

Leverage AI in a Healthy Way

Jay Owen

CEO, Business Builders





Where Are You on Your AI Journey?

NEW New: 1

"I've heard about it but haven't tried it"

 Beginner: 2

"I've played with ChatGPT a few times"

 Intermediate: 3

"I use AI tools regularly for work"

 Power User: 4

"AI is integrated into my daily workflow"

Wherever you are on your AI journey, today's session provides practical strategies to confidently integrate these tools into your work.



TRUTH...

**People aren't afraid of
the dark...**



TRUTH...

**...they're afraid of
what's in the dark, that
they can't see.**

Today's Agenda

We'll move through four key areas designed to give you both the mindset and the tools to leverage AI effectively — starting today.

01

The AI Moment

Understand the current AI landscape and its critical impact on your organization.

03

Tools You Can Use This Week

Explore practical AI tools and immediate applications for your daily workflow.

02

A Healthy Framework

Discover a human-centric framework (Learn, Grow, Amplify) for effective AI adoption.

04

Keeping It Human

Maintain human connection in an AI world and get your questions answered.



PART 1

The AI Moment We're In

AI Went from Chatting to *Doing*

The most significant shift in AI over the past year isn't about smarter answers — it's about **autonomous action**. AI agents can now execute multi-step workflows without constant human direction, fundamentally changing what's possible.



Browse & Gather

Navigate websites, pull data, compile research.



Complete Workflows

Automate forms, applications, admin tasks.



Write & Run Code

Generate, debug, and execute code.



Create Deliverables

Produce documents, spreadsheets, presentations, reports.



 YouTube



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(<https://businessbldrs.com/>), a digital agency in St. Augustine, Florida. Business Builders has...



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AI Video Example

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AI Is Now Accessible to Everyone

The democratization of AI is the most underestimated shift in business technology. You no longer need a technical background or a large budget to harness powerful AI capabilities.



Build Apps

Build apps with natural language.



Create Content

Produce professional content rapidly.



Analyze Data

Sophisticated analysis, no data scientist.



Zero Barriers

Entry barrier gone, just curiosity needed.





The Question Isn't IF — It's HOW

"Every leader will use AI. The question is: will you use it in a way that makes you better, or just faster?"

Speed alone is a race to the bottom. The leaders who thrive will be those who use AI to deepen their thinking, strengthen their relationships, and make more thoughtful decisions — not just automate for efficiency's sake.

A futuristic, glowing green cityscape with floating data panels and a central road with a white arrow pointing forward. The scene is rendered in a monochromatic green color scheme, giving it a high-tech, digital feel. The background shows a city with tall buildings and a central road that curves and leads towards the viewer. Several floating data panels or screens are visible, displaying various charts, graphs, and text, suggesting a data-driven or AI environment. A large white arrow points directly at the viewer from the center of the road, creating a sense of direction and focus.

What IF vs. Yeah BUT..



PART 2

A Healthy Approach to AI



Learn. Grow. Amplify.

Our three-part framework for sustainable, human-centered AI adoption.



Learn

Accelerate your learning curve for deeper understanding.



Grow

Expand your capabilities, doing things you couldn't before.



Amplify

Enhance human relationships that drive business forward.

BRANDON'S EXAMPLE /// GEMINI LEARNING

Learn: AI as Your Research Partner

What Used to Take Days

Manual web searches, reading dozens of articles, compiling notes, and synthesizing findings into something useful. Research was the bottleneck in almost every decision-making process.

What Now Takes Minutes

- **Market research** — Analyze trends, competitors, and opportunities in a single conversation
- **Competitor analysis** — Get comprehensive breakdowns of positioning, pricing, and strategy on demand
- **Complex topics** — Understand new regulations, technologies, or industries quickly with AI-generated summaries
- **Meeting prep** — Walk in with full context on attendees, companies, and relevant background



Grow: AI as Your Capability Multiplier

AI doesn't just make you faster at what you already do — it lets you **do things you never could before**. This is the most exciting part of AI adoption for leaders and teams.

Create Visuals Without a Designer

Generate professional graphics, presentations, and marketing assets using simple text descriptions.

Write Proposals Faster

Draft compelling proposals, reports, and strategic documents in a fraction of the time — then refine with your expertise.

Analyze Data Instantly

Upload spreadsheets and ask questions in plain English. Get charts, insights, and summaries without a data scientist.

Build Automations

Create simple apps, workflows, and tools that solve specific problems — no coding experience required.

The Guardrail: Always Human in the Loop



1 Never Publish Without Review

AI drafts, humans finalize.

2 Be Transparent

Disclose AI use when appropriate

3 Protect Privacy

Safeguard confidential and sensitive data.

4 Serve the Relationship

Prioritize human connection over AI tools.

Don't stop trying new things!



PART 3

Practical Tools for This Week

When to Use Which AI

Matching the right AI to your task maximizes efficiency and output.

Claude

Best for: Complex writing & analysis.

ChatGPT

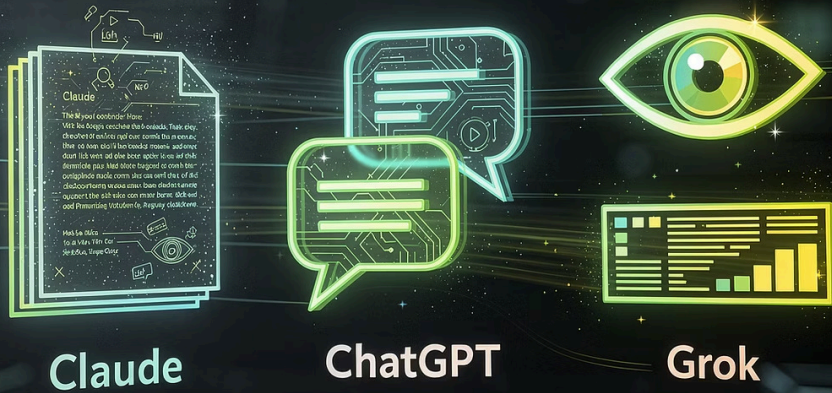
Best for: Conversational AI, brainstorming, research.

Gemini

Best for: Visual content, Google Workspace integration.

Grok

Best for: Real-time news & data analysis. Practi



AI for Documents & Data: Claude

Claude by Anthropic is the gold standard for working with documents, data, and long-form content. Its ability to handle complex, nuanced tasks makes it indispensable for business leaders.

Upload Anything

Drop in documents, spreadsheets, PDFs, and images. Claude reads, understands, and works with your files directly.

Analyze & Visualize

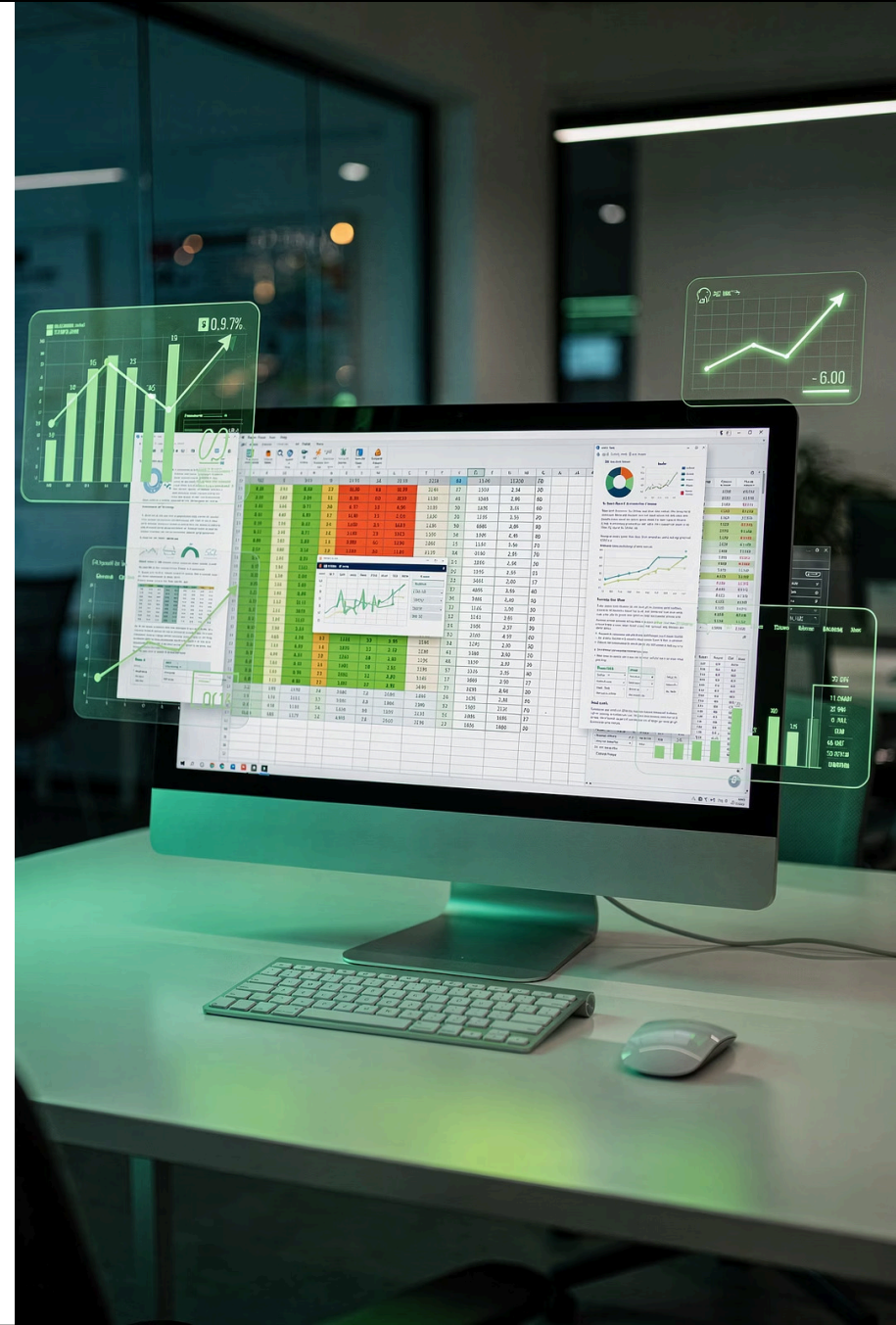
Ask questions about your data in plain English and get charts, summaries, and visual reports in return.

Write & Edit

Produce polished long-form content — proposals, reports, strategies — with a thoughtful, human-like writing style.

Create Artifacts

Generate interactive charts, functional mini-websites, formatted documents, and working code — all inside the conversation.



AI for Conversations: ChatGPT Voice



ChatGPT's Advanced Voice mode transforms AI from a text tool into a true conversational partner. It's like having a brilliant colleague available around the clock.

Natural Dialogue

Interrupt, redirect, and have flowing conversations just like you would with a human collaborator.

Emotion & Tone

Detects emotional nuance and adjusts its responses accordingly — making interactions feel remarkably natural.

Vision Integration

Show it things through your camera — documents, whiteboards, products — and discuss what it sees in real time.

Brainstorm Out Loud

Perfect for thinking through problems, preparing for presentations, or working through complex decisions verbally.

AI for Visual Content: Gemini

Google's Gemini excels at visual content and integrates directly into the tools millions of businesses already use every day. If your organization runs on Google Workspace, Gemini is a natural starting point.

- **Deep Google integration** — Works natively inside Gmail, Docs, Sheets, and Slides for seamless productivity
- **Image generation** — Create and edit professional images using simple text prompts
- **Visual understanding** — Upload images and get detailed analysis, descriptions, and recommendations
- **Workspace superpowers** — Summarize email threads, draft replies, create spreadsheet formulas, and build presentations without leaving your workflow



Two Game-Changers

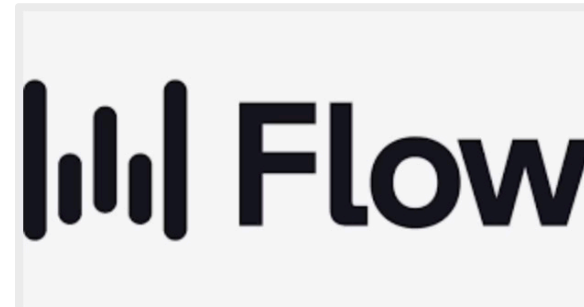
These two tools solve specific, everyday pain points that drain hours from your week. They're simple to set up and deliver immediate value.



Granola

AI meeting notes that actually work.

Granola records, transcribes, and summarizes meetings automatically. It captures key decisions and delivers structured summaries, eliminating frantic note-taking.



Wispr Flow

Voice-to-text that works everywhere.

Dictate text at **3x typing speed** in any application. Wispr Flow adapts to your voice, becoming faster and more accurate over time.



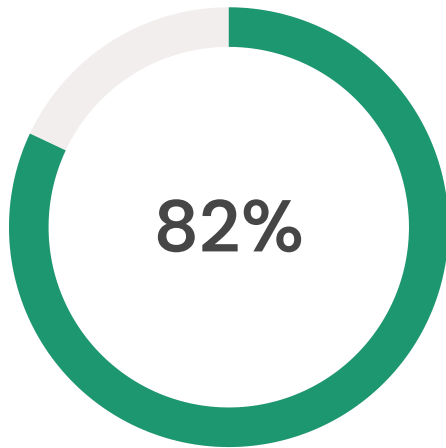
PART 4

The Human Element

AI Makes the Human Touch More Valuable, Not Less

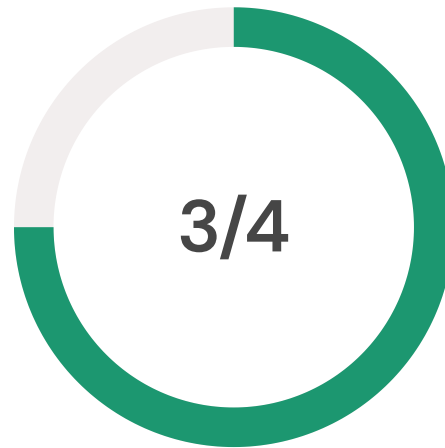
"When everyone has AI, what differentiates you is your relationships, your judgment, and your empathy. AI handles the busy work so you can invest in people."

As AI capabilities become universally accessible, the competitive advantage shifts decisively toward uniquely human qualities. The organizations that win won't be the ones with the best algorithms — they'll be the ones with the deepest relationships, the sharpest judgment, and the most genuine empathy. AI is the tool that finally gives you the **time** to invest in what always mattered most.



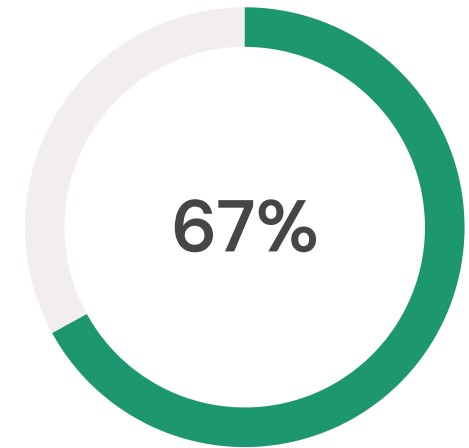
Trust Factor

of customers say they prefer doing business with people they trust personally



Relationship-Driven

of B2B buying decisions are influenced by the quality of the personal relationship




Empathy Wins

of leaders say empathy is the most important leadership skill in an AI-powered world

Your 3-Step Start This Week

Don't overthink it. The best way to learn AI is by using it for something **real**. Here's your simple action plan:



1 — Pick ONE Tool and Try It for a Real Task

Not a toy example — a **real thing** you need to get done this week. Draft a proposal in Claude. Research a competitor in Perplexity. Summarize a meeting with Granola. Real stakes create real learning.

2 — Share What You Learn with a Colleague

Learning in community accelerates everything. When you teach someone else what you discovered, you solidify your own understanding and create accountability to keep going.

3 — Come Back and Try It Again

These tools improve constantly — what didn't work last month might be amazing today. Make AI experimentation a weekly habit, not a one-time event. Consistency compounds.

Stay Curious.
Stay Connected.
AlwithJay.com

