



A Survivor's Guide to the AI-pocalypse

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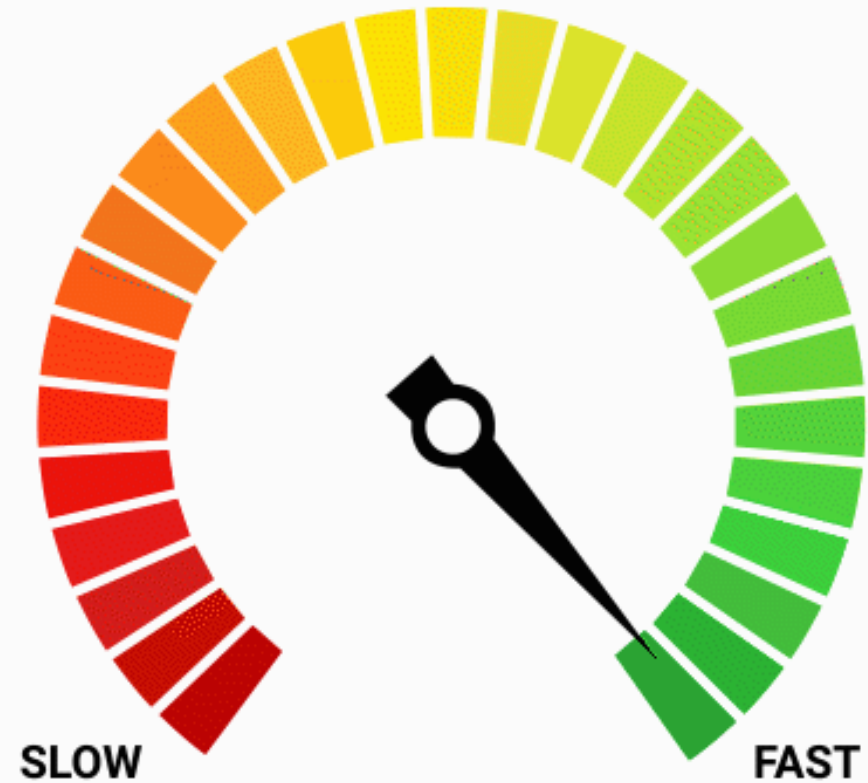
Topics for Today

The Case for AI
Navigating Adoption in Agencies
Discussion: Your Adoption Experience So Far?
Discussion: Tools & Managing Vendor Noise

AI is advancing...fast.

...but it's going to be OK.

We promise.



Did you know that by 2034, the US will have
5-10 million fewer working-aged people?

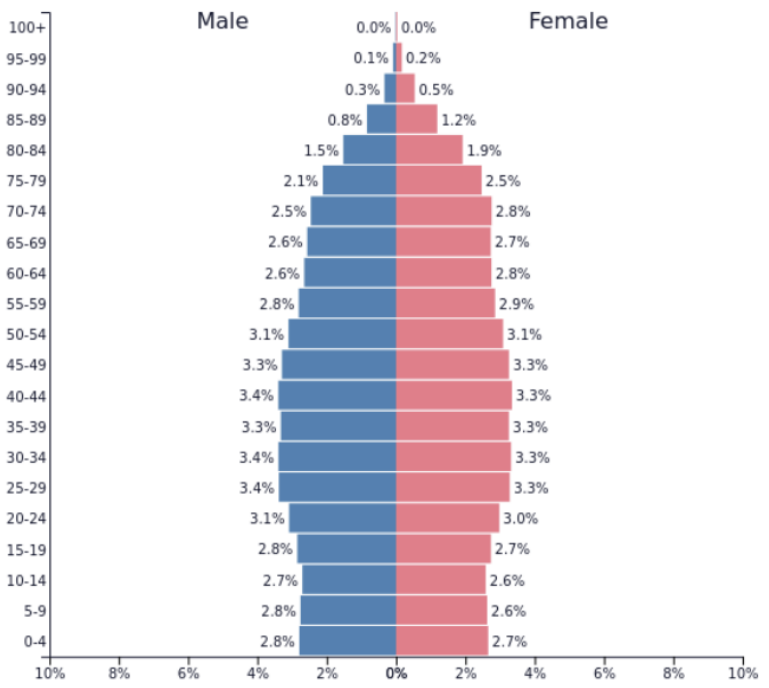




DEMOGRAPHIC
WINTER
IS COMING

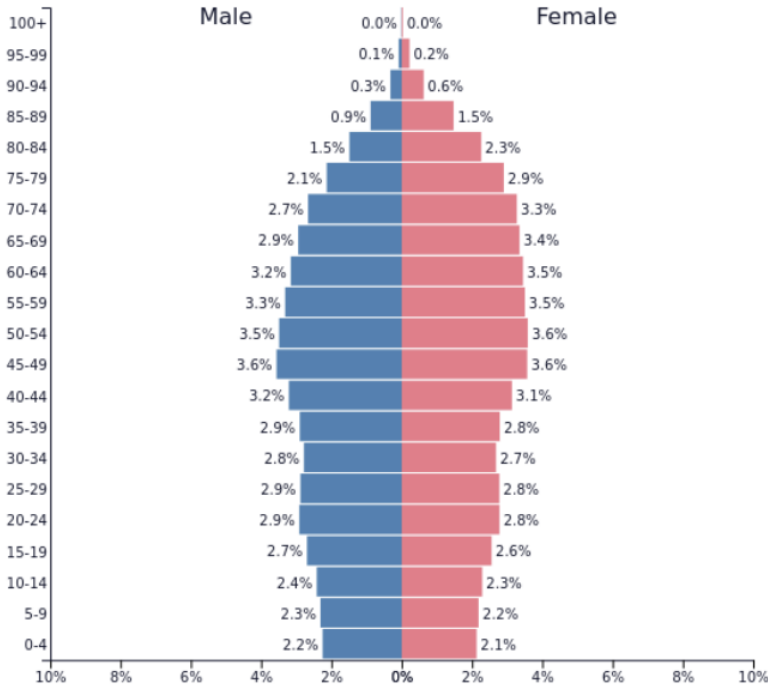
The Case for AI

Shrinking Populations Around the World



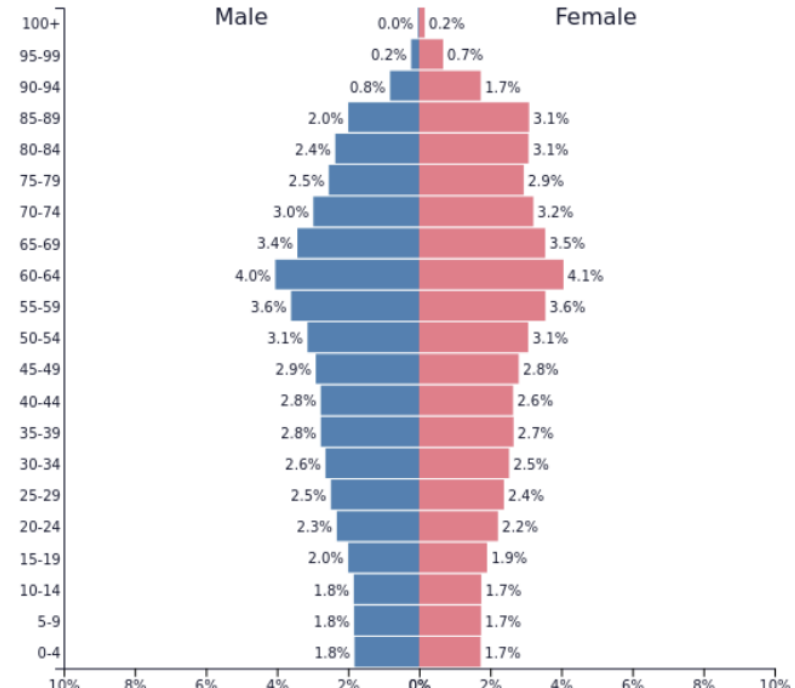
United States of America - 2035
Population: 360,016,420

PopulationPyramid.net



EUROPE - 2035
Population: 730,213,820

PopulationPyramid.net

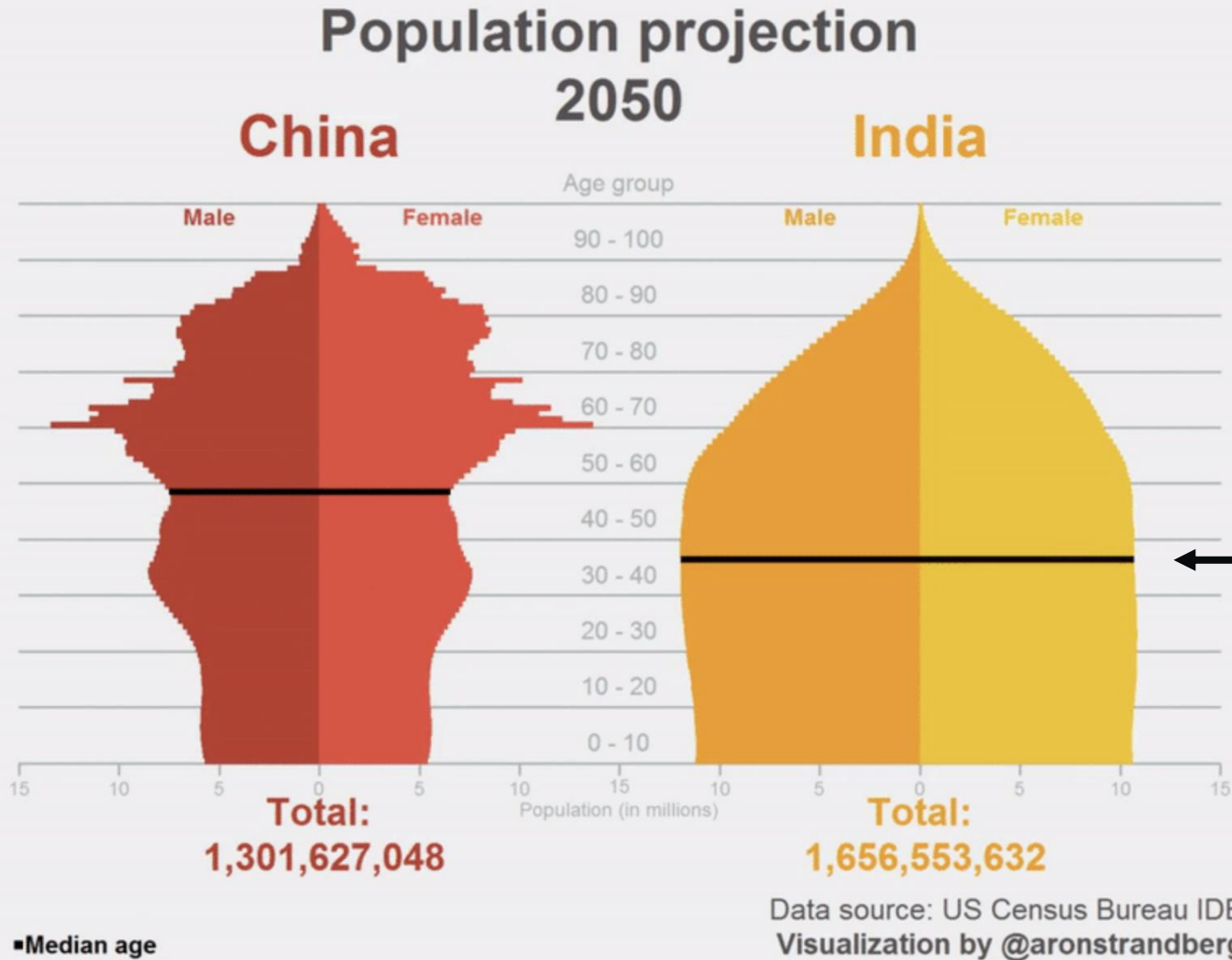


Japan - 2035
Population: 114,907,058

PopulationPyramid.net

Baby Boomers leaving the market shrinks the US workforce by 500K per year. They've also been selling / transferring their businesses....

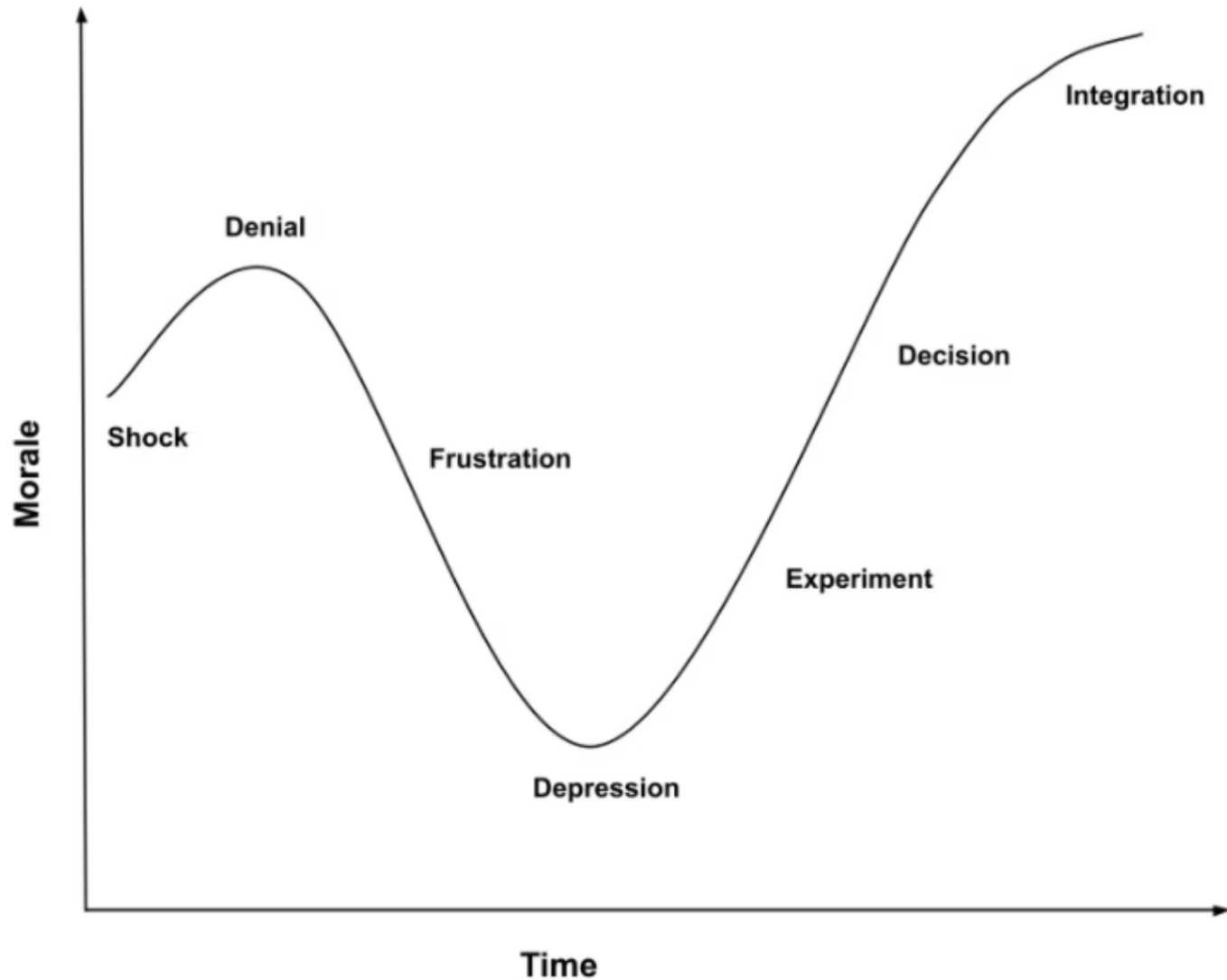
“Just Offshore” isn't the Answer



Less than 20% of the population in India has more than a Middle School Education



Who Loves Change and
Uncertainty?



Are you familiar with the change curve?

AI is advancing faster than humans can adopt. Humans. Are. Not. Fast.

Proof: How Long Has Amazon Been A Company?



**In 31 YEARS - eCommerce is still only 15% of Retail Revenue in the United States.
Brick and Mortar Retail Still Dominates.**

AI ADOPTION

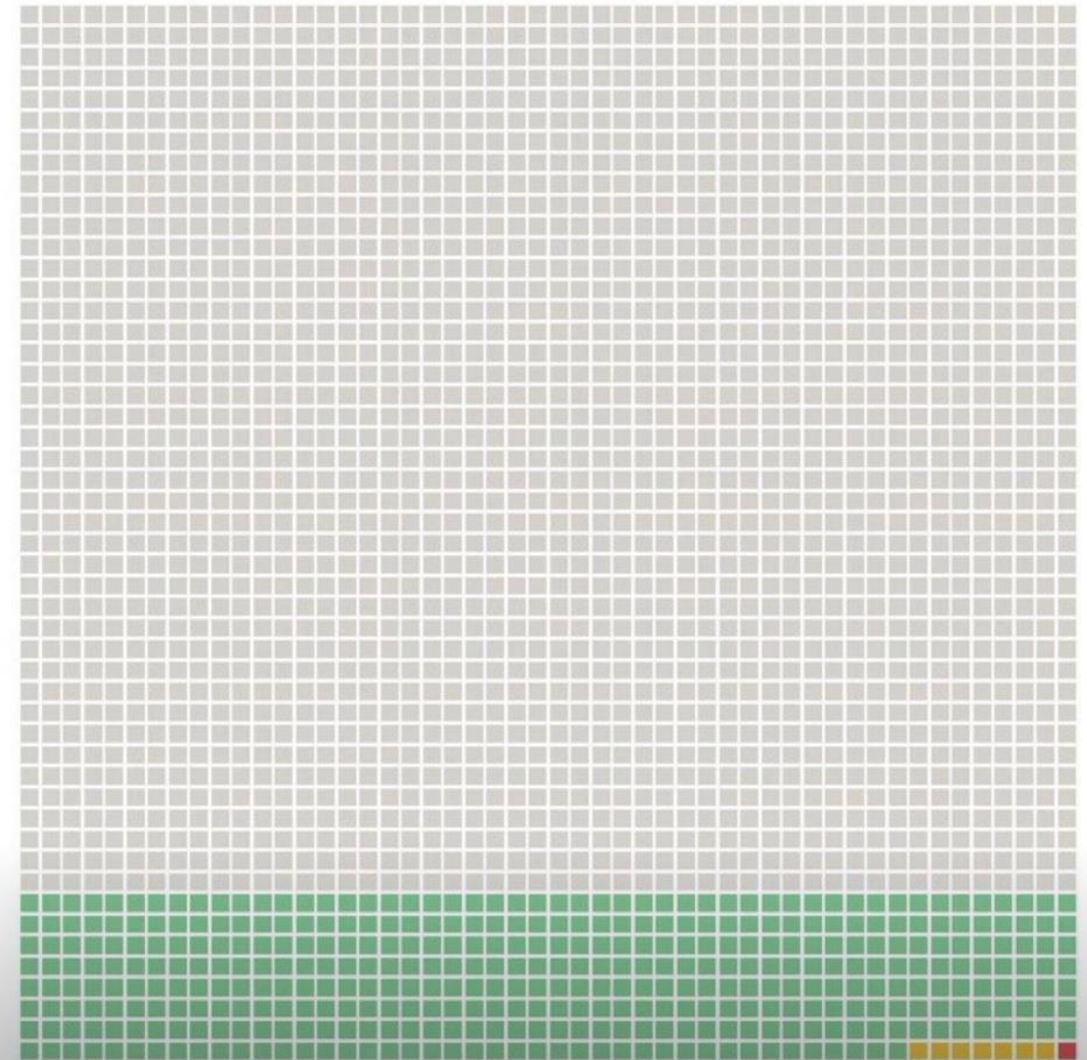
84% HAVE NEVER USED

FRONTIER MODELS

3% PAID SUBSCRIPTIONS

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



■ Never used AI · ~6.8B (84%) ■ Free chatbot user · ~1.3B (16%)
■ Pays \$20/mo for AI · ~15-25M (~0.3%) ■ Uses coding scaffold · ~2-5M (~0.04%)

Navigating Agency Adoption



Companies and departments leveraging AI tools need to do 2 things:

TRANSFORM

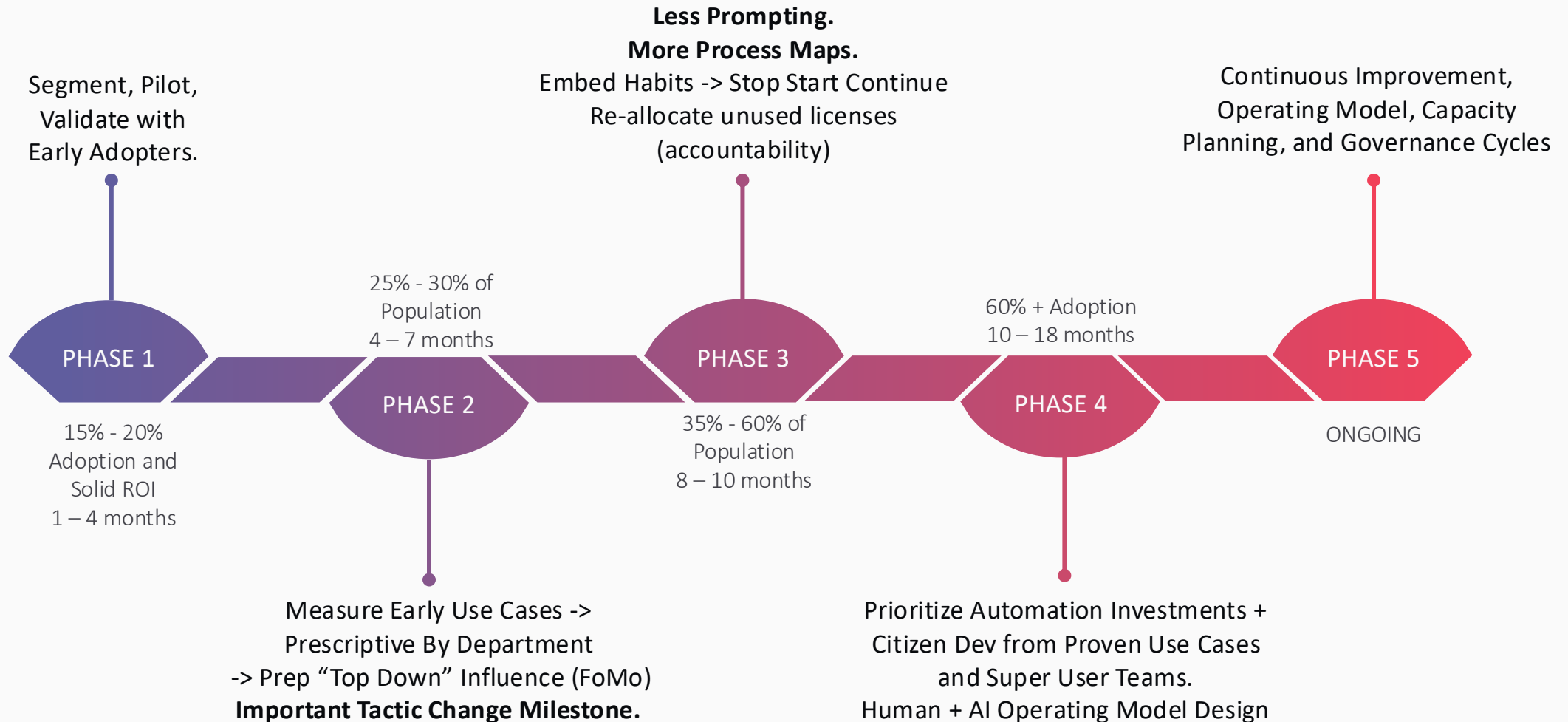
&

OPERATE

Every mindset has an important role as a company evolves.
We simply need to meet them with the work they're ready to do.

Accomplishing this is difficult, labor intensive, and high friction in large organizations.

AI Adoption – Scaling – ROI Timeline



Practical Adoption

Look For Early Adopters Who:

1. Get uncomfortable – take risks.
2. Stay curious be- keep your beginners' mind.
3. Learns via experimentation.
4. Don't obsess over the title. Obsess over the workflow.
5. The model / tech doesn't matter. They're changing too fast – so they keep learning.
6. Do the work that others don't want to do.

Design & Leadership Principles

1. Customer first, spreadsheet second
2. Drive. Out. Fear.
3. People before tools
4. Data over opinion
5. Improvement is the work
6. Governance enables
7. System over silo (kill the silos)
8. Teach people, don't inspect
9. Protect experimentation
10. Measure value to the customer

Discussion

Your Adoption Experience So Far?
Tool Selection & Managing Vendor Noise

Takeaways



Demographics are destiny: the workforce is shrinking, so productivity must rise.



AI is a capacity tool, and adoption is always the constraint.



The winners will focus on building value for employees and customers.



Thank You!!

Free Adoption eBook: www.culminatestrategy.com/knowledge-vault