programmed for every situation

Simulates human interaction via natural language processing and speech and image recognition

Allows for creation of automated tasks for problem solving and to create efficiencies

Learns from patterns so It gets better the more it sees



What AI Is Not

ERROR FREE

INTELLIGENT WITH COMMON SENSE

JOB REPLACEMENT

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



Perspectives

Levels the playing field

Expands domain knowledge + Superpowers

Solves specific problems, not everything

Enhances efficiency exponentially

Requires humans



SHARED DEFINITIONS

LARGE LANGUAGE MODELS (LLMs)

A very smart intern who has read more than you but lacks your judgment, discernment and taste because it has no worldly experience.

Trained on text, images, audio and video

Recognizes patterns across that data to generate responses that feel human

That pattern recognition predicts what the most likely next word, image or response should be

Today's leading models are multimodal, meaning they can analyze your logo, listen to your sales call, read your contract and watch your brand video

ChatGPT, Claude, Perplexity, Copilot and Gemini are all LLMs

LLMs are reshaping every business function, from operations to HR to finance to marketing

Ways to Interact with an LLM

Embedded Tools - Copilot

Web Based

Voice Based

Agentic – acts on your behalf*

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)

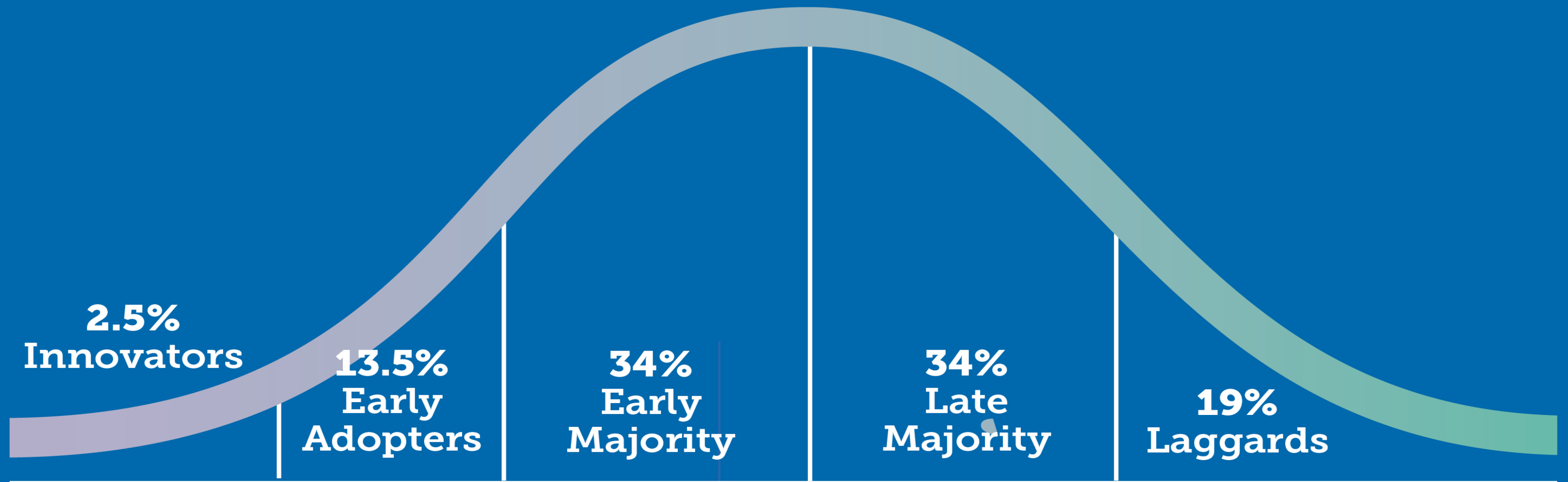
of “knowledge workers” are using AI tools at work in 2024

(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.



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

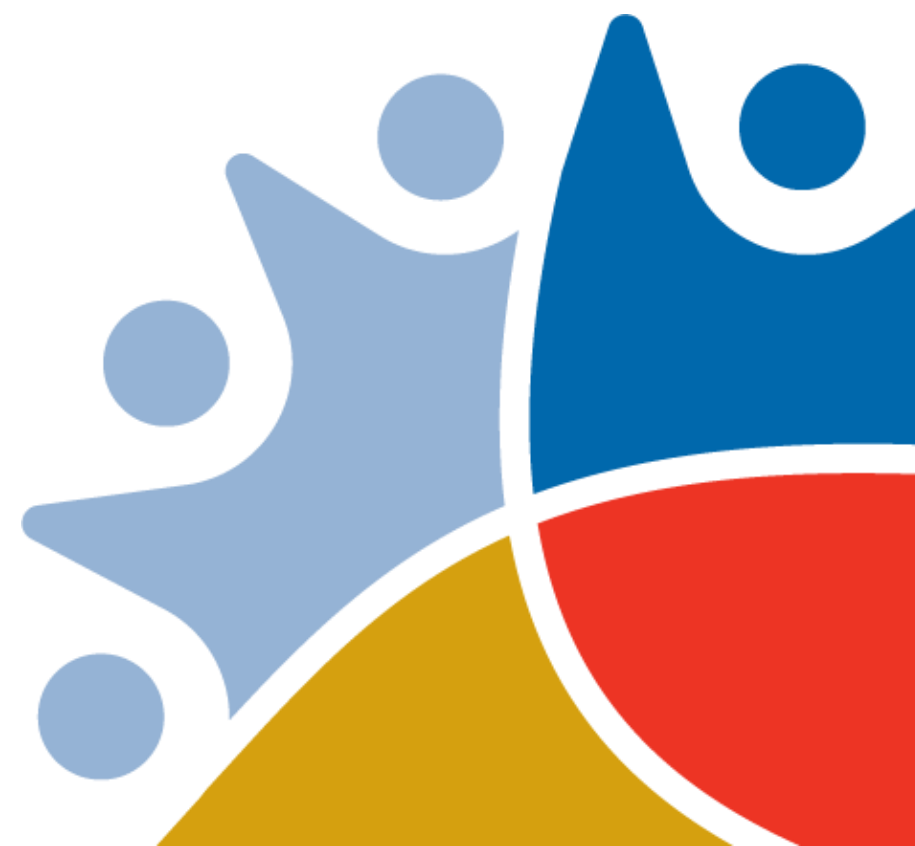
Data matters - Garbage in, garbage out. Data structure.

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

Six Final Takeaways

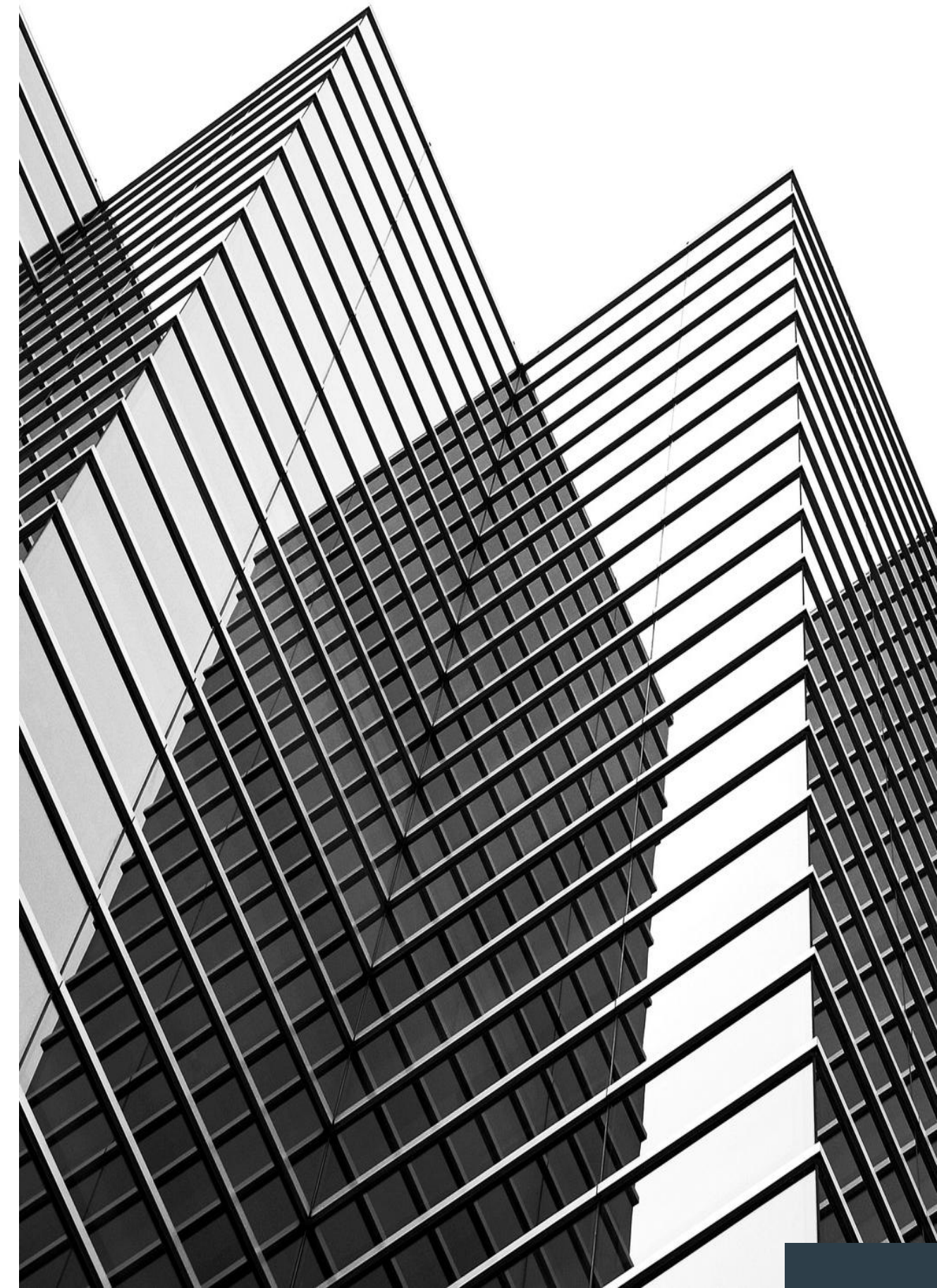
Develop an AI Usage Policy – Your team will use AI whether you're ready or not.

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.



Thank You



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