



ACHIEVING THE
AI ADVANTAGE
GLOBAL SUMMIT



THE AI ADVANTAGE COMPANION GUIDE

Inside this guide, you'll find focused insights from every speaker — the key challenges they address, the strategies they use, and the takeaways you can apply right away.

It's built to help busy leaders stay sharp, move fast, and make AI work where it counts.

Day 1: AI Leadership Beyond 2025

Align vision, purpose, and performance with practical frameworks and case studies.

Speaker Spotlight: Adele Wang

Clarity Coach for High-Stakes Leadership


Adele is a certified AI consultant, leadership coach, and host of *All Things Human*. She helps leaders integrate AI in ways that enhance clarity, reduce stress, and keep leadership deeply human.

Leadership Challenge:

- Leaders face ambiguity in decision-making (72% say unclear choices stall growth)
- Decision fatigue reduces accuracy by 15–20% daily
- Overload leads to hesitation, stress, and missed opportunities

What You'll Learn:

- **Decision Decoder** — AI-powered clarity prompt
- **Focus Firewall™** — system to protect attention and cut overload
- **Decision Hygiene** — structured repeatable process for resilience

 **Quick Win:** 👉 Ask AI: "What 3 options align with my long-term strategy, and what trade-offs come with each?"

Speaker Spotlight: Adriana Vela

Bridge Builder for AI Leadership Mindset

Adriana helps leaders overcome the hidden roadblocks that sabotage AI success — from mindset paralysis to culture resistance — using neuroscience and real-world strategy.

Leadership Challenge:

- 42% of mid-sized firms cite skill shortages as the #1 AI barrier
- 70% of employees don't trust AI
- 53% of AI projects stall before production

What You'll Learn:

- **Brain-Based Leadership Framework** to cut complexity
- **Emotional Intelligence Tools** to reduce resistance
- **Scalability Strategies** linking AI to revenue growth

👉 **Quick Win:** 🙌 Ask your team: "What's your biggest concern about AI adoption?" Then reframe that into a leadership opportunity.

Speaker Spotlight: Birgit Gosejacob

Human-First AI Ally

Birgit helps leaders reclaim time, energy, and clarity by using AI to elevate humanity — not replace it.

Leadership Challenge:

- Execs lose 23 hours/week to low-value meetings & admin
- Leaders risk "leading like a machine" — burning out while teams disengage

What You'll Learn:

- Reclaim 5–10 Hours Weekly by delegating right tasks to AI
- 4-Part Leadership Workflow for clarity and purpose
- Human-First Mindset Shift to cut decision fatigue

📌 **Quick Win:** 🙌 Identify 1 task draining your energy and experiment with delegating it to AI this week.

Speaker Spotlight: Dr. Albert Viljoen

Medical Doctor Turned Leadership Strategist

Albert empowers leaders to stay calm, clear, and culturally aligned under pressure — using neuroscience to prevent AI from derailing trust and performance.

Leadership Challenge:

- Leaders make 35,000 daily decisions; AI risks magnifying errors
- 70% of digital transformations fail due to culture gaps
- One failed rollout can cost \$5–15M

What You'll Learn:

- **AI Leadership Scorecard** — early warning map for blind spots
- **Leadership Guardrails** — frameworks for adoption success
- **Neuroscience-Based Clarity** — improves decision accuracy under pressure by 23%

⚠️ **Quick Win:** 👉 Use Albert's "pause + map" method: Before signing off on an AI project, pause and score its risks vs. cultural readiness.

Speaker Spotlight: Leanne Terrace

Visionary Ethicist of AI


Leanne helps leaders shift from short-term sprints to long-term stewardship — building AI strategies rooted in ethics, humanity, and legacy.

Leadership Challenge:

- Only 16% of executives think beyond 5 years in digital strategy
- Ethical drift rises bias, exclusion, and mistrust
- Leaders fear losing the human core

What You'll Learn:

- **Cathedral Thinking Framework** for multi-generational AI strategy
- **Ethics + Intention Anchoring** to earn long-term trust
- **Human + AI Collaboration** for scaling insight without losing creativity

 **Quick Win:** 👉 Try framing your AI project in 3 time horizons: short-term impact, 5-year strategy, and 50-year legacy.

Speaker Spotlight: Lisa Hale

AI Systems Architect for Growth

Lisa helps founders and execs stop dabbling with AI and start building integrated systems that multiply revenue and reclaim time.

Leadership Challenge:

- 85% of AI projects fail to deliver measurable business outcomes (Gartner)
- Missed follow-ups and poor processes bleed revenue (79% of leads never convert — HubSpot)
- Chaos, overwhelm, and manual work kill bandwidth and scaling

What You'll Learn:

- Revenue Plugging: Identify where your business leaks money and fix it fast with AI
- Chaos → Order: Replace scattered tools with systems that scale smartly
- Strategic AI Integration: Use fewer tools but smarter systems to lead in your zone of genius

✅ **Quick Win:** 👉 Map your sales process and highlight one place where leads fall through. Plug that gap with a simple AI tool or workflow.

Speaker Spotlight: Mathieu Gervais

Clarity Creator in AI Strategy

Mathieu cuts through AI chaos and gives leaders a crystal-clear roadmap — so you scale smartly, not randomly.

Leadership Challenge:

- 77% of executives don't know where to start with AI
- 85% of projects fail due to lack of strategy
- Departmental silos block adoption

What You'll Learn:

- **Vision-Driven AI Framework** to unify adoption with goals
- **Departmental Alignment** to boost efficiency by 35%
- **Tool Prioritization** to eliminate AI "tool sprawl"

📌 **Quick Win:** 🙌 Audit your AI pilots: Which directly tie to revenue or efficiency? Cut or pause the rest.

Speaker Spotlight: Samantha Hanreck

C-Suite De-Risker

Samantha gives C-suite leaders the scorecard, roadmap, and checklist to de-risk AI — and stop wasting millions on unready rollouts.

Leadership Challenge:

- 70% of executives greenlight AI without full understanding
- 60–73% of enterprise data goes unused due to silos
- AI projects risk cost overruns, failed pilots, or security breaches (\$4.45M avg. breach cost)

What You'll Learn:

- 6-Point AI Readiness Scorecard to prevent wasted pilots
- Unified Data Layers for clean AI foundations
- Decision-Making Checklist to avoid costly risks
- C-Suite Roadmap for alignment



Quick Win: 👉 Before approving an AI project, ask: "Does this align across Finance, Ops, and IT?" If not, pause.

Day 2: Aligning Culture, Trust & AI for Success

Introduce AI without losing culture or connection.

Speaker Spotlight: David Gwynn

Physical AI Strategist


David helps leaders move beyond chatbot hype and embed AI as a utility in real-world operations like construction, healthcare, and logistics.

Leadership Challenge:

- AI seen only as chat/text, not physical utility
- Sectors like healthcare, legal, and insurance lag in adoption
- Lack of frameworks for real-world execution stalls progress

What You'll Learn:

- Vision shift: From chatbots to operational AI
Physical AI in action: Predictive maintenance, monitoring, risk modeling
- Utility-level integration for faster scale

 **Quick Win:** 👉 Identify one physical process that AI could monitor or automate (e.g. scheduling, inventory, risk alerts).

Speaker Spotlight: Dede Fulk

Human-Connection AI Strategist

Dede transforms cold automation into warm, trust-building customer experiences with voice AI and avatars.

Leadership Challenge:

- Customers abandon brands after robotic service
- Frontline burnout from repetitive requests
- Fear that AI will erode human touch

What You'll Learn:

- AI voice receptionists that reduce wait times, not warmth
- Visual avatars that strengthen brand connection
- First-step framework for trust-centered automation

✅ **Quick Win:** 👉 Audit your customer journey: Where could a warm AI voice or avatar replace delay, not human care?

Speaker Spotlight: Eric Yailen

Ethical AI Brand Strategist


Eric helps leaders avoid compliance missteps and turn brand trust into a competitive advantage in the AI era.

Leadership Challenge:

- AI use without regulatory knowledge risks fines
- Misuse erodes trust and damages brand
- Short-term hacks over long-term strategy

What You'll Learn:

- Mistake radar to prevent FTC or GDPR penalties
- Trust-first frameworks to future-proof branding
- Humanizing AI outputs to match voice and value

 **Quick Win:** 👉 Review your AI use in content: Does it reflect brand voice and comply with FTC/advertising guidelines?

Speaker Spotlight: Karin Volo

Culture Architect of the AI Era


Karin reveals how trust and culture are the make-or-break factors in AI adoption success.

Leadership Challenge:

- AI adoption sabotaged by culture resistance
- Employee fear leads to disengagement
- Innovation stalls without psychological safety

What You'll Learn:

- Brain-based leadership shifts to build trust
- Real business stories of culture-driven AI wins

 **Quick Win:** 👉 Take Karin's AI + Trust Quiz with your team to uncover blind spots and build cultural alignment.

Speaker Spotlight: Laurent Duperval

AI Authenticity Coach for French Markets


Laurent shows how poor AI-generated French undermines trust and how to get it right across regions.

Leadership Challenge:

- AI-generated French often feels "off"
- Consumer trust drops when language feels unnatural
- Most AI is English-first, then poorly translated

What You'll Learn:

- Cultural markers that AI misses in French
- Methods to fine-tune output for authenticity
- Side-by-side demos of good vs. bad French AI content

 **Quick Win:** 👉 Compare a default AI translation with one refined by regional norms (e.g., France vs Quebec).

Speaker Spotlight: Linda Albright

Practical AI Growth Strategist for Entrepreneurs

Linda helps founders escape burnout and scale smartly by filtering AI noise and acting strategically.

Leadership Challenge:

- AI hype adds pressure, not clarity
- Founders burn out chasing shiny tools
- Investor expectations fuel reactive behavior

What You'll Learn:

- Anti-overwhelm filter to prioritize real traction
- Case studies of lean, AI-powered growth
- 3 decision questions to guide confident action

✅ **Quick Win:** 👉 Ask: "Which AI move drives profit or saves time this quarter?" Cut the rest.

Speaker Spotlight: Linda Colasanti

Intergenerational AI Bridge-Builder


Linda shows how to lead 5 generations with empathy, ensuring AI rollout respects all learning styles.

Leadership Challenge:

- Generational friction blocks adoption
- Older workers fear AI; younger feel overloaded
- Learning style mismatches reduce rollout success

What You'll Learn:

- Generational AI map to tailor rollout strategy
- Inclusion-centered leadership frameworks
- Trust-building practices that smooth adoption

 **Quick Win:** 👉 Adapt one AI training to include both visual and written formats for broader learning reach.

Speaker Spotlight: Maria de Lourdes Gonzalez

AI Change Leadership Strategist


Maria aligns people, process, and technology so AI initiatives scale instead of stall.

Leadership Challenge:

- Projects stall from misaligned teams and unclear vision
- Resistance grows without clear communication
- Leadership paralysis causes costly delays

What You'll Learn:

- Change-to-Growth™ Framework to align & scale
- Leadership messaging that teams trust
- Execution accelerators that reduce friction

 **Quick Win:** 👉 Use Maria's 3-pillar lens: Is your AI initiative clear, aligned, and supported daily?

Speaker Spotlight: Simone Eckelt

EU AI Strategist for Future-Proof Growth


Simone helps leaders capture institutional knowledge, comply with EU laws, and scale systems that last.

Leadership Challenge:

- Knowledge loss as experts retire
- EU compliance fears stall adoption
- AI tools often miss local standards

What You'll Learn:

- Systems to preserve and onboard institutional wisdom
- Compliance-first frameworks that unlock EU growth
- How to choose AI tools that scale internationally

 **Quick Win:** 👉 Interview a senior team member this week to start capturing hidden expertise with AI support.

Day 3: AI in Action — Tools & Industry Innovation

Practical Applications That Deliver

Use high-impact AI tools to boost revenue, visibility, and productivity.

Speaker Spotlight: Annette Merriman

AI-to-ROI Strategist


Annette helps small teams turn AI from theory into measurable results with practical blueprints and KPI-based ROI tracking.

Leadership Challenge:

- AI pilots stall due to lack of clear goals
- 85% of projects fail to deliver business value
- Small teams feel outpaced by bigger players

What You'll Learn:

- AI Blueprint: Spot opportunities and avoid wasted spend
- Time + Cost Wins: Use cases that reclaim hours and reduce burnout
- ROI Measurement: Show leadership the business case

 **Quick Win:** 👉 Choose 1 process in your business and score it for time drain, repeatability, and burnout risk. That's your AI opportunity.

Speaker Spotlight: Athena Todd

AI Brand Automation Mentor for Coaches & Consultants

Athena helps service providers automate content, onboarding, and lead nurture without losing authenticity.

Leadership Challenge:

- Burnout from doing everything manually
- 60%+ of coaches lack consistent lead flow
- Fear of losing the personal touch

What You'll Learn:

- Leak Fixes: Spot time + energy drains and automate them
- 90-Day Automation Map: Systems that build consistent growth
- Authority Boost: Brand-building that runs without burnout

✅ **Quick Win:** 👉 Audit your week: What 1 task could a client never tell was automated? Start there.

Speaker Spotlight: Chelsea Kearns

AI Marketing Coach for Realtors


Chelsea shows agents how to simplify marketing, nurture leads, and spotlight listings with the right AI tools.

Leadership Challenge:

- Agents stuck posting without strategy
- 48% of real estate leads never followed up on
- Listings lack standout promotion

What You'll Learn:

- 3-Part System: Brand, nurture, and promote
- Lead Automation: Nurture flows that boost conversions
- Smart Listings: AI-made assets that sell homes faster

 **Quick Win:** 🙌 Choose one listing this week to promote using AI-generated visuals and a personalized email follow-up.

Speaker Spotlight: Felipe Wesbonk

AI Workflow Co-Pilot


Felipe helps overwhelmed professionals become AI-powered strategists using smart assistants and systems.

Leadership Challenge:

- 58% of time lost to "work about work"
- Confusion between assistants vs. automation tools
- Hesitation from not knowing where to start

What You'll Learn:

- Assistant vs Automation: When to use each
- Workflow Wins: Real cases reclaiming 5–10 hours/week
- Kickstart Toolkit: Downloadable next-step resources

 **Quick Win:** 👉 Pick 1 task you're tired of repeating. Use an AI assistant or Zapier flow to automate it today.

Speaker Spotlight: Jose Yborra

AI Logistics Profit Engineer


Jose transforms chaotic operations into smooth, scalable systems using automation.

Leadership Challenge:

- Manual tasks = lost time + profit
- Poor data = errors, delays, and \$ losses
- Smaller firms can't scale without adding headcount

What You'll Learn:

- Automation Blueprint: Identify and solve bottlenecks
- Throughput Tripler: Handle 3x volume with same team
- 24/7 Ops: Systems that run even when you don't

 **Quick Win:** 👉 Map your order or task flow. Highlight 1 manual step to automate this month.

Speaker Spotlight: Louise Bergeron

Customer Love Strategist

Louise shows how to turn vague care into measurable loyalty with her L.O.V.E. Framework.

Leadership Challenge:

- Companies can't prove or scale “love”
- Loyalty isn't converting to revenue
- Teams fear AI will make CX feel robotic

What You'll Learn:

- LOVE Framework: Simple system for lasting loyalty
- Sentiment → Revenue: Track CX as a KPI
- Connection Tech: Use AI to deepen relationships

✔ **Quick Win:** 👉 Pick 1 CX metric (like NPS). Pair it with a retention rate to track love → loyalty.

Speaker Spotlight: Rudy Poe

Time Liberation Strategist


Rudy helps leaders scale presence and preserve legacy using digital clones.

Leadership Challenge:

- Time is the top barrier to scale
- Knowledge walks out the door with succession
- Fear that automation kills authenticity

What You'll Learn:

- Clone Concept: Scale yourself without burnout
- Authentic AI: Extend your tone, wisdom, and values
- Digital Succession: Lead beyond your lifetime

 **Quick Win:** 👉 Start a voice memo journal to capture how you think. Clone-ready content starts there.

Speaker Spotlight: Vidhya Natchiyappan

AI Strategy Synthesizer


Vidhya teaches leaders how to assemble an AI "board of advisors" and produce boardroom-grade strategy in minutes.

Leadership Challenge:

- AI = search engine = shallow output
- Wrong tool for wrong task
- Research eats time, insights stay thin

What You'll Learn:

- LLM Lineup: When to use GPT, Claude, Perplexity, etc.
- Executive Briefing: Fast, firm-grade insight synthesis
- Strategic Frameworks: Templates for client-ready decks

 **Quick Win:** 👉 Ask 3 models the same question (e.g., market entry). Compare outputs for depth + use your strongest.