BUSINESS REPORT
LEADERSHIP
ACADEMY

GROWTH In The Age of Disruption

" If I had asked people what they wanted, they would have said: 'Faster horses' ...

"

- *Henry Ford*

DisruptREADY

Either you are disrupting you're career …

… or someone else is.
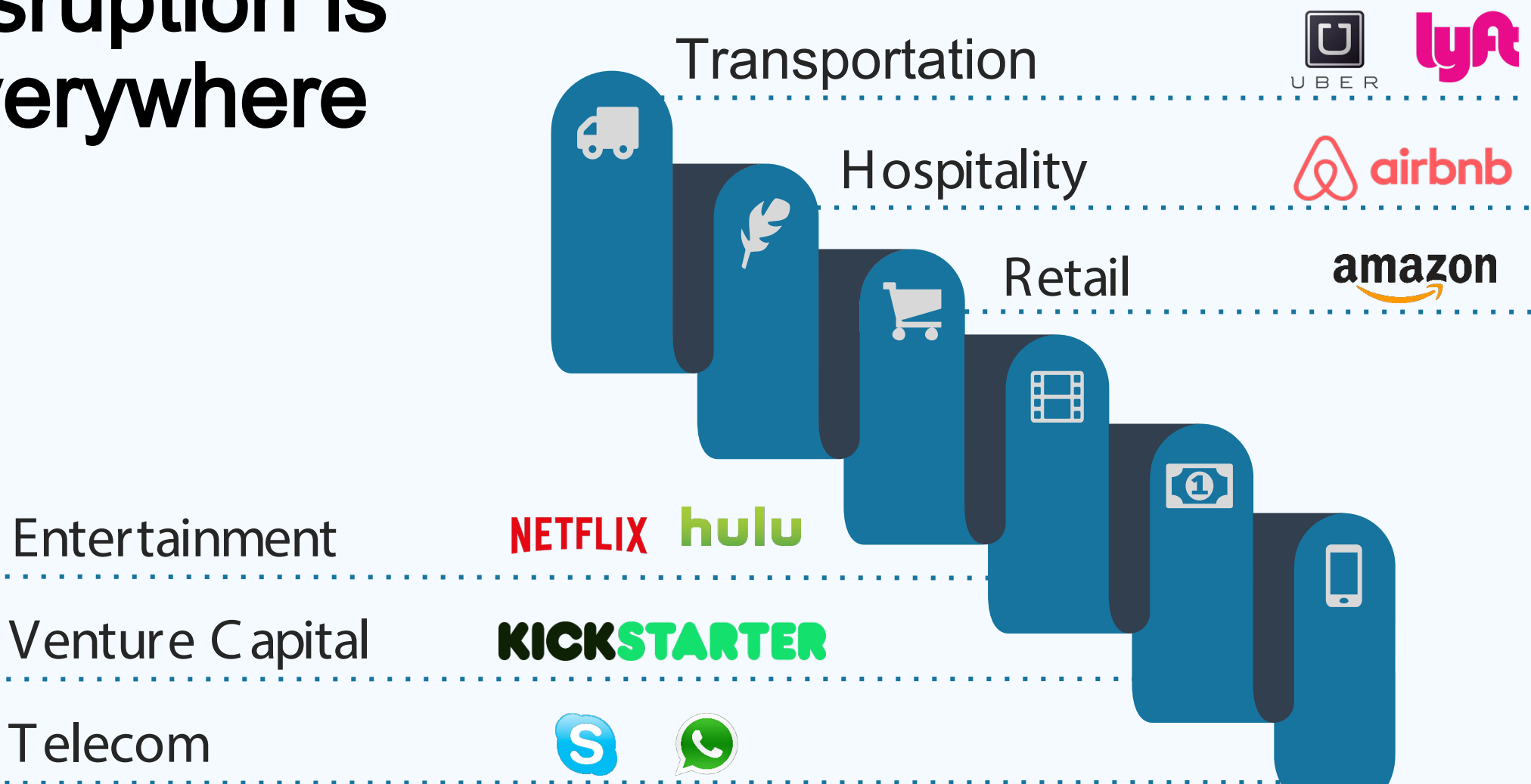
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Signs an Industry is RIPE for Disruption

1. Market Complacency

2. Customer Frustration

3. Tension Points

DisruptREADY
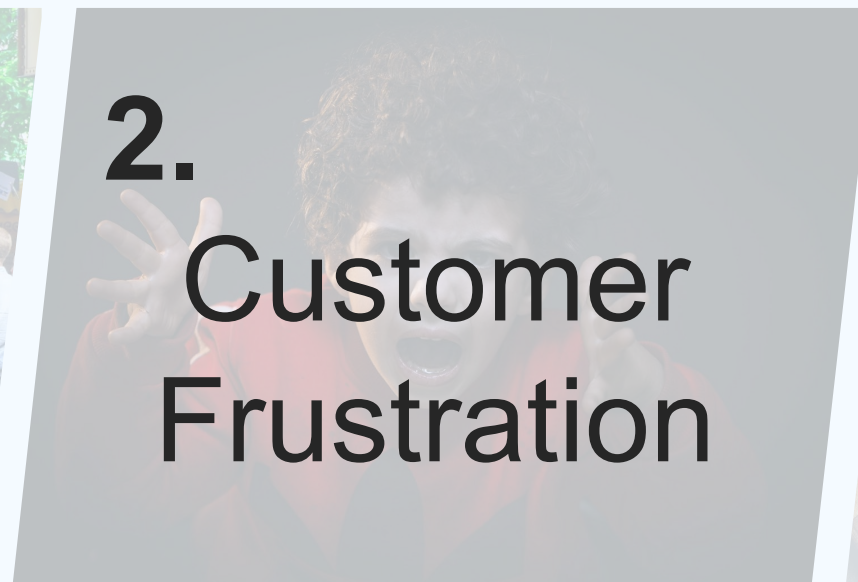
The Essential Eight

Artificial intelligence	Augmented reality	Blockchain	Drones
Internet of things	Robotics	Virtual reality	3-D printing

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" I propose to consider the question, 'Can machines think?'

"

- *Alan Turing*

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~~What is ChatGPT?~~ Wrong Question!

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Large Language Models

Large Language Models

Application Layer

Copywriting
- Jasper
- copy.ai
- Headlime
- co:here
- HyperWrite
- WS Writesonic
- Contenda
- unbounce
- copysmith

Coding
- tabnine
- MUTABLEAI
- Codiga
- co:here
- GitHub Copilot
- CODEGEN

Dev Tools
- algolia
- warp
- Mintlify
- cogram
- Debuild
- repl.it

Chat / Comms
- MessageBird
- Replier.ai
- Sapling
- FABLE

BizOps
- viable
- Enterpret
- tabulate
- Anecdote
- OTHERSIDE AI
- casetext
- Dover

Infrastructure Layer

Model Creation
- AI21labs
- OpenAI
- NVIDIA
- Adept
- EleutherAI
- ANTHROP\C
- Google AI

Hardware
- habana
- NVIDIA
- SambaNova SYSTEMS
- cerebras
- GRAPHCORE

Fine Tuning
- Google AI
- aws
- OpenAI
- Hugging Face

Inference
- OpenAI
- Hugging Face

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Time Taken to Reach   1 Million Users

Service	Time
ChatGPT	**5 days**
Instagram	2.5 months
Spotify	5 months
Dropbox	7 months
Facebook	10 months
Foursquare	13 months
Twitter	2 years
Airbnb	2.5 years
Kickstarter	2.5 years
Netflix	3 years

MidJourney…Then and Now

Real-World AI Business Use Cases

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Market Knowledge Transfer (MKT)

Seamlessly integrates and distills vast market data into actionable insights for strategic decision-making.

Category:
- Operations Efficiency
- New Product Development

Immediate Impact:
- Enhanced data-driven decision-making
- Streamlined market analysis processes
- Reduced time-to-market for new products

Organizations believe poor data quality to be responsible for an average of $15 million per year in losses. (Forbes, 2021)
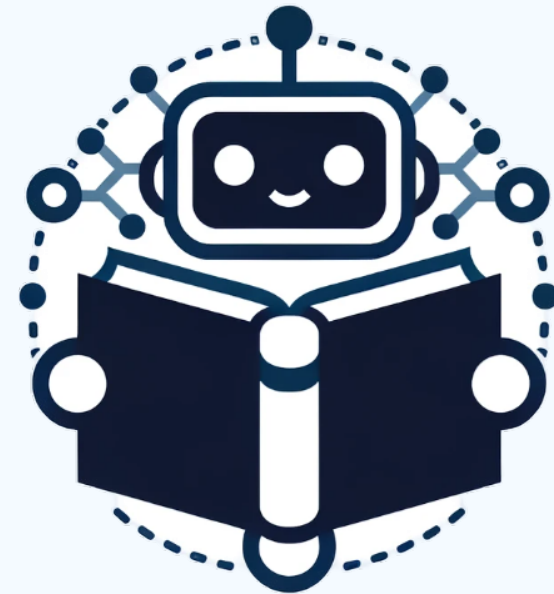
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Policies and Procedures Bot

Streamlining compliance and enhancing member service through instant, accurate policy guidance.

Category:
- Customer Experience
- Operations Efficiency

Immediate Impact:
- Reduces support costs
- Provides 24/7 support
- Resolves queries rapidly

*78% of customer service agents struggle to balance speed vs. quality (Salesforce, 2022) *now they can optimize both!**

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Mood Boards for Business Ideation

Transforming inspiration into strategy with intelligent, customizable mood boards tailored to a brand's vision and goals

Category:
- Marketing and Sales
- New products

Immediate Impact:
- Enhances visual communication
- Fostered team alignment and collaboration
- Optimizes brainstorming

*Mood boards improve project alignment and efficiency, leading to a **27%** increase in project success rates (SIS Research, 2022)*

DisruptREADY

Stakeholder Analyst

Empowering businesses with real-time insights into stakeholder sentiments and trends, driving informed decision-making and strategic alignment

Category:
- Risk Management
  & Mitigation

Immediate Impact:
- Enhances risk identification and mitigation.
- Improves strategic decision-making efficiency.
- Boosts stakeholder engagement and alignment.

50% of organizational value is driven by 15-20 key roles, emphasizing the need for targeted stakeholder management. (McKinsey & Company, 2020)

DisruptREADY

Patient Discharge

Streamlining patient care transitions by swiftly determining the optimal next steps in a patient's healthcare journey.
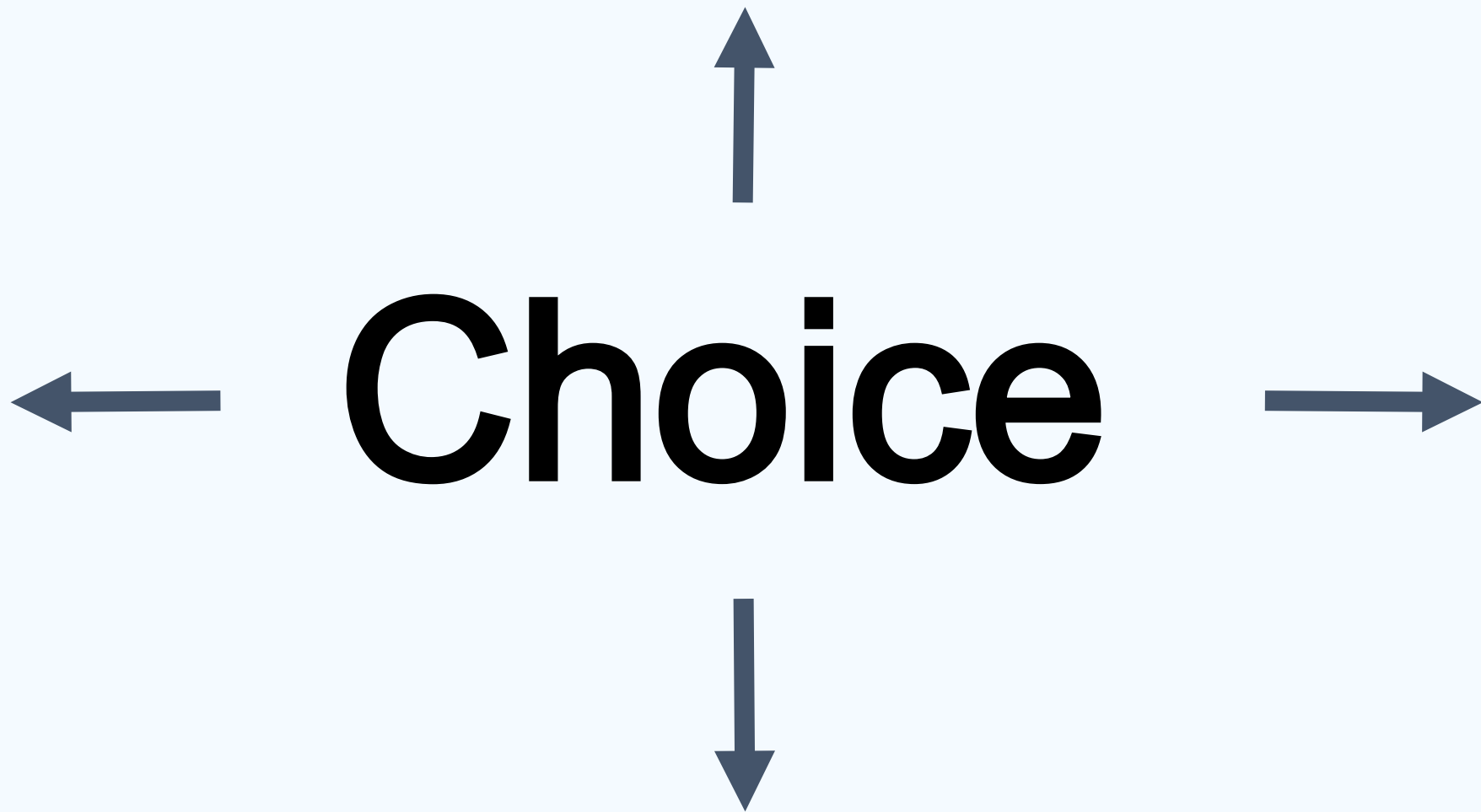
Category:
- Operations efficiency
- Customer Experience

Immediate Impact:
- Reduces hospital readmissions.
- Increases treatment adherence.
- Elevates patient satisfaction.

Effective discharge communication interventions are linked 30% reduction in hospital readmission rates (NIH.gov, 2021)

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Choice

Takeaways and Choices for Credit Unions…

1. Develop a "House Thesis" on AI

1. Develop a Digital Assets Team

1. Use this technology to gain the biggest competitive edge in any of our lifetimes

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