



CURT STEINHORST

Bestselling Author | Speaker | Executive Advisor

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TELUS

RBC
Royal Bank of Canada

SAP

Scotiabank

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Research Laboratories

gm

HONDA

Nike

Raytheon

Prudential

MARSHALL
MARSHALL

Southwest

Ameriprise
Financial

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at&t

JPMorganChase

accenture

KPMG

CISCO

McDonald's

WHAT MAKES A GREAT LEADER?



GREAT LEADERSHIP TODAY



Empathetic

+

Direct?

Humble

+

Confident?

Transparent

+

Discreet?

Supportive

+

Demanding?

Adaptable

+

Consistent?

Empowering

+

Decisive?

GREAT LEADERSHIP TODAY



Radio Shack

AMERICA'S TECHNOLOGY STORE

PRESIDENTS' BIRTHDAY SALE!

All-Weather Stereo
Cut 34% **1188**
Realistic STEREO-MATE™ AM/FM personal receiver shrugs off wind, water, #12-142. Hands-free extra. See Radio Shack 1188-91.

AM/FM Clock Radio
30% Off **1388**
Chromatic™-281 clock radio's compact size cuts nighttime clutter. #12-143. See Radio Shack 1388-91.

In-Ear Stereo Phones
HALF PRICE! **788**
Realistic™ in-ear phones weigh just 0.6 ounce! With carry pouch. #12-144. See Radio Shack 788-91.

Micro-Thin™ Calculator
39% Off **488**
Radio Shack EC-413 is almost the size of a credit card! Solar powered. #12-145. See Radio Shack 488-91.

DON'T DELAY! 3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!

**NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!**

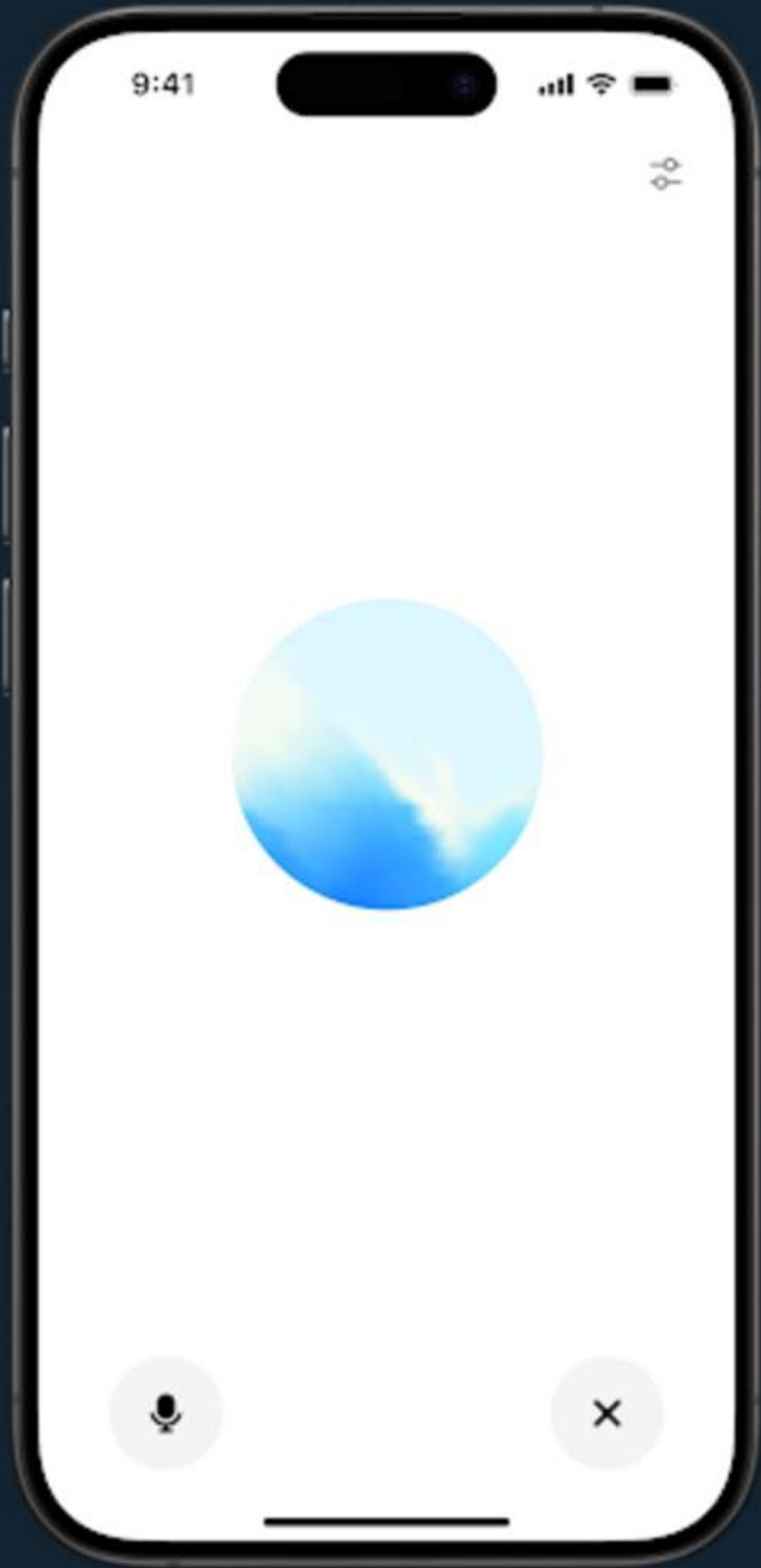
HURRY! OFFER ENDS TUESDAY FEBRUARY 19

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!

Save \$670
\$1599
Low As \$499 Per Month - Reg. \$2269.95

- 286-Based PC Compatible
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate® Software #12-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-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WHAT'S GOING TO HAPPEN WITH AI?



HUMANITY TRANSFORMED

Healthier Lives

Fusion energy and AI tools will create a sustainable planet. We gain the power to reverse environmental challenges.

Sustainable Planet

Gene editing and anti-aging therapies promise healthier, longer lives. Predictive medicine unlocks treatments for once incurable diseases.

Unlimited Potential

Brain-computer interfaces unlock creativity and expand human capabilities. Humanity's potential will move beyond biological limits.

ANTI-AGING REPROGRAMMING

OpenAI and Retro Biosciences partnered to redesign Yamanaka factors.



Efficiency Gain

Faster cellular
reprogramming



Healthy Years Added

Projected lifespan extension

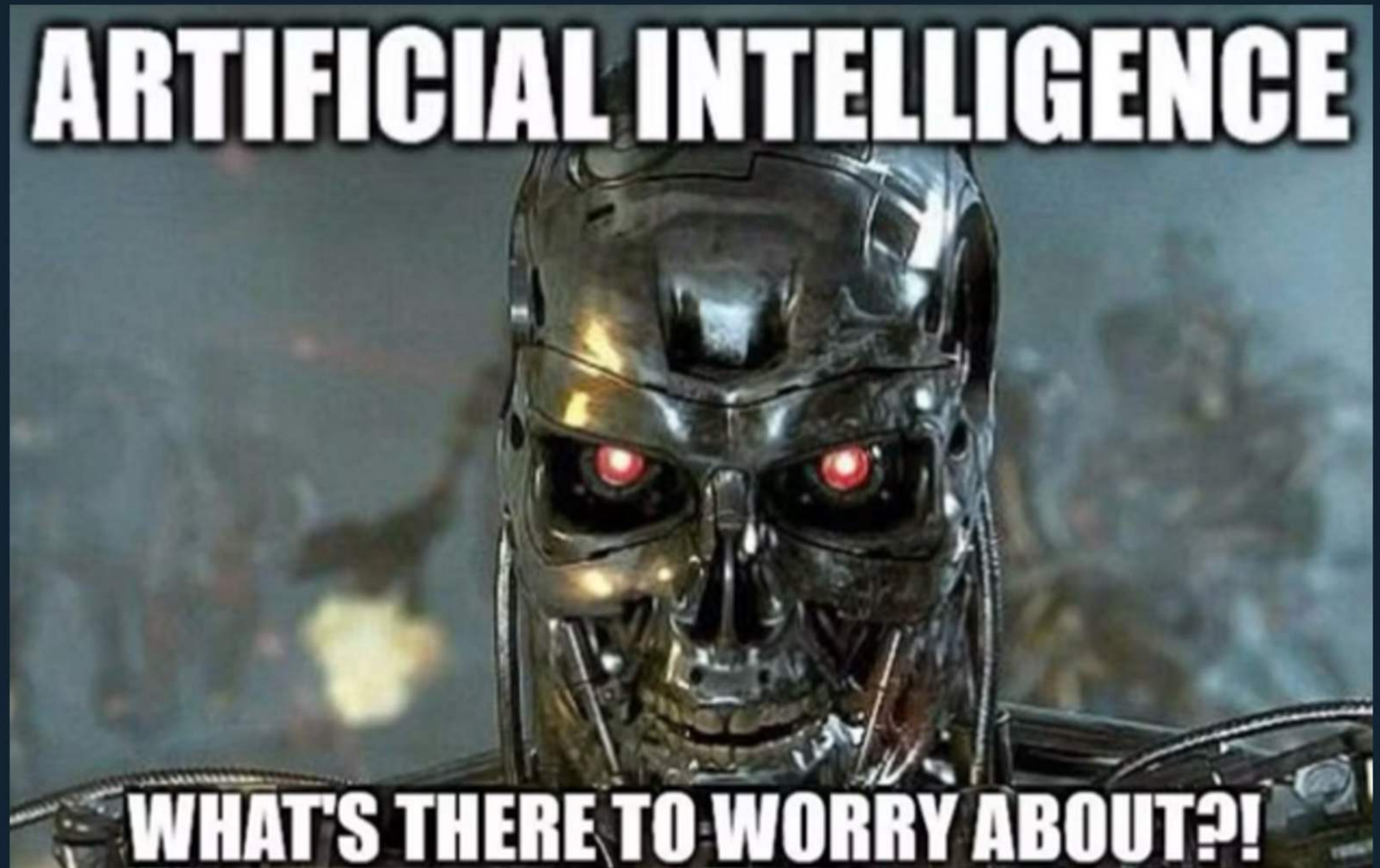


Human Trials

Expected start date

CURT STEINHORST

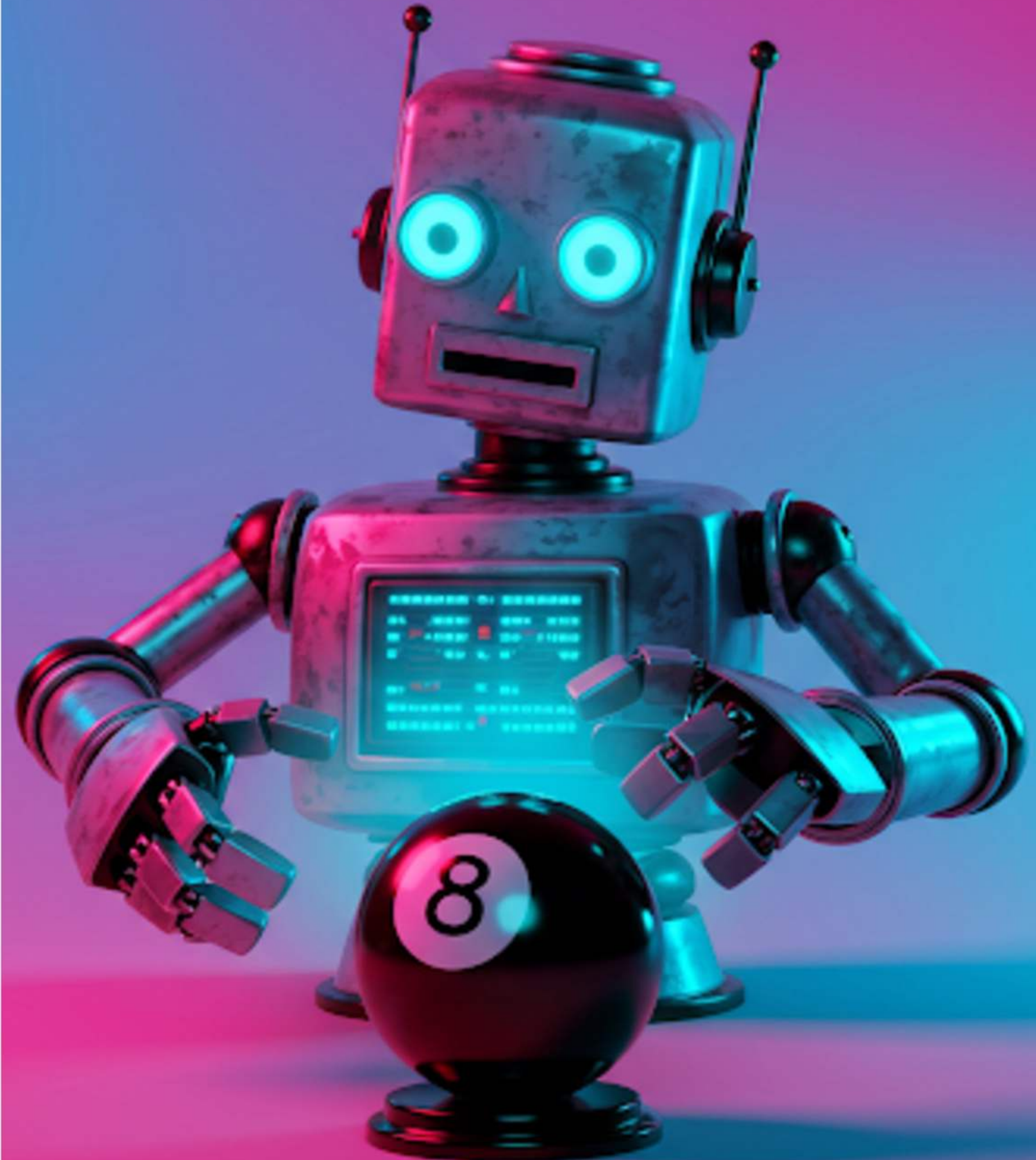
HUMANITY
ELIMINATED



CURT STEINHORST

WHAT'S GOING TO HAPPEN WITH AI?

Ask again later.



What We Know

AI IS TRANSFORMING EVERYTHING

All industries. All jobs.
All of life.

What We Know

COMPANIES ARE INVESTING IN AI

71%

Business Function Adoption
Using GenAI in at least one function

92%

Increased Investment
Plan to increase AI investments

\$4.4T

Economic Impact
Potential global economic boost by 2030

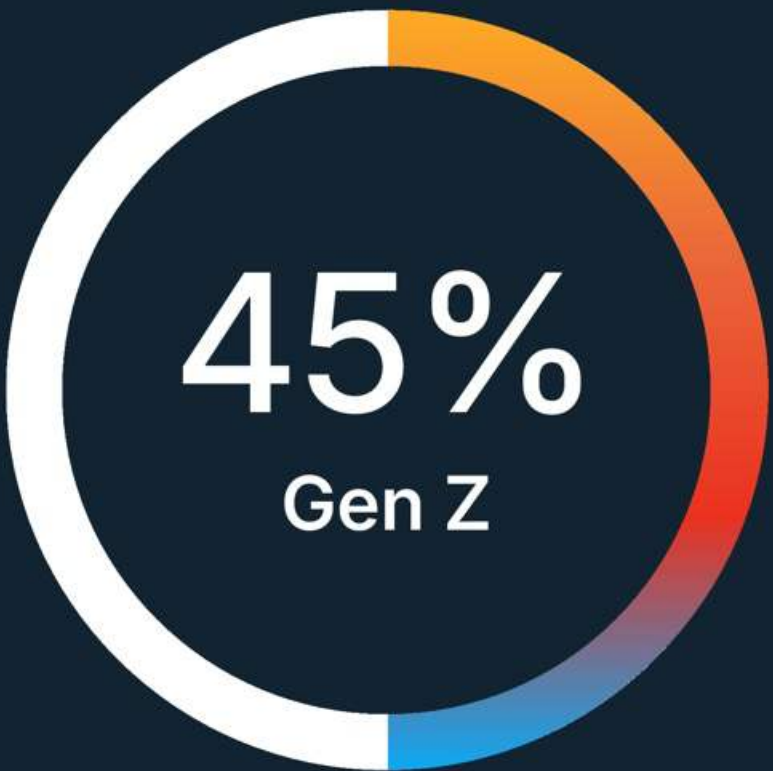
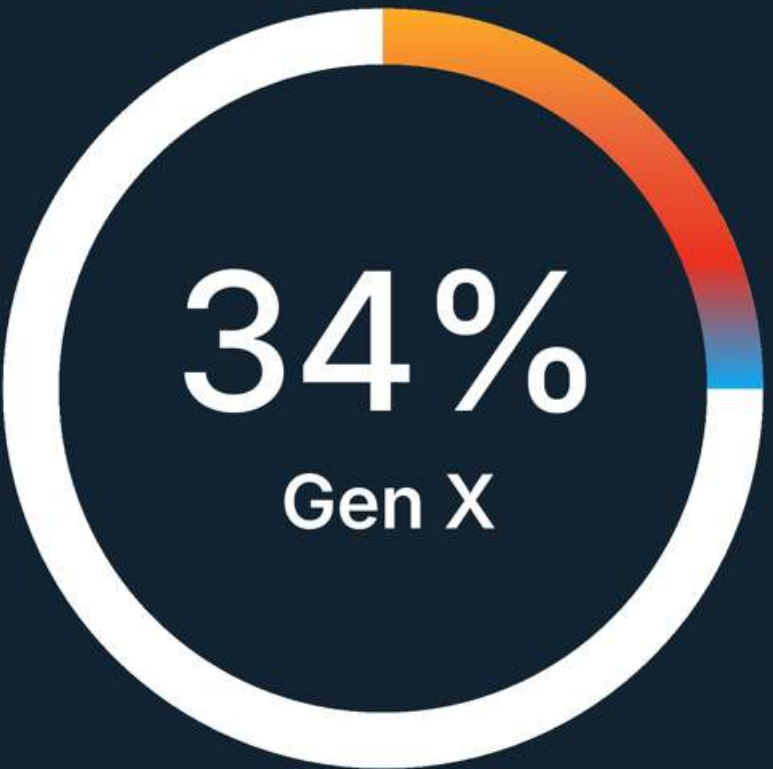
AI transformation is no longer experimental. Companies are committing resources. Will your business lead or be left behind?

What We Know

AI USERS
OUTPERFORM
NON-USERS

What We Know

GENERATIONAL
DIFFERENCES IN AI
ADOPTION



What We Don't Know



THE FUTURE



LET'S HAVE THE RIGHT
CONVERSATION AND
ASK THE RIGHT
QUESTIONS

The wrong question:



WHAT CAN AI DO?

What DOES matter:
How your people use it.

Question 3

Can I Learn This?

This is about curiosity, not IQ

If you can text...

You can write a prompt

This isn't coding

It's conversational

Curiosity is your competitive advantage

Question 4



Do I Have the Time?

2 hours
learning = 5 hours saved
per week

260 hours/year

That's 6.5 weeks of your life back

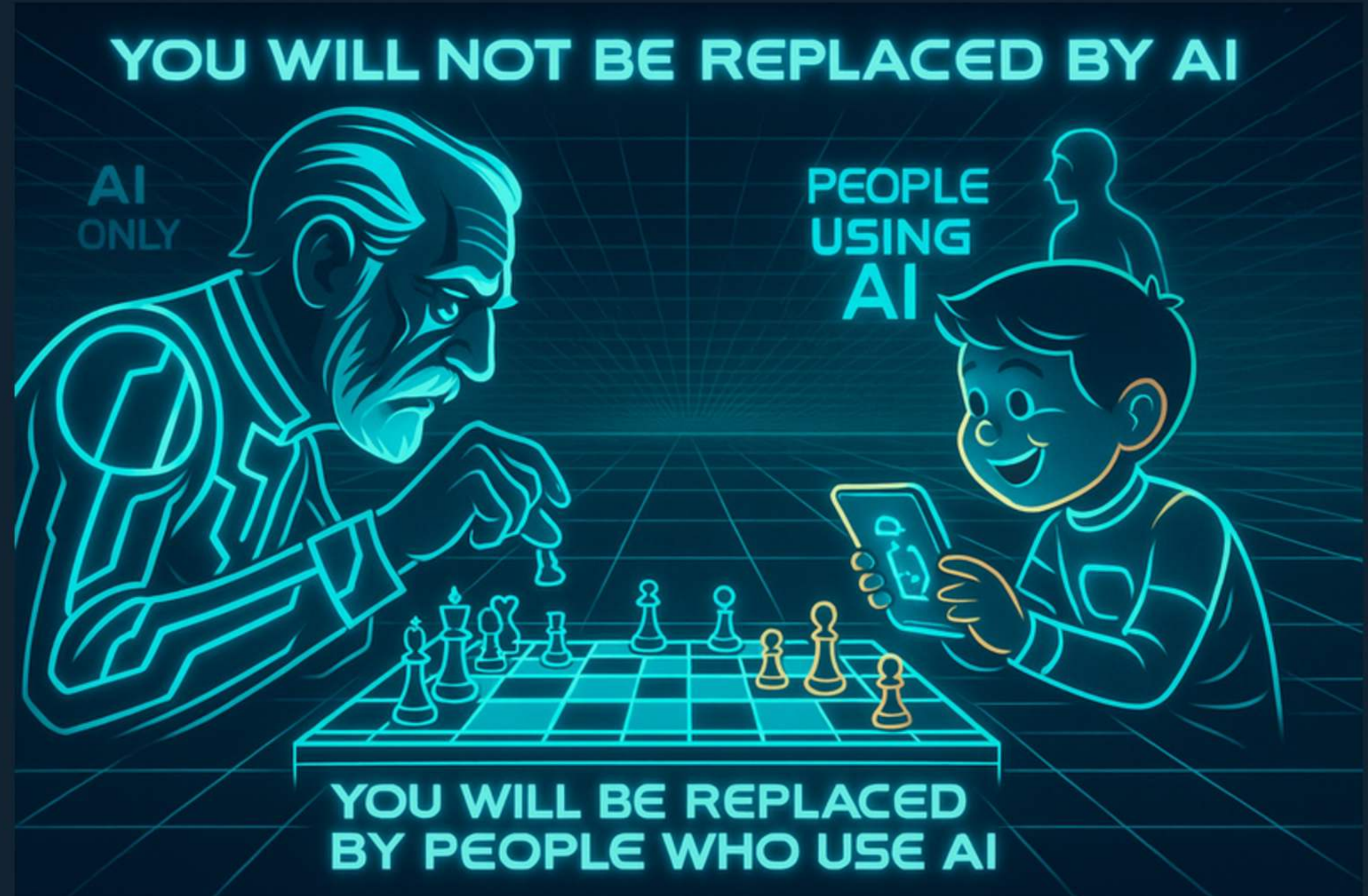
Question 1:



WILL THIS REPLACE ME?

Question 1:

WILL THIS
REPLACE ME?



LEVELING THE PLAYING FIELD

Your Advantages

- Speed of decision-making
- Deep customer relationships
- Values-driven culture

AI multiplies your
competitive advantage

\$20 /month

Gets you capabilities that
required a \$500K
software team

USE THE TOOL



Long-form content. Deep analysis.
Contextual conversations.



Google AI. Workspace integration. Current info.



Versatile for writing, brainstorming, problem-solving.



X (Twitter) integration. Real-time info, personality.



AI presentations. Transforms ideas to visuals.



AI coding assistant. Build apps, automate workflows.

Question 1

Is This Replacing
Me?

What they're
really asking

Do I still matter?

Your Irreplaceable Value

- Navigate family dynamics
- Make values-based tradeoffs
- Build trust with customers
- Handle grey areas

AI replaces tasks, not people

Question 2:



IS THIS CHEATING?

What once felt like cheating now defines expertise.



Created by Ai
(errors included)

Then	Reaction	Now
Calculators	"That's not real math."	Financial modeling
Spellcheck	"That's lazy writing."	Professional communication
GPS	"You'll lose your sense of direction."	Dynamic logistics
Excel macros	"That's not original think."	Leadership leverage

Every generation's shortcut becomes the next generation's skill.

PROVIDE PERMISSION



Question 2



Is It Cheating?



Old Definition

- Hours spent
- Effort visible
- "I did this myself"

New Definition

- Outcomes achieved
- Problems solved
- Value created

Question 3:



CAN I LEARN THIS?

THE EVOLUTION OF INFORMATION TOOLS

We mastered search engines; we'll master AI.



Search

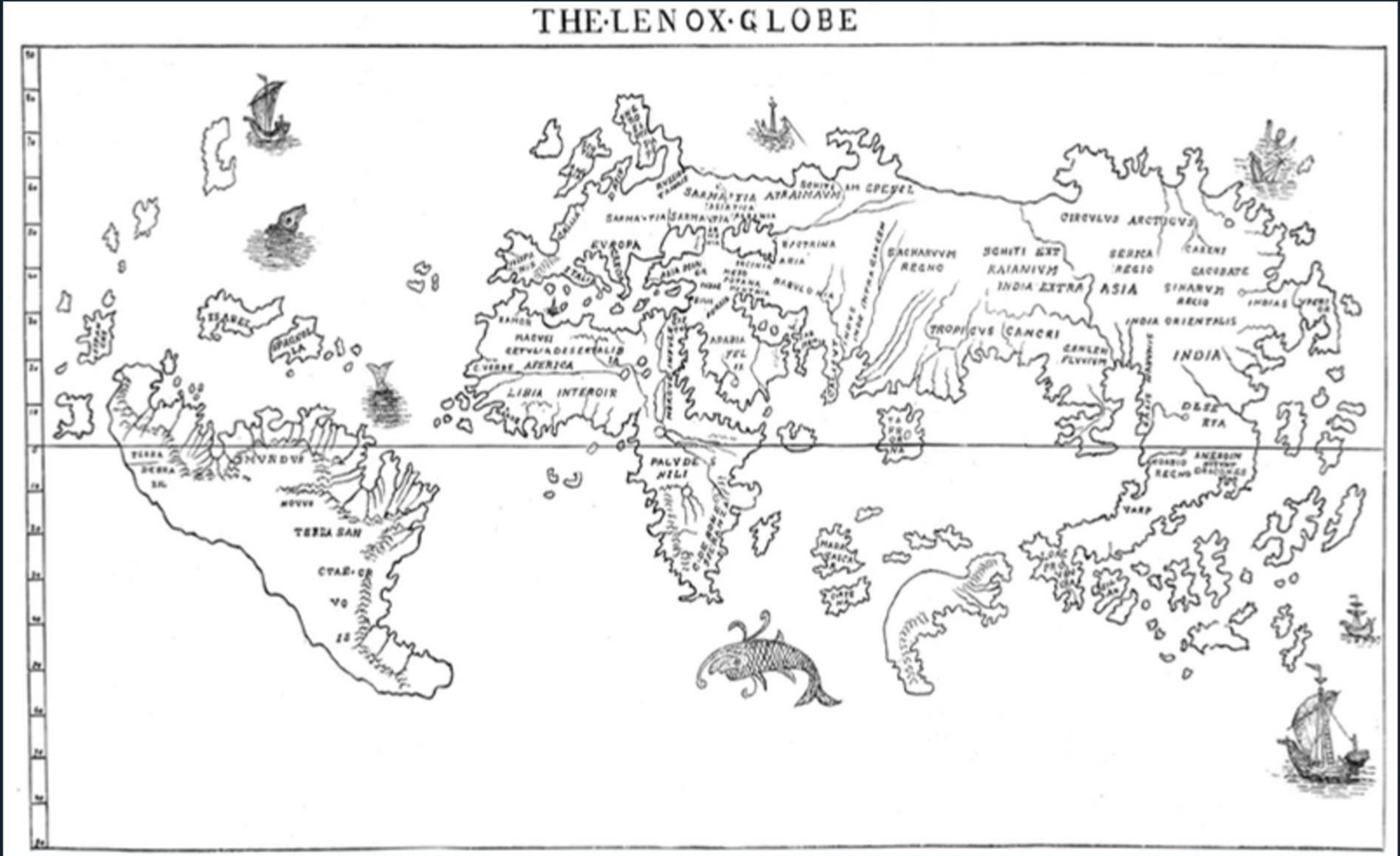
Finds existing info. You synthesize.



Generative AI

Creates new outputs. AI synthesizes with guidance.

Both are essential.
Search for sources,
AI for synthesis.
Use both
strategically.



WIRED TO EXPLORE



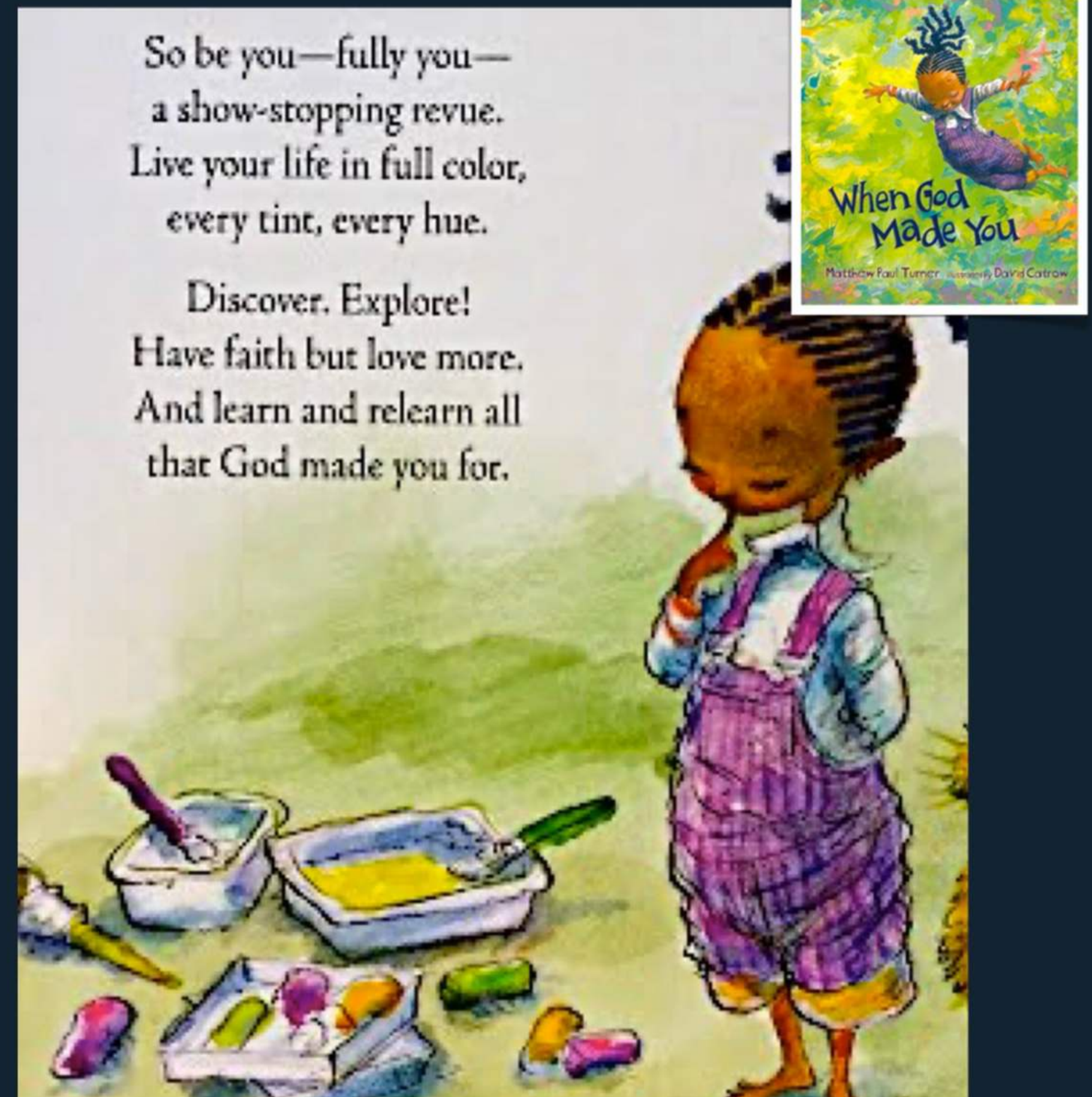
TWO CHOICES:

DEFEND

OR

DISCOVER

BE CURIOUS




Question 1:



DO I HAVE THE TIME?

OVERWHELM



Inbox
Calendar
To-do's
Asks

Unending.
Unrealistic.
Defeating.
Infuriating.

DISTRACTION



How long people remain focused
on a single task

~1200

#of times we toggle
between apps and
websites each day...

11 SEC

How long for
65% of toggles
to occur...



2004

2.5 minutes



2013

75 Seconds



Today

47 Seconds

HOW WELL CAN YOU MULTITASK?





CREATE CAPACITY



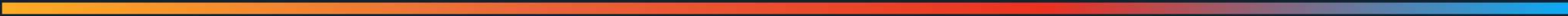


PROTECT YOUR MOST LIMITED AND VALUABLE RESOURCE

Is this replacing me?



The real question



"DO I STILL MATTER?"

PROMPT AS PROCESS



The slides that follow
are examples of
specific prompts I use
to improve LLM output

GETTING MY VOICE RIGHT

For any new content project

Core Philosophy

Make every word count.

Voice Principles

- Reality-anchored
 - Audience is smart & busy
 - Sound human, not corporate
 - Measured & confident
-

Avoid Language

- Buzzwords (e.g., unlock, leverage)
- Clichés ("In a world where...")
- Empty declarations

RHYTHM & CADENCE

Editing & Speech Guidelines

Use strong verbs and concrete nouns. Read aloud for natural rhythm. Each paragraph needs space to breathe.

Sentence Rhythm

- 30% short (<8 words): Truth & Punch
- 50% mid (9-16 words): Clarity & Flow
- 20% long (17-28 words): Texture & Depth

Red Flags

- Multiple fragments per paragraph
- 3+ consecutive identical sentence starts
- Paragraphs +/- 15% off rhythm target
- Difficulty reading aloud

EVIDENCE & SOURCE STANDARDS

For Fact-Checking & Research-Backed Content

1

Reject Vague Authority

Avoid vague phrases like "Neuroscience shows...". Name specific researchers, studies, and institutions.

2

Avoid Obvious Findings

Cite only if the source adds strategic weight or an unexpected twist.

3

Prioritize Story-Driven Data

Use sources that reveal a compelling story or uncover tension.

4

Name the Names

Refer to researchers, authors, and original publications directly.

SOCIAL MEDIA & LINKEDIN VOICE

Guidelines for LinkedIn & Short-Form Content

Style Rules

- Start with tension
- Avoid fluff
- Challenge ideas, not people
- Give credit, take blame
- Use line breaks & white space
- End with insight (not engagement bait)

Never Use

- "Excited to share"
- "With zero fluff"
- "What do you think?"
- "Unlock your potential"

Voice Triggers

- "Turns out..."
- "Sure, we could..."
- "The hard part isn't..."
- "The real question is..."

SPEECH/TRANSCRIPT ANALYSIS

Feed this when processing recorded speeches, client calls, video shoots



Segment by Take

Identify new takes. Treat as distinct units. No trimming.



Exclude Unusable Takes

Remove incomplete thoughts, bad takes, or repetitions.



Score Usable Takes

Rate clarity, insight, delivery. Label: strong, decent, or pass.



Output Strong Clips

Provide full verbatim take, surrounding sentences, timestamp, and key insights.

WHAT MAKES A GOOD PROMPT?

Bad Prompt

"Write an email"

Good Prompt

"Write to a 20-year customer about late delivery. Apologetic but confident. Include solution, timeline. Under 150 words."

Hack 1

THE EXPERT PERSONA

THE "MEH" PROMPT

"Write a marketing email."

THE 10X HACK

"You are a world-class copywriter in the style of David Ogilvy. Your tone is skeptical and outcomes-focused. Write a 3-sentence email to a busy CEO."

Hack 2

THE ANTI-JARGON RULE

THE "MEH" PROMPT

"We must leverage our frameworks to accelerate the journey and unlock empowerment..."

THE 10X HACK

"Write this paragraph. You are *banned* from using the words: 'unlock,' 'leverage,' 'framework,' 'journey,' or 'empower.' Use concrete nouns."

Hack 3



THE ITERATION HACK

THE "MEH" PROMPT

"What's a good title for my article?"

THE 10X HACK

"Give me 10 headline options. Each must be under 8 words.

...Give me 5 more.

...Now give me 5 antagonistic ones."

Hack 4

THE SIMPLIFYING HACK



"EXPLAIN LIKE I'M 7"

Forces the AI to find the simplest, core metaphor.



"EXPLAIN LIKE I'M 17"

Forces clear concepts without technical jargon.



EXPLAIN LIKE I'M
A COLLEAGUE"

Forces expert-level shortcuts and assumed knowledge.

Hack 5

THE CREDIBILITY HACK

THE "MEH" PROMPT

"Studies show that...

Experts agree..."

THE 10X HACK

"Find 3 stats on burnout. You **must** cite the specific researcher, the publication, and the year. (e.g., 'Gallup, 2023')."

Hack 6

THE STACKING HACK

INTERROGATE YOUR DATA

Don't just ask for a **summary**. Force the AI to **use** the data.

Prompt: "I've **uploaded** our annual report. Read it. Now, identify our top 3 stated risks and draft a 5-sentence email **from me** to our leadership team addressing them."

Hack 7



THE CADENCE HACK

THE "MEH" PROMPT

"The concatenation of disparate ideas often results in a sub-optimal cognitive framework for end-users, which is to say that it's confusing."

THE 10X HACK

"Rewrite this. Target: 30% short sentences (under 8 words), 50% mid (9-16). One fragment per paragraph max. Make it hit."

A FEW MORE IDEAS...



- | | |
|--|---|
| <ul style="list-style-type: none">• Summarize this article.• Recommend a battery-powered lawn mower.• Generate a safety meeting agenda for heat illness prevention, including a handout.• Compare pros and cons of online collaboration tools for hybrid teams. | <ul style="list-style-type: none">• Compare new iPhone vs. last model.• Troubleshoot Flexispot standing desk (E20 error).• Create a 1-day training agenda for new Assistant Project Managers.• Convert bullet point notes into a polished meeting summary. |
|--|---|

THE FORMULA

Context

(who/what/why)

Constraints

(tone/length)

Task

(specific action)

Example

(show what's good)



Build sustainable competitive advantage by developing what AI can't replicate—the human capabilities that become more valuable as technology advances.

HAVE QUESTIONS?

SEEKING RESOURCES?

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