THE THREE PRESSURES

AI is coming at you from three directions at once. A pressure check for leaders.

Take five minutes to consider the three pressures. All three of these are probably true for you. The question for today is which one needs your attention first.

INSIDE – YOUR TEAM

Shadow use. Manager resistance. The readiness gap.

Where is your team already using AI, with or without your blessing? And be honest: is the real problem behavior, or is it that your data and your processes were never built for this in the first place?

OUTSIDE – YOUR MARKET

Competitors. Market noise. Customer expectations.

What has a customer or a competitor already asked you about AI, or what are you bracing for them to ask? What do they expect now that they didn't expect two years ago?

ABOVE – BOARD, INVESTORS, OR YOUR MIRROR

Strategy. Governance. Value.

For some of you, that's a board. For others, it's investors, a lender, a bank – anyone with a real stake in where this business is headed. And for a lot of you in this room, it's also you: the owner, the founder, the board of one. Whoever's asking, they all want to know the same thing: what's your AI strategy, are you ready, and how are you going to capitalize on it. If someone asked you that today, could you answer in one sentence, no hedging? If not, that's the pressure.

Which one needs your attention first? ☐ **INSIDE** ☐ **OUTSIDE** ☐ **ABOVE**

Turn to your neighbor: Compare priorities. What are you doing, or planning to do, about yours?