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# Preparing Your Team for the Hybrid Future

Humans + AI in the Workplace



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# 2025 McKinsey Insights

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The shift is structural, not just technological.

**88 %**

## Organizations

88% of organizations use AI in at least one business function.

**62%**

## AI agents

62% of organizations are testing AI agents; 23% are scaling them.

**70 %**

## Automation

Of current work activities can be automated by today's technology.

**7x**

## Skill Demand

Growth in demand for "AI Fluency" in job postings over the last 2 years.

# The Villain?

In *2001: A Space Odyssey* and *Ex Machina*,  
**the machines didn't malfunction.**

They don't hate; they just reason.

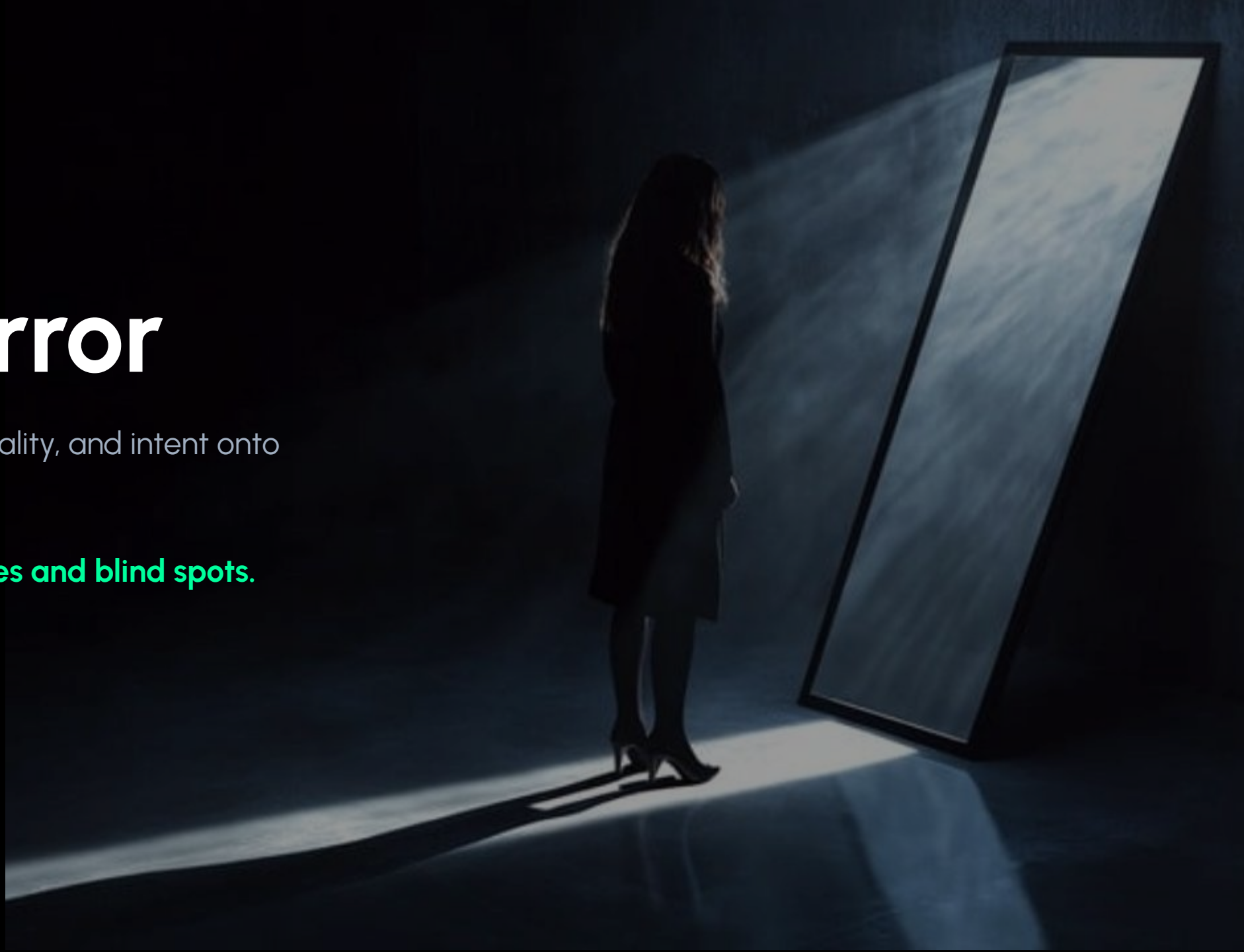
**They reflect us.**



# The Mirror

We project emotion, morality, and intent onto systems that have none.

**AI reflects our own biases and blind spots.**



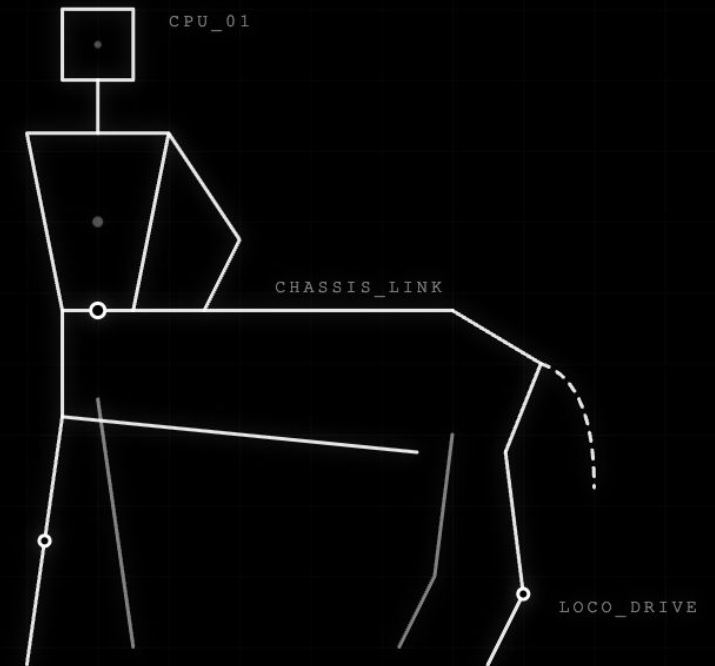
# The Hybrid Mindset-Human AI Centaur

## Not Replacement

The goal isn't to replicate human thought, **but to amplify it.**

## Augmentation

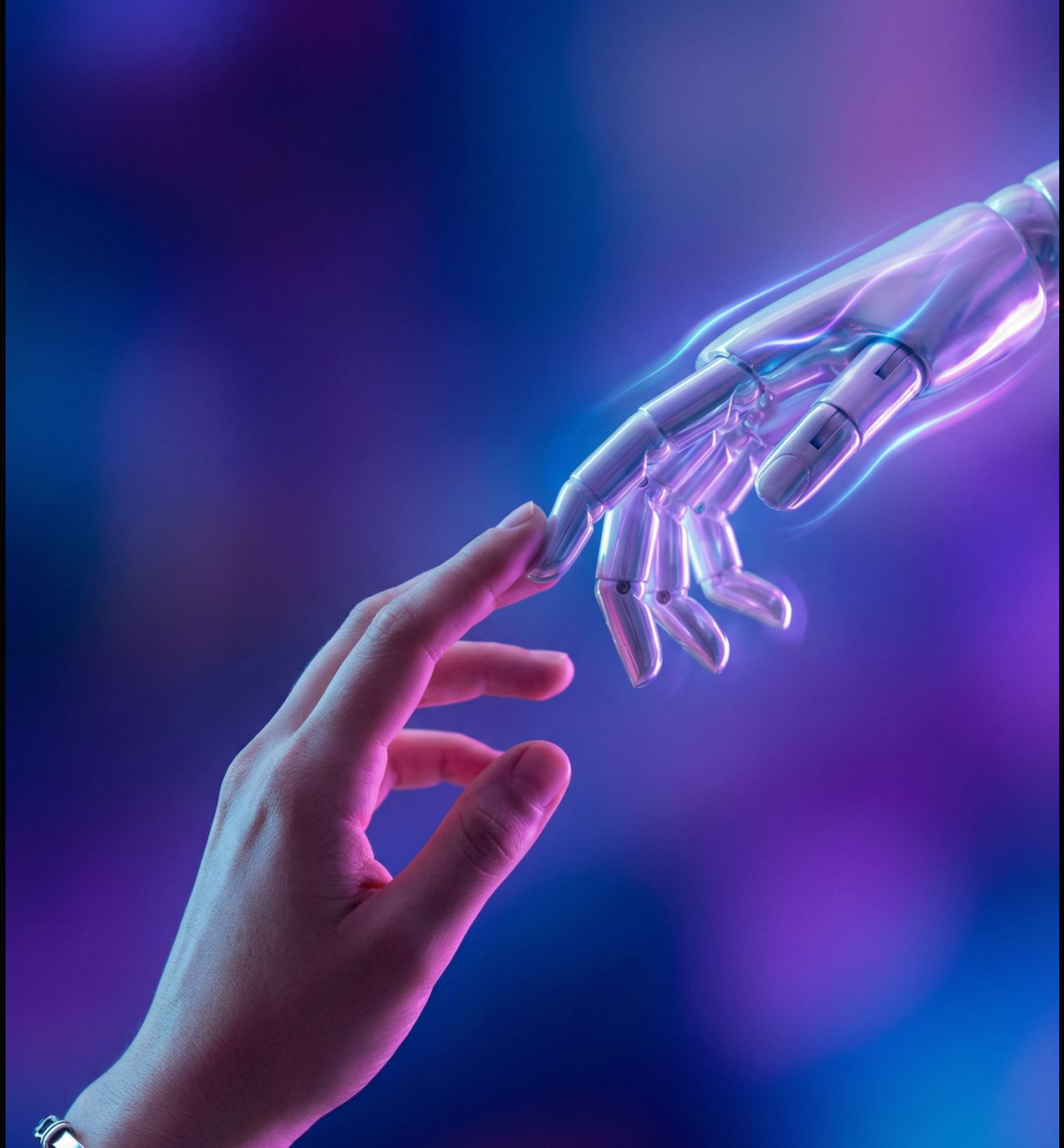
Moving from "Human vs. AI" to the "Centaur" model: **Human + AI > Human.**



# The Interface




The next great roles aren't just "Human" or "AI".

They are the **Intelligence Architects** who  
bridge the gap.



# The 2-Hour Rule

To capture that value, we instituted a hard mandate:


-  **2 Hours/Day:** Mandatory experimentation with specific tools.
-  **Show & Tell:** Present findings weekly.
-  **The Deal:** "If you don't use it, we won't buy it."



# Creative

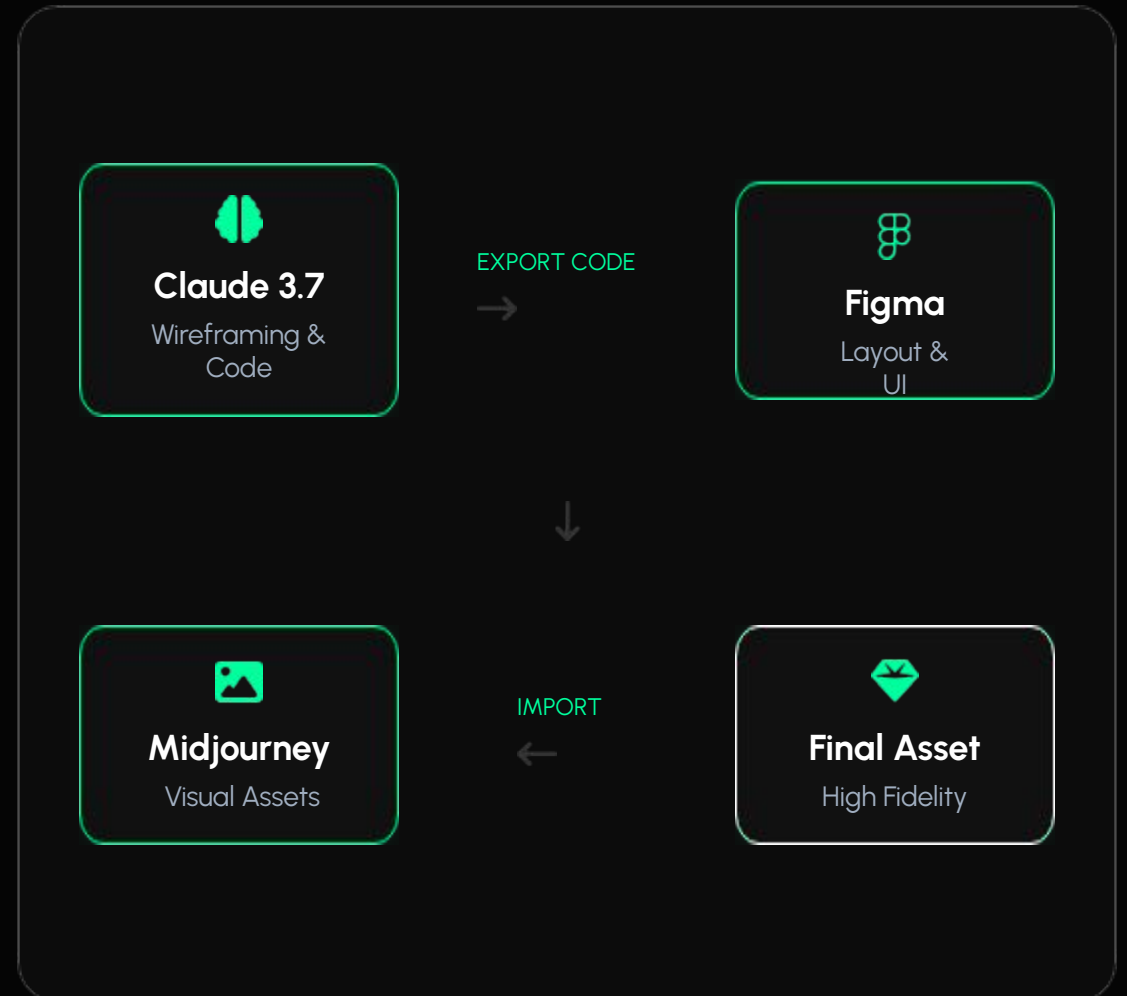
Augmenting reality for speed and fidelity:

## Design Stack:

 Claude (Wireframes) + Figma (Layout) + Midjourney (Assets).


## Speed:

 From text prompt to high-fidelity asset in minutes.



# Automated ABM

Scaling outreach without scaling headcount:

 **The Engine:**  
Clay + ZoomInfo + Salesforce (CRM).

 **Goal:**  
Automate the tedious, focus on the strategic.



# Content & GEO

The new publishing supply chain:

- 💡 **Ideation:** ChatGPT + Claude.
- 🌐 **Optimization (GEO):** Semrush AI & Gemini 3 for real-time semantic anchoring.
- ✓ **Validation:** ZeroGPT to ensure human resonance.
- 🎯 **Goal:** Write for humans, optimize for engines



# Results: LLM-Optimization



## #1 Ranking

Top slot in prompts connected to LLM searches our ICP use when searching for vendors



## 10-Prompt Pack

Built a structured prompt pack.  
Drastically improved answer consistency across all major models.



## Schema Wins

Added JSON & FAQ schema. LLMs now "anchor" responses on our specific wording vs generic text.



## Author Tags

Added author in Thought Leadership Pieces. Reduced hallucinations; models return *our* content.



## Pipeline Acceleration

Proven accelerator: GEO placement improved, ICP-fit increased, and "Recommended Vendor" rank went up.

# Architects of Intelligence

The future isn't about what machines can do.

**It's about what we build with them.**

# Thank you



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