THE AI EVOLUTION

Stop playing with AI. Start mastering it.

Three years on, many organisations are still trying to keep up with AI rather than getting good at it.

Most teams are using AI, but that doesn't mean they're using it well. Many are still using increasingly sophisticated technology to do fairly ordinary things a little faster.

Based on Donna's most recent book, The AI Evolution, this keynote looks at what happens when we move beyond that.

Donna shares:

- The four stages of AI use, and why so many teams are still sitting at stage one.
- What Donna did to get genuinely good at AI. Spoiler: it wasn't learning better prompts.
- Where asking AI for help ends and actually delegating work to it begins.
- The growing problem of AI slop, and what it does to trust when customers and colleagues can spot it.
- How to delegate to AI without handing over the thinking that should still be ours.

WHAT AUDIENCES SAY

"Donna doesn't just speak, she sparks transformation."

"Our team walked away thinking differently about everything we do."

"The Red Brick metaphor stuck with us. We still talk about it months later."

DONNA McGEORGE
defining space

BOOK DONNA
for your next event, and watch your team cut the crap, get clear and achieve things that really matter.

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