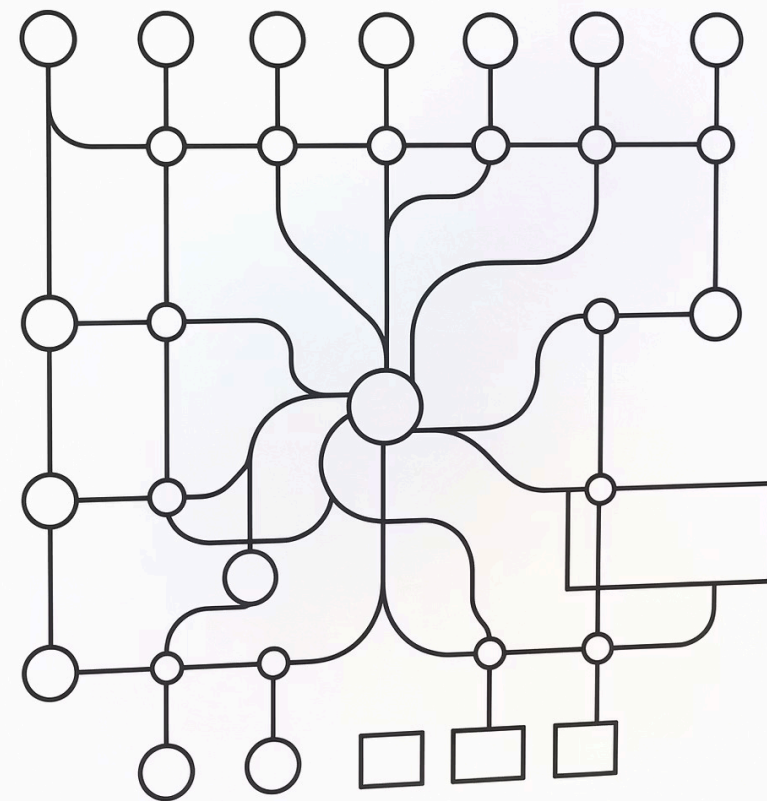


AI Next

Practical Tools for the Future-Focused Leader

WITH JAY OWEN



Today's Agenda

We're exploring what's new in AI, the latest tools, practical applications, and time for your questions.

1 What's New in AI

Latest developments and breakthroughs in artificial intelligence

2 Latest Tools


Cutting-edge AI tools that are changing how we work

3 Practical Application

Real-world use cases and implementation strategies

4 Q&A

Your questions answered

 **Bonus:** 3 GIFTS FOR TOMORROW

What's new in AI

In the Last 12 Months...



 YouTube



m2 res 720p

-- This video is created by Jay Owen, founder of Business Builders
(<https://businessbldrs.com/>), a digital agency in St. Augustine, Florida. Business...

AI Got Way Better at "Doing" Not Just "Talking"

Once confined to conversation, AI has evolved from a passive chatbot into an active, proactive assistant that can directly engage with the digital world.



Browse Websites

AI can navigate and extract information from the internet, just like a human.



Fill Out Forms

Complex applications and data entry can now be handled autonomously.



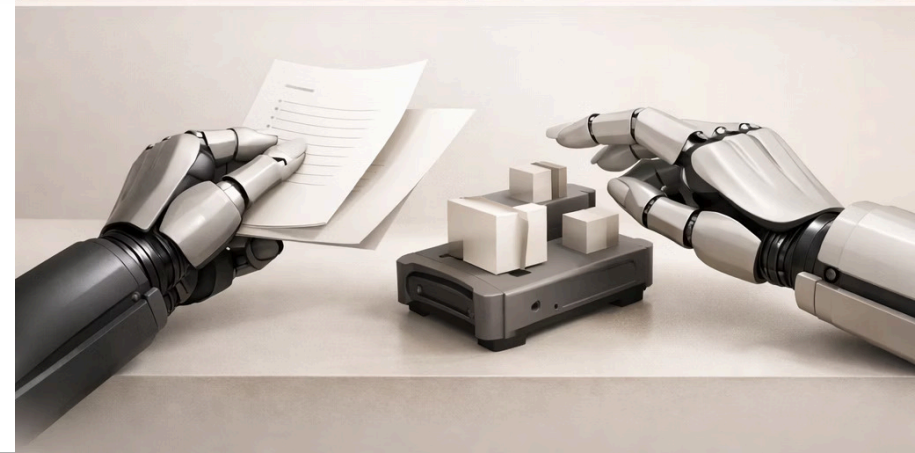
Write & Run Code

From simple scripts to complex programs, AI can generate and execute code.



Complete Multi-Step Tasks

AI tools can string together multiple actions to achieve sophisticated goals.





02

AI-Generated Visuals are Now Mainstream

Tools like Midjourney, DALL-E, Runway, and Sora have democratized professional-quality image and video creation. This empowers small businesses to produce stunning visuals without extensive design budgets or expertise.



Marketing Content

Generate compelling ad creatives, social media posts, and blog visuals quickly and affordably.



Product Mockups

Visualize new products and designs with realistic mockups, accelerating development and feedback cycles.



Social Videos

Create engaging short-form videos for platforms like TikTok and Instagram, enhancing brand presence.

Voice AI Got Scary Good

AI's vocal capabilities have advanced remarkably, enabling incredibly natural and sophisticated interactions that are transforming business operations.

Natural Conversations

AI can now hold fluid, context-aware phone conversations, often indistinguishable from human agents.

Automated Customer Service

From routine inquiries to complex support, AI handles calls 24/7, reducing wait times and improving efficiency.

Voice Cloning

Replicate specific voices for consistent branding or personalized communication at scale, maintaining trust and familiarity.

Enhanced Lead Qualification

AI intelligently engages prospects, filtering and prioritizing leads based on natural dialogue and real-time responses.

AI Became Accessible to Non-Technical People

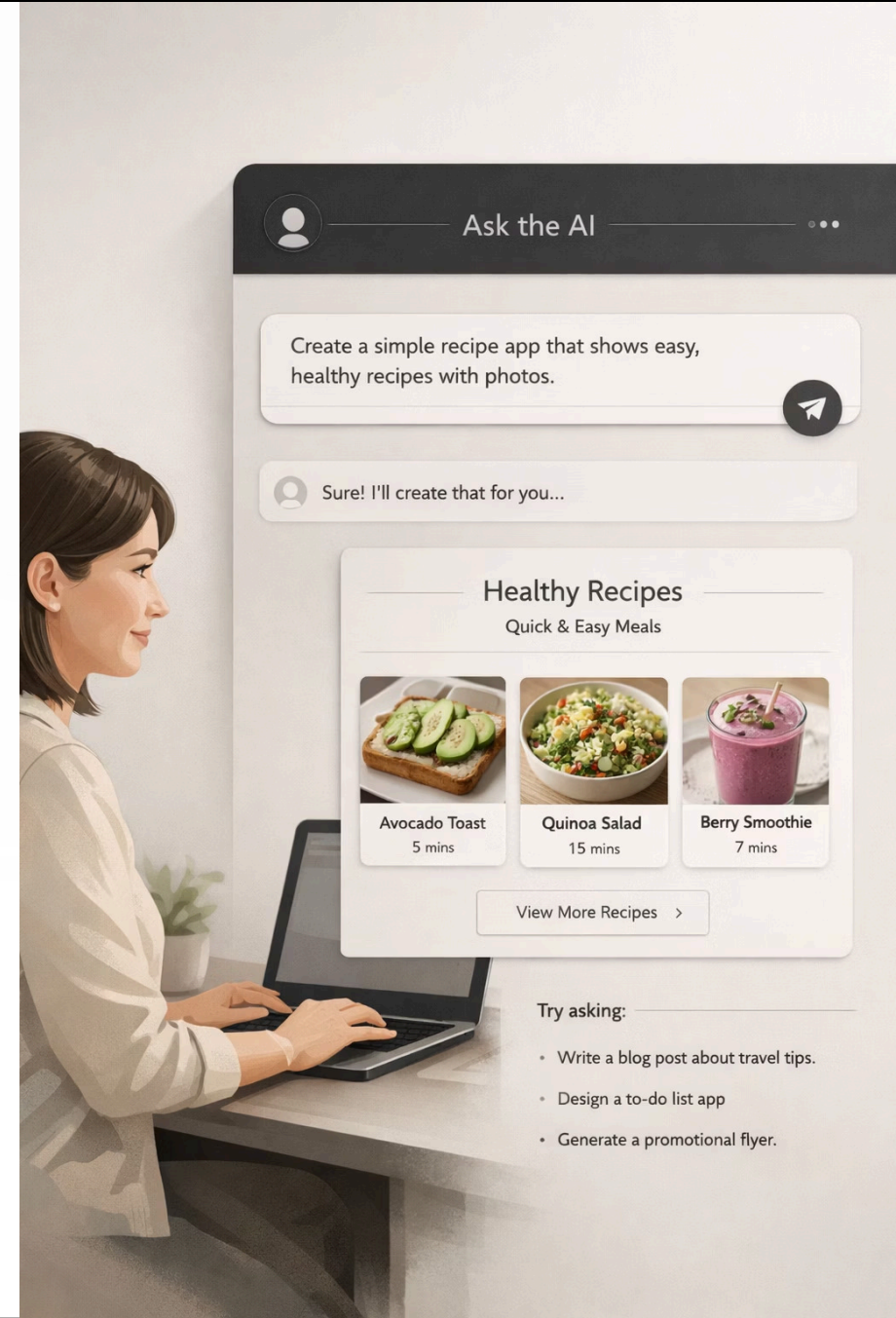
The barrier to entry for AI innovation has been significantly lowered, empowering non-technical individuals to harness its power for development and content creation.

Build Apps by Description

Tools like Replit, Bolt, and Lovable allow users to create functional applications using simple, descriptive language.

Direct Content Creation

Advanced models such as Claude and ChatGPT can now directly generate documents, spreadsheets, and presentations, streamlining workflows.





01

AI Browsers

The web, reimagined with AI at the core



Perplexity

A hybrid search engine and AI assistant that answers questions with citations. Perfect for donor research, market analysis, and competitive intelligence. perplexity.ai/comet



ChatGPT Atlas

A full web browser with ChatGPT built directly into the sidebar. Get AI assistance on any webpage, plus powerful agent mode for complex tasks. chatgpt.com/atlas

Both tools transform how you research donors, analyze trends, and gather intelligence — with AI doing the heavy lifting.



02

Your AI partner for documents, data, and more

Documents

Draft appeal letters, edit case statements, format proposals. Claude handles the writing while you focus on strategy.

Spreadsheets

Analyze donor data, clean messy lists, transform reports. Upload your CSV and let Claude do the analysis.

Reports

Create board presentations, generate impact reports, build annual summaries from raw data.

Websites

Analyze competitor sites, extract key information, generate content for your digital campaigns.

Upload files directly to Claude. It reads, analyzes, and creates outputs you can download immediately — no technical skills required.

ChatGPT Voice

Conversations that feel natural

What's Improved

- **Natural interruptions** — Talk over it like a real conversation, no awkward pauses
- **Emotion and tone detection** — It responds to how you feel, adjusting its approach
- **Multiple voice options** — Find one that works for your style and preference
- **Vision integration** — Show it documents, websites, or images while you talk

Real Use Cases

- 🚗 **Prep for donor calls** while driving to meetings
- 🏃 **Brainstorm campaign ideas** during your morning walk
- 📱 **Get quick answers** without typing when you're on the go
- 🎯 **Practice your pitch** and receive instant constructive feedback



Organized AI Workflows

Keep your AI conversations focused and reusable

Stop losing track of important AI conversations. These tools help you organize, reference, and reuse your best AI work.



ChatGPT/Claude Projects

Organize chats by campaign, event, or initiative. Upload reference documents like donor profiles or brand guidelines. Set custom instructions that apply to every conversation in that project.

Great for:

- Annual fund campaigns
- Major event planning
- Grant writing workflows



NotebookLM

Google's powerful research tool. Upload multiple sources — PDFs, articles, transcripts — and ask questions across all of them. It even generates AI podcasts from your documents.

Great for:

- Donor research deep dives
- Board meeting preparation
- Training material creation



05

Gemini for Graphics

Visual content creation with Google's AI

Gemini's image generation capabilities have improved dramatically. Create compelling visuals for campaigns, social media posts, and donor communications — no design experience required.



Integrated with Google Workspace

Works seamlessly with Docs, Slides, and Sheets



Strong at text in images

Create graphics with readable, professional text overlays



Edit with prompts

Modify existing images using natural language commands

Perfect for creating event graphics, social media content, and campaign visuals that stand out in your donors' feeds.



When to Use Which Major AI Tool

1

CLAUDE

Writing, Thinking, Spreadsheets, Basic App Creation

2

GEMINI

Images & Videos

3

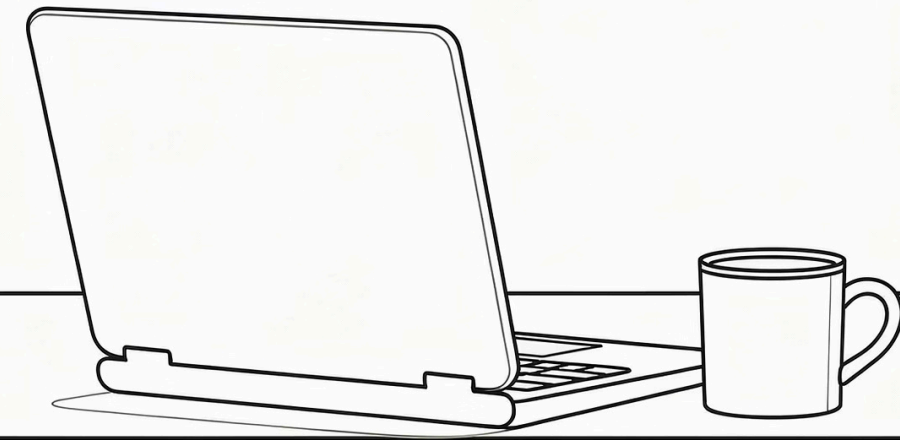
CHATGPT

Great for Chatting with & Organizing Projects & Research

4

GROK

Current news, research and customer sentiment



BONUS

Simple but POWERFUL

Two tools that will change how you work

These aren't just nice-to-have tools — they're game-changers that free up hours every week.



Granola

AI meeting notes that actually work

- Runs locally on your Mac for privacy
- Works with any meeting platform
- Structured summaries with action items

granola.ai



Wispr Flow

Voice-to-text that understands context

- Dictate anywhere on your computer
- Learns your vocabulary and writing style
- 4x faster than typing

wisprflow.ai

The Key to Staying Ahead

Be *Continually Curious!*



Experiment with new tools

Don't wait for perfection. Try new AI tools as they emerge. The best way to learn is by doing — start small and build from there.



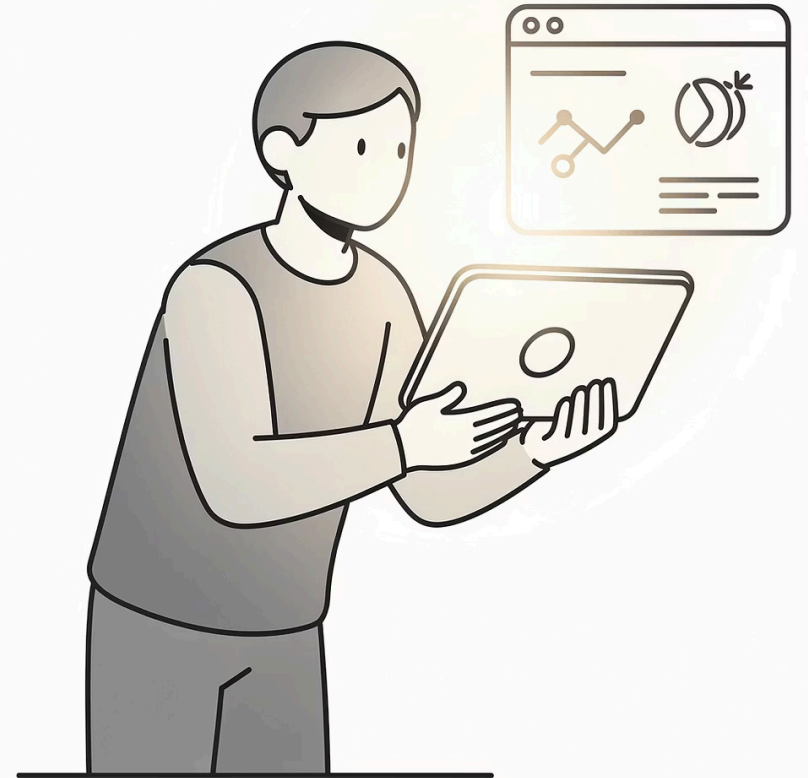
Learn in community

Join others who are navigating this transformation. Share what works, learn from failures, and celebrate wins together.



Try It Again

Everything's moving so fast. Just because it didn't work a month ago doesn't mean it might not work now.



FREE AI TOOLKIT DOWNLOAD





FUTURE FOCUSED **F** **LEADERS**

A community for leaders navigating the AI era



Regular workshops



Peer community



Resources & guides



In-person events

SAVE THE DATE

FUTURE FOCUSED LEADERS

AI Summit

St. Augustine Beach • April 6-8, 2026

What to Expect

- Hands-on AI implementation workshops tailored to fundraising
- Deep networking with fellow leaders facing similar challenges
- Beautiful beachside venue for rest and rejuvenation
- Faith and values-centered approach to AI adoption
- Practical frameworks you can implement immediately

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Thank You

Stay curious.

Stay connected.

QUESTIONS?