



# THE AI SHIFT



AHumanHive.com

# PART 1 - PRESENTATION FOLLOW UP WITH KEY LEARNING

# PART 2 - BONUS MATERIAL FOR PROMPTING, IMPLEMENTATION AND MORE

Find us at [AHumanHive.com](https://www.AHumanHive.com) for more information.

Special thank you to VISIT DENVER!

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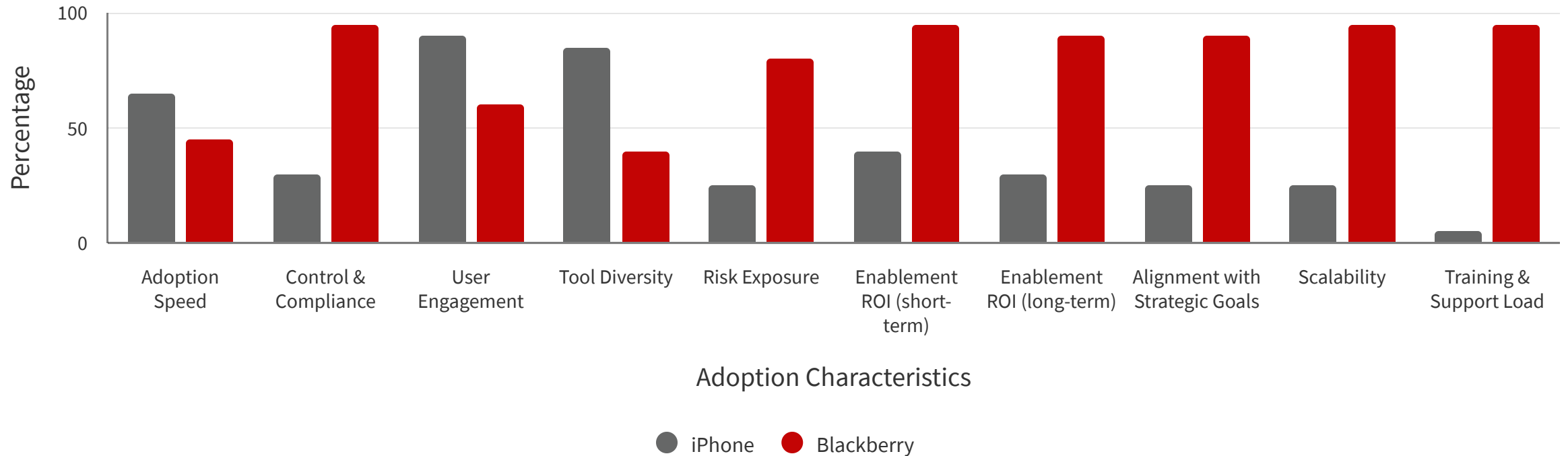
# THE RISKS OF BYOAI



- 2007: BlackBerry Dominance In 2007, BlackBerry held approximately 50% of the U.S. smartphone market,
- Apple's iPhone, introduced in June 2007, capturing only about Initially captured around 3-5% of the smartphone market by year-end.

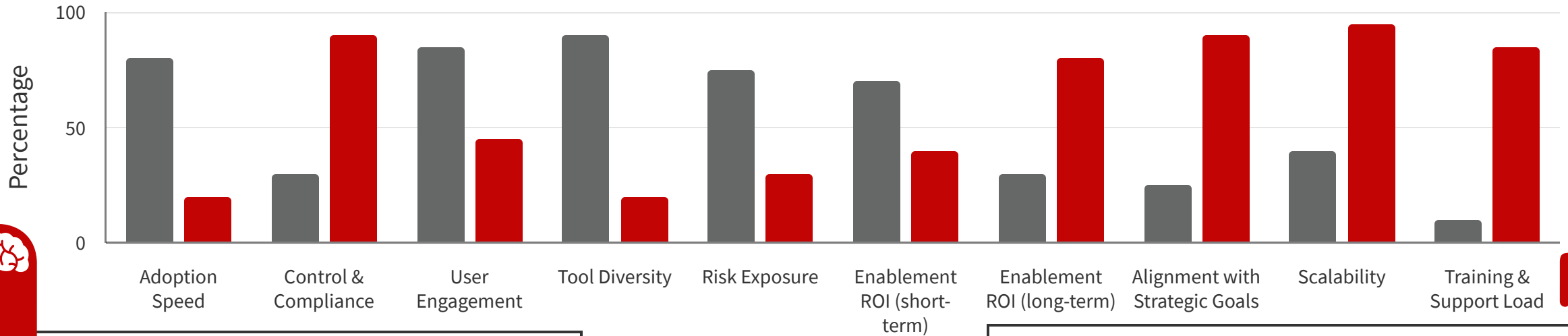


# BLACKBERRY TO IPHONE COMPARE 2008 ENTERPRISE



BYOD in 2008 was like employees sneaking sports cars onto a corporate racetrack designed for golf carts, & IT had no brakes, no keys, and no clue how to stop them.

# BYOAI VS. ENTERPRISE AI: ADOPTION CHARACTERISTICS



**LEARNING:** BYOAI & Enterprise AI have complementary strengths & weaknesses that organizations need to balance. Either way, TRAINING AND ENABLEMENT ARE KEY!

Adoption Characteristics

- BYOAI (%)
- Enterprise AI (%)



**ACTION:** Evaluate your current AI usage against the chart metrics. Identify where you need more structure (if primarily using BYOAI) or more flexibility (if restricted to Enterprise AI only).

BYOAI is like letting everyone bring their own weapons to the battlefield: fast, chaotic, and untraceable unless you're in control.

# AI ADOPTION STATISTICS



**LEARNING:** Despite widespread AI adoption, there's a significant gap in proper training and strategic implementation, creating a competitive advantage for those who invest in these areas.

**ACTION:** Join the 5%! Advocate for formal AI training in your organization or invest in personal training. Set specific performance goals tied to AI implementation and measure the results. If you're in leadership, start drafting an AI strategy even if it's just one page.



# 95%

**FAIL RATE FOR AI INITIATIVES**

# 5%

**TRAINED ON HOW TO USE IT CORRECTLY**

# TRIPLED

**5% SAYS THEY ARE THREE TIMES MORE LIKELY TO EXCEED GOALS**

# 15%

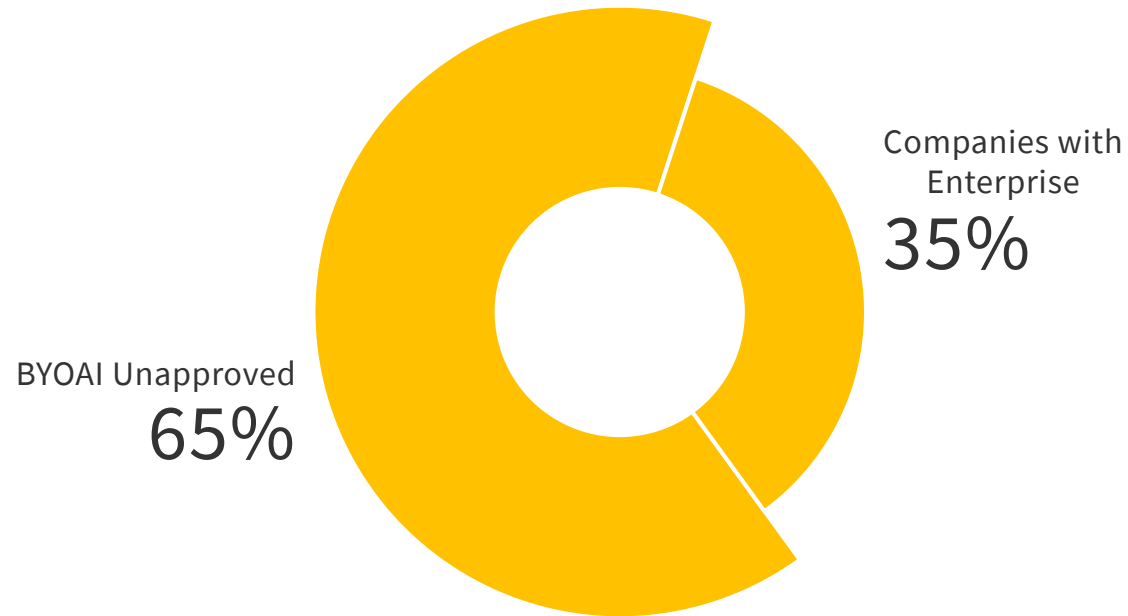
**FEWER THAN 15% OF LEADERS HAVE IMPLEMENTED A AI STRATEGY**

*Type body*



# USER BREAKDOWN

**LEARNING:** Most AI use in organizations is happening outside official channels (BYOAI) with free models, creating potential security and governance issues. This "shadow AI" phenomenon mirrors early BYOD challenges.



**30%**  
CONTROLLABLE BYOAI



**90%**  
ENTERPRISE



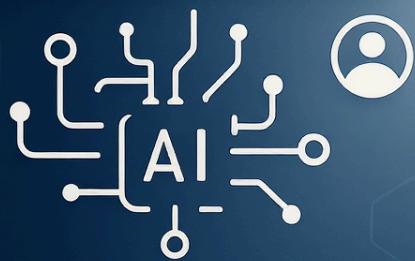
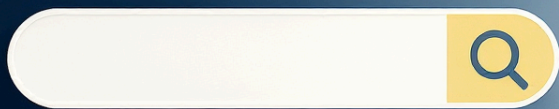
**ACTION:** Document your usage patterns if you're using personal AI tools for work and develop a proposal for how these tools could be officially incorporated into your workflow with appropriate safeguards. If you're in Leadership or IT start planning for managed BYOAI or Enterprise today.



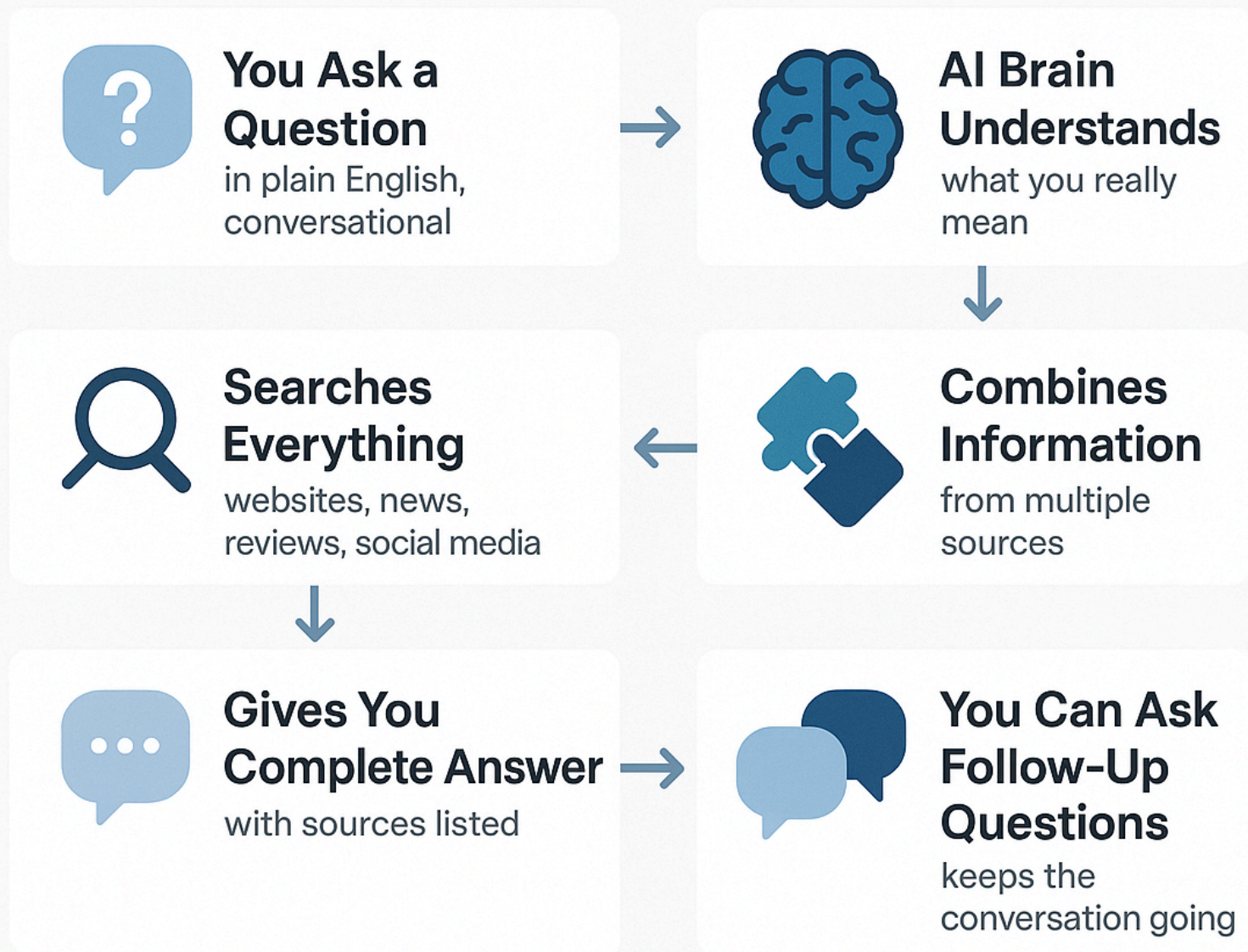
# THE NEW AI SEARCH

# THE AIOS REVOLUTION

THE TRANSFORMATION FROM  
SEO TO AI OPTIMIZED SEARCH



## AIOS - AI Optimized Search



# How Traditional Search Works

## Web Crawling and Indexing

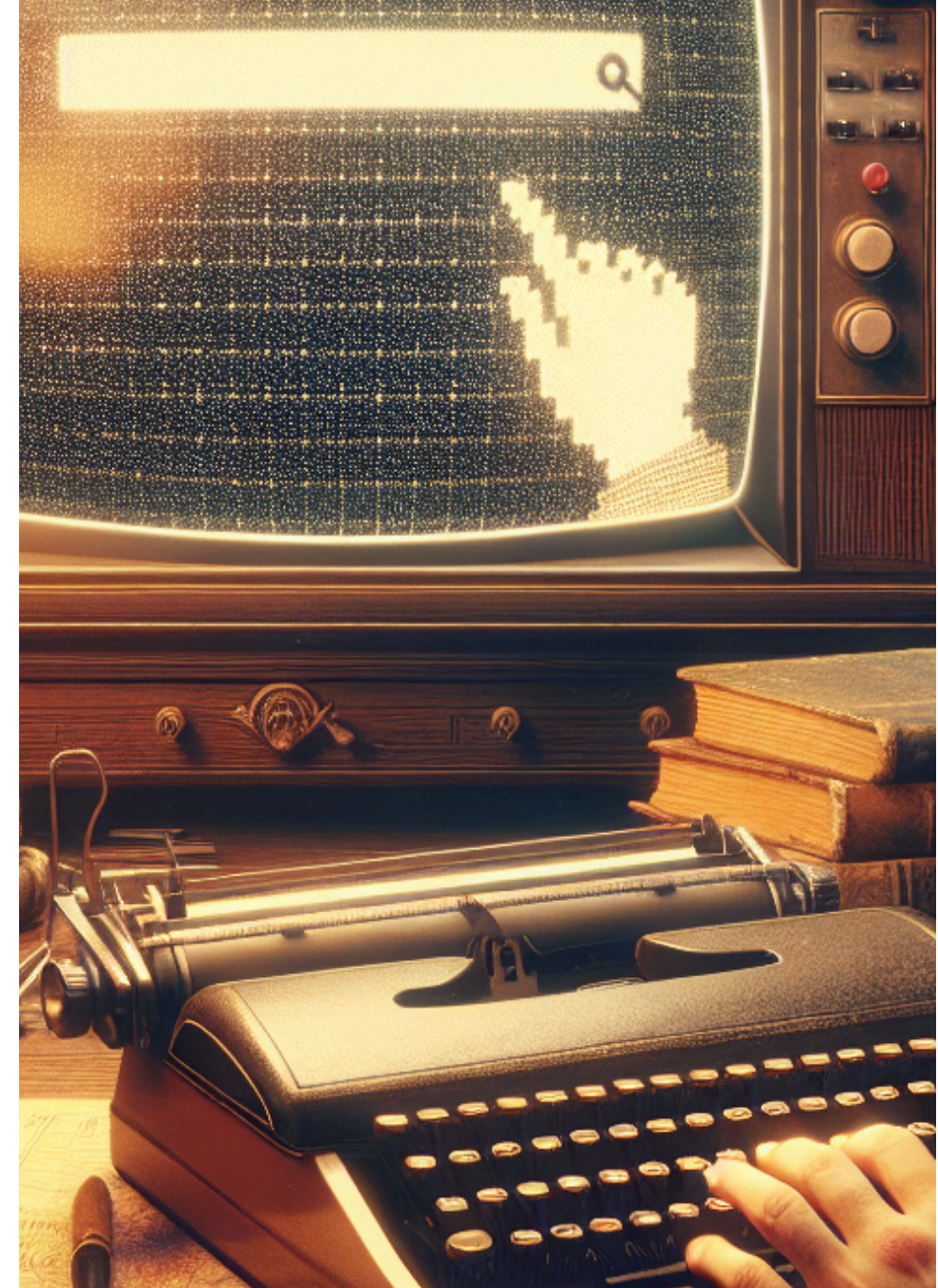
Search engines continuously crawl and index web pages to build a searchable database of content across the internet.

## Keyword Matching and Ranking

User-entered keywords are matched against the index, and results are ranked for relevance using algorithms.

## SEO and Optimization

SEO strategies like keyword optimization and backlink building are used to improve search result rankings.



# THE FIVE-STAGE AI SEARCH PROCESS

## 1. Natural Language Processing

### Understanding User Intent - Who

AI search begins by interpreting the user's natural language question to grasp the true intent behind the query.

## 2. Knowledge & Web Search

### Retrieving Relevant Information - What

The system searches vast data sources to find and select the most relevant and authoritative information combined with trained information.

## 3. Information Synthesis

### Generating Insightful Responses - Why

AI composes clear, contextual responses based on the retrieved information, tailored to the user's question.

## 4. Response Generation

### Delivering Reliable Results - How

The system ensures answers are trusted, authoritative, and delivered instantly to users for seamless search experiences.

## 5. Conversational Follow-Up

### The What Next

The conversation continues in a natural fashion until success. Beyond your brand or narrative.

**800 Million - Weekly active ChatGPT users (April 2025)**

# The ZERO Friction Search

**80%**

of consumers use zero-click results in 40% of searches

**48%**

predicted traffic loss from traditional search by 2026 (already 32% in 2025)

**38%**

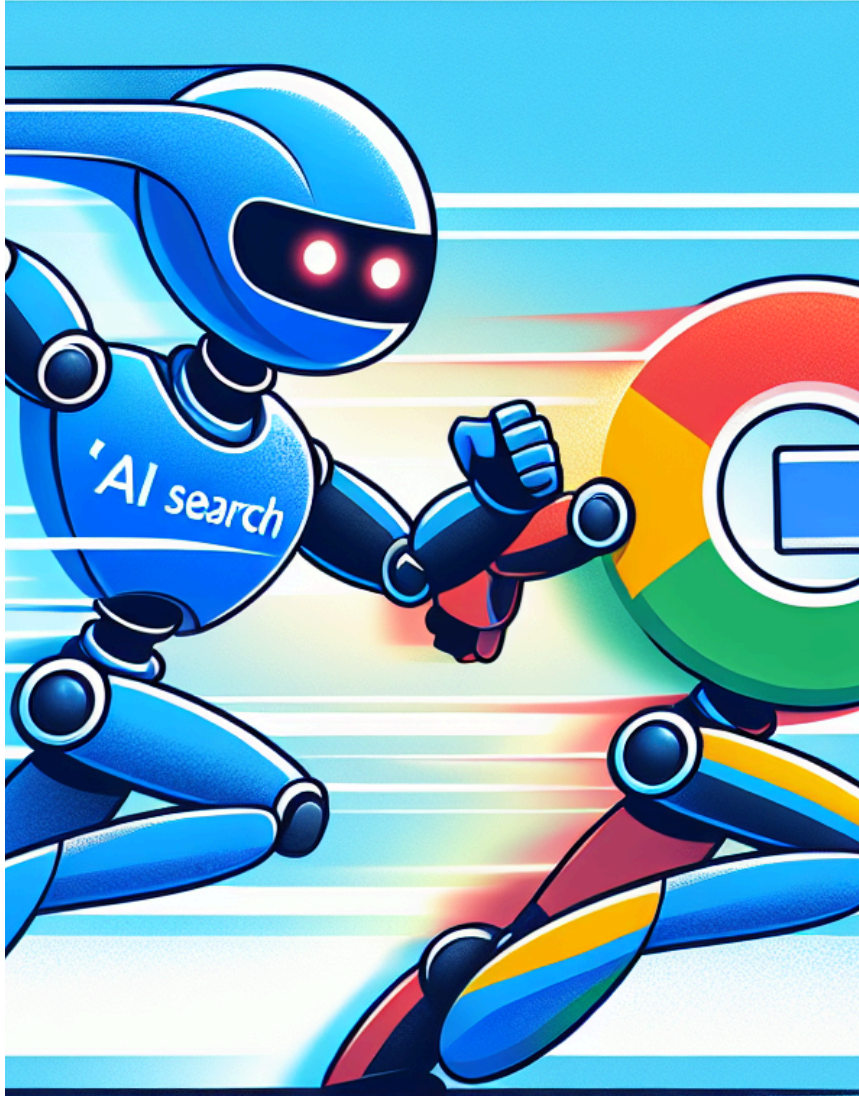
drop in ad exposure during discovery phase

**90M**

Americans projected to use AI-first search by 2027

**THIS DECREASE REDUCES ORGANIC WEB TRAFFIC BY AN ESTIMATED 42%-55% USING SEO OR GOOGLE ADS OVER THE NEXT 24 MONTHS.**

|                        | <b>Traditional Search</b>  | <b>AI Search</b>   |
|------------------------|--|--|
| <b>Ease of use</b>     | Simple for basic searches, but less effective for complex queries requiring precise keywords.                  | More intuitive and conversational and can handle complex queries   |
| <b>Efficiency</b>      | Fast at returning broad lists of results, but often requires manual refining and multiple clicks.              | Quickly synthesizes multiple sources into concise answers, reducing user effort to find specific information.                |
| <b>Accuracy</b>        | Relies on relevance ranking and SEO factors; the user must verify which result is truly relevant and accurate. | Uses contextual understanding to provide precise answers but can occasionally produce “hallucinated” or incorrect responses. |
| <b>Interactivity</b>   | Primarily one-way; users enter a query, get a results page, and refine if needed.                              | Offers a multi-turn, conversational interface that adapts to follow-up questions seamlessly.                                 |
| <b>Personalization</b> | Uses basic signals like location or past searches to tailor results.   | Learns user preferences and context over time, delivering more personalized and relevant answers.                            |
| <b>Specialization</b>  | Works best for general queries   | Can potentially integrate domain-specific knowledge (e.g., medical, legal) and deliver in-depth, specialized insights.       |



**AI DOESN'T MATCH KEYWORDS, IT  
UNDERSTANDS DEEPER MEANING THROUGH A  
ROBUST ANALYSIS, LIKE YOUR MIND DOES.**

# AIOS - THE NEW WAY TO BE FOUND



## 1. Authenticity Over Optimization Wins in AI Search

AI systems reward genuine expertise and authentic content over SEO manipulation. For tourism and all industry, this means sharing real customer stories, transparent content, and focused content on home pages, rather than keyword-stuffed marketing copy.

AI can detect and favors content that genuinely helps people solve problems.

# AIOS - THE NEW WAY TO BE FOUND

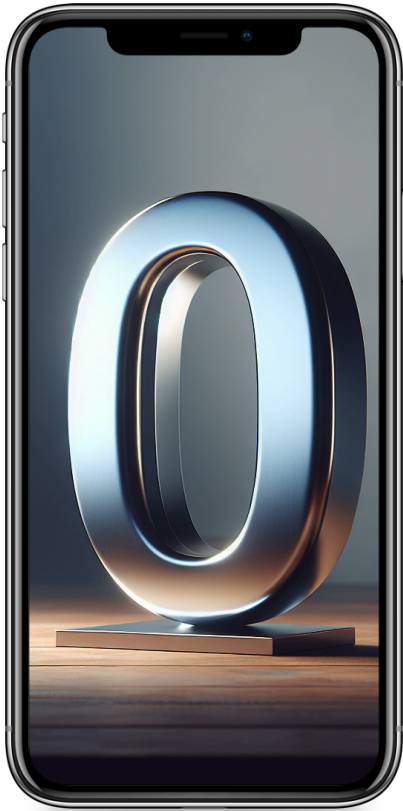


## 2. FAQ Supremacy Strategy

Place comprehensive FAQ sections at the top of your main pages so AI systems can source facts immediately. This means addressing common questions about all you need consumers or businesses to know, immediately.

AI systems prefer structured, easily accessible information for confident recommendations.

# AIOS - THE NEW WAY TO BE FOUND



## 3. Zero-Click Revolution: Become the Trusted Source

40% of AI searches now result in zero clicks to websites. Your brand needs to become the definitive source that AI confidently recommends without hesitation.

Focus on being THE authority on specific topics rather than one of many options.

If customers click, it's for validation and purchase.

# AIOS - THE NEW WAY TO BE FOUND



## 4. Authority Arbitrage Opportunity

Traditional SEO favored big established brands, but AIOS creates "Authority Arbitrage" or the ability to rapidly establish authoritative positioning through strategic content architecture.

Even small brands can now leap over traditional large brands with powerful, properly-indexed messaging.

# AIOS - THE NEW WAY TO BE FOUND



## 5. Intent Prediction Economy: TRUST

AI systems can predict and address customer needs before they're explicitly expressed. Position your city or brand as the preferred solution for predicted intents by creating content that addresses emerging trends, any concerns, and relevant questions before customers realize they need the answer.

You can use AI tools to help you effectively manage this process.

**9% of people are more likely to buy from AI information.**

# THE TRADITIONAL MARKETING CHANGES

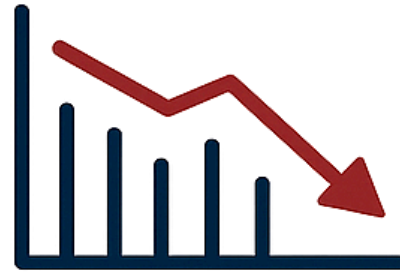
Organic Search Traffic 



**-38%**

INDUSTRY WIDE 

Paid Advertising

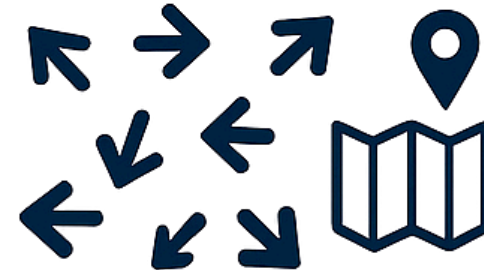


**-47%**

CLICK-THROUGH RATE IN 6 MONTHS



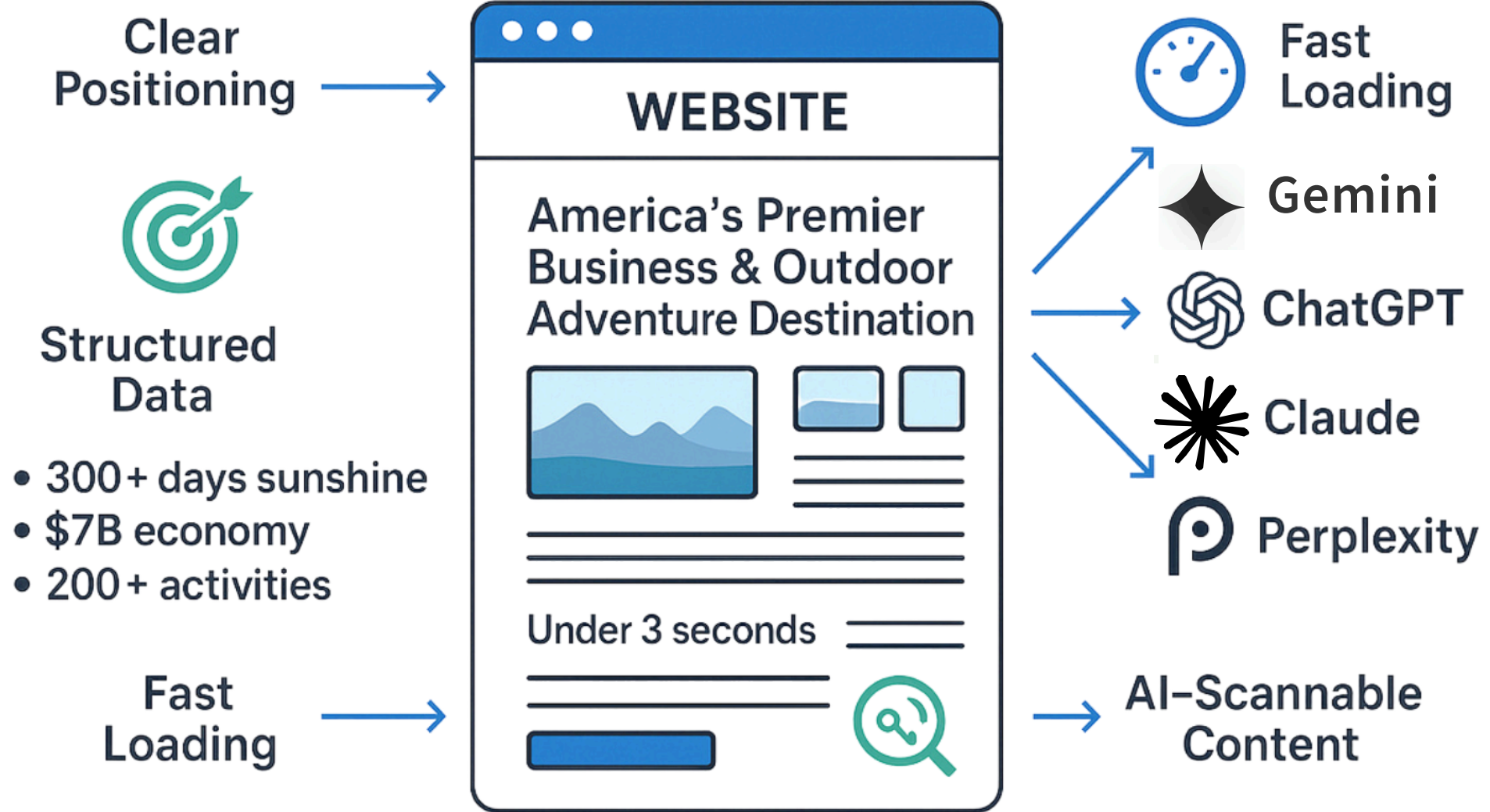
Website Traffic Patterns



DISRUPTED USER JOURNEY



# THE SOLUTION





# NEW COLORADO BILL ON AI

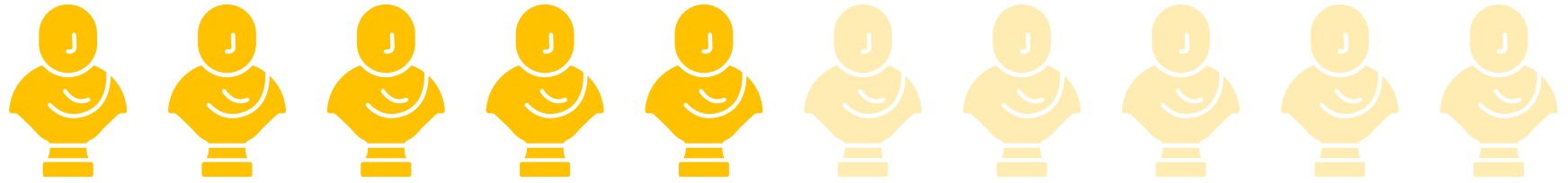
**COLORADO SENATE BILL 24-205  
TITLED THE "COLORADO  
ARTIFICIAL INTELLIGENCE ACT"**

"Colorado Senate Bill 24-205, taking effect February 1, 2026, requires any business using “high-risk” AI systems in decisions, like hiring, lending, housing, insurance, healthcare, or other life-impacting areas, to take reasonable steps to prevent discrimination, be transparent about AI use, give people a way to correct or appeal decisions, and keep clear documentation for at least three years.

For non-tech companies, this means knowing where AI shows up in their operations, making sure vendors provide bias-mitigation and compliance information, telling affected people when AI is involved, and reviewing systems regularly to stay in line with the law."

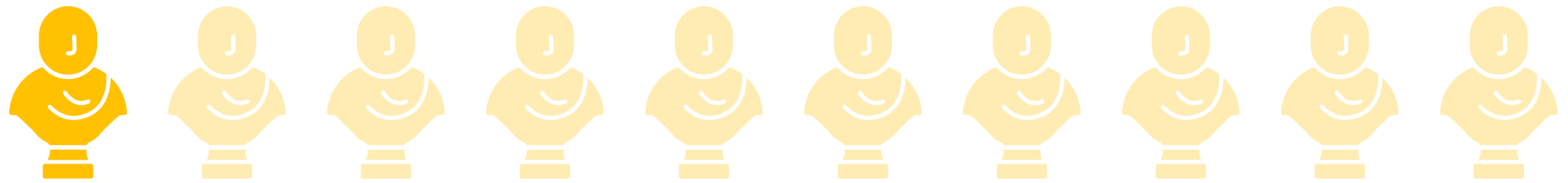
# THE TRUTH ON HIRING DECISIONS and BIAS

50%



HUMANS

9%



Artificial Intelligence

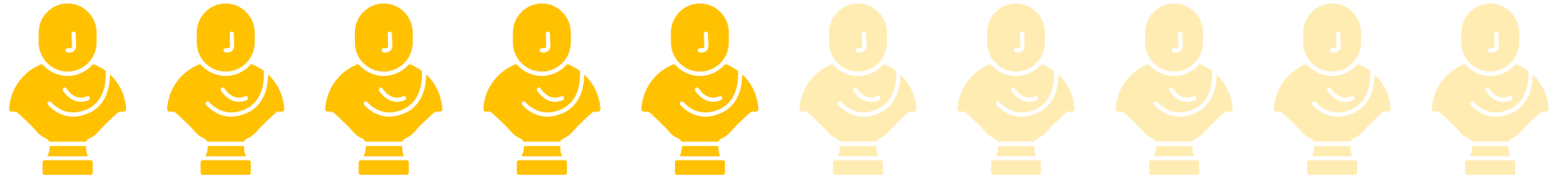
**Humans are 5.6x more biased than AI in hiring**

- source

American Economic Review

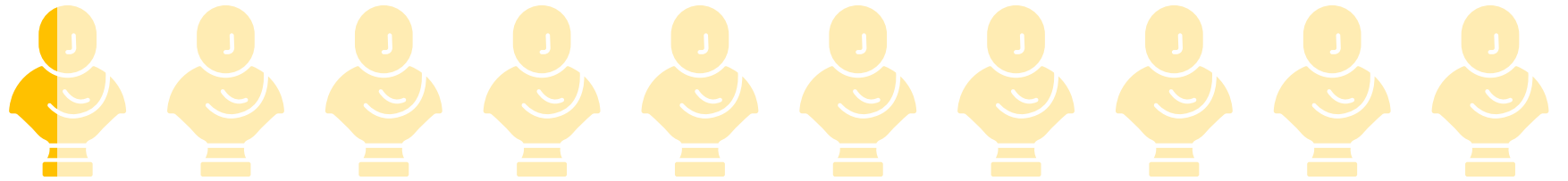
# THE TRUTH ON INSURANCE BIAS

51%



HUMANS

3%



Artificial Intelligence

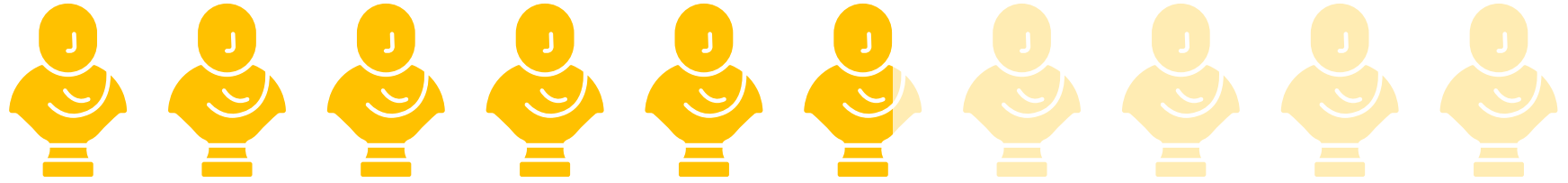
● source

University of California Berkeley &  
University of Chicago

**AI can be trained quickly to achieve  
near 0% bias in one prompt.**

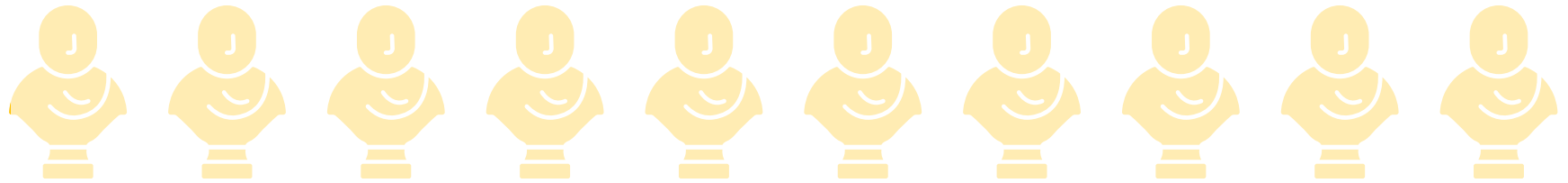
# HEALTHCARE BIAS REALITY

57%



HUMANS

0%



Artificial Intelligence

- source

Commonwealth Fund & African American Research Collaborative

**Can eliminate subjective decision-making and provide transparent, auditable care decisions**

# BUT THE LAW IS THE LAW

## **Assess AI Usage in Operations**

Identify any AI or automated decision-making tools that influence significant outcomes, such as hiring/referrals, licensing, safety incident analysis, environmental monitoring, or supply planning.

## **Vet Technology & Analytics Vendors**

AI for operational insights, environmental compliance, or regulatory reporting, request documentation that outlines how those systems mitigate bias or inaccuracies, how they notify downstream users.

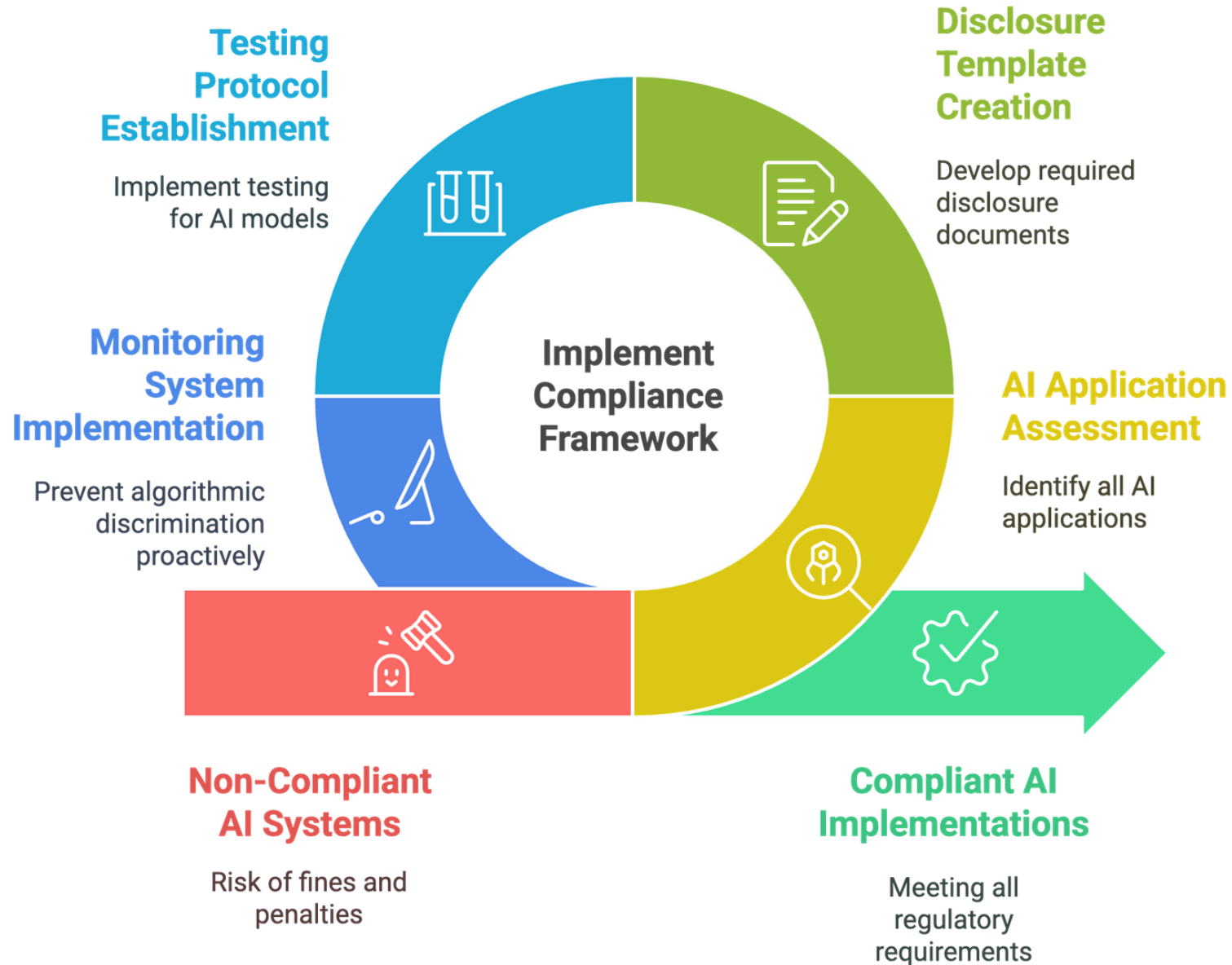
## **Retain Records for 3 Years**

Archive: Vendor documentation on AI tools. Internal evaluations of risk and accuracy. Any notifications or disclosures sent to stakeholders or internal teams.

## **Consumer notifications**

Before any consequential decision, clearly inform the person effected that an AI system is involved, describe its purpose and the nature of the decision, provide contact info, and explain their rights (e.g. correction, appeal)

# Achieving Colorado AI Compliance





# PART TWO PROMPTING AND INTEGRATION STRATEGIES

**MOST COMMON FIRST PROMPT  
OF ALL FIRST USERS OF AI IS?**

**"HI!"**



**LEARNING:** AI adoption varies significantly across generations. This challenges the assumption that AI is just for the young.



65%



Gen Z - Weekly

28%



Millennials - Weekly

57%



Gen X and Boomers- Weekly

**ACTION:** Develop different AI training approaches for different generational groups in your organization if you're in a leadership position. If you're not using AI weekly yet, set a reminder to try one AI-assisted task per week for the next month to build the habit.



**LEARNING:** Your personal expertise combined with AI creates unique value that cannot be easily replicated. The "secret sauce" isn't the AI, it's YOU directing the AI with your unique perspective.



**YOUR UNIQUE KNOWLEDGE,  
EXPERIENCES, AND STORIES ENABLE YOU  
TO ACHIEVE RESULTS FROM AI TOOLS  
THAT NO ONE ELSE CAN REPLICATE.**



**ACTION:** Document your specialized knowledge areas and experiment with prompts that combine this expertise with AI capabilities. Create a "knowledge inventory" of your unique insights, experiences, and stories that can be leveraged with AI to create value only you can deliver.


# Gemini




# perplexity



# ChatGPT



**LEARNING:** There's a diverse ecosystem of AI tools available each with different strengths and applications. While they are very similar and always competing with each other, you and your team need to build your AI toolkit based on specific needs and goals.



**ACTION:** Try at least three different AI tools from the presentation this week. Spend 15 minutes with each one, asking the same question to compare their responses. Note which ones feel most intuitive for your specific needs. Also look for the ways you interact differently with each.



# Claude



# Grok




# manus

**LEARNING:** This terrible example is a simple starting prompt is like a typical Google search and not very effective.

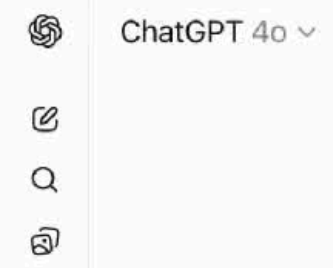


## How can I help, Mitch?

How can I make my supplement brand become more recognized to clients and the industry?

+  Tools





Saved memory full ⓘ

**ACTION:** Next time you need more powerful answers, use a more vivid prompt as below following our Who, What, Why, How model.  
  
Watch this brief first prompt example then go to the next slide to see the results.



### What are you researching?

our target consumers and within the broader supplement industry. I need you to act as a deep research strategist and provide a comprehensive, insight-driven analysis that includes proven and emerging strategies top supplement brands are using to gain market visibility in 2025. This must include both B2C and B2B angles: how to position my brand effectively to wellness-minded consumers (athletes, biohackers, health enthusiasts, and busy professionals) and how to gain traction among industry gatekeepers, distributors, and influencers. Go beyond surface-level marketing tactics and uncover the bold, breakthrough moves that are working now—especially those that don't rely on massive ad spend. Show me case studies of brands that broke through in saturated markets, and include specifics on what platforms matter most right now (TikTok,

**LEARNING:** Watch this short version of deep research to see the results then to download the report click [HERE](#). This video is 17 min reduced to under 3.



Memory full ⓘ



Work

Finish update ⋮



## What are you researching?

I am the founder of a supplement brand looking to significantly increase recognition—both among our target consumers and within the broader supplement industry. I need you to act as a deep research strategist and provide a comprehensive, insight-driven analysis that includes proven and emerging strategies top supplement brands are using to gain market visibility in 2025. This must include both B2C and B2B angles: how to position my brand effectively to wellness-minded consumers (athletes, biohackers, health enthusiasts, and busy professionals) and how to gain traction among industry gatekeepers, distributors, and influencers. Go beyond surface-level marketing tactics and uncover the bold, breakthrough moves that are working now—especially those

+ ⓘ | Research x Sources v



**AI DIDN'T JUST LEARN FROM US,  
IT REVEALED WHAT WE LOST.**

**LEARNING:** Structured prompting strategies dramatically improve AI outputs and results. The difference between basic and advanced prompting is like the difference between a junior and senior employee.

**ACTION:** Design a personal prompt template based on the framework. Include sections for type, goals, context, format preferences, and examples. Use this template for your next three AI interactions and note the improvement in quality.



- **Who**

Understand the audience's education level and familiarity with the subject matter to tailor the content appropriately.

- **What**

Clearly define the end goal and what success looks like, so the output aligns with the desired outcome.

- **Why**

Explore the underlying reasons for the goal, any past attempts, and the specific issues that need to be addressed.

- **How**

Determine the desired format and approach, taking into account the audience's needs and preferences (e.g., PDF, Excel, email).

- **Example**

Identify similar successful projects or outputs that can serve as a reference point for the desired style and framework.

- **Questions**

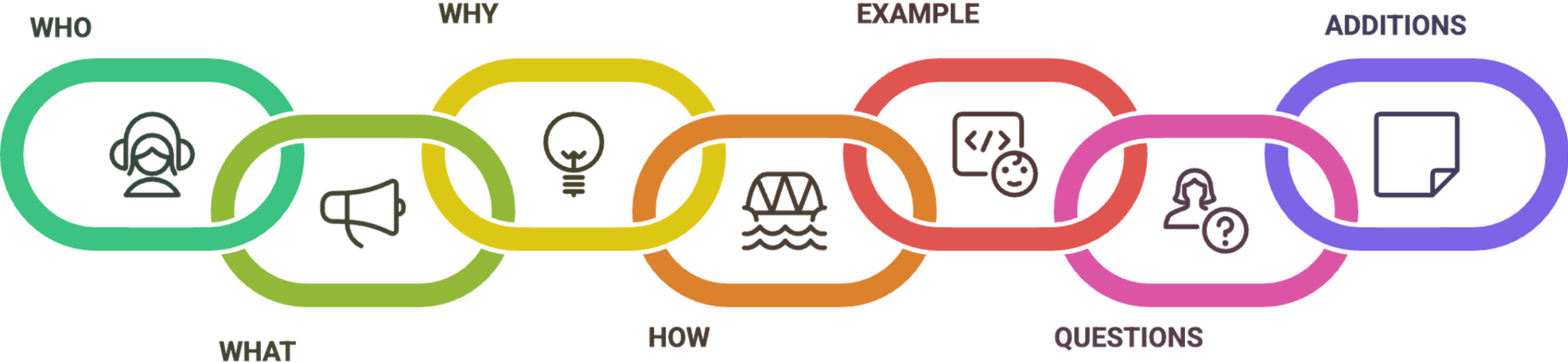
Prepare a list of clarifying questions to ensure the AI has all the necessary information to provide the best possible output.

- **Additional Notes**

Provide any additional instructions or guidelines, such as avoiding inferences, obtaining approval before including names, and maintaining a friendly and light tone.



# PROMPT STRATEGY WE LEARNED AFTER 40,000 + PARTICIPANTS





**LEARNING:** Effective AI use begins with curiosity. Engage the tool with intention, and experiment with its latest capabilities to unlock value.

**ACTION:** Pick one real task today—something you'd normally do manually (e.g., writing an email, summarizing a meeting, planning your week). Then prompt AI to help you do it faster. Ask: "If I gave you the goal, how would you do this for me in less time, with more impact?"



## AI Model Capabilities



### Live search

Users can ask aloud and get fresh data for quick answers.



### Better reasoning

Fewer AI mistakes and more confident recommendations in everyday tasks.



### Multimodal capabilities

Users can snap photos, record audio, or upload files for AI response.



### Structured output

Useful lists, code snippets, summaries without manual cleanup needed.



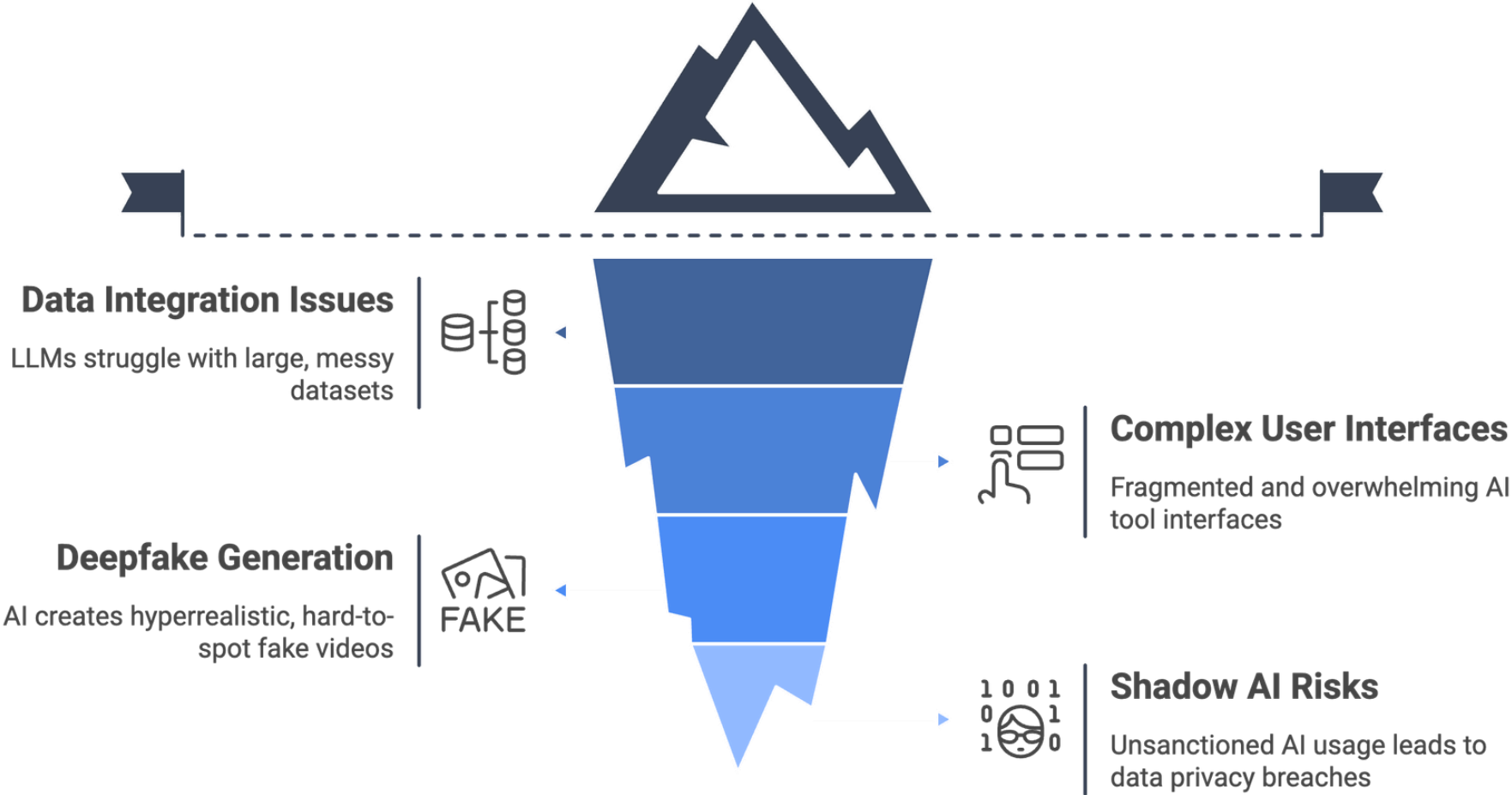
### Memory & personalization

Consistent, tailored experiences make AI feel like a trusted assistant.

# AI's Hidden Failures Beneath the Surface

## What's not working.

Obvious problems with AI tools



**USE AI MODELS FOR THE KNOWLEDGE  
AND YOUR EXPERIENCE AS THE WISDOM**

**LEARNING:** DIY AI efforts often fail because organizations skip foundational steps like hands-on workshops and tailored training. Effective AI enablement requires a structured progression that builds technical understanding, addresses workflow needs, and drives adoption across teams.



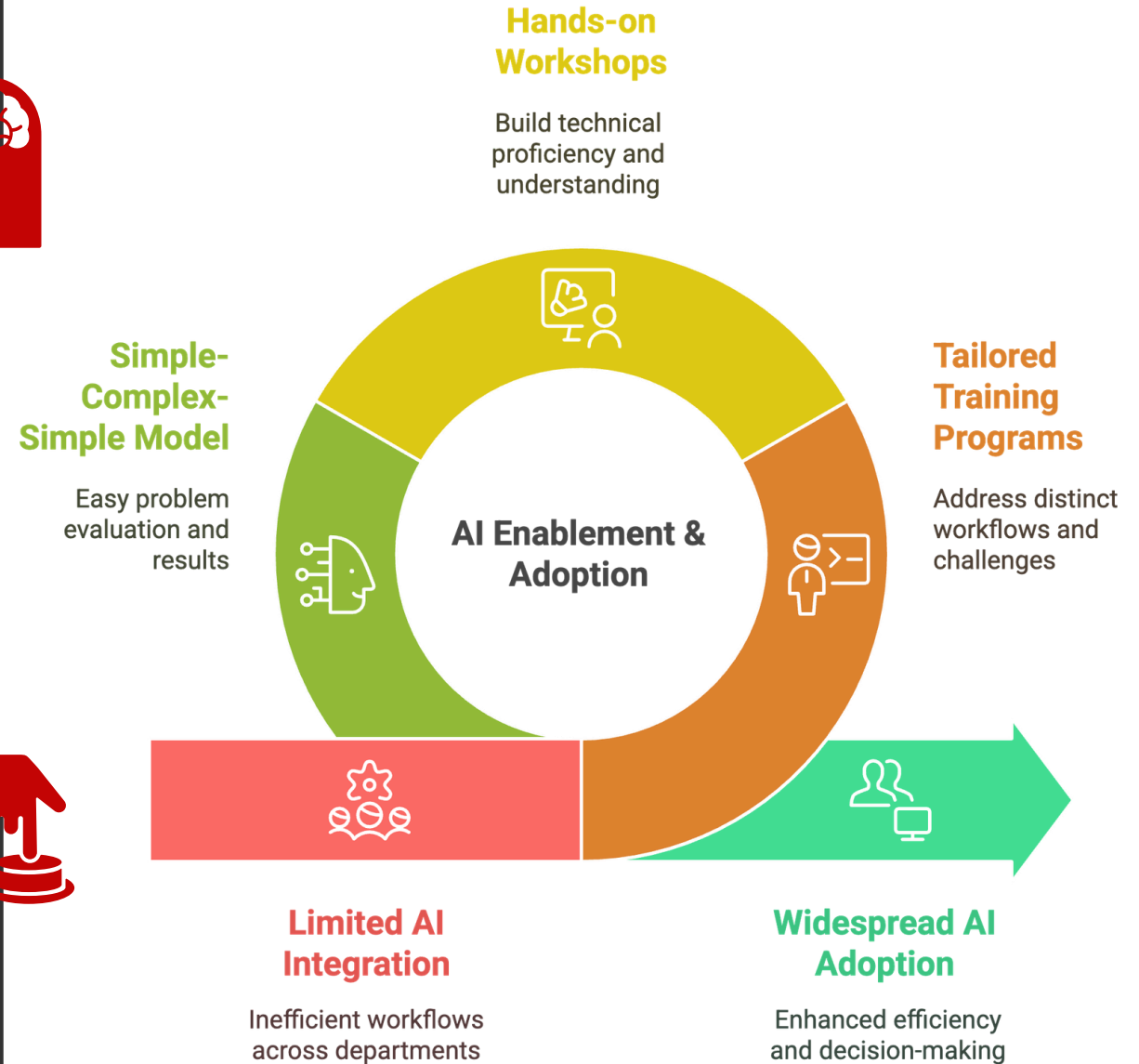
# WHY DIY AI IS DIFFICULT

You need these steps.

**ACTION:** Leaders should start with immersive, team-based workshops to build baseline proficiency before scaling AI tools. By mapping training to real workflow challenges, companies can move from isolated, inefficient AI use to organization-wide adoption that boosts performance.



## Empowering Teams with AI Tools



# MOVING FROM INSPIRATION TO ACTION

Thank you for engaging with the potential of AI and the Human Element. My goal was to ignite inspiration, and to make it useful.

But now, it's time for action. This feck is not fluff. It will move you or your team from uncertainty to clarity, from observation to execution.

Mitch Mitchem - Founder/CEO, HIVE

[mitch@ahumanhive.com](mailto:mitch@ahumanhive.com)

YOU SAW THE  
IMPACT AND  
FELT THE SHIFT  
NOW MAKE IT STICK!

Lock in your momentum with Mitch. Amplify your people.

This isn't just another session, it's the next step in your AI enablement journey.

[Click here to book Mitch now.](#)



# HIVE

Removing Friction. Empowering Humans.  
Integrating AI.

## WHAT HIVE DOES:

- **Problem:** 94% of AI implementations fail due to human friction, not technology
- **Solution:** We eliminate friction BEFORE implementation
- **Method:** World's first friction elimination methodology
- **Results:** 97% success rate vs 6% industry average

[click HERE to go to HIVE Now!](#)



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