

## Adopting Al Inside Your Business: Getting Your Team Ready for Change

Ron Callis, CEO
One Firefly





Intro

It's a Mindset

2023: The Robot Invasion

2024: Skynet Symbiosis

Q & A





#### Who am I?

- CEO, One Firefly, LLC (16 years)
- 24 Years Industry Experience
- Selling for Lutron & Crestron
- CEDIA Certified Trainer since 2010
- Azione Advisory Board Member
- CE Pro Masters Class of 2021
- B.S. in Mechanical Engineering
- Automation Unplugged podcast since 2017



## Who am I?

#### Husband and Father













#### Who am I?

#### Robotics & Science Olympiad Coach and Mentor













- Full service agency for websites, digital marketing and branding services, all under one roof.
- Remote team: 75+ marketing experts in US & MX
- eNPS score of 70 in 2023
- Manage marketing for 650+ companies

Inc. 2020 2021 5000 2022 2023





To help people feel proud, prosperous, and connected

#### **MISSION**

We design and execute solutions to help technology businesses grow

#### **VALUES**



#### **OWN IT**

- Be accountable
- Be part of the solution



#### **FIND A WAY**

- Be resourceful
- Understand the impact



#### **GROW TOGETHER**

- Be hungry for growth
- Elevate yourself and others to be better



#### **BRING GOOD VIBES**

- Be mindful, your attitude matters
- Communicate with empathy



#### **SPEAK UP**

- Be open and honest
- Communicate early and often

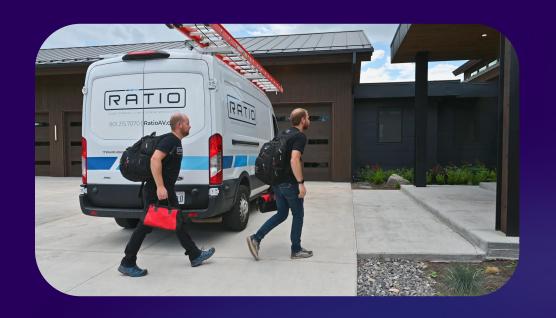


#### We Run on EOS since 2019





Dec 15th, 2023 - Annual Planning



Vertically **Focused** Agency: Integrated **Technology** Contractors

# Mindset

Social Media

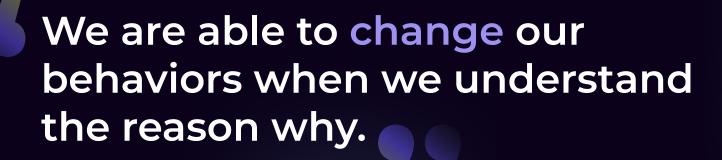




## A.I.

We are at the dawn of the biggest technological shift in human history





**David Rogers** 

Speaker & Author, "The Digital Transformation Roadmap" Faculty, Columbia Business School







# What Happened in 2023?







#### How can I help you today?

(G) ChatGPT

Tell me a fun fact

about the Golden State Warriors

Design a database schema

for an online merch store

Brainstorm incentives

for a customer loyalty program in a small bookstore

Suggest fun activities

to do indoors with my high-energy dog

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

NOVEMBER

Photo Credit: 123rf.com

The greatest danger in times of turbulence is not the turbulence — it is to act with yesterday's logic.

Peter Drucker

Austrian-American Management Consultant, Educator, and Author



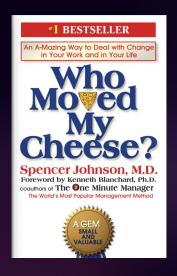






# **46**

# If you do not change, you can become extinct.



Spencer Johnson, M.D.

Author of "Who Moved My
Cheese?"

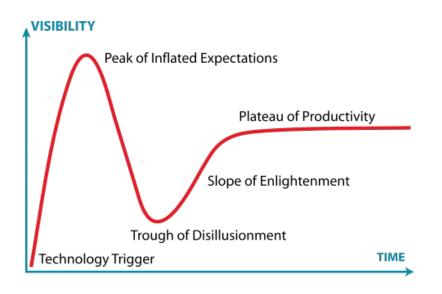


We tend to overestimate the effect of technology in the short run and underestimate the effect in the long run.

Roy Amara
Stanford Computer Scientist



### Amara's Law: Hype Cycle

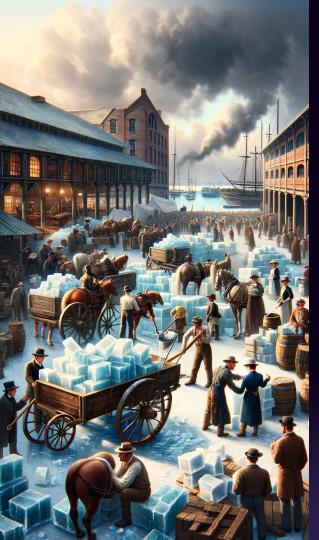


# Graph Showing the Maturing of Emerging Technologies

"Hype Cycle" Coined by Gartner, An American IT Company







#### The Ice Trade

- Daily Necessity: Ice delivery was once as common as getting the mail.
- Ice Barons: Created fortunes from frozen water.
- Tech Revolution: Electric refrigerators changed everything.
- New Normal: What was essential became obsolete.



#### **IMAGINE:**

## World Before 1874 World After 1904

1874 - Typewriter

1878 - Telephone

1877 - Phonograph

1876 - Automobile

1895 - Radio

1888 - Film Camera

1895 - X-Ray Machine

1903 - Airplane

### Companies that Chose to NOT Adapt

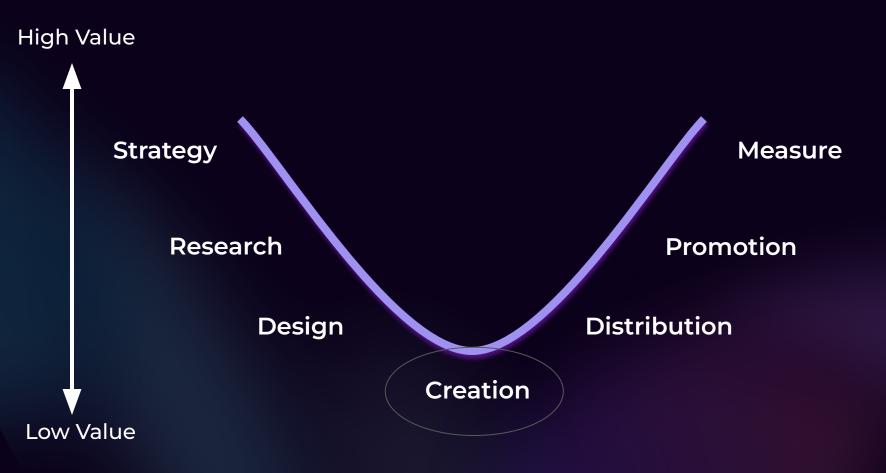




Photo Credit: Airbnb

Photo Credit: 123rf.com

#### Service Value Curve



## Lessons Learned From 2023





#### **Initial Missteps**

- → I sounded scared
- → I bombarded team with information
- → I disrupted teams and work flows
- → I focused on the "What", rather than the "Why"
- → I felt isolated and alone

# I needed to change my approach and fast



Incorporating Al and LLMs into your business model is a significant change that requires careful planning and strategy.

Ron Callis CEO. One Firefly

#### **Awareness and Understanding**

#### **Explain Rationale**

- Communicate clearly why AI and LLMs are important
- → Address both threats and opportunities

#### **Emotional Engagement**

- → Address employee fears and concerns
- → Strive to reach emotional buy-in

### **Desire and Aspiration**

#### Create a Vision

- → Develop a compelling vision for future of business
- Convey the future state where AI enhances operations

#### Align with Core Values

- → Ensure alignment with Mission, Vision & Values
- Remain focused on company culture

#### **Knowledge and Skills Development**

#### Training and Education

- → Share resources: podcasts, newsletters, websites, YouTube channels, etc.
- → Develop and share training materials via Slack & LMS

#### **Bright Spots**

- → Identify and celebrate AI wins within the business
- → Learn from other similar businesses

### **Ability and Implementation**

#### Small Steps

- Begin with small tests and experiments
- Prove the concept before disrupting teams and production

#### Continuous Feedback

- Create feedback loop with manager or team
- Process improvement requires iteration

# Reinforcement and Sustainability

#### Recognition and Rewards

- → You change what you watch and reward
- → Recognize successful adoption & innovative use cases

#### **Sustained Focus**

- → Incorporate updates into L10s and meetings
- → Inquire about AI progress, ideas and concerns in 1:1s

# **Adaptability and Resilience**

#### **Expect and Overcome Obstacles**

- Know in advance challenges & setbacks will occur
- → Train your team to be more resilient

#### Flexibility

- → Prepare contingency plans as feedback and insights surface
- → Testing and implementation plans are less rigid

# **Inclusive Change Management**

#### **Involving Everyone**

- → Allow all levels of team to be involved in discussions and debates
- → Better sense of ownership when all voices are heard

#### Communication and Collaboration

- → Book Club <u>5 Dysfunctions of a Team</u>
- → Allow safe environment for feedback

# **Measuring and Adjusting**

#### **Monitor Progress**

- → Define key metrics such as labor hours and customer satisfaction via NPS
- → Track metrics to understand the impact AI and automations have on the business

#### Always Prepared to Pivot

- → Better tools around the corner
- → Separate emotions from facts

## **Growth Mindset and Continuous Learning**

#### **Encouraging Innovation**

- Research, experimentation and sharing are encouraged
- → Practice meritocracy

#### **Growth Mindset**

- → Teach about benefits of growth mindset and continuous learning
- → Dialogue around cases where challenges were turned into growth opportunities

# **Closed Out 2023 Strong**





- → 20% YOY Revenue Growth
- → 18% Net Profit
- → eNPS of 70

# **Tip: Join or Start a Mastermind**



# 4 Agency Owners

Reflections on MAICON: 4 Agency Owners Weigh In





# The Game Plan for 2024

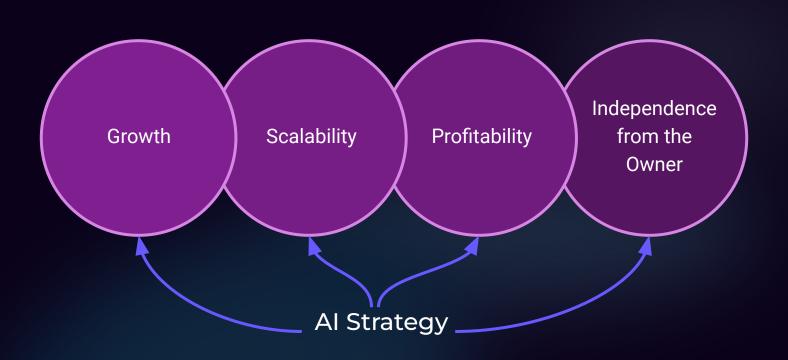






### A Successful Business

Inspired by Brad Sugars, Action Coach



#### What I Know That I Know

- → We care about our people
- → We care about our customers
- → We care about making money
- → We care about growing



## People



- → We are not <u>focused</u> on cutting people to cut costs
- → All staff are expected to adopt new tools and processes
- → Al will impact team size, we can do more with less
- → We believe human+Al is better than human or Al.

Image generated by Ron Callis using DALL-E 3

#### **AI Council**

- → Made of up executives and team from all departments
- Guides strategy, direction and innovation
- → Active sandbox/ safe space for testing new ideas and debating ideas



## Artificial Intelligence Council

#### **Purpose Statement**

The Al Council is dedicated to harnessing the transformative power of artificial intelligence in alignment with our organization's vision and values. Through a blend of rigorous structure and agile adaptability, the council seeks to drive innovation and deliver tangible business value. By fostering continuous learning, stakeholder engagement, and specialized expertites, we aim to position our organization at the forefront of Al-driven market trends, ensuring sustainable growth and competitive advantage. Our commitment extends beyond mere adoption, focusing on the responsible and strategic integration of Al to enhance stakeholder experiences, optimize operations, and shape the future of our industry.

#### **Council Composition**

- Facilitator: VPO Andrew
- Permanent Members:
  - CEO Ron
  - CFO Taylor
  - Manager of PM & IT Cameron
  - o SEO & Product Dev Lead Jordan
- Rotating Team:
  - o Initial Term Team Lead Aaron
  - o Initial Term Senior Frontline Team Ben

#### Revenue

- → List EVERY revenue stream to company
- → Determine threat of the revenue stream to "disintermediation" by clients or competitors

#### Costs

- → List EVERY cost associated to every revenue stream to company
- → Determine potential of AI to impact the cost related to the revenue stream in a positive way

#### Rank Stack and Prioritize

- → For example: a Blogging Service generates \$1MM in revenue and has a cost of \$400K
- → Threat to Blogging could be a 4 out of 5
- → Probability AI could help us reduce cost is a <u>3 out 5</u>

**Needs Attention!** 

#### Rank Stack and Prioritize

- → For example: a Web Hosting Service generates \$300K in revenue and has a cost of \$50K.
- → Threat to Web Hosting could be a <u>1 out of 5</u>
- → Probability AI could help us reduce cost is a <u>1 out 5</u>

**Everything is Fine** 

# Product Development



Product Management



# "4 Legs of the Stool" Framework

The "four legs of the stool" framework ensures balanced product development and management by integrating feedback from key stakeholders for well-rounded success

# "4 Legs of the Stool" Framework

Client Sales Team

Production Team Company/Finance



- → Sales Team
- → Clients
- → Company
- Production Team

## "4 Legs of the Stool" Framework

Client Sales Team **Production** Company/ Finance Team

Incorporating feedback from all these stakeholders can help you build a more robust, competitive, and financially viable product or service, inclusive of Al and Automations.





#### **Welcome Social Media Marketing World Attendees!**

Welcome, and thanks for attending my presentation at Social Media Marketing World — I hope learning more about my approach to AI was helpful as you embark on your own path to adopt AI into your business. Below, you can find additional valuable resources to help you get started. If you have questions about any of my content, please don't hesitate to reach out to myself or my team — let's navigate this transformative landscape together.



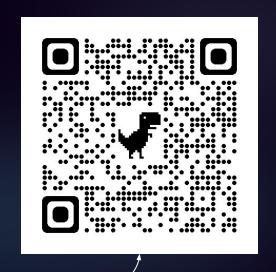
**Watch Ron on SME Podcast** 

onefirefly.com/smmw

# Thank You



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Let's Connect on LinkedIn