



The Human Approach to AI

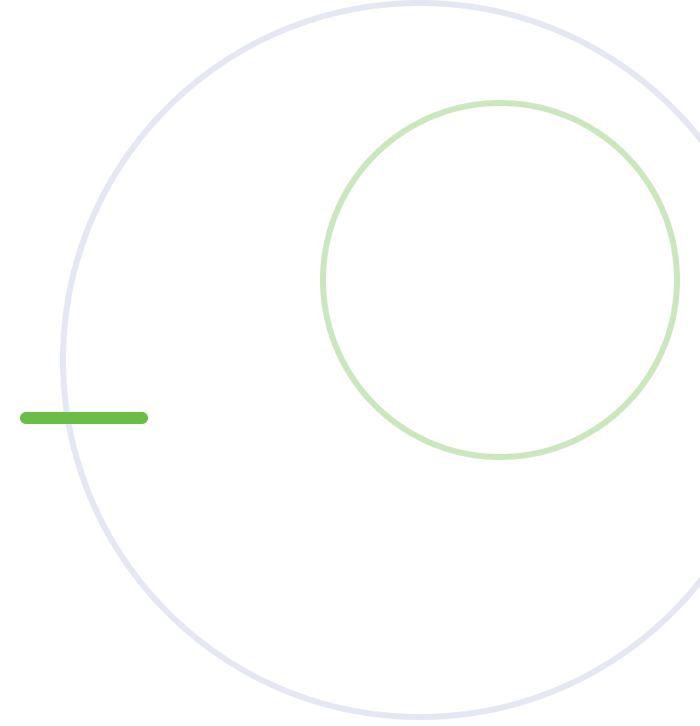
Tools + Heart

The CATALYST

Who Is This Guy?

- Business owner
- Digital marketer
- AI consultant
- Computer engineer + MBA

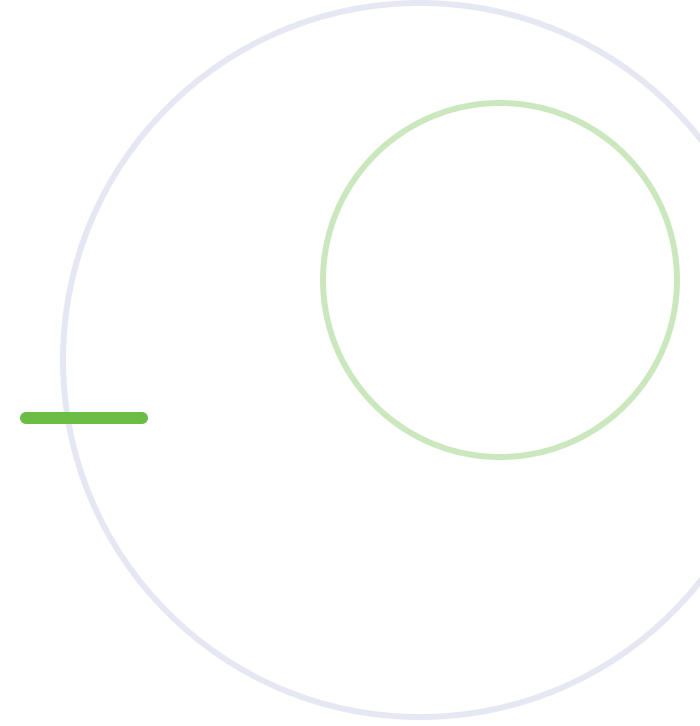
I came to AI through business and people.



Everybody Is Selling You AI

- New tool
- New model
- New perfect prompt
- New promise to 10x everything

It gets exhausting.

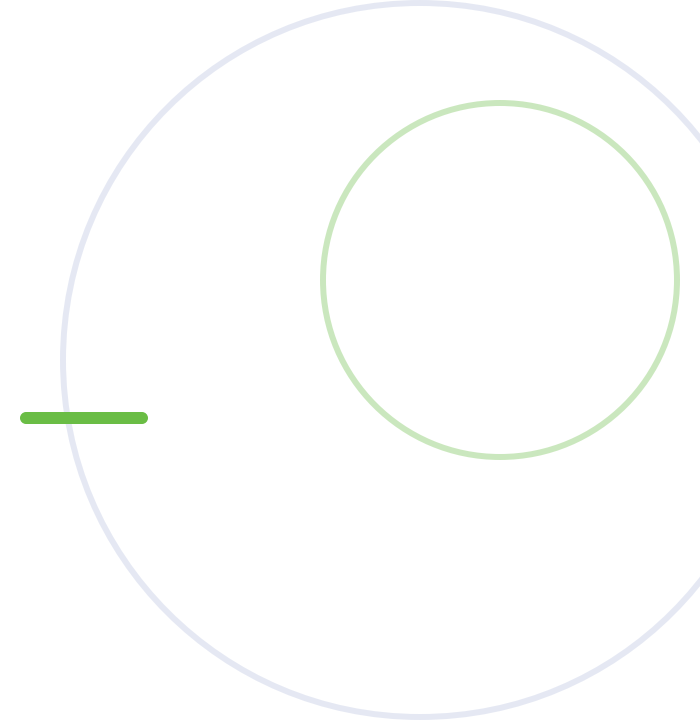


What Is AI?

The very short version

- Learns patterns from data
- Predicts what comes next
- Generates convincing responses
- Can perform complex work
- Still needs human judgment

AI is incredibly capable. That does not make it you.



ONE THING TODAY

The work you create with AI can still be **YOUR** work.

If you use it the right way.

Lead With Your Heart. Finish With Your Brain.

HEART

- Purpose
- Passion
- Experience
- Perspective
- Meaning

BRAIN

- Review
- Question
- Verify
- Improve
- Decide

Where the Wheels Come Off

- “Just write it for me”
- Accept the first draft
- Stop adding your perspective
- Stop questioning the answer
- Everything starts sounding the same

It usually happens quietly.

