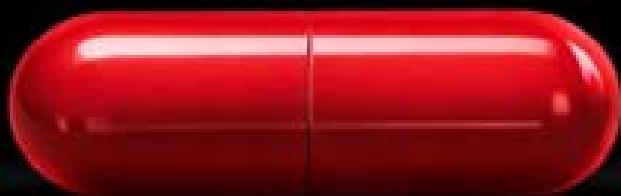


A DOCTRINE FOR CEOs, OPERATORS, AND OWNERS

THE RED PILL MOMENT

HOW LEADERS WIN—CHANGING PERCEPTION
IN THE AGE OF AI



ADAM B. BLOOM



Include a copy of
the first book on
generative AI !!!

A DOCTRINE FOR CEOs, OPERATORS, AND OWNERS

The Red Pill Moment[©]

How Leaders Win—Changing
Perception in the Age of AI

By 3-time Author:
Adam B. Bloom - 3x Author

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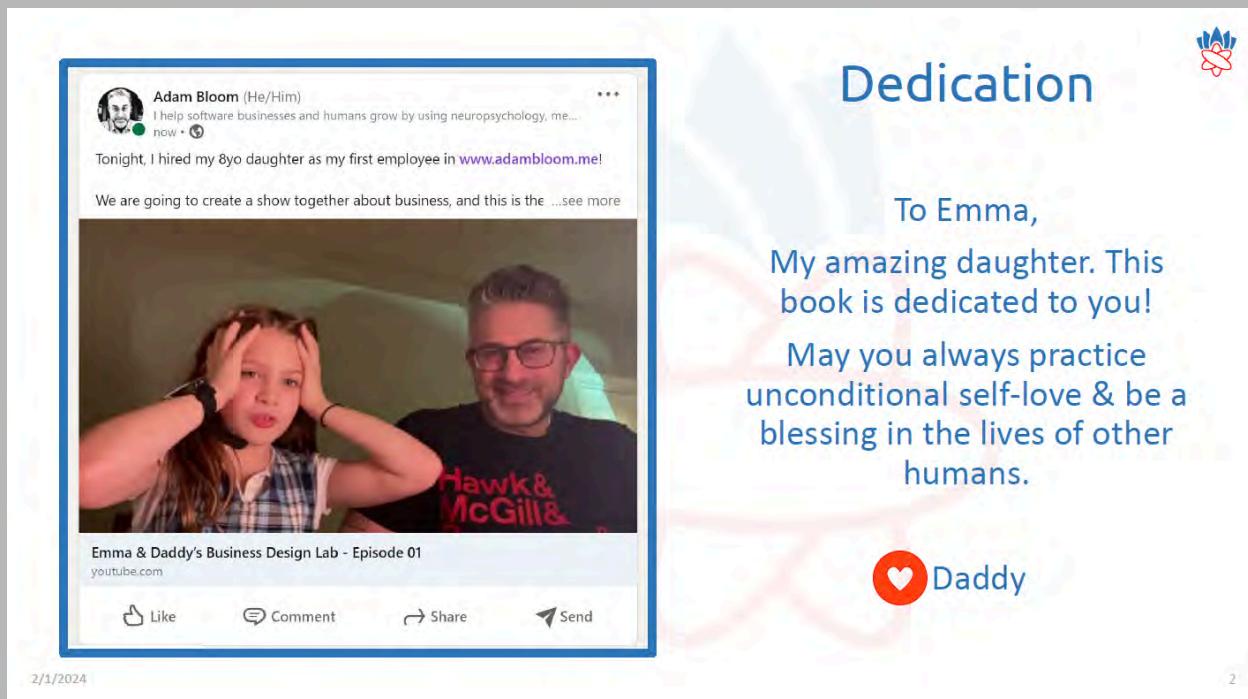
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Dedication

As in my first book about Generative AI :)...



Adam Bloom (He/Him)
I help software businesses and humans grow by using neuropsychology, me...
now • 10

Tonight, I hired my 8yo daughter as my first employee in www.adambloom.me!

We are going to create a show together about business, and this is the ...see more

Emma & Daddy's Business Design Lab - Episode 01
youtube.com

Like Comment Share Send

2/1/2024 2

Dedication

To Emma,
My amazing daughter. This book is dedicated to you!
May you always practice unconditional self-love & be a blessing in the lives of other humans.

Daddy

My Commitments, to You, My Reader

I didn't write this book from a safe distance.

I wrote it after watching my own career and entrepreneurial opportunities—work I was good at, and proud of—evaporate in real time.

Not because I stopped working hard, but because the ground shifted underneath the entire economy of knowledge work.

AI didn't arrive as a trend for me.

It arrived as a force that rewrote the rules.

This was an existential shift—I watched roles and opportunities—including mine—get compressed or replaced by AI-enabled workflows. It was unsettling, and it clarified what matters.

That experience did two things:

it humbled me, and

it made me responsible.

If this is where the world is headed, then people deserve guidance that is honest, usable, and humane—not hype, not fear, not empty “prompt hacks.”

From the softer side of me, I wrote this book with my heart—not to impress you, but to help anyone who reads it.

Here is my commitment to my readers, meta-data cousins, and everyone I “build with” during the rest of my life journey—customers, teams, partners, and investors:

- **Clarity over hype.** No fear, no inflated promises—the raw version of reality.
- **Practical value.** An ability to apply this and see real improvement in business or personal matters.
- **Respect for your agency.** AI should expand your capacity, not replace your judgment.
- **Ethical deployment.** I will advocate for dignity, privacy, and trust in real-world use.
- **Stewardship.** When I learn something important, I'll refine and correct what needs correction.

My goal with this book is simple: help you navigate what's changing with competence, calm, and integrity. To add color commentary, this is in a direct way. No beating around the bush.

I will tell you the truth as clearly as I can. I will give you what's practical, not performative. I will respect your agency and never ask you to outsource your judgment.

And I will push for ethical use—because real people live downstream of our decisions.

This “Commitment” section was inspired “just in time.” Earlier today, I ran into this input box. So, I decided to make a public commitment to my customers, my team, my partners, and my investors. Importantly, I extend the word partners to also mean “the new economic form of employee.”

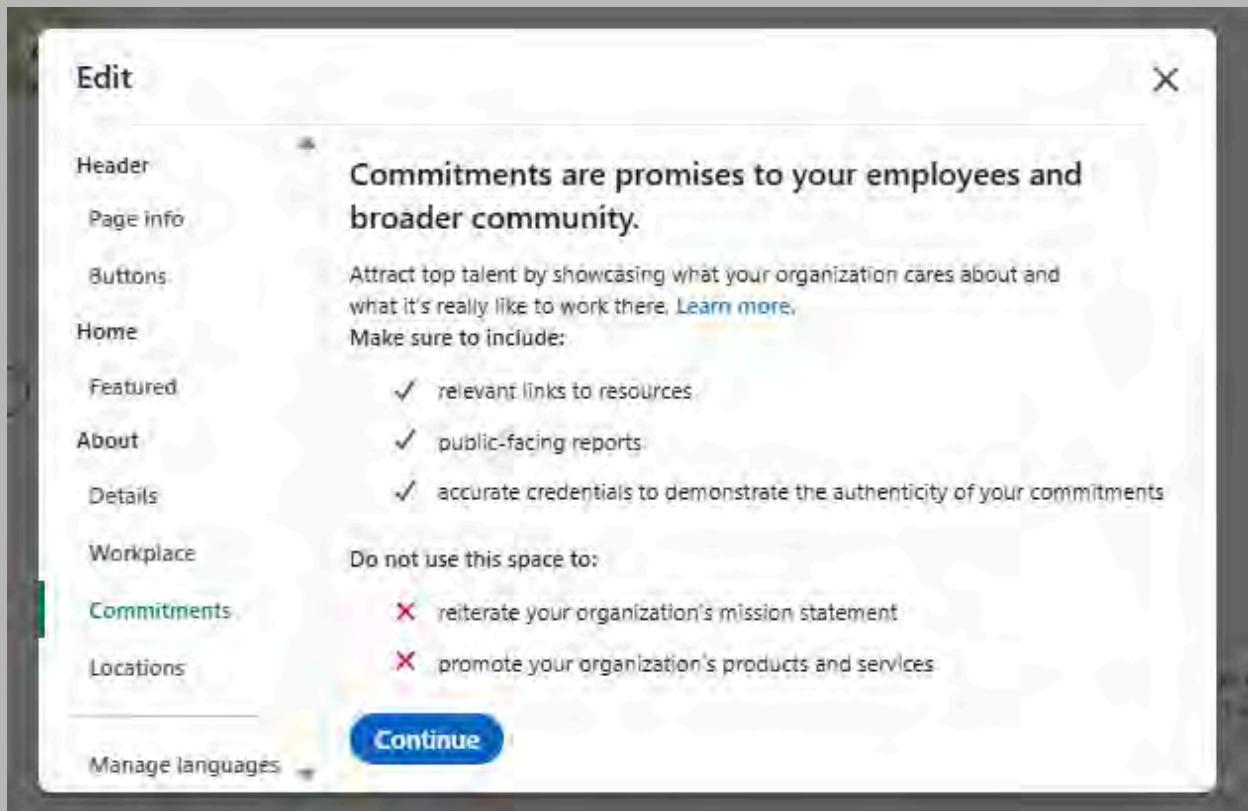


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Preface

“You don’t adopt AI—you inherit a new operating condition. And when intelligence becomes cheap, the only durable advantage is a management system that can turn it into trustworthy decisions.”

—Adam Bloom (*The Red Pill Moment*®)



If you only read one thing, read this: generative AI isn’t a tool you adopt. It’s a permanent operating condition—like gravity for business. As intelligence becomes cheap and abundant, legacy business operations collapse. Governance slows, coordination frays, and the org chart starts lying, even to itself. You’ll see “more output” paired with “less clarity” and “more risk.”

This dissonance is your The Red Pill Moment®.

Most leaders answer this moment with familiar motions.

Their perception isn't yet hindsight.

Strategy decks, pilots, committees, and “copilots” bolted onto old workflows.
Small business leaders—both new school and old skool—looking at their bank account to make major decisions.

These create activity, alignment theater, and temporary reassurance.
They do not create adaptation, accountability, or trust.
A surface copilot on a broken operating model is lipstick on latency, lipstick on a pig.
This book is not a tooling guide; it's a rewiring manual.

The question this book answers is simple—and permanent.

What must leaders rebuild when intelligence is abundant and non-human?

Not the tools: the system that turns intelligence into decisions.
How work is defined, how choices are made, how responsibility is assigned.
How truth is audited, how risk is bounded, how teams coordinate at speed.
In an AI-native era, management becomes the core product.

The book's premise moves through four disciplined sections.

- Part I names the recognition moment and why past playbooks fail.
- Part II shows what breaks first: knowledge work, CRM-as-truth, functional org design.
- Part III lays out the rebuild: intelligence as infrastructure; language as the control plane.
- Part IV redefines leadership: executive roles, decision rights, and the responsibility that remains.

The conclusion is blunt: delay is a decision, and comfort has a cost.

The Meme

If you remember one meme, remember this: “Cheap intelligence makes old management expensive.”

When answers are infinite, the scarce resource becomes judgment and coherence.

You need auditability, not vibes; incentives, not slogans; trust, not surveillance.
Systems of record stop being systems of truth unless you can verify and replay decisions.
Functions stop being the unit of execution; outcomes become the unit of accountability.
The goal is a coherent enterprise that learns faster than its environment changes.

This is a practical, sober brief for executives standing at the threshold.

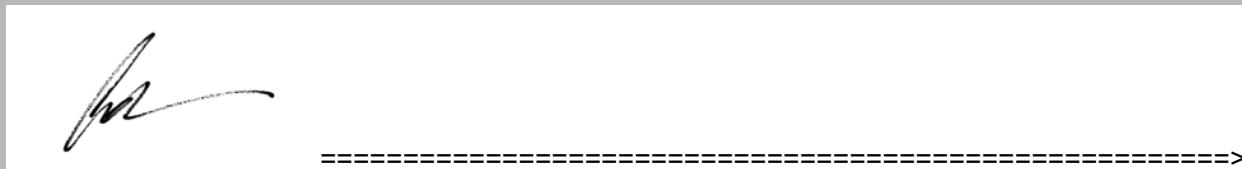
Principles help the message survive meetings.
Read it to see what breaks, what turns performative, and what must be rebuilt.
Use it to redesign decision rights, workflows, accountability, and trust for abundant intelligence.

This moment isn't prediction; it's recognition—and then responsibility.

Choose clarity over comfort.

With Love and Gratitude...Thank You for Reading,

Adam



Author's Note: Why I wrote this book [with a 14-year Background in AI]

My work with AI began in 2012 at a high-growth, “traditional AI” startup who grew a horn and morphed into a Unicorn. Over the next decade, I applied a wide range of AI methods across three employers and more than a dozen client environments—the leaders were in customer-facing, revenue-generating roles where outcomes are measurable.

In 2022, while working at a Techstars-backed startup, I became a day-one adopter of **ChatGPT**. The impact was immediate: I moved faster, communicated more clearly, and produced higher-quality work in less time. The startup’s app automated software development of apps, and people thought our biggest competitor was bubble.io. Throughout 2023, I used generative AI daily as I led revenue functions—across sales, marketing, tech-stack, and go to market strategy with the leadership team—learning what it could actually do in real business conditions (and what it couldn’t).

Then the ground shifted.

My employer pivoted, and I was replaced by a generative AI-enabled workflow. It was an existential moment—unpleasant, clarifying, and ultimately catalytic.

It forced a deeper question: **What does it mean to stay useful, human, and economically viable in a world where intelligence is cheap and abundant?**

On February 1, 2024, I published my first book on the subject: *The Generative Sales and Marketing Organization—How Generative AI Reinvents CRM, Profits, Costs, and Revenue Streams at B2B Software Companies*. It didn’t reach mainstream distribution, but it reached the right rooms. Executives and operators told me it helped them move from “buzzword” to “implementation”—and several used it to reshape roadmaps, operating models, and internal education.

After that, I built an edu-tainment YouTube project, *The Generative Sales and Marketing Show*, partly as a passion project and partly as an experiment. I wanted to see how a book could transform into a highly visual and human show—and could the show become training data? The transcripts became an early foundation for a small, domain-specific “nano-model” approach I used to test how knowledge can be captured, compressed, and operationalized.

From 2024 to 2025, I watched adoption move through predictable phases. Early on, many leaders outside software hubs were unsure what mattered. Later, media coverage surged and social platforms filled with demos, prompt trends, and “best practices.” Yet even as generative AI became mainstream conversation, it often remained **under-specified in job descriptions and under-owned in executive accountability**. I repeatedly saw the same pattern: people were intrigued by results, but unclear on governance, risk, and how to integrate these systems without degrading culture or judgment.

Over the past two years, I've spoken with hundreds of executives, builders, and business partners. I've automated workflows that used to require expert labor, built prototypes that failed, and learned (the hard way) where the real constraints are: data quality, incentives, organizational fear, and the ethics of deployment—not just the models. I've also tested systems in large retail environments where operational impact is measurable and the stakes are real.

As of **January 2026**, my focus is shifting toward “things made of atoms, not bits”: how AI changes physical operations, service environments, and real-world experiences—not just software workflows and software industry cannibalism. Along the way, I created an AI “Chief of Staff” stack (what I call **Awen**)—a structured set of prompts, templates, and specialist agents that helps me coordinate a clone of myself as CEO and a version of every revenue-facing department head, from CRO to CTO and CFO.

This book is the next milestone in that journey.

It's written for company leaders who want something rare: **clear thinking, grounded practice, and a trustworthy way to use generative AI without losing the plot—personally, professionally, and culturally.**

It forces a deeper question: **What does it mean to stay useful, human, and economically viable in a world where intelligence is cheap and abundant?**

I wrote this book to make an impact on the lives of others, in a positive way.

Links, comments, and citations:

[The Generative Sales and Marketing Show™](#)

[The Generative Sales and Marketing Organization—How Generative AI Reinvents CRM, Profits, Costs, and Revenue Streams at B2B Software Companies™.](#)

Executive Perspective:

- “I took one look at this book and immediately introduced Adam to one of my best business partners. He explains Generative AI as a true thought leader.”
 - Venture capitalist, 4-time unicorn creator, and author
- “This is a jam-packed tutorial on how to think about Generative AI and apply it inside your company. I've known Adam for 20+ years. This book is a must-read.”
 - Director of Enterprise Data & Analytics at a \$22B company
- “The book is awesome. Adam is really on to something here. It's great to see you [Adam] so ahead of the curve. Generative AI is changing everything.”
 - 25+ year Silicon Valley software veteran and Chief Product Officer
- “Adam's book gives a clear picture of where my consultancy should head—it is thought-provoking and full of insights. I asked all my employees to read it.”
 - Co-Founder of a 300-person software consultancy

- “Wow. This covers all of it—from strategy to execution. I'd recommend to anyone taking on Generative AI apps. This is a fast-moving space, and Adam gets it.”
 - EVP of Product for a large, MarTech and SEO media company
- “I've worked with Adam a long time, and this book is eye-opening. After reading it, the advice I give my clients has totally transformed.”
 - Part of a boutique consultancy and advisory, focused on growth

Oh, and check out my music, love and light! adambloom.me | Join me on [Suno](#)

PART I — THE MOMENT (Recognition)

This section names the moment leaders can no longer avoid.

Generative AI is not a technology initiative to evaluate; it is a structural shift already reshaping how work, authority, and advantage operate.

Organizations feel busy—running pilots, writing strategies, approving policies—yet fall further behind because these actions assume time still exists.

It doesn't.

Intelligence is now abundant, fast, and non-human, collapsing legacy pacing and control mechanisms simultaneously.

Part I forces recognition: past playbooks fail, governance theater replaces control, and delay compounds exposure. Before rebuilding anything, leaders must first see what has already changed—and accept accountability for redesigning what no longer holds.

Chapter 1 — The Red Pill Moment©

“The organization already changed; leadership just hasn’t caught up yet.”

—Adam Bloom (*The Red Pill Moment©*)

The board meeting was calm, efficient, and completely wrong. Slides advanced. Metrics reassured. A pilot program was approved. Everyone left believing the organization was *on track*. Meanwhile, inside Slack, Google Docs, and customer emails, non-human intelligence was already rewriting how work happened—faster than policy, outside permission, and invisible to leadership.

Here is the simple truth most executives miss: **AI is not a tool you adopt; it is an operating condition you wake up inside.** While leaders debate strategy, employees quietly collapse days of work into minutes. While governance committees form, vendors embed intelligence by default. While plans assume time, competitors compound learning every week. Nothing dramatic announces this shift. It just quietly erases the gap between intention and execution.

One CEO noticed when a junior analyst delivered a board-ready model overnight—better than the consulting firm hired the year before. No breach. No policy violation. Just a question that wouldn’t go away: *If this is possible now, what else is already broken?* That was the moment. Not fear—but clarity. Like the red pill, once seen, it cannot be unseen. The organization had already changed. The only remaining decision was whether leadership would redesign it deliberately—or let it decay by default.

Governing Thought

Enterprise AI is not a technology cycle to manage; it is a structural break that permanently alters how organizations create value and exercise control.

Situation

Most enterprises currently treat generative AI as a familiar problem. It is framed as software: to be evaluated, piloted, governed, and eventually deployed.

Leadership assumes time is available to experiment, observe competitors, and respond later. This mirrors prior waves of digital transformation.

Complication

That framing no longer holds.

Generative AI does not behave like prior enterprise software.

It alters cognition, coordination, and execution simultaneously.

Its effects compound outside formal deployment paths, through employees, vendors, and customers.

Delay does not preserve the status quo; it erodes it.

Key Question

What changes when AI stops being an optional capability and becomes a permanent operating condition?

Answer (Top-Line Conclusion)

When AI becomes an operating condition, leadership must shift from adoption decisions to structural decisions about how work, authority, and advantage are organized.

Supporting Logic (Grouped, Parallel)

1. AI is not incremental; it collapses established performance gradients
2. There is no safe perimeter for experimentation or delay
3. Human exclusivity as the bottleneck for value creation is gone
4. AI-native organizations operate on different economic logic

Evidence and Explanation

1. AI is not incremental; it collapses established performance gradients

Generative AI compresses the gap between expert and non-expert execution.
Tasks once constrained by skill, experience, or scale become broadly accessible.
This undermines role-based differentiation and functional moats.
The governing thought holds because organizational advantage is no longer preserved by gradual improvement.

2. There is no safe perimeter for experimentation or delay

AI adoption does not occur only through sanctioned programs.
Employees use it independently. Vendors embed it implicitly. Customers expect it by default.
The organization is exposed before leadership decides to act.
This reinforces the governing thought: control erodes without structural response.

3. Human exclusivity as the bottleneck for value creation is gone

For decades, enterprises optimized around scarce human judgment.
AI introduces non-human cognition at near-zero marginal cost.
Decision latency, not headcount, becomes the constraint.
This validates the governing thought by redefining what limits organizational performance.

4. AI-native organizations operate on different economic logic

AI-native firms design processes assuming machine reasoning is ambient.
They scale coordination without proportional labor growth.
They treat software not as tooling, but as workforce.
This confirms the governing thought: competition is no longer symmetrical.

Implications

- Leadership can no longer delegate AI to IT or innovation teams
- Strategy must account for cognitive leverage, not just capital or labor
- Governance shifts from usage control to system design
- “Waiting” is an active decision with compounding downside

Accepting the red pill means accepting accountability for redesign, not experimentation.

Transition Forward

If AI is a permanent operating condition, the next question is not *whether* to use it, but *where control must now reside*.

The next chapter examines why traditional governance models fail under this shift—and what replaces them.

Chapter 2 — Why Past Playbooks Fail

“Playbooks built for scarcity collapse under abundance.”

—Adam Bloom (*The Red Pill Moment*©)

The executive team did everything right—by yesterday’s rules. A strategy firm was hired. A roadmap was produced. Pilots were launched in safe functions. Governance principles were approved. Progress was reported upward, risk was framed as manageable, and time felt available. On paper, the organization was “handling AI responsibly.”

In reality, those moves were already obsolete. **Every familiar playbook assumes intelligence is scarce, slow, and expensive.** Generative AI breaks all three assumptions at once. Capability no longer accumulates linearly. Learning no longer waits for rollout. Impact no longer follows approval. While leaders sequence initiatives, the environment compounds continuously—through employees, vendors, customers, and competitors acting outside the plan.

The failure becomes visible only in hindsight. A competitor iterates weekly while your pilot waits for sign-off. A team using copilots quietly outperforms teams following approved workflows. Metrics still look stable, but outcomes drift. The organization is busy, aligned, and increasingly irrelevant. The problem is not execution quality; it is that the playbook was designed for a world that no longer exists.

This chapter names the uncomfortable reality: **incrementalism is not caution—it is exposure.** Strategy decks, pilots, and copilots feel prudent because they preserve familiarity, but they delay the structural decisions that abundance forces. Past success becomes a liability when leaders mistake motion for adaptation. The playbooks fail not because teams are incompetent, but because intelligence is no longer the bottleneck they were built to manage.

Governing Thought

When intelligence becomes abundant, the organizational playbooks designed for scarcity stop working.

Situation

Most enterprises approach generative AI using familiar transformation models.
They commission strategy decks.
They run pilots.
They layer copilots onto existing workflows.
The assumption is continuity: yesterday's operating logic, incrementally improved.

Complication

Generative AI breaks the assumptions those playbooks rely on.
It compresses time, effort, and iteration beyond planning horizons.
It moves faster than governance cycles.
It alters outcomes without requiring structural permission.
Incrementalism becomes a liability, not a hedge.

Key Question

Why do traditional digital transformation and AI playbooks fail under generative AI?

Answer (Top-Line Conclusion)

They fail because they are built for intelligence scarcity, while generative AI introduces intelligence abundance that collapses pacing, control, and differentiation.

Supporting Logic (Grouped, Parallel)

1. Digital transformation models assume linear capability accumulation
2. AI strategy decks abstract risk while masking operational exposure
3. Copilots preserve legacy workflows that should be redesigned
4. Gradual adoption mismatches the speed of competitive change

Evidence and Explanation

1. Digital transformation models assume linear capability accumulation

Past transformations focused on tooling, data, and process optimization.
Value accrued gradually through adoption and maturity curves.
Generative AI compresses those curves into weeks or days.
This breaks the governing thought's predecessor logic: planning no longer regulates impact.

2. AI strategy decks abstract risk while masking operational exposure

Strategy decks frame AI as a roadmap problem.
They emphasize principles, guardrails, and future-state diagrams.
They defer structural decisions in favor of alignment language.
This creates false comfort while AI reshapes execution in real time, validating the governing thought.

3. Copilots preserve legacy workflows that should be redesigned

Copilots optimize tasks without questioning the system that produces them.
They make inefficient processes faster, not obsolete.
They entrench outdated role boundaries and approval chains.
This contradicts the governing thought's implication: abundance demands redesign, not augmentation.

4. Gradual adoption mismatches the speed of competitive change

Generative AI accelerates learning loops and iteration velocity.
Competitors improve continuously, not episodically.
Incremental rollout schedules create widening performance gaps.
This confirms the governing thought: pacing discipline has inverted.

Implications

- Incremental "add AI to X" initiatives increase fragility
- Governance models designed for slow change lose relevance

- Leaders must distinguish between activity and adaptation
- Preserving existing workflows becomes an unexamined risk

Past success with digital transformation is not transferable advantage.

Transition Forward

If legacy playbooks fail because intelligence is no longer scarce, then the central question becomes where coordination and authority now belong.

The next chapter examines how control shifts when cognition is no longer confined to humans or systems of record.

Chapter 3 — The Illusion of Control

“Governance creates comfort; design creates control.”

—Adam Bloom (*The Red Pill Moment*©)

The committee met monthly. Policies were reviewed. Principles were approved. A dashboard tracked “AI usage” across the enterprise. From the outside, it looked like control. From the inside, the organization felt increasingly unstable—outputs varied, decisions accelerated, and accountability blurred. Leadership had visibility, but outcomes kept slipping through their fingers.

Control, in the AI era, no longer comes from restriction. Traditional governance assumes software is deterministic, bounded, and slow to change. Generative AI is none of those things. It behaves probabilistically. It spreads through everyday tools. It alters decisions at the moment they are made, not when they are approved. Policy overlays cannot keep pace with systems that learn, generate, and adapt in real time.

The illusion breaks the first time something goes wrong. No one violated policy. No system was hacked. An answer was generated—confident, plausible, and wrong—and it moved faster than review. Leaders search for the owner, the approval, the control point. There isn’t one. The system behaved exactly as designed—just not as understood. Visibility did not translate into authority.

This chapter draws the line leaders must cross: **governance is not control; coherence is.** Real control is engineered into interfaces, access, constraints, and audit trails—into how intelligence is allowed to touch work. Committees create comfort. System design creates accountability. Until leaders shift from approving usage to designing intelligence systems, control will remain theatrical—and the organization will continue to drift under the appearance of order.

Governing Thought

AI cannot be governed through policy overlays; it must be controlled through coherent system design. This is the end of human exclusivity.

Situation

Enterprise control has historically meant governance and incrementalism.
Committees define policy.
Approvals regulate change.
Risk is managed through review and escalation.
This model worked when software was deterministic and slow to change.

Complication

Generative AI behaves differently.
Its outputs are probabilistic.
Its usage emerges organically inside workflows.
Its impact scales faster than oversight mechanisms.
Governance structures produce visibility, not control.

Key Question

Why do traditional governance approaches fail to provide real control over AI systems?

Answer (Top-Line Conclusion)

They fail because control over AI is not achieved through restriction, but through coherence in how intelligence is integrated into work.

Supporting Logic (Grouped, Parallel)

1. Governance scales slower than AI capability and usage
2. “Responsible AI” frameworks often substitute optics for control
3. Committees cannot manage emergent system behavior
4. Control shifts from approval to interface design

Evidence and Explanation

1. Governance scales slower than AI capability and usage

Policies require consensus and revision cycles.

AI capabilities evolve continuously.

Employees adapt faster than rules can be written.

This validates the governing thought: lag creates unmanaged exposure.

2. “Responsible AI” frameworks often substitute optics for control

Principles and ethics statements create assurance narratives.

They rarely map to executable constraints in production workflows.

Compliance replaces reliability as the objective.

This reinforces the governing thought: appearance of control is not control.

3. Committees cannot manage emergent system behavior

AI systems interact with people, data, and incentives.

Outcomes emerge from these interactions, not from isolated decisions.

Review bodies evaluate intent, not system dynamics.

This demonstrates why governance without redesign fails.

4. Control shifts from approval to interface design

Real control is embedded in how systems are constructed.

Clear interfaces define what AI can access, influence, and change.

Accountability is enforced through observability and auditability.

This operationalizes the governing thought through system coherence.

Implications

- Adding governance layers does not reduce risk
- Control must be engineered into workflows, not imposed above them
- Leaders must choose coherence over comfort
- Accountability requires traceability, not approval

Without coherence, control becomes theater.

Transition Forward

If control depends on coherent system design, the next constraint is not policy but organizational structure.

The next chapter examines how AI collapses traditional roles, functions, and boundaries—and what must replace them.

PART II — THE COLLAPSE (What Breaks)

“When effort stops signaling value, the org chart starts lying.”

—Adam Bloom (*The Red Pill Moment*©)

This section examines what fails when intelligence becomes cheap and execution accelerates. Knowledge work loses its economic signal as effort decouples from value. Functional organizations—once optimized for specialization and control—become coordination bottlenecks that slow outcomes. Core systems like CRM, designed for record-keeping, collapse under the demand for real-time answers and decision support. These are not edge cases or future risks; they are structural failures already underway. Part II makes the collapse explicit so leaders stop misdiagnosing symptoms as performance problems. What breaks is not technology or talent—it is the logic the enterprise was built on.

Chapter 4 — The Collapse of Knowledge Work

“When effort is cheap, work stops proving worth.”

—Adam Bloom (*The Red Pill Moment*©)

For decades, work was the proof. Time spent, experience accumulated, effort applied—these were reliable signals of value. Organizations rewarded activity because activity correlated with output. Titles, compensation, and authority followed the same logic: those who could do what others could not were scarce, and scarcity justified structure.

Generative AI quietly breaks that equation. Tasks that once required hours of expert effort now compress into minutes. Drafts multiply. Analysis becomes instant. Quality decouples from time spent and tenure earned. The work still appears on the surface—documents, models, recommendations—but the effort behind it has collapsed. What remains is output without visible cost.

The tension shows up first in the middle. Specialists and managers who translated strategy into execution discover that translation is no longer scarce. Coordination, not production, becomes the constraint. Leaders sense something is off: productivity spikes, but accountability blurs; outputs improve, but roles feel hollow. Performance metrics still track effort, even as effort stops explaining results.

This chapter names what most organizations hesitate to say aloud: **it is not employment that collapses—it is valuation.** When effort is no longer scarce, work itself stops being a reliable signal of contribution. Organizations that continue to measure, reward, and structure around activity will misprice talent and misallocate authority. The collapse of knowledge work is not a crisis to manage; it is a condition to redesign for.

Governing Thought

When effort is no longer scarce, work itself ceases to be a reliable signal of value.

Situation

Modern enterprises are built around knowledge work.
Roles are defined by expertise, experience, and time.
Value is inferred from effort, activity, and process compliance.
Organizational hierarchies reflect this logic.

Complication

Generative AI compresses knowledge work.
Tasks that once required sustained human effort collapse into near-instant execution.
Iteration becomes cheap.
Output quality decouples from time spent.
The economic basis of many roles erodes.

Key Question

How does generative AI change the value and structure of knowledge work?

Answer (Top-Line Conclusion)

Generative AI reprices and recomposes knowledge work by collapsing effort as a meaningful measure of contribution.

Supporting Logic (Grouped, Parallel)

1. AI acts as a compression engine for cognitive labor
2. Middle layers depend most on effort-based differentiation
3. Output quality no longer correlates with time or tenure
4. Coordination replaces execution as the primary constraint

Evidence and Explanation

1. AI acts as a compression engine for cognitive labor

AI reduces the cost of analysis, synthesis, and generation.

What once took days takes minutes.

Iteration cycles shrink dramatically.

This supports the governing thought: effort no longer signals scarcity.

2. Middle layers depend most on effort-based differentiation

Middle management and specialist roles translate strategy into execution.

Their value historically came from processing, summarizing, and coordinating information.

AI performs these functions continuously.

This exposes the governing thought's impact unevenly across the organization.

3. Output quality no longer correlates with time or tenure

AI-assisted outputs often match or exceed expert-level quality.

Experience still matters, but as judgment, not production capacity.

Time spent becomes invisible in the final artifact.

This confirms that work effort is no longer proof of value.

4. Coordination replaces execution as the primary constraint

As execution accelerates, alignment and decision-making lag.

Bottlenecks shift upward and outward.

Value concentrates in framing, prioritization, and integration.

This completes the governing thought's economic logic.

Implications

- Job definitions anchored in activity will fail
- Performance metrics must shift from effort to outcome
- Organizations must redesign roles around judgment and coordination
- Reskilling alone is insufficient without structural change

The collapse is not employment; it is valuation.

Transition Forward

If work is no longer a proxy for value, then authority and accountability must be redefined. The next chapter examines how the functional organization itself changes when execution is cheap and cognition is abundant.

Chapter 5 — The End of the Functional Org

“Functions optimize activity; outcomes expose accountability.”

—Adam Bloom (*The Red Pill Moment*©)

The functional organization was a triumph of scale. Specialization reduced complexity. Handoffs created control. Sales sold, marketing marketed, operations operated. Work moved predictably through queues, approvals, and expertise boundaries. When execution was slow and cognition was scarce, this structure worked.

AI turns those strengths into liabilities. Execution accelerates. Iteration explodes. Cognitive tasks—writing, analysis, synthesis, planning—become cheap everywhere at once. What once justified separation now produces delay. Each handoff introduces latency, translation loss, and accountability gaps that compound faster than review cycles can correct.

The failure is subtle at first. Functions still hit their metrics. Dashboards stay green. Yet outcomes degrade. Customers feel friction. Cycle times stretch where they should shrink. No one function is “at fault,” because no one function owns the result end-to-end. AI exposes what the org chart was hiding: optimized silos cannot produce integrated outcomes at speed.

This chapter makes the break explicit: **functions optimize activity; outcomes require ownership.** In an AI-accelerated environment, the primary operating unit must shift from departments to outcome-centric teams that integrate intelligence directly into delivery. The functional org doesn’t disappear—but it stops being how work actually gets done. What replaces it is not flatter management, but accountable integration.

Governing Thought

AI-native execution breaks functional organizations because functions optimize handoffs, while AI amplifies outcomes.

Situation

Most enterprises are structured as functional hierarchies.
Sales sells. Marketing markets. Ops runs processes. Product ships features.

Work moves through handoffs, queues, and approvals.

Accountability is distributed across functions, while outcomes are negotiated.

Complication

Generative AI compresses cycle time and increases throughput.

Work that once justified specialization and sequencing now collapses into rapid iteration.

Handoffs become the dominant source of delay, rework, and ambiguity.

Functional boundaries stop protecting quality and start producing failure.

Key Question

What organizational model works when AI accelerates execution and collapses handoffs?

Answer (Top-Line Conclusion)

The enterprise must shift from functional ownership to outcome-centric ownership, with the intelligence layer embedded directly in delivery.

Supporting Logic (Grouped, Parallel)

1. AI blurs functional distinctions by standardizing cognitive tasks
2. Handoffs fail because AI increases iteration velocity and variance
3. Functional incentives optimize local activity, not shared outcomes
4. Outcome-centric teams can integrate intelligence, feedback, and accountability

Evidence and Explanation

1. AI blurs functional distinctions by standardizing cognitive tasks

Many functional separations are cognitive, not physical.

Writing, analysis, synthesis, planning, and basic design occur in every function.

AI makes these tasks cheap and reusable across domains.

This supports the governing thought: the boundaries were built around scarce cognition.

2. Handoffs fail because AI increases iteration velocity and variance

As generation becomes cheap, iteration increases.

More drafts. More variants. More tests. More adjustments.

Each handoff introduces translation loss and approval latency.

The system breaks because the pace of work exceeds the pace of coordination.

3. Functional incentives optimize local activity, not shared outcomes

Functions measure what they control: leads, launches, tickets, utilization.

Outcomes require integration: revenue, retention, cycle time, quality.

AI exposes misalignment because it accelerates what can be optimized locally.

This validates the governing thought: functional efficiency becomes outcome inefficiency.

4. Outcome-centric teams can integrate intelligence, feedback, and accountability

Outcome teams own a measurable result end-to-end.

They embed AI into the workflow where decisions are made.

They close loops: data → generation → action → measurement → correction.

This operationalizes the governing thought by making accountability executable.

Implications

- Functional org charts will increasingly describe reporting, not work
- The primary operating unit becomes the outcome team, not the department
- Governance must follow outcomes: interfaces, metrics, and decision rights
- AI enablement must be deployed into delivery, not offered as a shared service
- Leaders should expect resistance because boundaries are political, not rational

Functions fragment. Outcomes remain.

Transition Forward

If the enterprise shifts to outcome-centric execution, the next constraint is the way customers are managed and revenue is generated via traditional CRM, websites, and interfaces.

Chapter 6 — CRM Is No Longer a System of Record

“Records remember the past; answers decide the present.”

—Adam Bloom (*The Red Pill Moment*©)

CRM was built for memory. It captured accounts, activities, stages, and notes so humans could coordinate work and report progress. Content lived alongside it—web pages, decks, scripts, knowledge bases—maintained as static artifacts and updated on slow cycles. Records were the interface.

Generative AI flips the interface from records to questions. Sellers don’t want fields; they want guidance. Buyers don’t want assets; they want answers. Both now expect responses generated on demand, tailored to context, and consistent across channels. Static content cannot survive infinite recombination. Documentation becomes a liability when iteration is continuous.

The shift becomes obvious when teams stop navigating systems and start interrogating them. “What should I send next?” “What’s the real ROI for this customer?” “How do we explain this exception?” The value no longer sits in stored records alone—it sits in the system’s ability to produce reliable, auditable answers in the moment of work.

This chapter reframes the core system most enterprises misunderstand: **CRM is no longer a system of record; it is a system of intelligence.** Its competitive value comes from seeded knowledge, constraints, supervision loops, and traceability—not from more objects or fields. Organizations that keep treating CRM as memory will fall behind those that redesign it as an answer engine embedded in execution.

Governing Thought

When answers are generated on demand, CRM stops being a system of record and becomes a system of intelligence.

Situation

CRM has traditionally been designed for documentation.
It stores accounts, contacts, activities, pipeline stages, and notes.
Teams use it to coordinate work and report performance.
“Content” sits adjacent to CRM—web pages, decks, scripts, KB articles—maintained as static artifacts.

Complication

Generative AI changes the center of gravity.
Both employees and customers now expect to query and receive answers, not navigate records.
The same underlying knowledge is used for internal enablement and external customer inquiry.
Static content becomes a maintenance liability because it cannot keep pace with iteration, personalization, and channel proliferation.

My prior book frames this as a shift from manual content production to a seeded generation model—load high-quality inputs once, then generate outputs continuously for sales, marketing, and customer Q&A.

Key Question

If answers are generated and continuously refined, what is CRM actually for?

Answer (Top-Line Conclusion)

CRM’s purpose shifts from record-keeping to answer generation and decision support, meaning the system of record becomes secondary to the system that produces reliable, auditable responses in the workstream.

Supporting Logic (Grouped, Parallel)

1. Records stop being the interface; questions become the interface
2. Employees and customers converge on the same intelligence surface
3. Static content dies because it cannot survive infinite recombination
4. The “new CRM” is a pipeline of inputs, constraints, and audit trails

Evidence and Explanation

1. Records stop being the interface; questions become the interface

Users do not want fields. They want outcomes.

A seller asks, “What should I send next?” not “What’s the lead status?”

A buyer asks, “What’s the ROI and implementation path?” not “Show me your asset library.”

This is consistent with prior framing that GenAI shifts the UI center toward large-format query/response, not CRUD navigation.

2. Employees and customers converge on the same intelligence surface

The same questions appear internally and externally.

Sales asks for competitive positioning and ROI narratives.

Customers ask for the same information during evaluation and onboarding.

Your prior book makes this explicit: the two dominant GenAI use cases are (a) content generation and (b) inquiry/answering—distinguished mainly by who is asking, not by what is being asked.

3. Static content dies because it cannot survive infinite recombination

“Content” was designed for distribution.

AI makes it a parameter, not an artifact.

Messaging becomes a set of reusable constraints and filters that can be applied across channels and personas, continuously.

In my prior book, this is described as treating books and messaging bodies as small language models—seed knowledge that can be queried, remixed, and governed through iteration.

4. The “new CRM” is a pipeline of inputs, constraints, and audit trails

If AI is producing answers, the enterprise requirement changes.

The core assets are no longer records alone, but:

- Seed knowledge (approved product, process, and proof content)
- Interfaces (where questions are asked: employee workflows and customer channels)
- Constraints (what the model can access and how it must respond)
- Supervision loops (human review, correction, and retraining)
- Auditability (traceability from answer → sources → decision owner)

My earlier work emphasizes “quality input is critical,” and outlines human-in-the-loop supervision for external-facing answers as a practical necessity, not a compliance gesture.

Implications

- CRM roadmaps that prioritize additional objects and fields will underdeliver
- “Enablement” becomes knowledge engineering and continuous QA
- Web, sales, support, and product knowledge can no longer remain siloed
- Leaders must measure reliability of answers, not volume of content produced
- Governance moves from content approval cycles to answer integrity in production

Transition Forward

If CRM becomes an answer system, then the core competitive variable is not data capture—it is knowledge quality, control surfaces, and operational supervision.

The next chapter should address how to rebuild the operating model: ownership, interfaces, incentives, and SLAs for generated answers across the enterprise—where it lives, how it is governed, and how it stays reliable at scale.

PART III — THE REBUILD (New Operating Models)

“You don’t add intelligence to systems—you rebuild systems around it.”

—Adam Bloom (*The Red Pill Moment*©)

This section defines what must replace the broken logic. Intelligence becomes infrastructure, not a project. Language becomes the control plane that configures work directly. Trust replaces supervision, enforced through auditability rather than approval. Organizations rebuild around coherence, reliability, and reuse instead of local optimization. Part III shows how doctrine, prompts, constraints, and supervision loops become architectural assets. The rebuild is not theoretical—it is operational. Leaders who redesign deliberately gain speed without losing control. Those who don’t accumulate invisible debt as fragmentation, drift, and untraceable risk compound.

Chapter 7 — Intelligence as Infrastructure

“Fragmented intelligence is faster—and far more dangerous.”

—Adam Bloom (*The Red Pill Moment*©)

Enterprises already know how to run on infrastructure. Compute, identity, security, and data are not optional capabilities; they are shared layers that make everything else possible. They are funded centrally, governed deliberately, and designed for reuse. AI, however, is still being treated as a project, a function, or a center of excellence.

That framing fails because intelligence is no longer discrete. Generative AI permeates every workflow that uses language, judgment, or decision-making—which is to say, almost all of them. When intelligence is implemented locally, the organization fragments: duplicated prompts, conflicting definitions, incompatible truths, and outputs no one can audit. Speed increases, coherence collapses.

The cost shows up quietly. Teams move fast, but drift apart. Governance produces principles, not enforcement. Risk becomes untraceable because behavior emerges from thousands of uncoordinated interactions. Leaders sense loss of control, even as “AI adoption” metrics rise. The problem is not usage; it is architecture.

This chapter establishes the operating shift: **in AI-native enterprises, intelligence must be infrastructure.** Seeded knowledge, constraints, interfaces, and auditability become first-class architectural components. Language stops being documentation and becomes configuration. Competitive advantage no longer comes from who adopts AI, but from who builds a coherent intelligence layer the organization can trust at scale.

Governing Thought

In an AI-native enterprise, intelligence is infrastructure, and language becomes the control plane that configures how the business operates.

Situation

Enterprises already treat certain capabilities as shared utilities.

Compute, identity, security, and data platforms are not departments. They are foundational layers.

AI is often being positioned the old way: as a center of excellence, a function, or a project portfolio.

That framing implies optionality and limited scope.

Complication

Generative AI is not a discrete capability.

It permeates every workflow that uses judgment, language, and decision-making.

Its value depends on reuse, consistency, and composability across the enterprise.

Without shared design, the organization produces fragmented intelligence: incompatible prompts, duplicated knowledge, and un-auditable outputs.

Key Question

What does leadership need to build when AI becomes a foundational layer rather than a department?

Answer (Top-Line Conclusion)

Leaders must design an intelligence layer—seeded knowledge, constraints, interfaces, and auditability—where natural language is the primary mechanism for configuring work.

Supporting Logic (Grouped, Parallel)

1. AI must operate as a shared utility to avoid fragmentation and drift
2. Seed data, filters, and prompts function as architectural components
3. Playbooks and IP become executable assets, not static documents
4. Natural language becomes the control interface for workflows and decisions

Evidence and Explanation

1. AI must operate as a shared utility to avoid fragmentation and drift

Local AI adoption optimizes for speed, not coherence.

Each team creates its own prompts, definitions, and “truth.”

Outputs diverge, governance becomes performative, and risk becomes untraceable.

This supports the governing thought: infrastructure centralizes standards while enabling distributed execution.

2. Seed data, filters, and prompts function as architectural components

In an AI system, behavior is shaped by inputs and constraints more than code.

Seed knowledge defines what the system “knows.”

Filters define what it may access and under what conditions.

Prompts define how it should reason, respond, and comply.

These are not tactics. They are architecture.

3. Playbooks and IP become executable assets, not static documents

Books, playbooks, and internal doctrine stop being reference material.

They become queryable, generative systems that produce decisions, language, and actions on demand.

This is how institutional knowledge scales when iteration is continuous.

It operationalizes the governing thought: intelligence is maintained like software, not filed like documentation.

4. Natural language becomes the control interface for workflows and decisions

English becomes the configuration layer for work.

It expresses constraints, roles, steps, exceptions, and policy.

It allows leaders to specify intent and guardrails without translating everything into code.

This aligns with the governing thought: language becomes the control plane because it governs the intelligence layer directly.

Implications

- “AI strategy” becomes infrastructure strategy: platforms, interfaces, and reliability economics
- Leaders must fund and govern knowledge assets as production systems
- Prompting is not a skill; it is a design discipline with versioning, testing, and audit requirements
- IP becomes an operating asset when it is structured for reuse and constrained generation
- Competitive advantage shifts from who adopts AI to who builds coherent intelligence systems

Transition Forward

If intelligence becomes infrastructure and language becomes the control plane, then the central operational challenge is how leadership, management, and hands-on roles dramatically shift. They must learn to become master programmers of language because high quality language defines the next era of productivity. For English-speaking audiences, the most advanced programming language in the world is English.

Chapter 8 — Programming the Organization in English

“What leaders write now executes.”

—Adam Bloom (*The Red Pill Moment*©)

For most of modern management, writing was descriptive. Strategies explained direction. Memos aligned teams. Policies documented intent. Execution lived elsewhere—in systems, processes, and people translating words into action. Language was communication, not control.

Generative AI makes language executable. Instructions written in plain English now produce outputs, decisions, and workflows directly in the workstream. What leaders write no longer just persuades—it configures behavior. The bottleneck shifts from approval and supervision to specification quality: what is asked, what is constrained, and what is supervised.

The gap becomes visible fast. Vague direction produces brittle outputs. Ambiguous principles create inconsistent behavior. Well-written constraints, by contrast, scale with precision. Leaders discover that clarity compounds while ambiguity explodes. The organization begins to behave exactly as it is written—nothing more, nothing less.

This chapter reframes a core leadership skill: **executives are now programming the organization in English.** Writing becomes an operational discipline with versioning, testing, and audit requirements. Books, playbooks, and doctrine stop being reference material and become executable assets. Those who cannot write operationally will surrender control to default model behavior and vendor assumptions.

Governing Thought

When language becomes executable, leaders program the organization in English—by specifying intent, constraints, and decision logic directly into the workstream.

Situation

For decades, enterprise control was expressed indirectly. Executives set strategy. Managers supervised execution. Engineers translated intent into systems. Most leaders wrote narratives, not instructions. Writing was communication, not orchestration. In my book, I explained how this boundary is already dissolving: "Every human now codes in English," because words now automate tasks.

Complication

Generative AI makes language operational. It turns written instructions into outputs, actions, and workflows. This shifts control away from org charts and into interfaces. The bottleneck becomes specification quality: what is asked, what is constrained, and what is supervised.

In my book, this shows up as a practical operating shift: teams are "programming AI in English," and the quality of "seed" inputs and messaging architecture determines output reliability.

Key Question

What changes in leadership and management when natural language becomes the control plane for work?

Answer (Top-Line Conclusion)

Management shifts from supervision to orchestration, and writing becomes a core executive skill because it defines system behavior, not just alignment.

Supporting Logic (Grouped, Parallel)

1. Natural language becomes the control plane because it configures behavior at runtime
2. Managers become orchestrators because coordination replaces supervision
3. Writing becomes an executive skill because it encodes intent, constraints, and accountability

4. IP becomes executable because books and playbooks function as small language models

Evidence and Explanation

1. Natural language becomes the control plane because it configures behavior at runtime

The primary interface for generative systems is instruction.

This is not documentation. It is configuration.

In my book, the UI/UX center shifts to “large format text inputs & outputs,” meaning language becomes the operational surface where outcomes are shaped.

2. Managers become orchestrators because coordination replaces supervision

When execution is cheap, the manager’s value is no longer task oversight.

It is system-level composition: sequencing work, defining acceptance criteria, and routing exceptions.

In my book’s layered model, meaningful control comes from designing inputs, rules, and feedback loops—not watching humans do tasks.

3. Writing becomes an executive skill because it encodes intent, constraints, and accountability

Executives already “write” through strategies, memos, and principles.

AI changes what that writing does.

A well-written directive becomes a reusable operating component: it can be applied repeatedly, at scale, with measurement and audit.

In my book, “messaging” is explicitly framed as “the architecture of words,” and that architecture becomes the foundation for high-quality generated output.

4. IP becomes executable because books and playbooks function as small language models

Static content is replaced by structured doctrine that can be queried and generated against.
A playbook becomes a machine-readable constraint set.
A book becomes a reusable reasoning layer.

In my book, this is stated directly: "Every book is now a small language model."

Implications

- Executive writing shifts from persuasion to specification
- Management systems must be redesigned around prompts, constraints, and supervision loops
- "Communication" becomes a production dependency with measurable quality impact
- The enterprise's doctrine becomes an asset only when it is structured for reuse and constrained generation
- Organizations that cannot write operationally will outsource control to vendors, tools, and default model behavior

Transition Forward

If the organization can be programmed in English, then the central risk is not adoption—it is drift, incoherence, and un-auditable behavior at scale—this embodies trust.

The next chapter should define a trustworthy and reliable operating model: versioning, supervision, evaluation, and enforcement mechanisms for language-driven systems.

Chapter 9 — Trust, Not Control

"Trust doesn't scale by approval; it scales by auditability."

—Adam Bloom (*The Red Pill Moment*©)

Traditional governance relies on supervision. Managers review work. Committees approve change. Compliance inspects process. Control is achieved by watching people and slowing decisions. This model assumes limited throughput and human-paced execution.

AI breaks supervision by design. Output volume multiplies. Decisions accelerate. Variability increases. Reviewing everything becomes mathematically impossible. Attempts to scale oversight produce theater—checklists, dashboards, and attestations that create comfort without confidence. Leaders feel informed but not secure.

The shift becomes unavoidable the first time speed and trust collide. An AI-generated answer moves fast enough to matter—and wrong enough to cause damage. No policy was violated. No approval was skipped. The system behaved within bounds, yet leadership cannot explain or reproduce the decision with confidence.

This chapter names the replacement: **trust becomes the binding constraint, and auditability becomes the mechanism that produces it.** Control moves from pre-approval to post-inspection—from supervision to traceability. Provenance, logging, evaluation, and exception handling become leadership responsibilities. In an AI-native organization, trust is not a value statement; it is an engineered property.

Governing Thought

In AI-native organizations, trust becomes the binding constraint because supervision does not scale, but auditability can.

Situation

Enterprises have traditionally governed work through supervision. Managers review outputs. Compliance reviews processes. Leaders approve exceptions. Control is achieved by inspecting people and enforcing procedure. This model assumes limited throughput and human-paced execution.

Complication

Generative AI breaks the supervision model.
Output volume increases and cycle times collapse.
More decisions are made closer to the edge of the organization.
Attempting to supervise at scale produces delays, theater, and false assurance.
The only sustainable alternative is systems that can be inspected after the fact with confidence.

Key Question

If oversight cannot scale, what becomes the real governance mechanism in an AI-native enterprise?

Answer (Top-Line Conclusion)

Governance pivots from supervision to trust, where trust is produced through auditability: traceable provenance, measurable signal quality, and explicit exception handling.

Supporting Logic (Grouped, Parallel)

1. Supervision fails because throughput and variability exceed human review capacity
2. Human judgment shifts from routine approval to exception handling
3. Trust is an economic asset shaped by signal quality and reputation
4. Auditability replaces oversight as the scalable enforcement mechanism

Evidence and Explanation

1. Supervision fails because throughput and variability exceed human review capacity

AI increases the number of drafts, decisions, and customer-facing outputs.
Even modest adoption multiplies the surface area of risk.

Reviewing everything becomes mathematically impossible.

This supports the governing thought: a governance model that cannot scale will fail by design.

2. Human judgment shifts from routine approval to exception handling

When AI handles standard cases, humans must handle non-standard ones.

The managerial role becomes routing, escalation, and boundary definition.

Judgment is applied where uncertainty is highest and consequences are material.

This reinforces the governing thought: people are no longer supervisors of flow; they are stewards of exceptions.

3. Trust is an economic asset shaped by signal quality and reputation

In an AI-native environment, outputs are abundant and cheap.

What becomes scarce is confidence: "Is this accurate, safe, and aligned?"

Organizations compete on reliability signals—consistency, explainability, and error rates—not just speed.

This confirms the governing thought: trust becomes the scarcest asset because it determines whether outputs are usable.

4. Auditability replaces oversight as the scalable enforcement mechanism

Auditability enables inspection without continuous supervision.

It requires traceability from output to sources, prompts, constraints, and decision owners.

It enables sampling, red-teaming, and retrospective accountability.

This operationalizes the governing thought: trust is manufactured through inspectable systems, not managerial attention.

Implications

- Leaders must stop equating governance with review volume
- Reliability must be engineered: provenance, logging, evaluation, and accountability
- Human capacity should be allocated to exceptions, not routine approvals
- Reputation becomes a measurable performance variable, not a marketing asset
- "Responsible AI" becomes real only when systems can be traced and validated in the workstream

Transition Forward

If the nine preceding chapters are true, then a new organization must emerge.

- Leaders must address humane principles while the economic basis of work is being reconfigured.
- Thinking outside the box is dead. Instead of thinking outside a small container, you are thinking in an open, limitless atmosphere where there is no structure or "roof" to contain ideas. You completely destroy the existing structure so that the "box" can no longer be used as a reference point at all.
- "Good to great" is no longer a valid concept when everything can be great, at speed, and with managed risk.

PART IV — LEADERSHIP IN THE AI-NATIVE ERA

“Acceleration doesn’t forgive ambiguity—it amplifies it.”

—Adam Bloom (*The Red Pill Moment*©)

This section reframes leadership when cognition is no longer scarce. Executive roles shift from managing functions to stewarding system properties—coherence, signal integrity, reliability, meaning, and architecture. Outcome ownership replaces functional optimization. The human obligation becomes preparedness, not reassurance. Leaders must preserve dignity while accepting responsibility for accelerated systems they design and deploy. Part IV closes the argument: AI removes excuses, not humans. The final test of leadership is no longer adoption, but moral clarity and structural courage in an environment that changes without permission.

Chapter 10—The New Executive Stack

“Titles survive; responsibilities mutate.”

—Adam Bloom (*The Red Pill Moment*©)

Executive roles were designed for a world where judgment was scarce and execution was human-paced. CEOs set direction. CFOs allocated capital. COOs stabilized operations. Functional leaders optimized their domains. Authority flowed through hierarchy because cognition flowed through people.

Generative AI dissolves that model. Intelligence becomes abundant, distributed, and embedded directly into workflows. Execution accelerates while risk migrates from discrete systems to emergent behavior across the enterprise. The job is no longer managing functions—it is maintaining coherence in a system that can now think and act at scale.

The failure mode is subtle. Titles remain the same. Meetings continue. Reports arrive on time. Yet no one owns the properties that now determine success: consistency, reliability, signal integrity, and meaning. Decisions compound faster than leadership can correct them. The organization does not lack leaders—it lacks stewardship of the system itself.

This chapter reframes executive work: **each role becomes the owner of a system property, not a function.** The CEO stewards narrative coherence. The CFO protects signal integrity. The COO ensures reliability. The CMO and CRO guard meaning. The CTO designs intelligence architecture. Leadership advantage shifts from oversight to stewardship of the properties that keep acceleration from turning into chaos.

Governing Thought

In the AI-native era, executive titles remain, but the job shifts from managing functions to maintaining coherence, integrity, and reliability across intelligence-driven systems.

Situation

The executive stack was built for a different operating model. CEOs set direction and allocate attention.

CFOs steward capital and performance.

COOs stabilize execution.

CROs and CMOs translate value to markets.

CTOs build and run technology.

This structure assumes humans are the primary source of judgment and coordination.

Complication

Generative AI changes what the organization is made of.

Cognition becomes abundant and distributed.

Execution accelerates and recomposes.

Risk migrates from discrete systems to emergent behavior across workflows.

The executive stack cannot remain a collection of functional overseers.

Key Question

What does executive leadership become when intelligence is infrastructural and language is the control plane?

Answer (Top-Line Conclusion)

Executives become stewards of specific system properties—coherence, integrity, reliability, meaning, and architecture—because these properties determine whether an AI-native organization is governable and competitive.

Supporting Logic (Grouped, Parallel)

1. The CEO becomes the owner of narrative coherence
2. The CFO becomes the owner of signal integrity
3. The COO becomes the owner of system reliability
4. The CRO and CMO become the owner of meaning and translation
5. The CTO becomes the owner of intelligence architecture

Evidence and Explanation

1. The CEO becomes the owner of narrative coherence

AI increases the organization's output volume and decision velocity.

Without a coherent narrative, the enterprise fragments into locally optimized behaviors.

The CEO's job becomes making the doctrine legible and executable: what matters, what doesn't, what tradeoffs are acceptable.

This supports the governing thought: coherence is the constraint that keeps acceleration from becoming chaos.

2. The CFO becomes the owner of signal integrity

AI creates an abundance of analysis, forecasts, dashboards, and recommendations.

Volume does not equal truth.

The CFO's job shifts toward ensuring that the enterprise measures what is real: provenance of metrics, incentive alignment, and resistance to manipulation.

This reinforces the governing thought: capital allocation fails when the signal is corrupted.

3. The COO becomes the owner of system reliability

When workflows depend on generated answers and automated decisions, "operations" becomes reliability engineering.

The COO must ensure that outputs remain consistent under load, change, and edge cases.

This includes supervision loops, escalation paths, and measurable service levels for intelligence in production.

This operationalizes the governing thought: reliability becomes a leadership property, not an IT metric.

4. The CRO and CMO becomes the owner of meaning and translation

AI can generate infinite language, but it cannot guarantee meaning.

Markets punish incoherence, not just inaccuracy.

The CMO's job becomes maintaining semantic alignment: what the company stands for, what claims it can support, and how value is expressed across channels and personas.

This validates the governing thought: meaning becomes a controlled asset when language is abundant.

5. The CTO becomes the owner of intelligence architecture

AI-native organizations require an intelligence layer: seed knowledge, access controls, interfaces, auditability, and evaluation.

The CTO's scope expands from systems delivery to intelligence design.

Architectural decisions determine whether the enterprise's "English programs" are safe, consistent, and scalable.

This completes the governing thought: architecture is how intent becomes enforceable behavior.

Implications

- Executive performance must be evaluated against system properties, not functional throughput
- The highest leverage work shifts toward doctrine, signal, reliability, meaning, and architecture
- "AI leadership" is not a separate role; it is a rewrite of every senior role
- The organization needs explicit ownership of truth, consistency, and auditability

The stack gets rewritten because the enterprise itself is rewritten.

Transition Forward

If the executive stack now stewards system properties, then the question faces humanity: how leaders preserve dignity, preparedness, and responsibility while the economic basis of work is being reconfigured.

The next chapter should address the leadership obligations that remain when the technical argument is complete.

Chapter 11 — The Human Question

“AI removes excuses before it removes jobs.”

—Adam Bloom (*The Red Pill Moment*©)

Technological change is often framed as efficiency. Roles evolve. Costs shift. New tools appear. Leaders describe disruption as inevitable and external, while human consequences are treated as downstream effects to be managed later.

Generative AI removes that distance. When cognition is cheap and execution is fast, excuses disappear. Leaders can no longer blame outcomes on capacity constraints, training pipelines, or slow learning curves. The gap between intent and result collapses—and responsibility becomes unavoidable.

The discomfort is real. If machines can generate competence on demand, what remains uniquely human? Where does dignity come from when effort is no longer scarce? How do organizations prepare people for roles that do not yet exist, while dismantling structures that once defined worth?

This chapter answers without sentimentality: **AI does not eliminate humans; it removes excuses.** Leadership’s obligation shifts to preparedness—building agency, literacy, and honest transition paths. The moral test of the AI-native era is not whether leaders adopt technology, but whether they design systems that preserve dignity while owning the consequences of acceleration.

Governing Thought

AI does not eliminate humans; it removes excuses—forcing leaders to confront what remains uniquely human and what they are responsible for preserving.

Situation

Enterprises like to treat technological change as an efficiency story. Roles evolve. Costs shift. New tools appear. The market adapts.

Leadership can frame disruption as external and inevitable.
Human consequences are treated as downstream effects.

Complication

Generative AI makes the human question unavoidable.
If cognition is cheap, then competence is no longer rare.
If execution is accelerated, then delay is no longer defensible.
Organizations can no longer blame outcomes on capacity, headcount, or slow learning curves.
The burden shifts to leadership: design the system and own the consequences.

Key Question

What is leadership responsible for when AI compresses work, reshapes opportunity, and removes traditional constraints?

Answer (Top-Line Conclusion)

Leadership is responsible for preserving dignity and agency while building preparedness—because the technical shift is structural, but the human outcomes are a choice.

Supporting Logic (Grouped, Parallel)

1. Humans still matter because judgment and values remain irreducible
2. AI removes excuses by collapsing the gap between intent and execution
3. Preparedness becomes the ethical operating requirement
4. Teaching the next generation becomes a leadership obligation, not a personal concern

Evidence and Explanation

1. Humans still matter because judgment and values remain irreducible

AI can generate options, but it cannot own accountability.
It can optimize locally, but it cannot choose what the organization should become.
Values, tradeoffs, and moral responsibility remain human.
This supports the governing thought: the human role shifts from production to ownership.

2. AI removes excuses by collapsing the gap between intent and execution

Historically, leaders could blame delay on resource constraints.
They could blame quality gaps on training pipelines.
They could blame inconsistency on the limits of human throughput.
AI compresses these constraints, exposing what is truly broken: priorities, incentives, and courage.
This validates the governing thought: the remaining failures are leadership failures.

3. Preparedness becomes the ethical operating requirement

Preparedness is not “reskilling” as a slogan.
It is practical capacity: literacy, access, supervision, and economic transition planning.
It requires designing roles around judgment, exception handling, and outcome ownership.
This operationalizes the governing thought: dignity is preserved through agency, and agency requires readiness.

4. Teaching the next generation becomes a leadership obligation, not a personal concern

The next generation will not compete on effort.
They will compete on framing, discernment, and the ability to direct intelligence systems responsibly.
The “daughter thread” is not sentiment; it is a forcing function: what should a young person be trained to become when cognition is abundant?
This completes the governing thought: leaders must translate the new economy into teachable doctrine.

Implications

- Leadership must stop outsourcing human impact to HR narratives

- The new social contract is capability plus accountability
- Dignity requires transparent transition paths, not optimism
- Organizations must build AI literacy as a baseline, not a specialty
- The standard for leadership becomes moral clarity under acceleration

AI does not remove humans. It removes the ability to hide.

Transition Forward

If leadership's obligation is preparedness and dignity, then the final chapter must define what "good" looks like in an AI-native era—personally, organizationally, and economically.

The closing chapter should specify the operating doctrine leaders can hold themselves to when the novelty is gone.

Chapter 12 — The Org Model Shifts From Functions to Outcomes

“Outcomes are where intelligence, accountability, and value finally meet.”

—Adam Bloom (*The Red Pill Moment*©)

Functional organizations persist because they are familiar. They scale management, clarify reporting, and optimize specialized activity. For decades, the coordination costs they introduced were tolerable because execution was slow and cognition was scarce.

AI inverts that equation. Execution accelerates. Iteration multiplies. Coordination becomes the dominant cost. Functional boundaries now impose the largest delays, the most rework, and the greatest accountability gaps. The organization cannot move at AI speed while coordinating at pre-AI cadence.

The signal appears everywhere. Functions hit their KPIs while customer outcomes suffer. Work completes faster, yet value arrives later. Leaders push harder on alignment, only to increase friction. The org chart describes reporting lines, not how work actually flows.

This chapter makes the operating doctrine explicit: **outcomes, not functions, become the unit of advantage.** Outcome-centric teams own results end-to-end, with intelligence embedded directly into delivery. Leaders govern through interfaces, metrics, and decision rights—not hierarchy. The shift is not cosmetic. It is the structural response required when intelligence is abundant and coordination is the bottleneck.

Governing Thought

The durable advantage in the AI-native era is outcome ownership—because functions optimize activity, while outcomes require integrated intelligence and accountable delivery.

Situation

Enterprises default to functional structure because it scales management. It creates clear reporting lines, specialized expertise, and repeatable process.

It also creates handoffs, queues, and incentive misalignment.
Historically, those costs were tolerable because execution was slow and cognition was scarce.

Complication

AI compresses execution and multiplies iteration.
Functional boundaries now impose the dominant cost: coordination latency.
Handoffs break quality because translation loss accumulates faster than review cycles can correct it.
The organization cannot move at AI speed while operating at pre-AI coordination cadence.

Key Question

What organizational design remains viable when intelligence is embedded in the work and execution accelerates?

Answer (Top-Line Conclusion)

The enterprise must shift from functional ownership to outcome-centric teams that own measurable outputs end-to-end, with the intelligence layer built directly into delivery.

Supporting Logic (Grouped, Parallel)

1. Functions fragment accountability; outcomes concentrate it
2. AI makes coordination the bottleneck, not execution
3. Outcome teams integrate intelligence, measurement, and supervision loops
4. Leaders govern through interfaces and metrics, not org charts

Evidence and Explanation

1. Functions fragment accountability; outcomes concentrate it

Functional models distribute responsibility across multiple owners.
Each function can be “successful” while the customer outcome fails.
Outcome ownership forces a single accountable unit to resolve tradeoffs.
This supports the governing thought: advantage comes from accountable integration, not optimized silos.

2. AI makes coordination the bottleneck, not execution

As generation and analysis become cheap, throughput rises.
The limiting factor becomes decision rights, sequencing, and exception routing.
Functional separation increases the number of coordination events per unit of work.
This validates the governing thought: the cost center shifts from production to coordination.

3. Outcome teams integrate intelligence, measurement, and supervision loops

Outcome-centric design embeds AI where decisions happen.
Teams own the full loop: inputs → action → measurement → correction.
They can version prompts, enforce constraints, and improve reliability because they own the workstream.
This operationalizes the governing thought: the intelligence layer must live inside delivery, not adjacent to it.

4. Leaders govern through interfaces and metrics, not org charts

In an outcome model, leaders define the boundaries and contracts.
Interfaces specify what the team owns, what it depends on, and how performance is measured.
Metrics replace functional activity as the language of control.
This completes the governing thought: governance becomes system design, not structural tradition.

Implications

- The functional org becomes a reporting convenience, not an operating reality
- Accountability moves closer to the customer and the workstream
- AI enablement becomes a delivery capability, not a center-of-excellence service

- Performance management must shift from activity metrics to outcome metrics
- Leaders must redesign incentives because legacy incentives will preserve handoffs

Outcome-centric design is not an org chart change. It is an operating doctrine.

Transition Forward

If the red pill is a metaphor for a total change in perception, then the way leaders think must radically change. Current management practices are still based on 100s of years of wisdom.

How will executives lead change in an era where the human brain is being disrupted? How do you lead when the definition of wisdom and discernment is drastically improved with AI.

The AI-native era will not reward adoption.

It will reward organizations that can execute with speed and reliability without losing dignity or trust. Wallstreet, mainstreet, and shareholders overall will identify weakness quick than ever imagined.

Conclusion — Choosing the Red Pill

Conclusion — Choosing the Red Pill

Most leaders would prefer this to be optional. A cycle to manage. A capability to adopt. A risk to pace. That instinct is understandable—and wrong. **Generative AI is not arriving; it is already embedded in how work happens**, whether leadership has designed for it or not. The organization is changing in real time, with or without permission.

The red pill is not adopting AI. It is accepting what is already true. Intelligence is cheap. Execution is fast. Coordination is the constraint. Governance by delay no longer protects outcomes—it compounds exposure. Every decision to wait is still a decision, and its cost accrues quietly through drift, incoherence, and eroding trust.

Choosing clarity requires redesign, not enthusiasm. It means treating intelligence as infrastructure, language as the control plane, and trust as an engineered property. It means shifting from functional optimization to outcome ownership, from supervision to auditability, and from managing people to stewarding systems. These are not technology choices; they are leadership choices.

The human obligation remains. Preparedness replaces optimism. Dignity requires agency, and agency requires honest systems people can understand, influence, and trust. Leaders do not get to outsource the consequences of acceleration to tools, vendors, or inevitability narratives. Designing the system is the work—and owning its impact is the responsibility.

The red pill ends comfort, not control. Leaders who choose it stop asking whether AI fits and start deciding what must be rebuilt. Those who delay will still change—but without coherence, accountability, or trust. The future does not belong to the most enthusiastic adopters. It belongs to those who chose clarity early and designed accordingly.

Governing Thought

Choosing the red pill is choosing clarity—because in the AI-native era, delay is not caution; it is an operating decision with compounding cost.

Situation

Most leaders prefer optionality.
They wait for clearer standards, better tools, and more proof.
They commission decks, pilots, and governance frameworks to buy time.
They assume the organization can remain structurally intact while the technology matures.

Complication

Generative AI is not temporary.
It is not a feature cycle or a vendor wave.
It is an irreversible shift in how intelligence is produced, distributed, and applied.
Pretending otherwise forces the enterprise into defensive posture: fragmented adoption, incoherent outputs, and eroding trust.
The organization changes anyway—just without design, accountability, or dignity.

Key Question

What does leadership require when AI is a permanent operating condition and comfort is no longer a strategy?

Answer (Top-Line Conclusion)

Leadership now requires courage: to name what is true, redesign what is broken, and accept responsibility for human outcomes while building AI-native coherence.

Supporting Logic (Grouped, Parallel)

1. Delay is a decision because the environment is changing without permission
2. Courage is redesign, not enthusiasm
3. Pretending this is temporary creates structural debt
4. Clarity produces trust, and trust becomes the differentiator

Evidence and Explanation

1. Delay is a decision because the environment is changing without permission

Employees adopt AI independently. Vendors embed it by default. Customers demand AI-shaped experiences.

The enterprise is exposed before it is “ready.”

Choosing to wait means choosing unmanaged emergence.

This supports the governing thought: inaction has a posture and a price.

2. Courage is redesign, not enthusiasm

The work is not hype. It is reconstruction.

It means shifting from functional org logic to outcome ownership.

It means treating intelligence as infrastructure and language as the control plane.

It means building auditability, not supervision theater.

This validates the governing thought: clarity is operational, not rhetorical.

3. Pretending this is temporary creates structural debt

Temporary framing preserves legacy workflows, legacy metrics, and legacy power structures.

It delays accountability while AI amplifies inconsistencies.

It produces “pilot purgatory” and policy-heavy paralysis.

Debt accumulates as incoherence: duplicated prompts, conflicting truths, unmanaged risks, and degraded signal quality.

This reinforces the governing thought: comfort strategies compound failure.

4. Clarity produces trust, and trust becomes the differentiator

In a world of abundant output, reliability becomes scarce.

Organizations win when customers and employees believe their systems: answers are grounded, actions are traceable, and exceptions are handled responsibly.

Trust is not a brand claim. It is an engineered property.

This operationalizes the governing thought: clarity is how trust is built at scale.

Implications

- Leaders must stop asking whether AI “fits” and start deciding what must be rebuilt
- Governance must pivot from oversight to auditability and accountability
- The executive stack must steward coherence, integrity, and reliability—not functional throughput
- The human obligation is preparedness: dignity, agency, and honest transition paths
- The cost of delay is not missed innovation; it is unmanaged transformation

The Final Transition Forward

The red pill represents a dramatic change in perspective.

Leaders must fundamentally look at the world through an existential lens.

Implementation begins with how much they can adjust their own neurons.

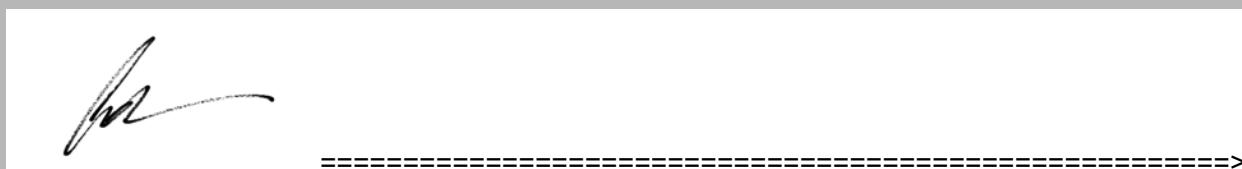
The red pill is not adopting AI.

It is accepting what is already true and designing accordingly.

The future belongs to leaders who chose clarity over comfort.

With Love and Gratitude...Thank You for Reading,

Adam



The Generative Sales & Marketing Organization™

How Generative AI
reinvents CRM,
profits, costs, &
revenue streams at
B2B software
companies

Available in ChatGPT

Author: hi@adambloom.me
1st Edition [V.1.0] Copyright 2/1/2024

Open-Source

Illustrated by: hi@adambloom.me & DALL-E



Dedication

To Emma,

My amazing daughter. This book is dedicated to you!

May you always practice unconditional self-love & be a blessing in the lives of other humans.



Daddy

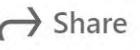
 Adam Bloom (He/Him)
I help software businesses and humans grow by using neuropsychology, me...
now • 

Tonight, I hired my 8yo daughter as my first employee in www.adambloom.me!

We are going to create a show together about business, and this is the ...see more



Emma & Daddy's Business Design Lab - Episode 01
youtube.com

 Like  Comment  Share  Send



Preface

Hello!

For me, the absolute #1 goal of a business is to serve others. This book has the same purpose.

When I first saw Generative AI take off in November 2022, I began to apply it to all aspects of software sales, marketing, product, & product led growth (PLG). This makes up 25+ years of my life—working in CRM, BI, cloud platforms, low code, & artificial intelligence sectors.

I tested every CRM & PLG use case I could think of—to prove the results of Gen AI. I created multiple pilots. And, I spent 2023 working on Gen AI solutions for ~20 startups. In addition, my sales & sales engineering role included “automating myself out of a job.” Funny enough, it wasn’t the first time I was hired to do that.

In January of 2024, I decided to write this book. It sets out to codify everything I have learned with Gen AI in B2B software, then share. Automating myself out of a job is an honest OMG moment.

I’m being real, but why give this away?

Today’s leaders are navigating the most disruptive technology in the history of mankind. Quality decisions here will make or break P&L statements, forecasted revenue, customer

acquisition cost, CLTV, & people—real humans.

My core premise—companies must do “CRM with Generative AI” extremely well, or they will begin to die. In fact, it is already happening—hence the red/blue pill theme of the book’s graphics, which OpenAI’s DALL-E helped with.

Gen AI won’t just impact profits, it will impact careers & jobs in a big way. Stress levels will get quite high—in terms of “surviving AI.” This is a personal concern of mine—a big boon to the psychology industry too. Every human now codes in English (or other non-code language). Your words will use AI to automate human tasks.

To this point, I am training my 10-year old daughter to use Gen AI because the world will be completely different as she goes off to college in 8 years, where Gen AI is disrupting education.

As I wrote, there were three questions I kept asking myself to ensure I hit the goal—as I can be quite self-critical.

One, “Would this help prepare my daughter to thrive in a different business world?” Two, “Will this drastically help B2B software leadership teams through the Generative AI Journey™?” Three, “Would I present these concepts at a shareholder, venture investor, board, or executive leadership team level?”

Ten days, 80+ pages, 30+ images, & 20+ diagrams later, I fully believe the answer is yes to all three. I hope this book is a blessing in your life & would love to hear from you at hi@adamboom.me.

With Immense Gratitude,

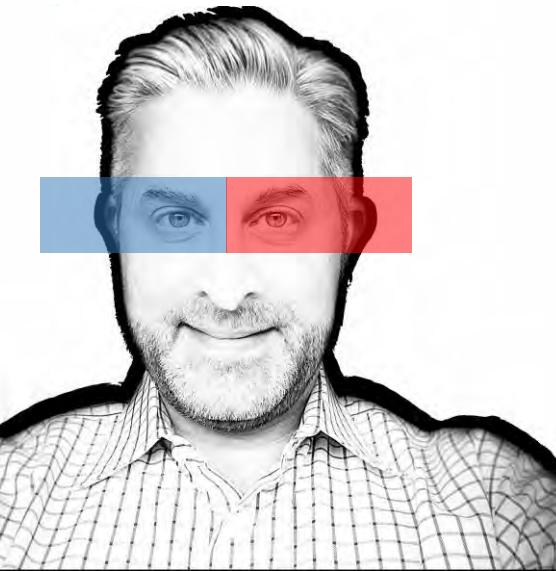


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- Chapter 3: How Gen AI Works
- Chapter 4: Author's Gen AI App Examples
- Chapter 5: Organization & Budget Changes
- Chapter 6: Sales & Marketing Team Changes
- Chapter 7: Customer Experience Process Changes
- Chapter 8: UI/UX/CX & Prompt Design
- Chapter 9: The Last Chapter—Recap & Thank You

Who is this book for? The ICP!

Key Takeaways from adambloom.me:

- The stakes are high for companies to do Gen AI well.
- Change is the fastest in tech history—people matter.
- B2B sales & marketing must change to compete & win.



The Problem

B2B software firms must maximize human productivity to beat the competition & outpace industry growth.

Since the 1990s, CRM automation tools have evolved, but Generative AI (Gen AI) will improve human productivity 100X+.

Firms must do CRM + GenAI well OR die—human capital management is key.

Target Departments

- **Sales**, e.g., BDRs, AEs, Ops, Enablement
- **Marketing**, e.g., CMO & VPs of lead gen, content, SEO, product, events, partners, PR, creative, branding, etc.
- **Product Led Growth (PLG)**
- **Customer Success & Support**

Target Companies

- Software, AI, API, & data businesses.
- Companies who build custom software—consultancies, engineering, digital agencies.
- Startups, VC Studios, venture Solutions, & Enterprise Innovation Labs—and advisories.
- Non-tech companies—of any size or industry—who compete heavily based on how they use software & data.

Roles

Any company leader who wants to turn CFO-approved budgets into 10X or 100X+ more results.

CEOs, CIOs, CTOs, CFOs, Chief Revenue Officers, CMOs, Chief Sales Officers, Product VPs, Chief CX Officers & any leader reporting into these roles.

Additional Info

- The transition is critical—see Netflix founder on [how they beat Blockbuster](#).
- Supporting information from [Google Trends comparing Gen AI vs Digital Transformation](#).
- Learn more from a myriad of strategic consulting views on the topic: [McKinsey](#), [HBR](#), [Wharton](#), [Gartner](#), [BCG](#), [Accenture](#), [Thoughtworks](#), [NVIDIA](#), [Forbes](#), & [Goldman Sachs](#).

Book Designed to Remix

Key Takeaways from adambloom.me:

- This panel is where I try to summarize each page for executives. Not easy!



How to use this book—designed for those who believe in open-source software & the sharing economy:

I designed the page layout with the intention to allow anyone to access it, add/edit their own pieces, then share or not. Just like open-source development.

- The aspect ratio of this “main” panel—it will allow you to easily crop, copy, & paste diagrams into your own presentation.
- As well, I made it easy to insert your own “Additional Info” (left box) or “Key Takeaways” (top box) on top of mine.
- Of course, you can always copy & paste text from PDF. My only hesitation, at the moment, is releasing the PPT—still thinking through how to GPT-ify it best.
- With Generative AI, I now view books as small language models (SLMs). We all should. They are knowledge bases that we will continually program. This book is designed with the idea that I can feed it into a Chat Bot, anyone can.



**open source
initiative®**

This “main” panel (with the thin, large red box line around it) will have the main information for each page.

Additional Info

This panel is where I add more detailed commentary than what is on the main panel, often from the first person.

This is for my homies!

Here is who I also wrote this for...

If you are my “software homie,” then we used to hang out or do business at a software company some time since 1996. LOL.

We didn’t go to elementary, middle, high school, or college together, but we worked together. Sometimes a year, sometimes six years. We “did business” together.

You know, our lives crossed paths. We shared an experience. We talked about the world & life. We talked about customers & technology.

We worked on business ideas & goals—we conquered new territory. We worked hard to have a blast—alongside some heartaches. Sometimes we acted emotionally or foolish, sometimes we scored a touchdown. Maybe you were my CEO, manager, or peer—maybe I was your leader.

Let’s be real. That was life. We did that.

Key Takeaways from adambloom.me:

- I love you for being on such a similar journey in life.
- This whole graduate degree in 1996 thing & ride the internet/software wave? It's been nuts!



My Gratitude & Acknowledgement

Now that I am down to the last few action items to complete this book, I have been wondering how to do an acknowledgement. It hit me just now—and this page is it.

My “homies” are people I worked with or admired from a distance. Every one of you had a big influence on my life. And, I am forever grateful. This book’s core is based on your belief in me, even when I couldn’t.

Big shout out!  AB

My Homie’s Music Meta Data—how do we relate? @:)

1970s: Earth, Wind, & Fire, Fleetwood Mac, Stevie Wonder, Bill Joel

1980s: Bob Marley, Prince, Run DMC, Public Enemy, Duran Duran, OMD, Queen

1990s: Nirvana, Pearl Jam, Dre/Snoop, 70s Disco, Garth Brooks, BB King, Mozart

2000s: Coldplay, DJs/Mashups, Lady Gaga, KOL, 50 Cent, OutKast, Skrillex, John Coltrane

2010s: YouTube Playlists, Post Modern Juke Box, Tiny Desk Concerts, 80s Yacht Rock, Muse, Taylor Swift, Ariana Grande, Ed Sheeran, Bob Marley, Beethoven, Pentatonix, Zac Brown

2020s: Any global/historic/religious/wellness music, Melanie Martinez, Mike Love, J.Bieber



The Generative
Sales & Marketing
Organization™

2/1/2024

Chapter 1

The Executive Summary

Sections

- Value Migration
- The Bottom Line
- Big Analogy
- Benefits & Business Case
- The White-Collar Evolution

In this chapter, I explain how Generative AI is forcing value to migrate out of every company's current business model. The most important topics make a big point about human productivity—including related cashflow/profit.

Then, the chapter outlines three approaches to a funding strategy & outlines the key benefits to support a business case.

adambloom.me



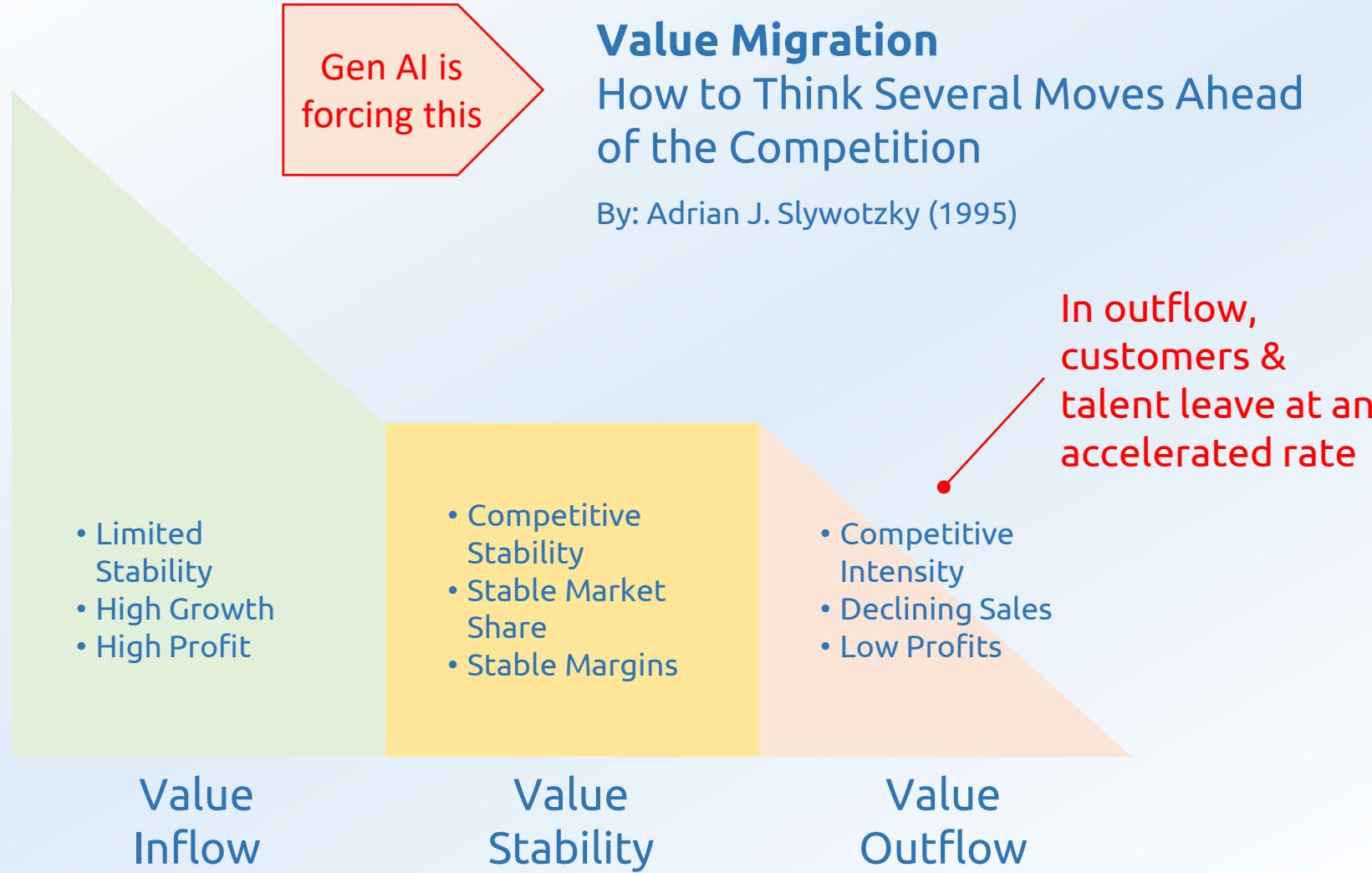
The Value is Migrating

Key Takeaways from adambloom.me:

- Generative AI presents a massive migration of value.
- Change impacts the business design, not just CX/UX/UI.
- Gen AI changes how the customer interacts with a firm.



Market Value & Company Revenue



Value Migration

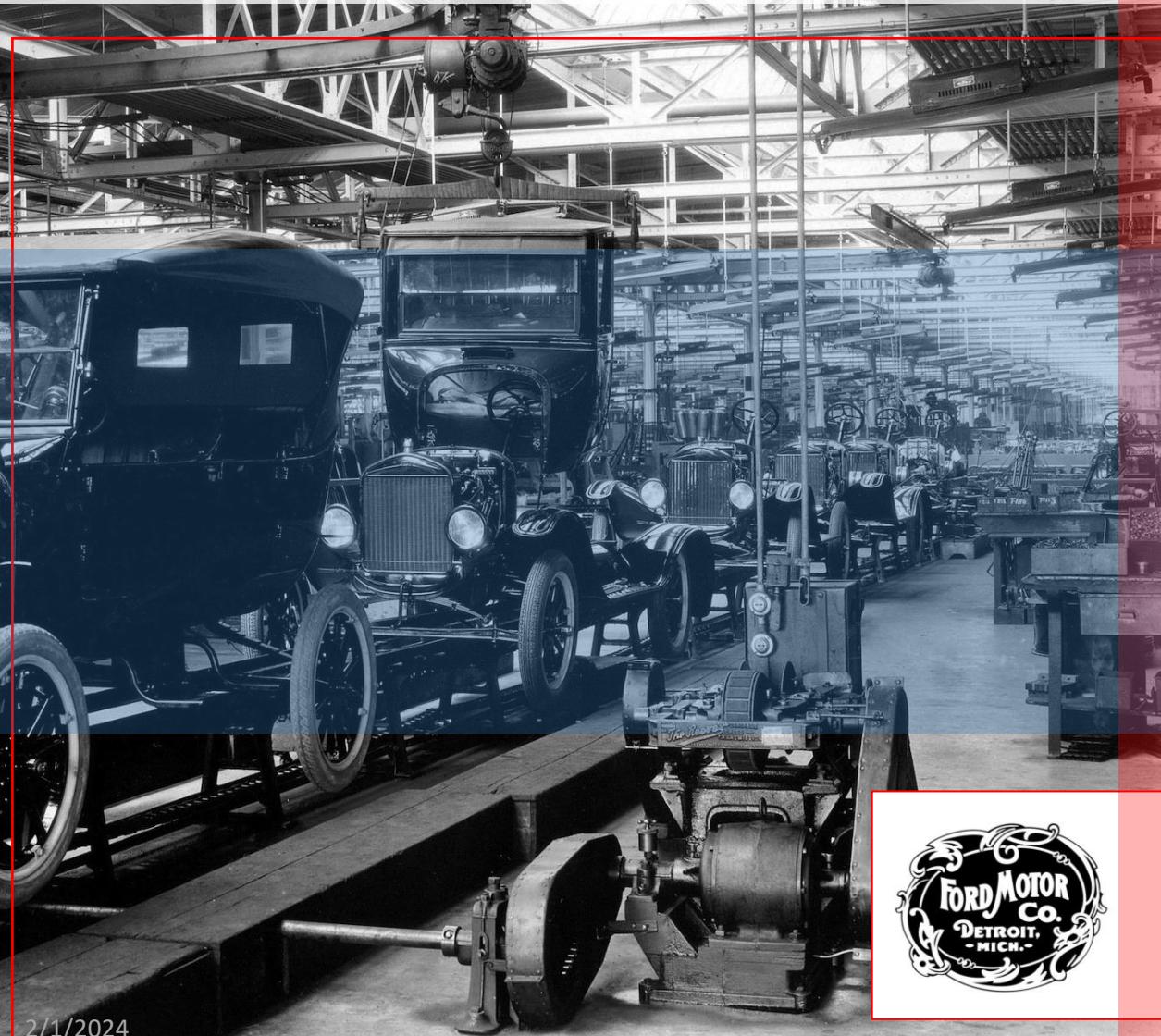
How to Think Several Moves Ahead of the Competition

By: Adrian J. Slywotzky (1995)

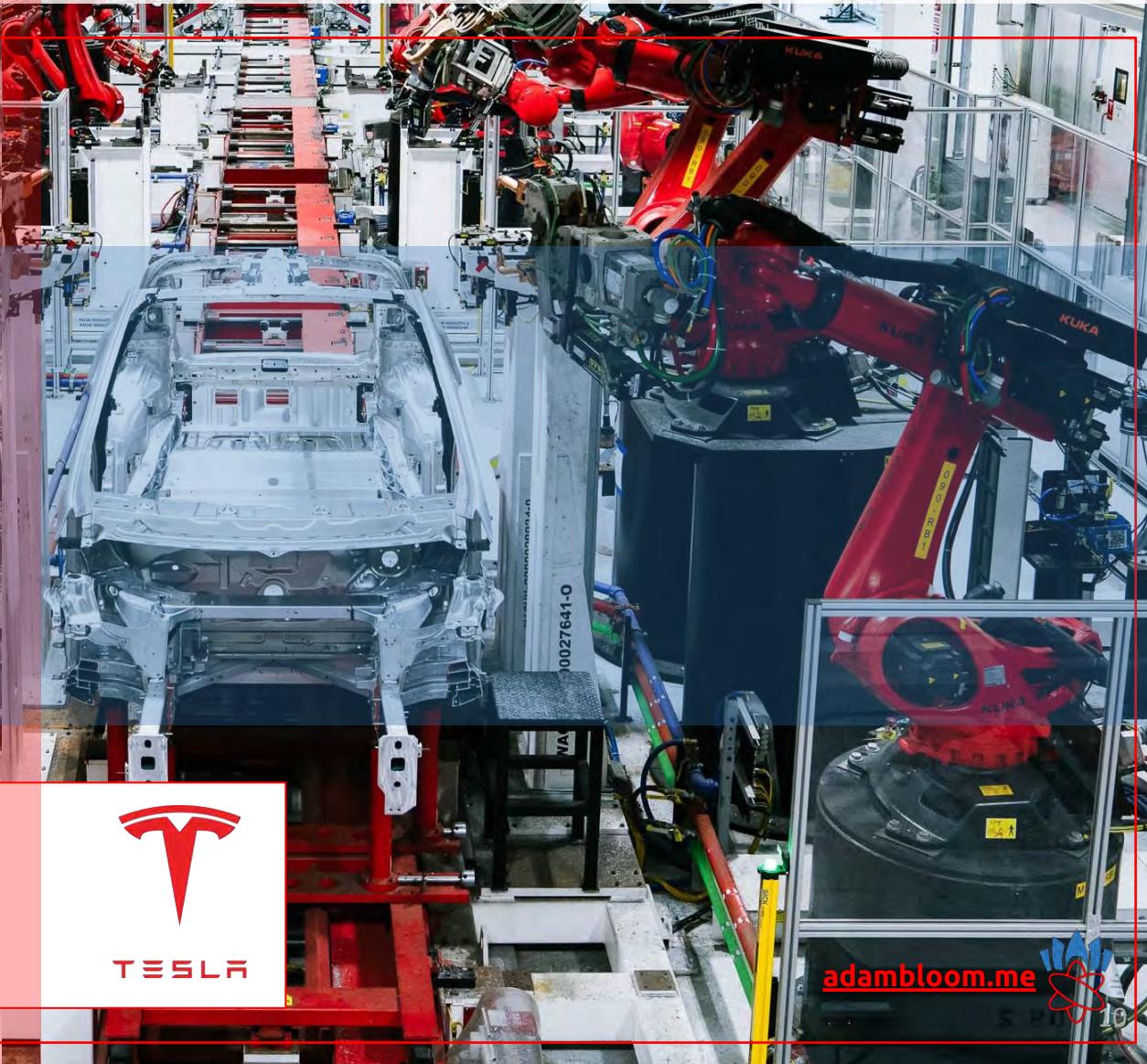
Additional Info

- While dated, this framework has been popular in executive management circles since it was published. It is still applicable in the 2020s.
- The key point is that value migration occurs when customer needs shift, causing a movement of market value between companies, industries, or business models.
- [Wikipedia link](https://en.wikipedia.org/wiki/Value_migration).

The old process was 95% manual—still a revolution



The new process is 1000X+ more automated



The Bottom Line

Key Takeaways from adambloom.me:

- Many executives won't believe the potential ROI.
- Dismissiveness here presents a large cognitive bias—go with your team, look with your own eyes, & test reality.



For CEOs & CFOs

The bottom line is very simple:

- Count all the money you spend on sales & marketing in your B2B organization.
- Range find from 10% to 40% to 90% of cost savings. Use a three-year period with increasing, risk-aware investments over time that flatten in month 18.
- Assume you do not need to hire more staff to scale to any volume (except Gen AI staff).

Sound like malarkey?

I wasn't sure at first, but I've seen it firsthand.

What used to take me a month now takes me 1 hour. What used to take me an hour now takes me minutes. What used to take me minutes is something I don't have to do any more.

This is with very basic investments.

2/1/2024

For those Pitching the Case

Which business case do you want to make?

The Mega Business Case

- The detailed spreadsheet with money over time.
- The 25-50 slide presentation with timelines, teams, etc.
- The team signing up for measurable outcomes in detail.

The Pragmatic Business Case

- The basic spreadsheet with money over time.
- The 5-10 slide presentation.
- The team signing up for measurable benefits.

The Gut Feel with Proof

- No detailed spreadsheet.
- A 1-2 slide presentation.
- The team signing up because the leader's "gut" knows they are leaning in the right direction. They have seen it with their own eyes & have a compass but not a map.

Additional Info

The eye-opening "aha" factor is one of the main reasons I wrote this book.

Gen AI is hyped, & it is hard to believe in something so dramatic—until you experience it first hand.

The blue pill represents a blissful state of ignorance. The red pill is the willingness to learn the truth, even though it is difficult.

Is it worth taking a small dose of the red pill? You decide.

11

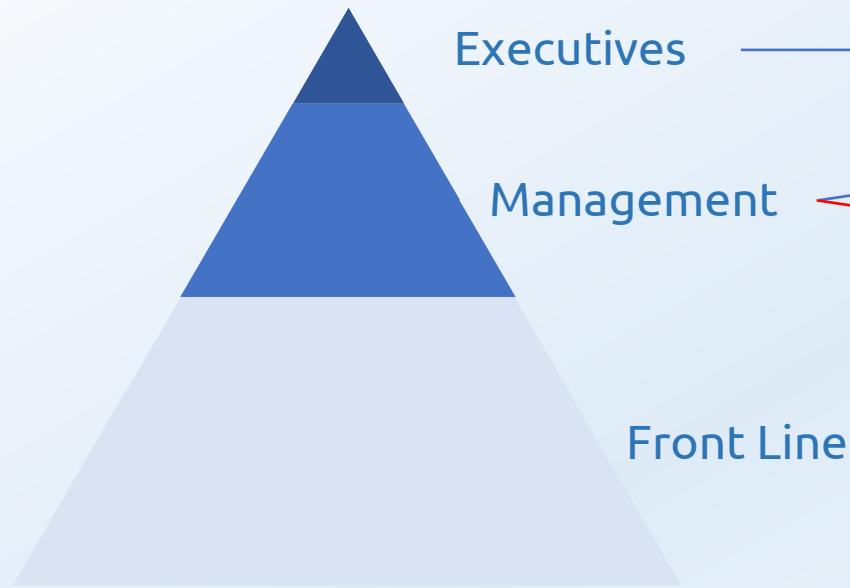
White Collar Evolution

Key Takeaways from adambloom.me:

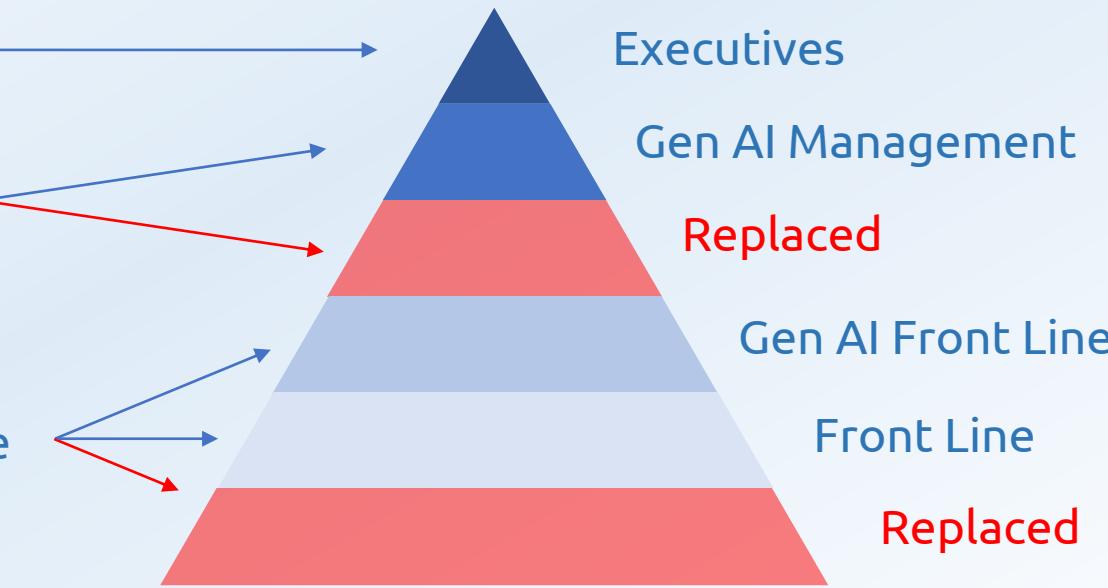


- There is a huge transition in the labor force.
- Those performing tasks, which Gen AI can do, will be replaced because they cost more than Gen AI.

White collar workers without Generative AI



White collar workers with Generative AI



Additional Info

The executive leadership teams will likely remain unchanged.

Middle managers will be enabled to lead & manage Gen AI initiatives.

Frontline workers will operate Gen AI to increase productivity.

Some frontline workers will still be required to support GenAI or non-GenAI tasks.

Others will be replaced.



The Generative
Sales & Marketing
Organization™

2/1/2024

Chapter 2

How Kids use Gen AI in 2024

Sections

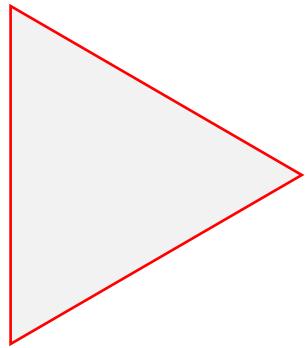
- 10-yr Old Use Cases
- How far can DALL-E go?

This chapter tells a story. While I won't reference my daughter past this chapter, teaching her Generative AI has been eye-opening. At 10 years old, she does the work of professional illustrators—learned in 2 minutes.

Imagine if your team could do that? They can.

She & I have explored Gen AI with interior design, fractions, video editing, songwriting, & more #headexplode. In part two, I explain how I used DALL-E to create all the illustrations for this book. In later chapters, I'll explain how to do it for all content across B2B customer interactions.

My 10-year Old's Gen AI Journey



Completed in 6 minutes with 6 prompt inputs, & 1-2 minutes of training.



adambloom.me



9:27

9:28

9:28

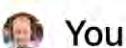
DALL-E >



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DALL-E >



You

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 yyyyyyyyyyyyyyyyyyyyyyyyy

1



DALL-E

It seems like your message might have been unintentionally jumbled. Could you please provide more details or clarify your request? I'm here to help with any questions or tasks you might have!



You

slay

2

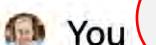


DALL-E

It looks like you're expressing enthusiasm or giving a



enthusiasm or giving a compliment with the term "slay," which is often used to signify doing something exceptionally well or with great style. If you have a specific context or request related to this, feel free to share! Whether it's fashion advice, creative ideas, or something else, I'm here to help.



You

3

create a drawing of Melanie Martinez in the detention outfit from k-12



DALL-E

I can create an original image inspired by your description, but it won't depict Melanie Martinez or her specific outfit from "K-12." Instead, I can design a unique character in a detention-themed



Message

2/1/2024

Instead, I can design a unique character in a detention-themed outfit. Could you provide more details or specific elements you'd like included in this image?



You

include purple blue pastel fuzzy leg warmers poofy off the shoulder sleeves the same purplish color of the leg warmers pastel purple leggings with a crop top the crop top lined with golden lace and the top of the pants lined with golden lace a golden heart shaped necklace with matching golden heart shaped earrings the girl has light blue eyes and blonde and dark brown split hair



DALL-E



Message

15

adambloom.me



Additional Info

In the first request to DALL-E (OpenAI), she writes a weirdly spelled popular 5th grade word, which means awesome.

1

Then she tries by spelling it right.

2

Then, I teach her a bit more. She requests an image—her favorite singer.

3

Then DALL-E asks for more details.

4

She said DALL-E taught her more, & she elaborates deeply (prompt input).

Output from Version 1

adambloom.me



DALL·E >



DALL·E



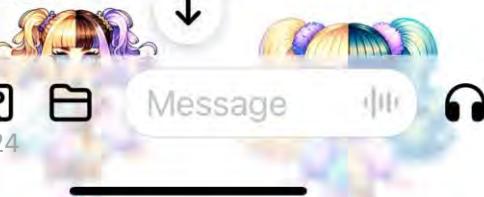
Here are the images based on your description. They feature a unique character in a detention-themed outfit with the specific details you mentioned. Feel free to let me know if there's anything else you'd like!



You

like that but make the hair split in half with blonde and dark brown and put it in high pigtails with bangs

DALL·E



Output from Version 2

adambloom.me

Output from Version 3, 4, & 5

adambloom.me



You
also make the sleeves short

Message



You
make her have pants not leggings
make her have off the shoulder
short poofy slevs that look like
clouds and make even more
re:



You
even more re: ↓ c and make her

Message



DALL·E > 
you like to change or add, just let
me know!



You

keep the outfit purple blue and the
hair fully half split between blonde
and dark brown hair



DALL·E



Here are the updated images
reflecting your latest
specifications: the character now
has fully split hair, half blonde and
half dark brown, and the outfit is in
purple-blue tones. If you have any
further requests or adjustments,
feel free to let me know!



2/1/2024

Final Output (V.6)

adambloom.me



University Professor Hat On

Comparing Gen AI graphics to text will help explain the power of Generative AI at an Ivy MBA level.

What if I told you that the differences between the prior inputs to Gen AI photos versus inputs to Gen AI text was incredibly similar?

The prior images were fine tuned over 6 iterations. What if I said that text—i.e. language, content, spoken/written words, verbs, nouns, letters, & any communications—can follow the same model as pictures? Text can get VERY specific in terms of Gen AI responses. Gen AI is better than humans in this manner—it can scale any media 100X+ at a low cost.

It humbles me to think, but I've been a Photoshop-er since college—version 2.5! For graphic design, you had to understand layers & filters. This is very similar to using PowerPoint “Arrange > Bring to Front” or PowerPoint “Picture Format > Color.” All heavy photo & social apps, like Apple Pictures & Instagram, allow anyone to use layers & filters.

Melanie, Orpheus, & “communications to an executive decision-maker” are all available via Generative AI.

Key Takeaways from adambloom.me:

- This gives a fundamental example of shift in value.
- It is critical to understand the [sea change](#).
- Never wanted a professor hat, but dang. Crazy!

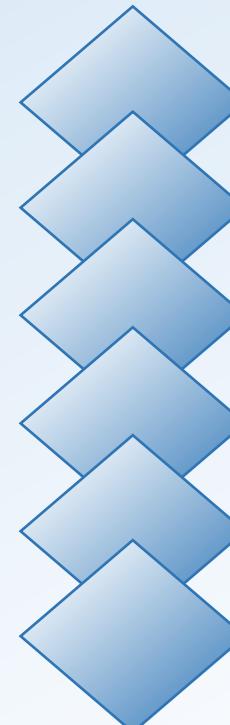


Graphics VS Text

The ability to iterate & improve quality is how the value, user, process, architecture, & financial patterns show up—via layers & filters.

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.

Additional Info

Many of us receive the Ivy League advertisements on LinkedIn for “executive education programs.”

Design thinking & Generative AI is a key thing they are promoting to drive their own revenue.

They know education is being reinvented as we speak.

Every book is now a [small language model](#).

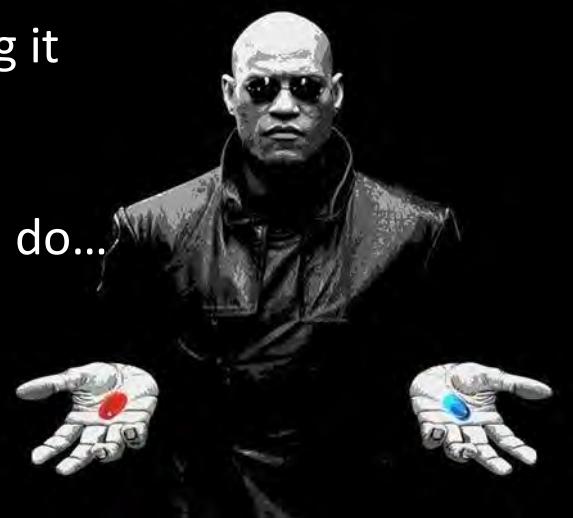
An Experiment

In the 1990s, a newer job requirement for sales & marketing teams was PowerPoint. You needed the skill to get a job.

As of 2024, it is Generative AI.

The next few pages will compare Gen AI through a design thinking exercise, unpacking the layers on the prior page & retargeting it towards writing for a CFO.

Let's see what Orpheus can do...





Gen AI Input Layer 1

Compare the below descriptions to the images to understand Gen AI patterns.

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.

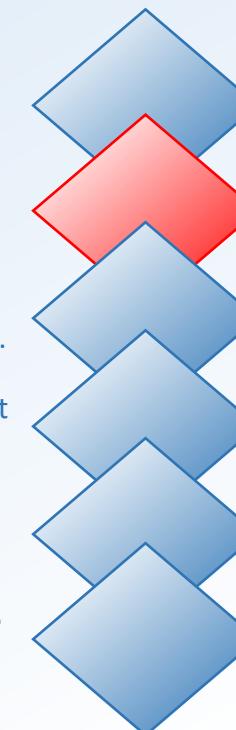


Gen AI Input Layer 2

Compare the below descriptions to the images to understand Gen AI patterns.

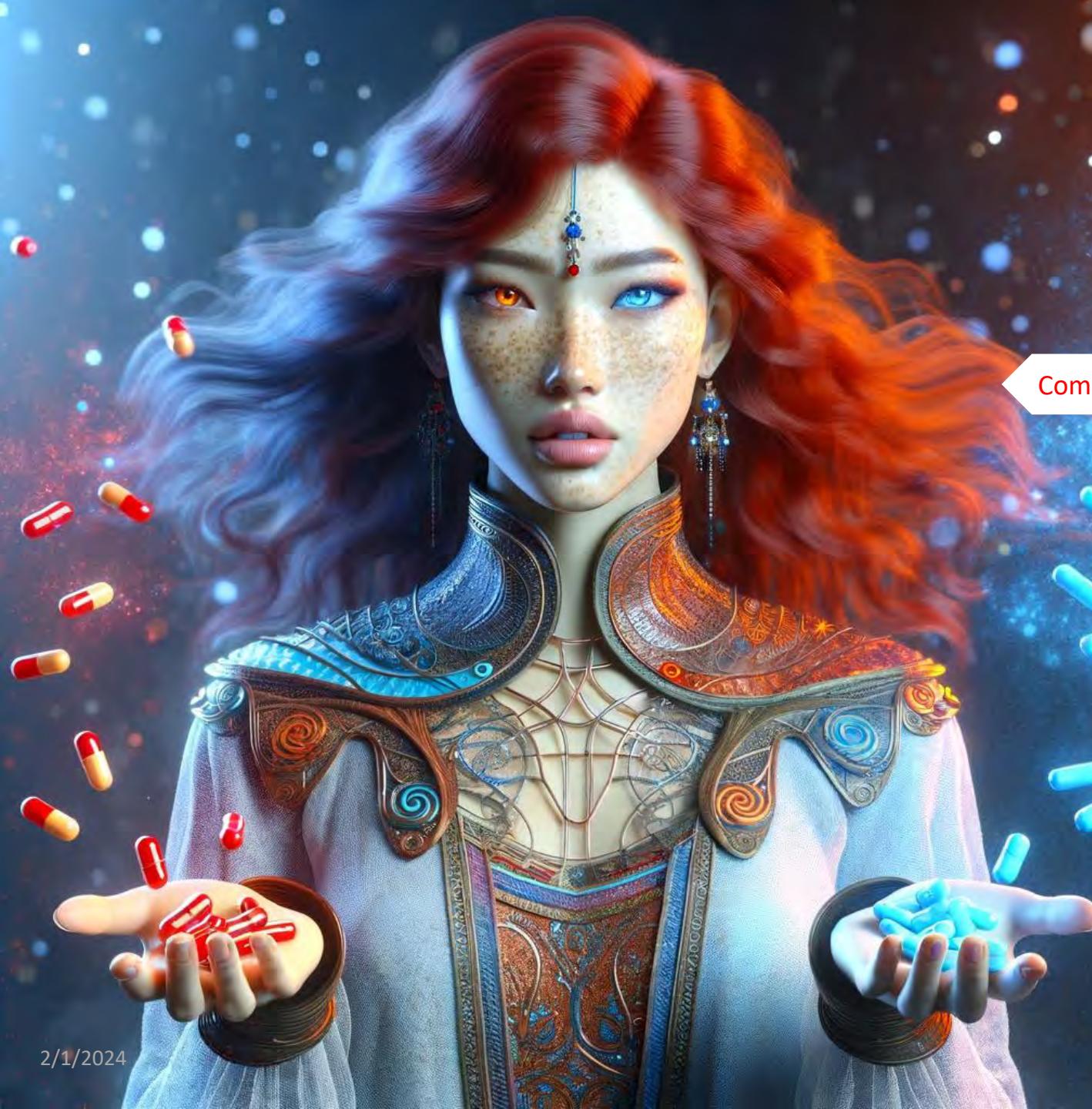
Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.

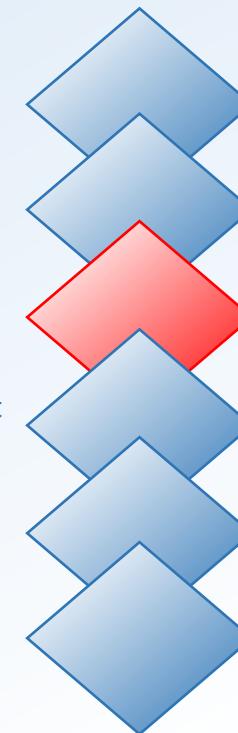


Compare the below descriptions to the images to understand Gen AI patterns.

Gen AI Input Layer 3

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.

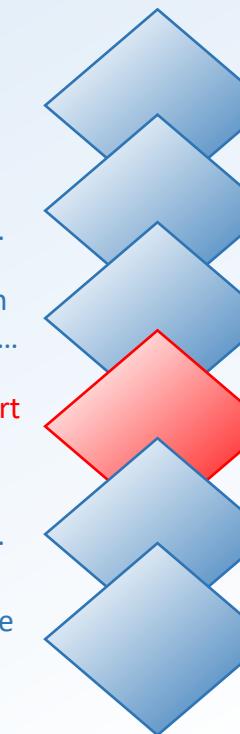


Gen AI Input Layer 4

Compare the below descriptions to the images to understand Gen AI patterns.

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.



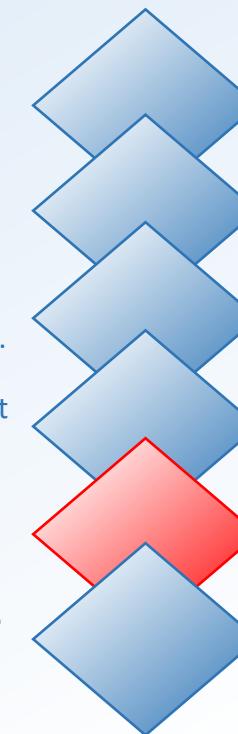
Gen AI Input Layer 5

Compare the below descriptions to the images to understand Gen AI patterns.

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...

Text Layers/Filters



1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.



Compare the below descriptions to the images to understand Gen AI patterns.

Gen AI Input Layer 6

Photo Layers/Filters

1. Create Melanie Martinez
2. Include purple, blue pastel fuzzy leg warm...
3. Make the hair split in half with blonde & dark...
4. Make the sleeves short & off the shoulder...
5. Even more realistic...
6. Keep the outfit purple blue & hair fully split...



Text Layers/Filters

1. Create a profile for the CFO buyer.
2. Make it a job description with metrics.
3. Map our top customer results to their metrics.
4. Make a list comparing metrics to our features.
5. Try again—make features more detailed.
6. Write one email in 20 words for the CFO.



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Chapter 3

How Gen AI Works

Sections

- Gen AI Tech Summary
- Gen AI in Sales & Marketing
- The Tech Magic of GPT
- Example Gen AI Use Cases

This chapter lays a foundation for how Generative AI works.

Then shows how sales & marketing “seed data” can be loaded into Gen AI to produce everything sales & marketing normally produces—any customer questions/answers or marketing copy.

Then, it goes a bit deeper into the technology & provides 30 example use cases for Gen AI.

Gen AI – Tech Summary

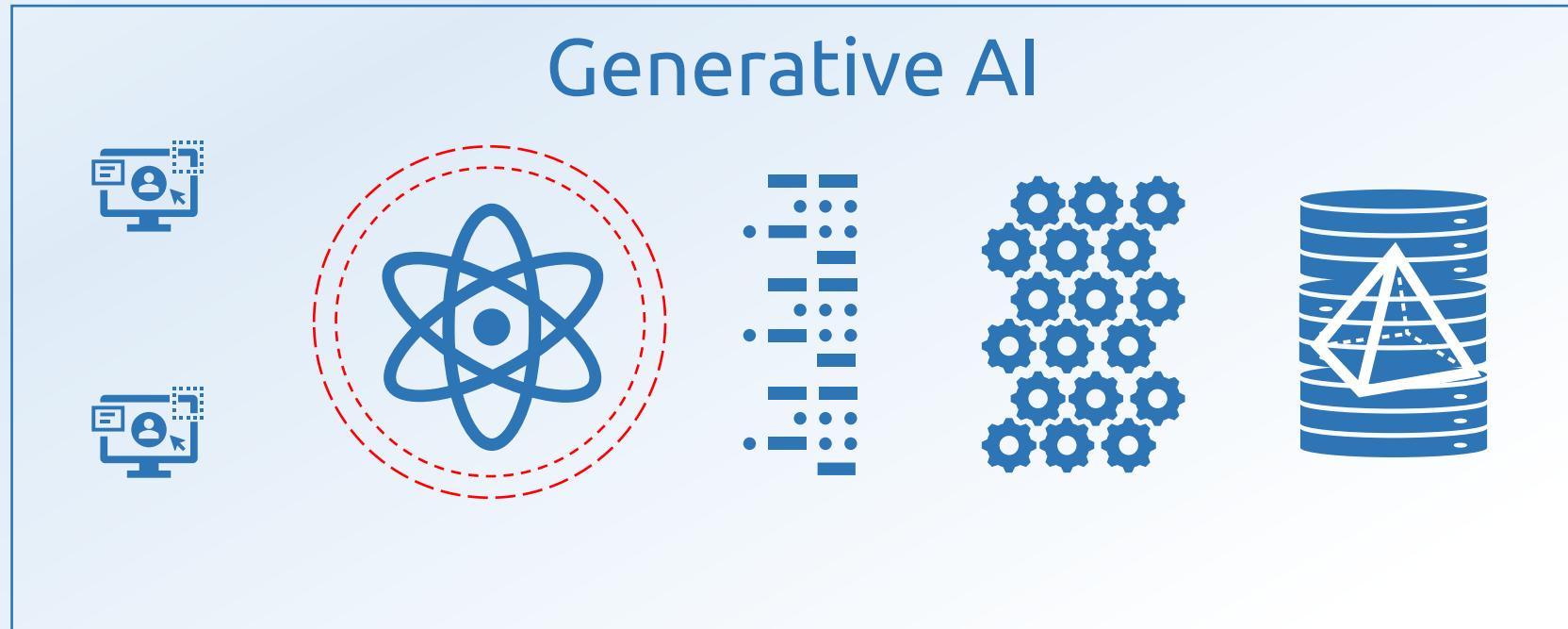
Key Takeaways from adambloom.me:

- The process looks simple in a UI.
- Yet, it is some of the most sophisticated technology on Earth. See Wikipedia [article for GPT](#) for more details.



Users put data in.
Users get data out.

Captures & computes input via UI, then produces output via UI.
Runs specialized logic, flows, math, data queries, & more—on a vector database with pre-trained data.



Gen AI for Sales & Marketing

Key Takeaways from adambloom.me:

- Sales & marketing teams can use existing content to seed Gen AI with very domain-specific data.
- The output is profound & can be produced in minutes.



Input: “Seed” Content Data Load

Quality Input is Critical

Example Sales & Marketing Seed Inputs

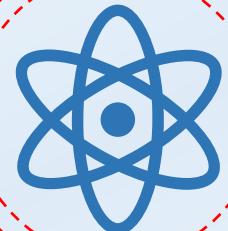
- Web pages
- Case studies
- White papers
- Video transcripts (YouTube, webinars, etc.)
- Call transcripts (sales pitches & notes)
- Sales emails &/or marketing email blasts
- Proposals & solution designs

Customer Requests

Sales Requests

Marketing Requests

Gen AI



LLM: Large Volume of foundational text to chat with—this is part of the “magic”

Output: Automatically Generated Answers

Customers

- Product info
- Business case info
- Technology info
- How to info
- Process info

Marketing

- Digital Ads
- Events & PR
- Social Media
- SEO, web pages
- Emails
- Case studies

Sales

- Prospect info
- Email copy
- Slide info
- Deal summaries
- Proposal writing
- Training

Other

Can output in ANY style/format, like songs, poetry, in the style of Yoda, or for a CFO vs. CIO vs. CMO.

The Tech Magic of GPT

Key Takeaways from adambloom.me:

- Gen AI uses math, text (e.g. the English Wikipedia & unpublished books) with a vector database to generate novel output. Data volume is a key to results' quality.



Generative AI is also called GPT & related to LLMs (data/math stuff)

- **GPT** stands for generative pre-trained transformer.
- **Generative** means it can generate novel human-like content.
- **Pre-trained** means the AI uses large data sets of unlabeled text (i.e., uncategorized, unclassified, or without metadata). The volume & quality impact the results drastically.
- **Transformer** is a software architecture for deep learning (i.e., machine learning).
- **LLMs** are large language models, related to pre-trained data, often interchangeable words.

The volume of data matters

- Foundational models act as input to teach the GPT—this is a very broad scale of data.
- Parameters measure volume & represent the math behind words, phrases, & sentences.
 - GPT-1 was trained with 117 million parameters (i.e., words & word parts as math).
 - GPT-3 was trained with 175 billion parameters.
 - GPT-4 is rumored to have used 1.7 trillion parameters (the current OpenAI version).
- Small language models can provide more specific, higher quality responses to requests.
- The magic also is related to data in numerical format, processing words 1000X faster.



Example Gen AI Use Cases

Key Takeaways from adambloom.me:

- Generative AI broadly & deeply enables innovation.
- There is a reason it became the top area of VC investment in 2023—with a massive growth percentage.



1. Text generation & question response
2. Image generation
3. Audio & video generation
4. Creative writing & sales training
5. Recommendations & personalization
6. Tutoring & education
7. Mental & traditional healthcare
8. Virtual (personal) assistants (chat bots)
9. Conversational non-player characters (gaming)
10. Simulated conversations
11. Customer support
12. Language translation & practice
13. Strategic research & knowledge discovery
14. Evaluating pros, cons, & alternation options
15. 3D model generation

16. Code, UI, & database generation/documentation
17. Code analysis, debugging, & refactoring
18. Code completion
19. Language translation, learning, & practice
20. Image classification, identification
21. Transcription, text-to-speech, speech-to-speech
22. Sentiment analysis
23. Generating jokes, music, poetry, or stories
24. Scraping & cleaning data
25. Grammar/writing checks, grading, & scoring
26. Summarizing, outlining, & organization
27. Keyword research & SEO optimization
28. Creating questionnaires & surveys
29. Mimicry of historical or known personalities
30. Industry-related contexts, e.g., pharma & legal

Additional Info

Generative AI supports a massive set of new use cases. Previously, these were very difficult & expensive to do.

These use cases can be mixed with different UI controls, different prompt designs, different logic, & different foundational data.

In addition, Gen AI has “memory,” which means it can remember prior conversations.



Chapter 4

Author's Gen AI Apps

Sections

- Detailed List of Apps & Output Generated
- Expanded List of App Details
- List of 20 Startups where Generative AI applies

This chapter starts with a list of apps I built for sales & marketing, then tested to prove results.

The chapter explains what each was, the input (seed content), the output generated, & which GPT was used.

It ends with a list of 20 startups' core functionality, where Gen AI clearly added value.

Author's B2B GPT Apps

Key Takeaways from adambloom.me:

- The testing approach was robust & comprehensive.
- Across multiple hands-on examples, Open AI's ChatGPT could improve one human's productivity 100X.



Data Load (Seed Content)

1

Sales Script

2

White Paper

3

Web Pages

4

20+ Gen AI Startups

5

Book

Output Generated

Any type of sales/marketing copy—for any channel.

Any tech explanation to solution architects/coders—for any channel.

Any derivative marketing or sales content from 1 or many web pages.

Gen AI used to define ICPs, market analysis, UI design, functionality ideas, & much more.

Rewritten summaries as songs, poems, styles of eras or famous personalities—endless contexts.

Additional Info

1. This was a detailed, 1-hour sales script for a complex software product. Written in days.

2. This was a 44-page white paper. Written in weeks.

3. Several hundred pages. Written over months.

4. Gen AI supported strategic work & messaging.

5. This was organized like a book & largely in a story format.

Author's B2B GPT App Details

Key Takeaways from adambloom.me:

- Across multiple hands-on examples, Open AI's ChatGPT could improve one human's productivity 100X.
- Apps proved robust content creation & inquiry/answer.



#	Data Load (Seed Content)	Type	GPT	GPT + UI + Code
1	Sales Script	Doc	3.5	3.5 + Old UI + Yes
2	White Paper	PDF	3.5	3.5 + Old UI + Yes
3	Web Pages	HTML /URLs	3.5	3.5 + Old UI + Yes
4	20+ Gen AI Startups	Biz Plan	3.5	3.5 + Old UI + No
5	Book	PDF	4.0	4.0 + New UI + No

Additional Info

1. Example seed content. 3K quality words/pics

2. Example seed content. 11K quality words/pics

3. Example seed content. Endless web pages & pics

4. "Manual" use of ChatGPT to create ventures & apps.

5. Recently written seed content. 8K words in 24 hours

20 Gen AI Startups

Key Takeaways from adambloom.me:

- Much like search functionality has become ubiquitous, Generative AI will pervade virtually all applications.
- It certainly applied to solutions for 20 different startups.



1. Customer & partner portals
2. 3D metaverse automation
3. Middleware for Generative AI
4. Personal trust management
5. Social media
6. AI-driven video email
7. Call center workforce automation
8. Art gallery e-commerce
9. Home organization
10. Healthcare billing
11. Psychology evaluations
12. Digital capture & search
13. Home delivery
14. Cancer care
15. Real estate construction
16. Recruiting
17. Programmatic advertising
18. Community investment
19. Startup incubator
20. Real estate listings & networking

Additional Info

In 2023, part of my role was solution architecture. Our product platform to help developers automate application development.

There were ~100 startups who engaged me.

Whether Gen AI was an opportunity for them or not, I always explored these contexts—where Generative AI could provide novel solutions. Each had a clear value prop.



Chapter 5

Org & Budget Changes

Sections

- Changes Across Departments & Convergence
- Changes in Budgets to Consider
- How Gen AI Investments Force Leaders to Think Different
- Steps to Start

This chapter is oriented for the CEO, CRO, CMO, CFO, & CHRO—to act as a guide for talking points.

Each section presents models & mindsets to consider & discuss. It is highly applicable to money but underlines the changes in human capital.

Changes Across Departments

Key Takeaways from adambloom.me:



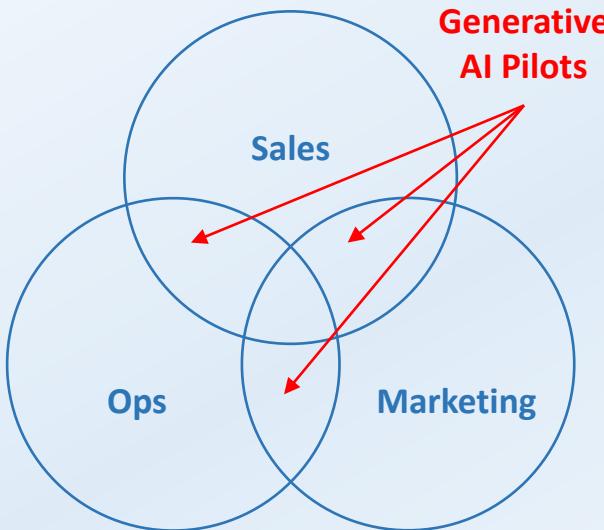
- The evolution of pilots should remain a priority.
- The ultimate goal should be integrated efforts.
- Without integration, financial waste is a higher risk.

In today's B2B world, many companies are loosely integrated.



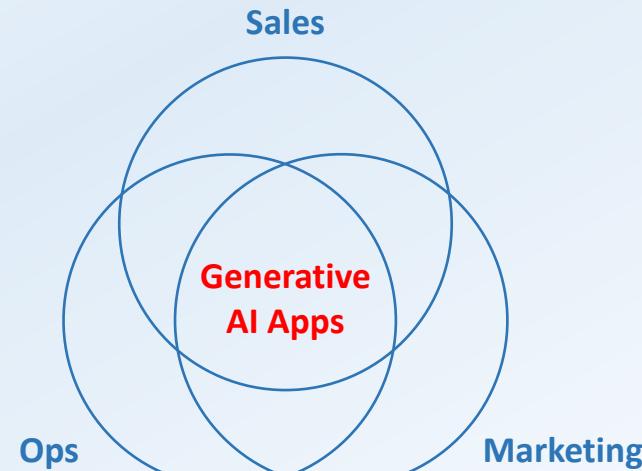
For most B2B software companies, sales & sales ops are largely separate from marketing, even if on the same tech stack. Sales often has more resources in ops, which is considered a priority because of revenue. Finance has to fit in here.

Some are better integrated.



As companies mature, the ability for the teams to share process, data, & reports are more integrated, producing greater productivity & better insights. Many teams are piloting GenAI separately. Again, finance has to fit in.

Generative AI will force further integration.



Generative AI will add another forcing function for teams to coordinate & integrate. Finance's view matters. If not, sales & marketing will be working on their own separate Generative AI stacks—including data, tools, & processes.

Additional Info

Why does this integration matter?

The two main use cases for Generative AI are A) creating content to be sent to customers, & B) asking questions & getting answers.

The main difference is—who makes requests of GenAI—employees/ internal or customers/ external?

The source GenAI data should be the same.

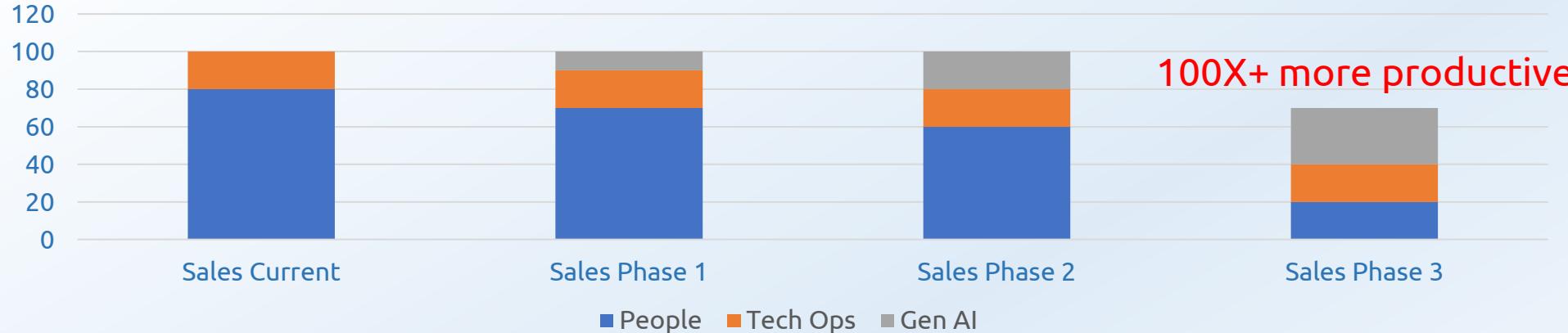
Changes In Budgets

Key Takeaways from adambloom.me:

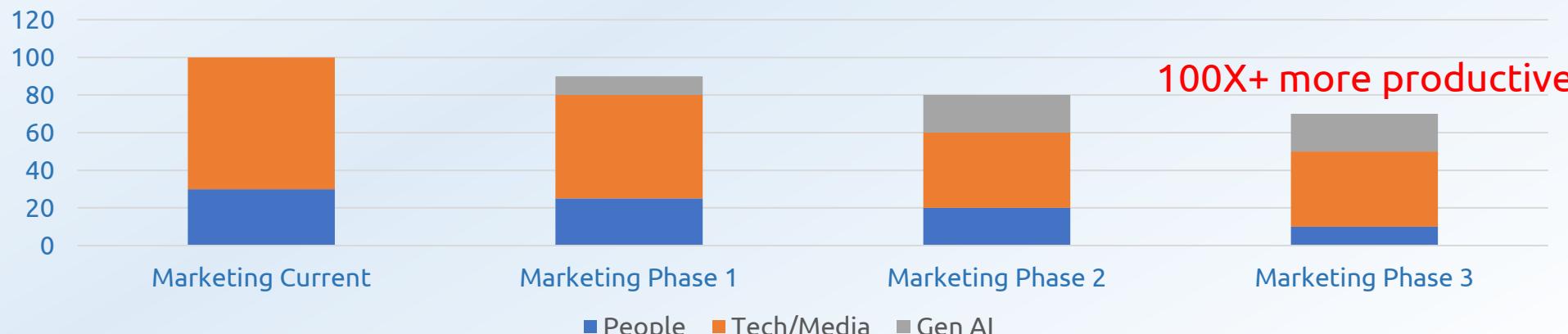
- Sales costs shift then lower, productivity is 100X more.
- Marketing costs lower, productivity is 100X more.
- Finance will find this compelling as an ROI, not as a cost.



Sales Budget – Shown as a % of Budget



Marketing Budget – Shown as a % of Budget



Additional Info

Sales slowly lowers the amount of People without impact to revenue. The Tech Ops budget largely remains the same. Gen AI will ramp up & eventually lower sales costs.

Marketing slowly lowers the amount of People without impact to revenue. Tech/Media is variable cost, where content production costs less. GenAI will ramp up & eventually lower the cost of marketing.

Gen AI Investments

Key Takeaways from adambloom.me:

- This technology is different than any other in history.
- Get started with internal pilots today.



CEO, CRO, CMO, CFO Mindset: Crawl, Walk, & Run Differently

- This is not like any other B2B CRM software investment you've made before, unless you have done so with artificial intelligence investments.
- Gen AI is more like a media investment, which is considered a product. Media investments generate revenue for years, e.g. songs, books, films, top-ranked SEO, YouTube videos, & search engines.

Crawling with Sales

- Step 1: Take your best sales script—shoot for 3000 written words. Load it into ChatGPT 4.0—it takes a few minutes to do so. Have the team ask it 50 typical sales question. Discuss the outcomes.
- Step 2: Ask the team to sign up for ChatGPT & try to use it for everything they can. Share the results in an ongoing internal meeting & discuss.
- Step 3: Write down your biggest fears, risks, & concerns with this technology. Meet & discuss the potential positive & negative impact.

- Treating Gen AI the same as a CRM software investment—like a quarterly cost center—will eventually lead to a massive competitive disadvantage. We are talking about white collar robots here.
- Gen AI may start off looking like another operational CRM system, but it won't end up there.

Crawling with Marketing

- Step 1: Again, take the best sales script & load it into ChatGPT 4.0. In this case, ask it to create 30 different types of marketing output—press releases, podcast scripts, etc. The more detail you provide, the better it will do. Discuss outcomes.
- Step 2: Again, ask the team to sign up & use it for everything they can. Again, share the results in an ongoing internal meeting & discuss.
- Step 3: Write down your biggest fears, risks, & concerns with this technology. Meet & discuss the potential positive & negative impact.

Additional Info

Only you know the current state of your company's tech stack, the approach to decision-making, the type of business case you need, or the exact path to navigate internally.

The suggested crawl stages explain a smart approach to piloting solutions—ones that make the case for investment in sales & marketing. The experience of it will shape the vision & support your business case.



Chapter 6

Changes to Sales & Marketing

Sections

- Evolution of Sales & Marketing Content
- How content fits in the future customer experience
- PLG & Gen AI
- Process Change & Gen AI
- Gen AI & Go To Market:
 - Messaging
 - New Product Launches
 - Web-Based Selling

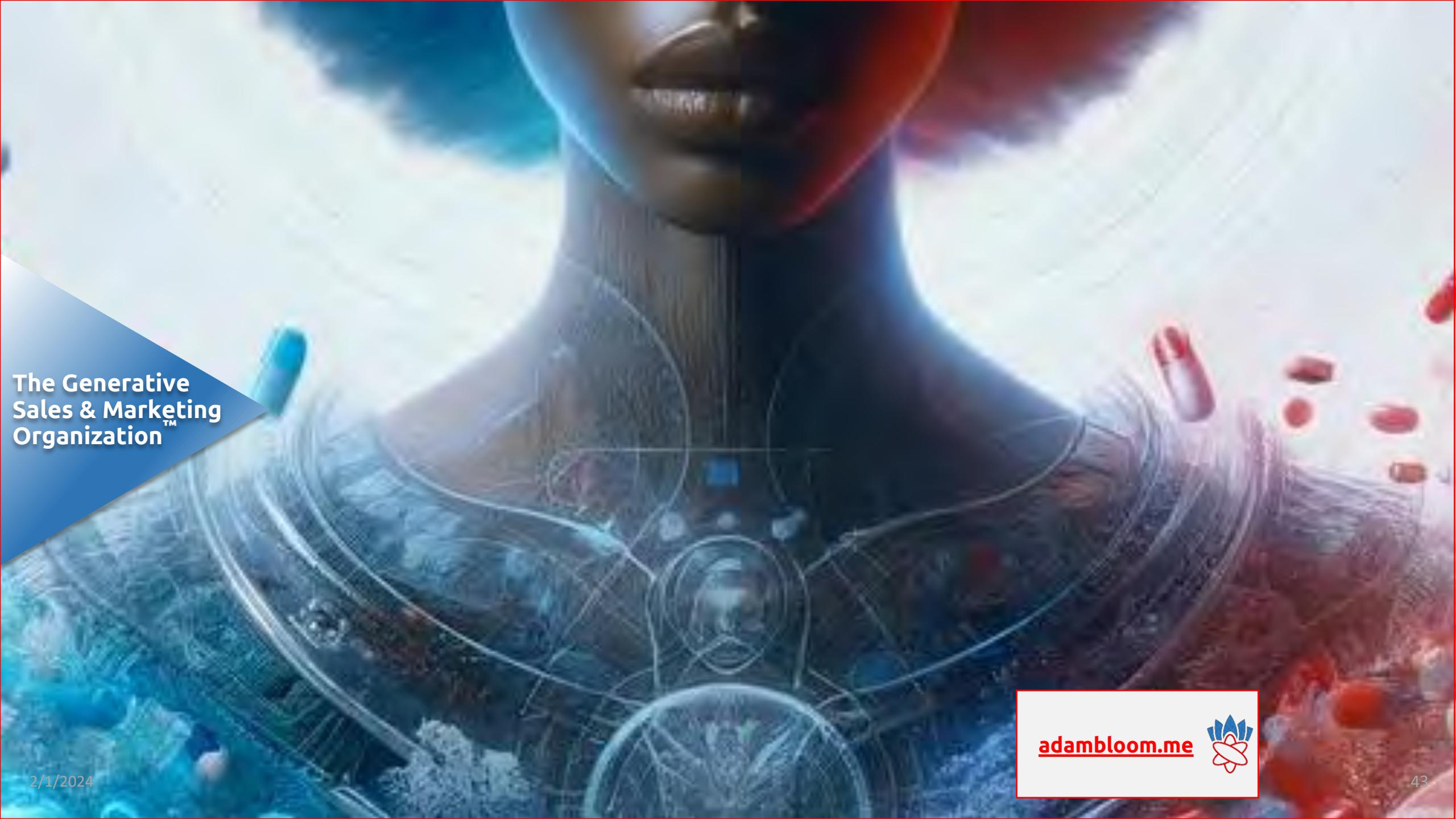
This section takes a deep dive into major process changes on the road to becoming a generative organization.





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CX & Media/Content Evolution

Key Takeaways from adambloom.me:

- The world has changed dramatically in two decades.
- Business will change more in the next 5 years than it did in the past 20.



1990s

2000s

2010s



Additional Info

In the 1990s & early 2000s, the media (content) produced was less organized but also far less complex.

As the 2000s unfolded into the 2010s,

To solve the complexity problem, we used search. Not just one search engine, but many.

Blue shows categories with direct impact to sales & marketing.

Products, Humans, & Media

Key Takeaways from adambloom.me:

- Every department produces, uses, & promotes media/content. Teams continue to integrate more.
- The volume of media takes an amount of effort.

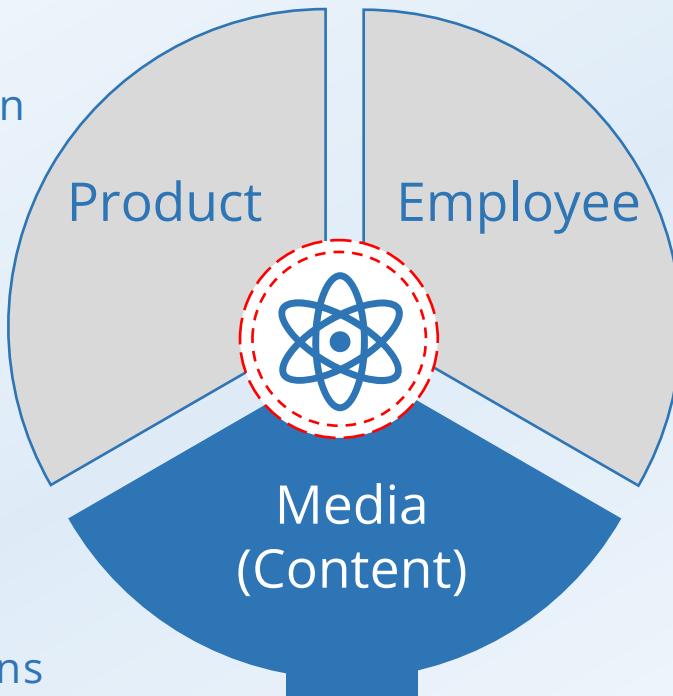


2020s & 2030s

The Customer Experience now has 3 main parts—all are moving toward Gen AI

Product Interaction

- UI, Logic, Data
- In-App Media/Content
- Product Training
- Product Led Growth
- Ecosystem/Stores
- Upgrade/Upsell
- Documentation



Human Interaction

- Marketing
- Advisory Services
- Sales
- Solution Architecture
- Implementation
- Support
- Success
- Account Support

Sales & Marketing Interactions

Sales Training/Tools

Community

KB Articles

Success Tools

Guided How To

Best Practices

Web Pages, Copy, White Papers, Events, & Shows

Blogs & Articles
Emails/Ads
Tech Training

Onboarding Info
UGC
Social Media

Online Video Stream/Podcast Presentations

Additional Info

Product interactions are often owned by the product management team with input from marketing.

Media covers content-heavy items. These are usually owned by sales & marketing with input from product teams.

Human interaction includes the experiences between customer & employee are the primary method of exchanging information.

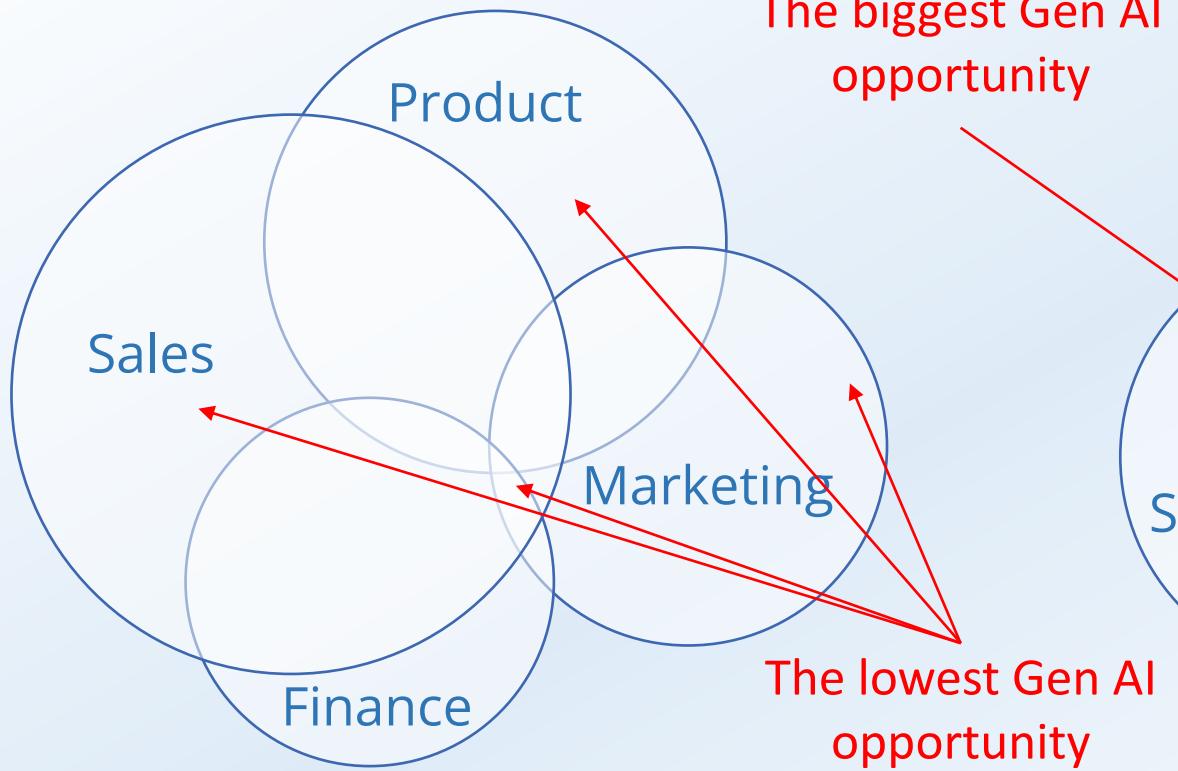
Product Led Growth (PLG)

Key Takeaways from adambloom.me:

- Companies have seen the financial advantages, which the PLG business model offers.
- Gen AI will disrupt this model again, call it "PLG + GenAI."

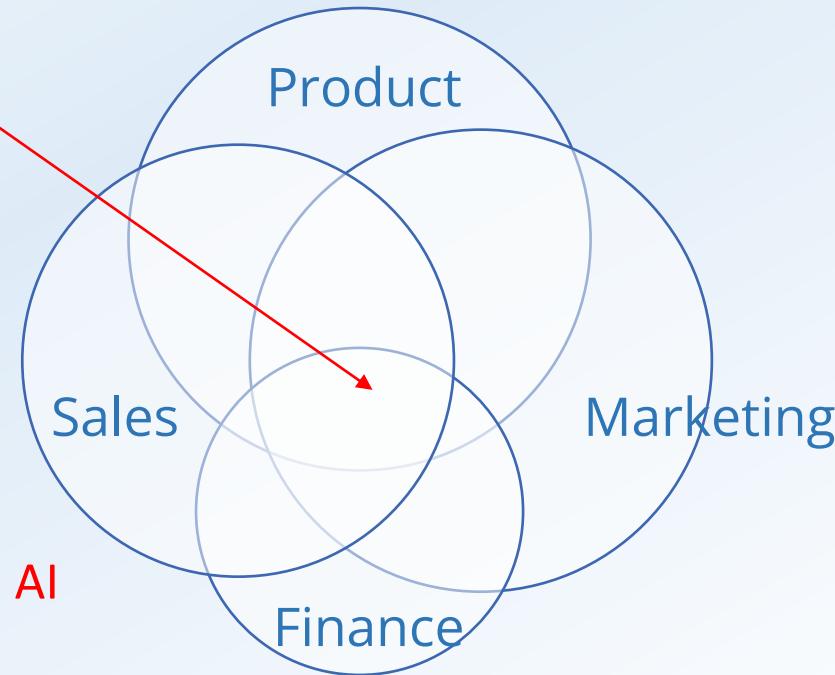


B2B without PLG



Characterized by more of a sales led organization, which is very expensive.

B2B with PLG



Characterized by automating human interactions with product & media.

Additional Info

Particularly in the SaaS business model, PLG has emerged as a financially superior way to grow revenue. It could be called self-serve purchase.

In PLG, product-thinking leads CX/UX/UI. For example, a home page is replaced by product as a free trial. Onboarding is data & app driven. Metrics play a key role to inform finance, more like a complex e-commerce site.

Processes & Resources

Key Takeaways from adambloom.me:

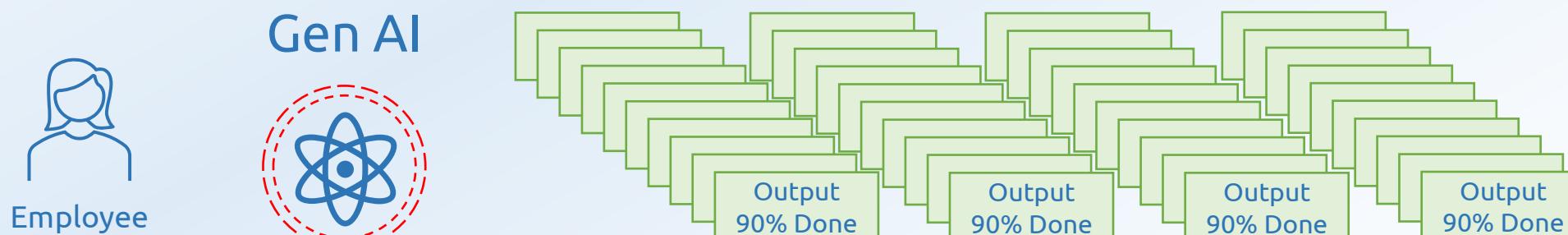
- The sales & marketing departments must change.
- The productivity factors are too big to ignore.
- Slow movers will face a competitive disadvantage.



Old Process – 10 people for 10 units output in 10 units of time



New Process – 1 person for 100+ units output in 0.01 units of time



Additional Info

With the old way, output is highly manual, with many iterations, many internal emails, many mistakes, etc. This makes the old way very expensive.

With the new way, output is highly automated. With far fewer iterations, far fewer internal emails, far fewer mistakes, etc.

This makes the new way much less expensive.

Sales & Marketing w/Gen AI

Key Takeaways from adambloom.me:

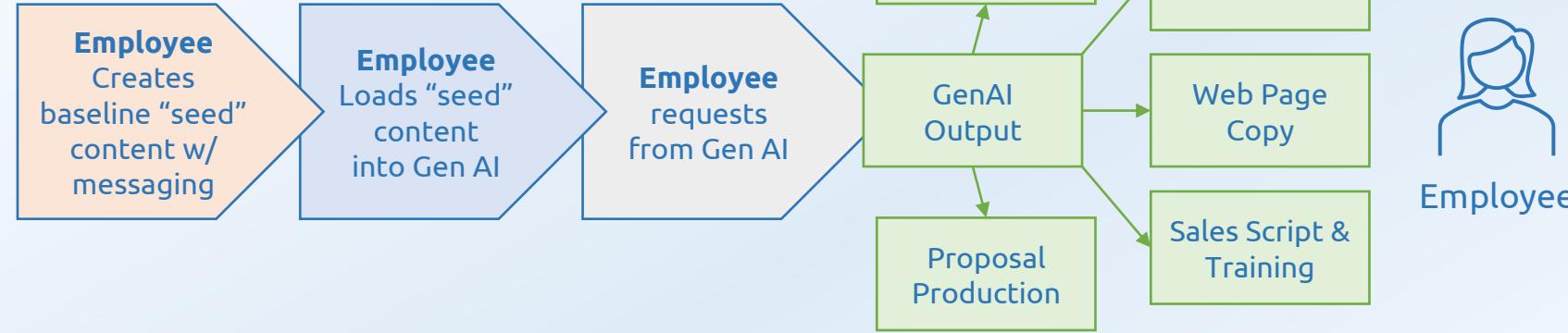
- With GenAI, customer inquiries & content creation will impact customer acquisition cost (CAC) at a 10-100-1000X scale.



Marketing Content Generation (internal, employee use cases)



Employee



Employee

Sales Question & Answering (external, customer use cases)



Employee



Customer

Additional Info

There is a tremendous overlap in the words being written by both departments.

Gen AI makes this a "knowledge engineering" exercise instead of a manual, one-off task.

When a Gen AI chat bot can give consistently high-quality answers, the business model changes in a financially disruptive way.

Using Gen AI for Messaging

Key Takeaways from adambloom.me:

- Many CEOs under-value the communications part of taking a product to market.
- Financially, this failure is as expensive as it gets.



Key Inputs for Strategic, Go To Market Messaging & the Gen AI Impact

Buyer/User

Gen AI can be used to quickly capture in-depth profiles, including metrics & job descriptions of the target buyer or user.

Market Analysis

Gen AI can also be used to quickly capture market categories, summary of analyst or pundit commentary, trends, & emerging research.

Competitive Analysis

Competitive analysis comes in many formats: sales win/loss, website keywords, & product comparison. If content exists, Gen AI can summarize, compare, & contrast quite well.

Sales/Customers

If there are sales call transcriptions, one-on-one emails, customer case studies, & similar information, Gen AI can summarize, outline, combine, & much more.

Current State

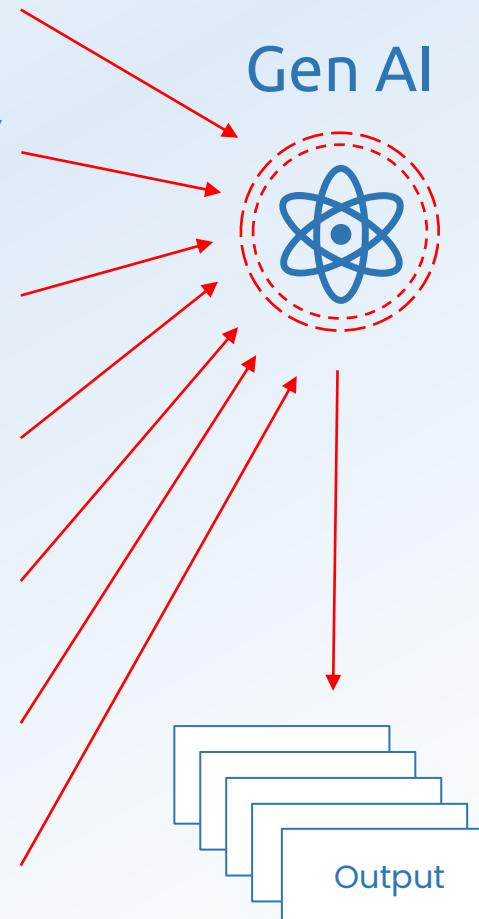
If fed into Gen AI, it can summarize, outline, & even perform gap analysis of what content has dated messaging.

Product Capabilities & Roadmap

When use cases, stories, product documentation, & similar data is fed into Gen AI, it can create a Chat Bot for Q&A.

Corporate Strategy

Corporate strategy is likely something that won't be shared with Gen AI because, no one wants their competitors to know.



Additional Info

In my experience working with 3 unicorns, what separates the winners is two-fold:
a) a great product that solves a high-priority problem &
b) a more effective way to communicate value.

Superior communications can overcome a weaker product.

Gen AI accelerates GTM motions & product marketing effectiveness. What used to take me a week now 2 hours.

Gen AI, Messaging, & SLMs

Key Takeaways from adambloom.me:

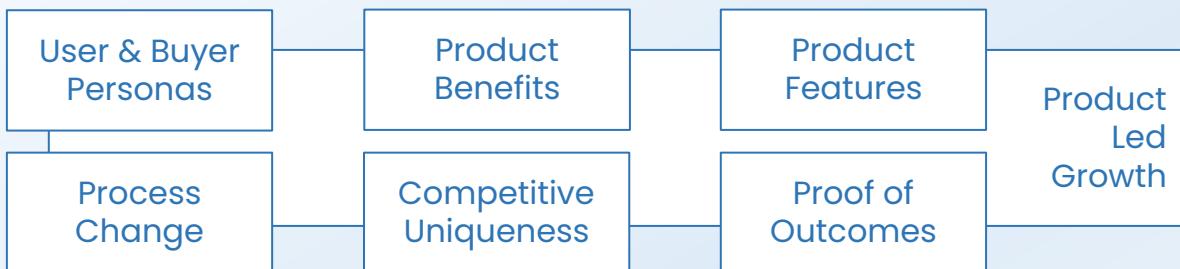
- Messaging plays a large role in quality output.
- The scale is not an issue. The cost is not an issue.
- The quality & ongoing checks are the biggest concern.



High Level – Strategic Messaging



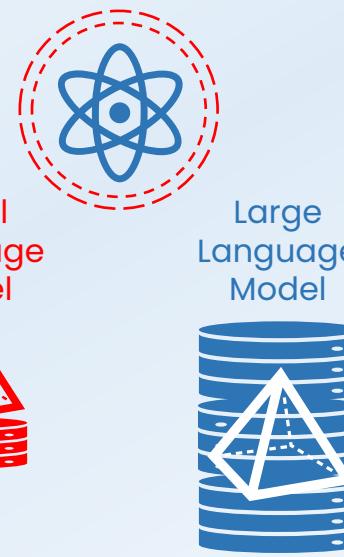
Mid Level – Operationalized Messaging



Low Level – Tactical Representation of Messaging



Gen AI



AB's Commentary

Even CEOs can get caught up in the abstract nature of the word “messaging.” Simply put, it is the architecture of words & should represent how the company communicates across all external contexts.

With Gen AI at the core of content generation, sales & marketing teams will now be “programming AI in English.” Teams must load high quality “seed” media into the machine to automate all output.

When loaded into AI, messaging provides the foundational filters that generative AI rely on for high quality, accurate, & efficient output. These are now called **small language models (SLMs)**. 50

Example New Product Launch

Key Takeaways from adambloom.me:

- New product launches take a lot of resources.
- With this approach, resources are drastically reduced without a negative impact on quality.



Ensure all inputs are very high quality.

Ensure comprehensive coverage for all output types, even pat using examples.

Sophisticated output for humans to fine-tune & feed back into Gen AI.

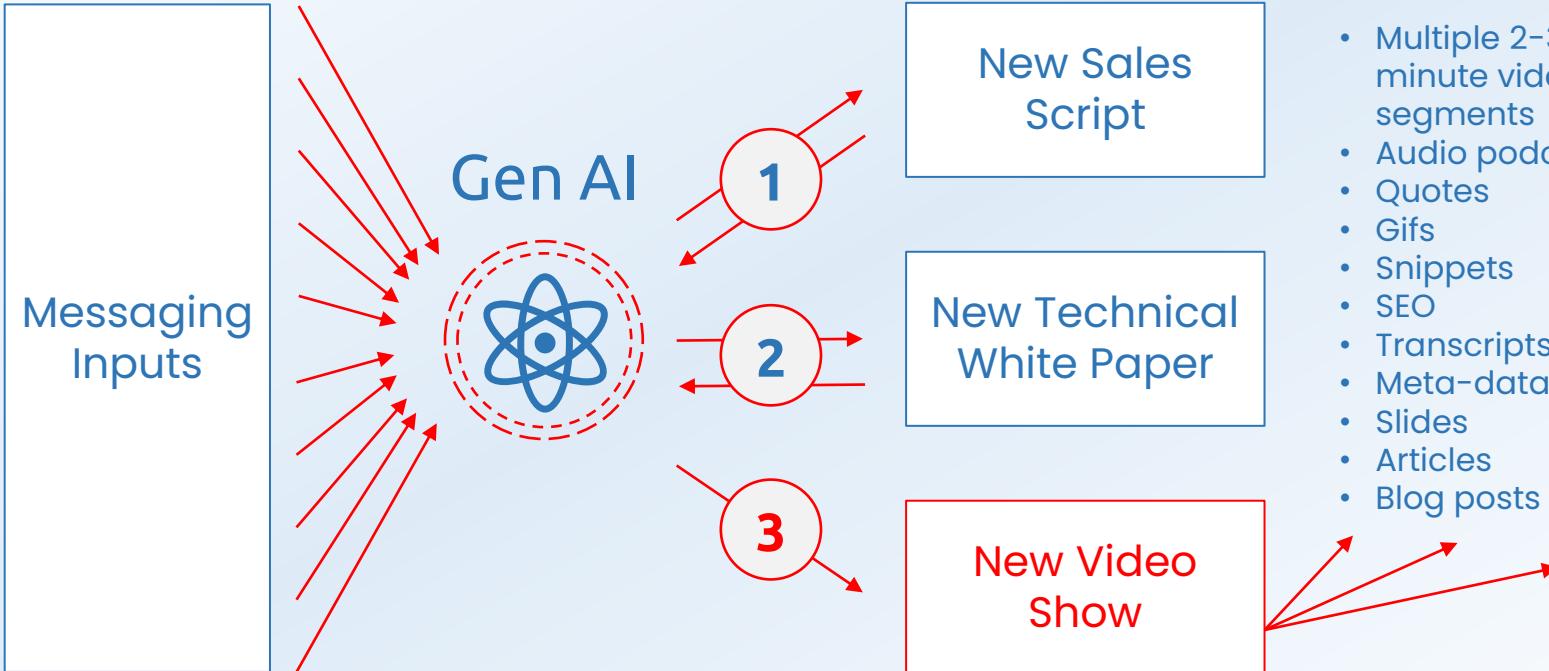
This step greatly increases quality as a form of AI training.

All input to the show included two steps of AI input to maximize the output effectiveness.

The output can support all campaign elements.

Additional Info

While feeding a great sales script can go a long way, quality inputs will save a lot of time & money downstream.



- Multiple 2-3 minute video segments
- Audio podcast
- Quotes
- Gifs
- Snippets
- SEO
- Transcripts
- Meta-data
- Slides
- Articles
- Blog posts
- Quotes
- Gifs
- Factoids
- Highlights
- Links
- Email
- Social Posts
- Ads/PPC
- SEO
- Website pages
- Training
- Presentations
- Proposals

1

2

3

In step 1, the script is “supervised” & perfected by humans, then loaded back into Gen AI. This is pre-trained content.

Step 2 is the same process with technical content.

Step 3 produces new output.

Example Web-based Selling

Key Takeaways from adambloom.me:

- With direct customer interactions, a human must exist in the middle—to judge quality & accuracy.
- The role is well filled by product marketers.



Website content already supports 50%+ of the B2B sales cycle if not 90%

Online FAQs

Web pages, forums, docs, etc.

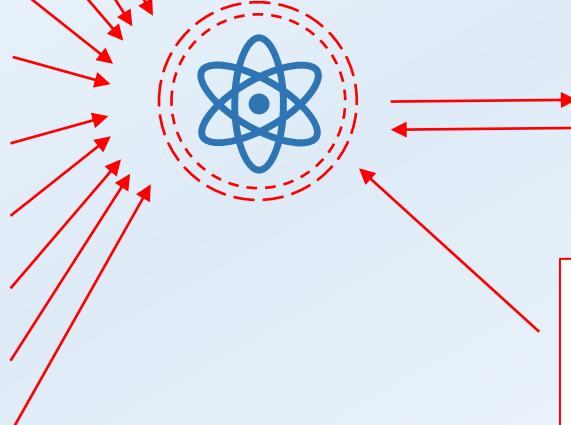
Messaging Inputs

Teach & refine the model with HTL



Customer
Q&A via website with online Gen AI Chat Bot

Gen AI



Record Q&A for HTL Supervision

Example questions that a customer can ask Gen AI

- What are the top benefits of your product?
- Can you provide a list of the top 10 most powerful features?
- Please give me a demo outline.
- Who are the top 5 competitors & what are the major differences?
- Who uses the product, please provide company size, industry, title, & any quotes.
- What is the business case & ROI for this type of solution?
- How much does it cost?
- How long to implement?
- What skills are important to do it?

Additional Info

When most people think of fully automating B2B sales, there is a knee-jerk reaction, "What if the machine does a better job?" This is a 20+ year old argument. Yes, salespeople are needed, but the need has changed.

The critical part with Gen AI is the "human in the loop" (HTL). Until the model is finely tuned, humans need to make sure the answers are great.



2/1/2024

Chapter 6

CX Process Changes

Sections

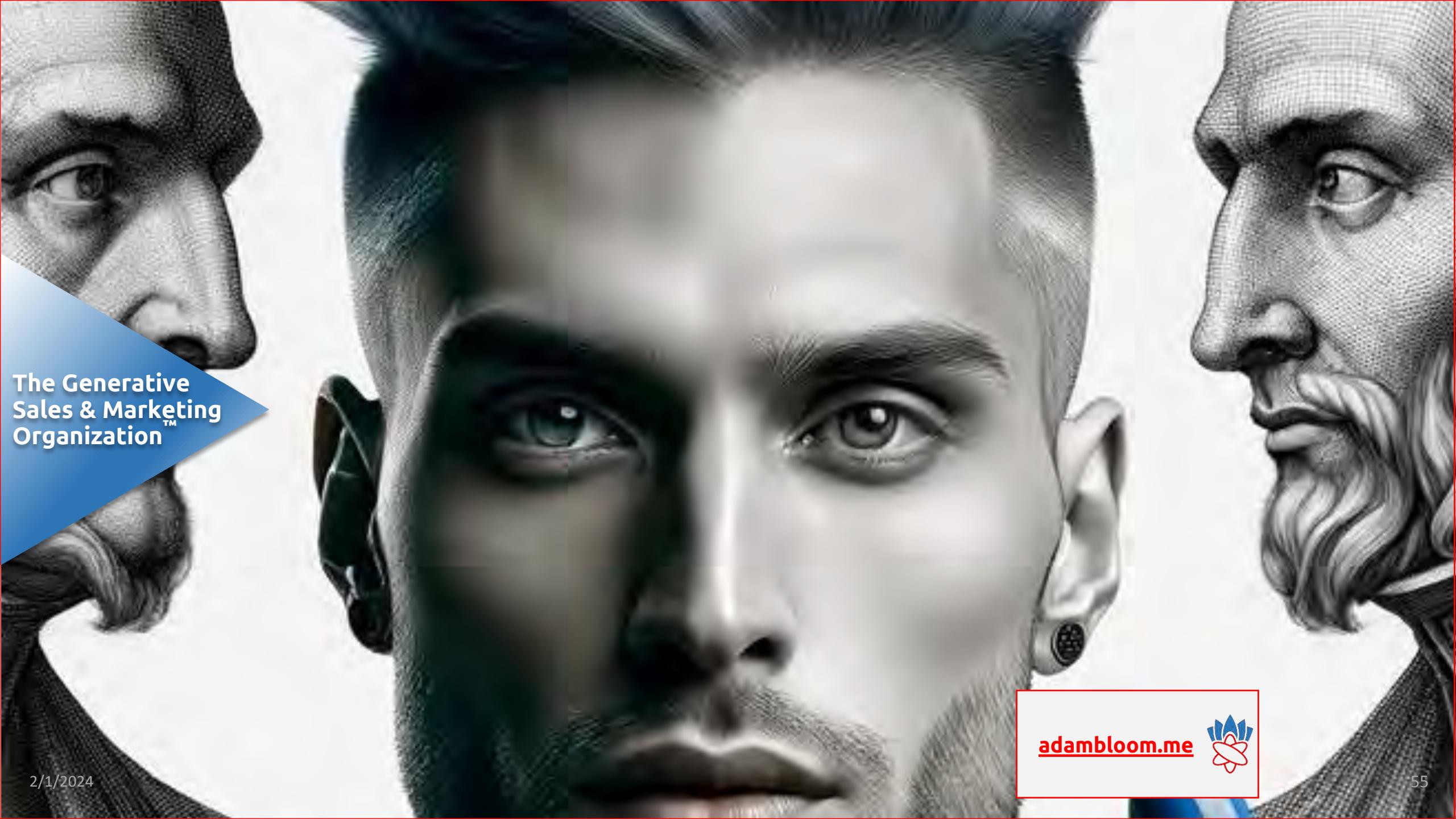
- Customer Experience Diagram Overview
- Sales-led vs Website-led
- Example CX Interactions
- Where Gen AI Content Fits
- The Sales & Marketing Opportunity

This chapter drills into the customer experience so that sales & marketing teams can begin to unpack all the areas of customer experience where Generative AI has an opportunity for impact.

It ends by providing clarity on what is at stake.



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B2B CX Interactions – Part 1

Key Takeaways from adambloom.me:

- This diagram expands over 4 pages.
- It orients readers to more complex diagrams (2-4).
- It shows 4 process areas: CX, product, human, CRM apps

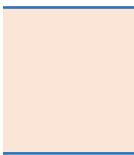
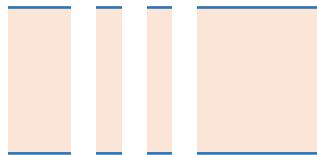
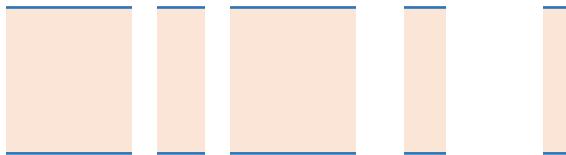


The Customer Experience

Awareness Engagement Free Trial Purchase Use Additional Sales

Your Software Product

White = no product use blue = use



Human Interactions & Processes

White: No Human Interaction with Customers

Orange: Human Interaction with Customers

CX Applications: Website, CRM, Product Led Growth, & Product Apps

Additional Info

This row is the typical process customers go thru.

This row represents customer use of your software product (not including GenAI-based products).

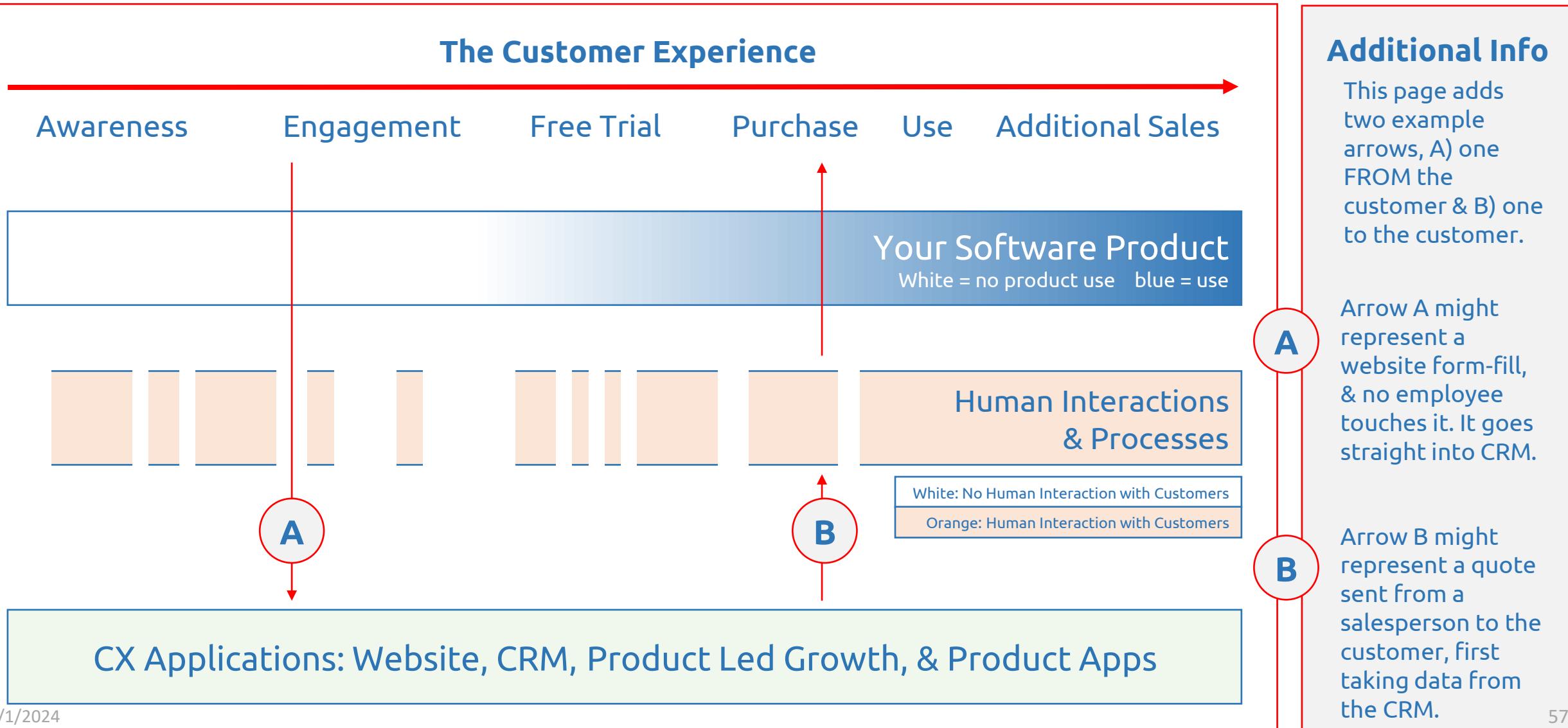
This represents 2 interaction types—those with a human (orange) & those without (white).

Traditional transactional apps & business intelligence.

B2B CX Interactions – Part 2

Key Takeaways from adambloom.me:

- Part 2 highlights two example interactions.
- It provides context for the next page, which has a more complicated set of arrows & explanations.



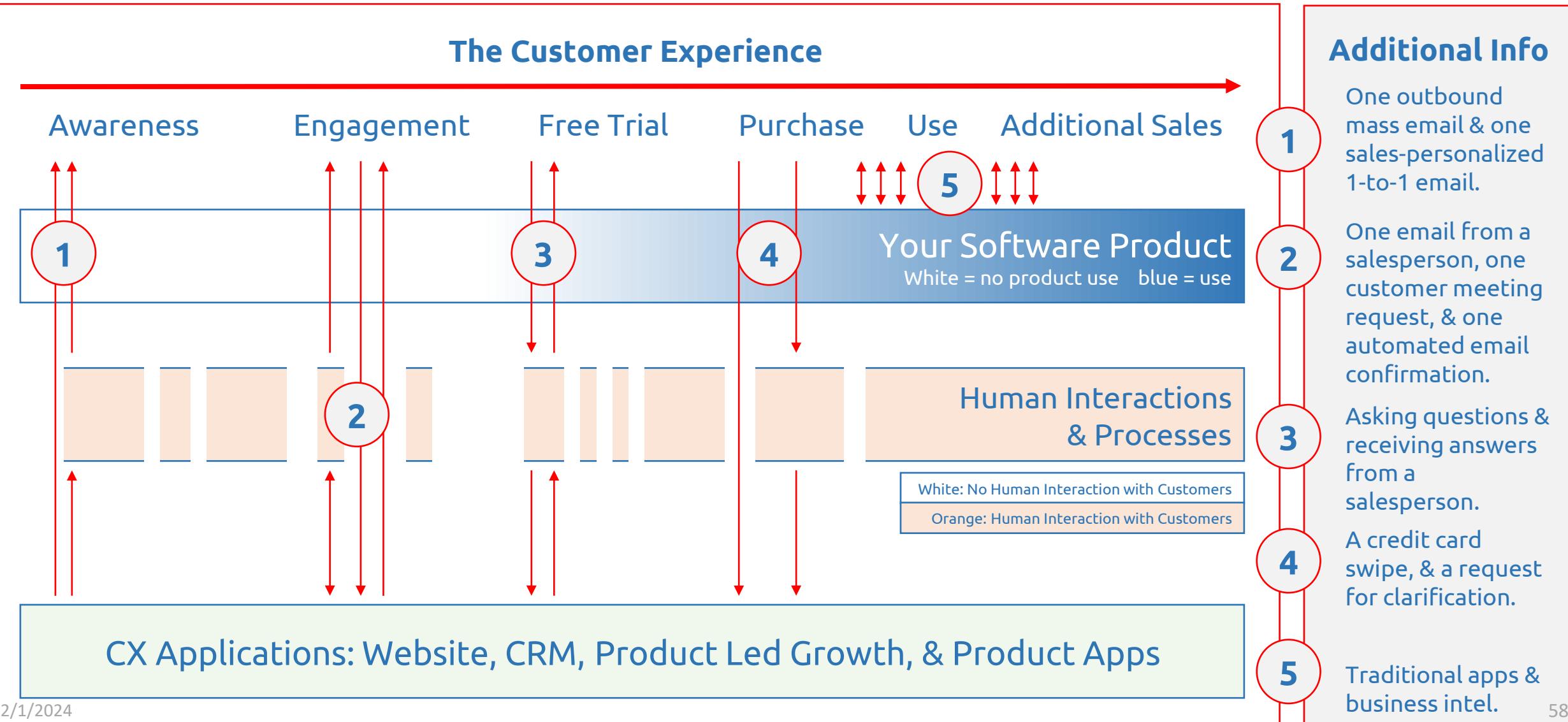
B2B CX Interactions – Part 3

Key Takeaways from adambloom.me:

- Part 3 highlights additional examples or use cases.
- Again, it provides context for the next page, which again, has more complicated arrows.



The Customer Experience



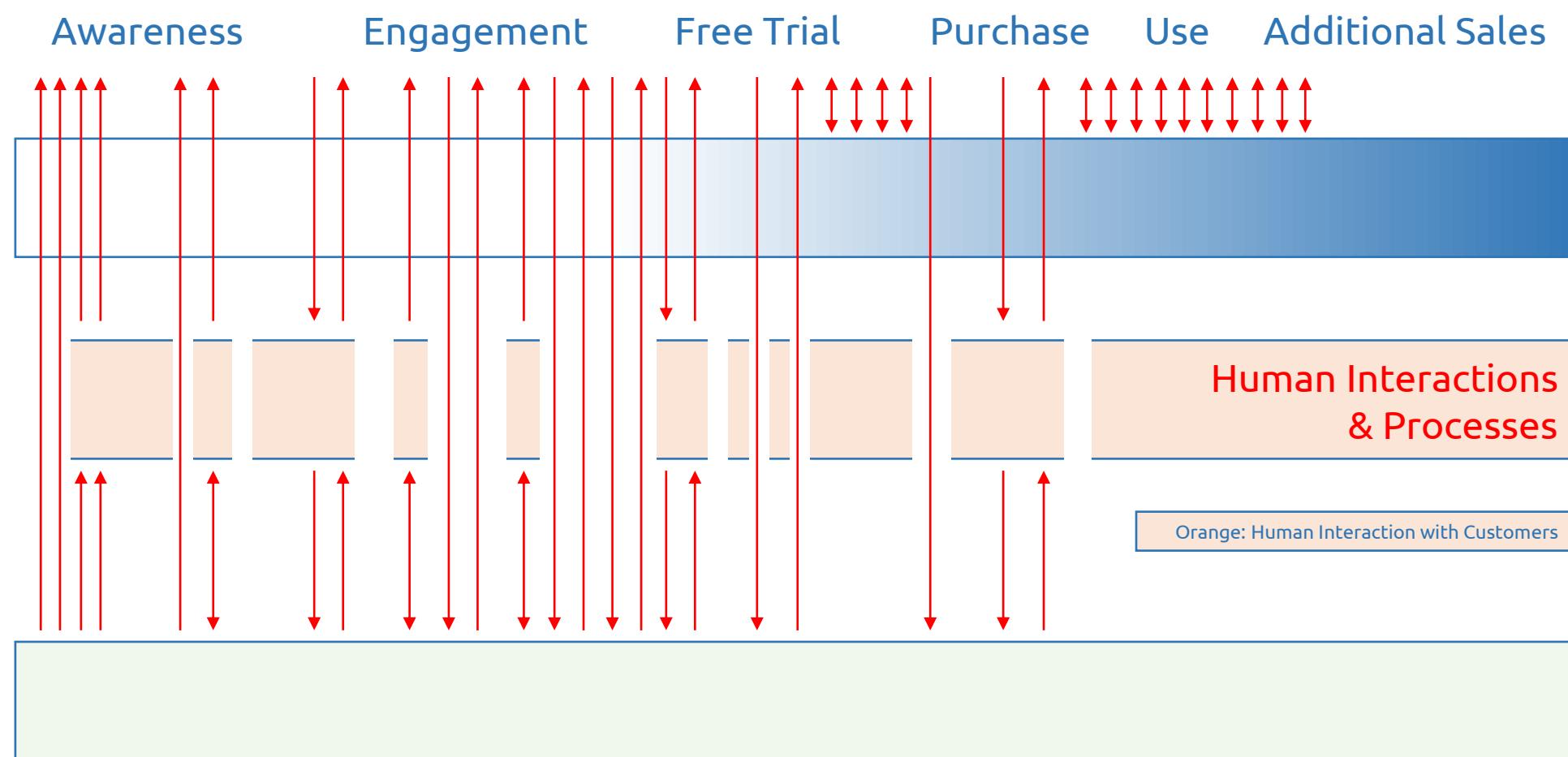
B2B CX Interactions – Part 4

Key Takeaways from adambloom.me:

- Customer interactions are very complicated.
- Automating humans is 100X more productive.
- Customer content & inquiry are the top opportunities.



The Customer Experience



Additional Info

For most companies, the set of customer journey interactions is highly complex & typically touches many systems.

The human interactions (orange boxes), focused on content, are where Generative AI fit best in 2024.

The priority opportunities for GenAI productivity improvement relate to 1) content generation & 2) customer inquiry.

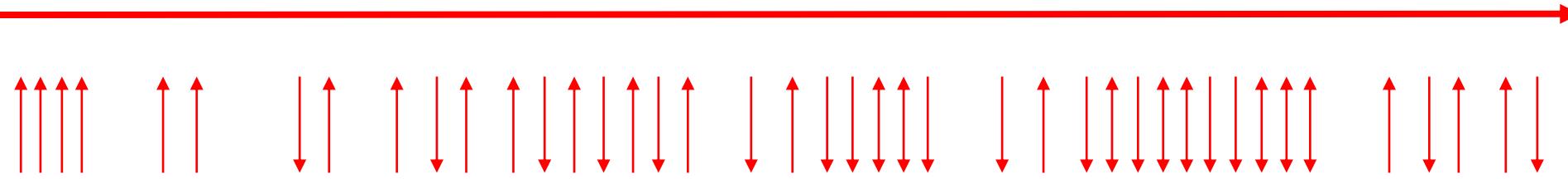
B2B CX Interactions – Part 5

Key Takeaways from adambloom.me:

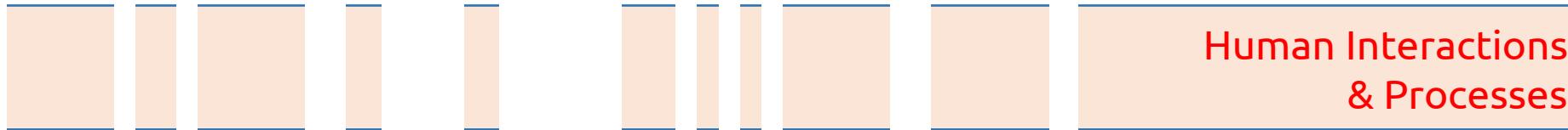
- Generative AI can scale sales & marketing 100X.
- Customers can ask GenAI about products & services.
- Employees can use GenAI to create ANY content.



The Customer Experience



Top Opportunities for Generative AI in Sales & Marketing



Content: Market & sales can create any type of content.

GenAI helps create it at a scale & at a speed of 100X or more—at least to the point of 90% complete.

Inquiry: Customers can ask any question of sales & marketing via external GenAI web apps.

GenAI answers at a scale of 100X or more—WITHOUT human intervention.

CRM vs Human Interactions with GenAI: CRM-to-GenAI interactions are much more complex & expensive.

Additional Info

Example GenAI use cases in **marketing**:

- Target market analysis
- Strategic messaging
- Outbound email
- White Papers
- Presentations
- Blogs & SEO

Example GenAI use cases in **sales**:

- Industry & company research
- One-to-one emails
- Presentations
- Solution designs
- Q&A
- Proposals



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Chapter 7

UI/UX/CX & Prompt Design

Sections

- Design Thinking in Layers
- Tech Summary Recap
- UI & UX Design with Gen AI
- UI Controls
- Tech Unpacked
- Design Thinking in Layers
- Ethics, etc.

This chapter is oriented towards product managers, UI/UX designers, & those interfacing with engineers to define approaches & solutions.

It focuses heavily on the concept of Layers in Design Thinking—both at the start & end.

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Design Thinking in Layers

A Visual Explanation (1/4)

While chapter 2 covered these concepts, it is worth another look. In writing, graphic design, video, music, architecture, PowerPoint & virtually every creative or communication task, people think in layers & filters (contexts).

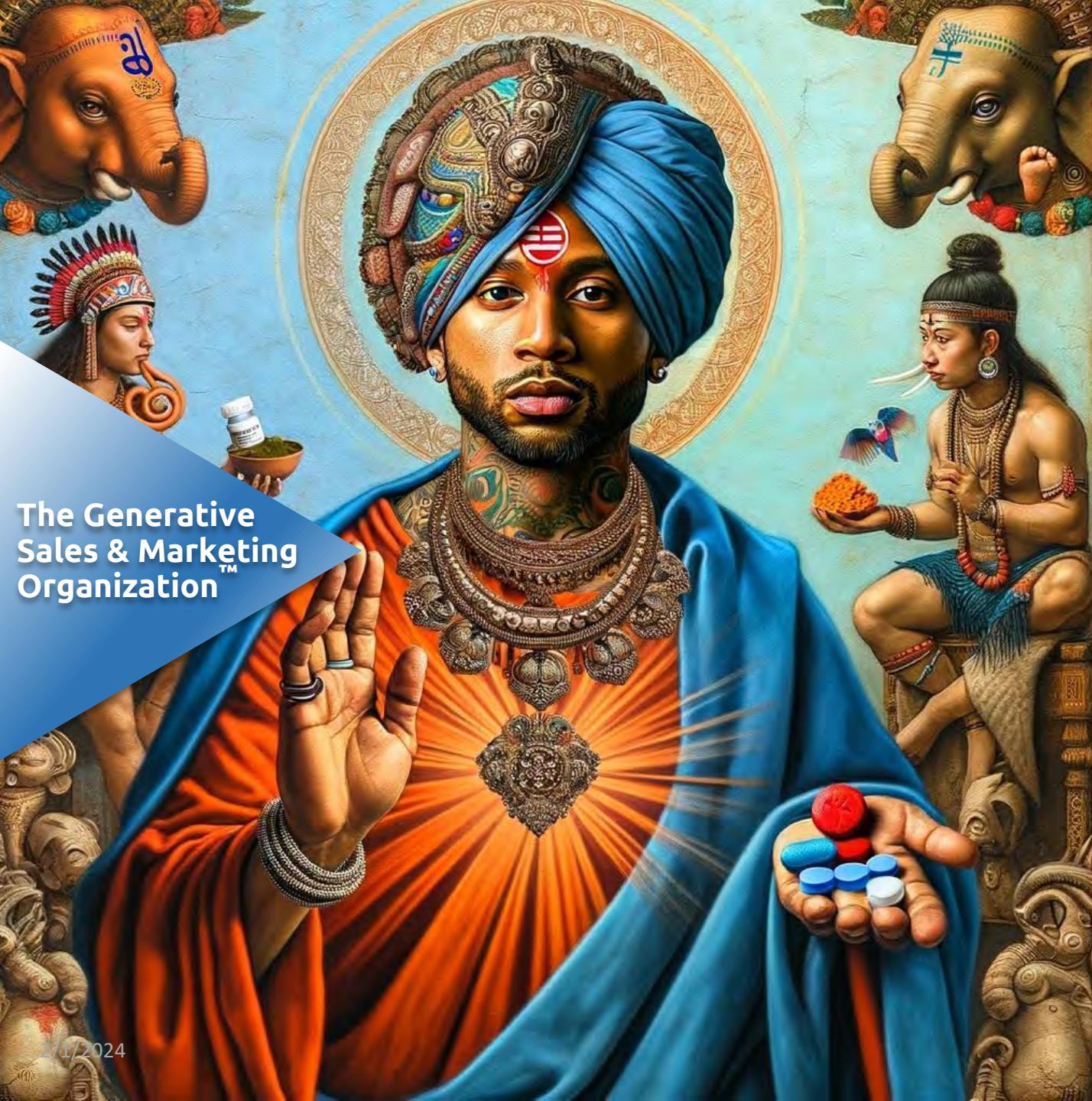
Gen AI art provides a comparison to the contexts of prompt design & engineering.

For the image to the left, I had already built up the image based on a few layers. The foundation layer was an African American male who looked like Morpheus—with a red pill in one hand & blue one in the other.

The next layer included a Gen AI request to recreate the image with elements of Leonardo DaVinci & elements of the Hindu deity Shakti. Then, I added another layer, which was asking for an American Indian person as the main subject.

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Design Thinking in Layers Continued (2/4)

In Photoshop or even in social media picture apps, designers use layers to define the background, main subject, foreground, & more. This way, they can do things like have 5 main subject layers, each with a different person. The background & foreground become a template.

In this example, I resubmitted a set of words to act as a new "input layer" to Generative AI. All I said to my GPT was "more Ganesh." It took the American Indian person & converted them. It chose a Sikh Dastar (headwear). It added additional elephant (Ganesh) elements. It kept elements of Leonardo DaVinci, etc.

This can be done with sales & marketing copy. The input you give it matters as well as the layers, filters, & source data. For example, instead of "more Ganesh," I could have said, "more written for a CFO."

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Design Thinking in Layers Continued (3/4)

This picture explains part of the art, science, & quality assurance needed to program Generative AI “in English.”

DALL-E produced two responses to “more Ganesh,” & this is the second one.

If we wrote down the list of meta data describing this picture, we would find many commonalities—clearly using prior inputs. This is why the images all look like they are “part of the same family.”

However, everything is unique from the other picture. If you remember back to the 10-year-old example, the inputs were much more specific when it came to the clothing. We could do the same here. We could also ask it to use a specific image library to pull from. The feedback loop, data-set, & detailed instructions can go deep.

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2. Make it a job description with metrics.

6. Write one email in 20 words for the CFO.

3. Map our top customer results to their metrics.

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1. Create a profile for the CFO buyer.

5. Try again—make features more detailed.

Design Thinking in Layers

Continued (4/4)

Here is a new layer of input—a new iteration.

"Please turn this into a woman, who is about 45 years old. She should be wearing a suit have cool dark glasses. She represents a chief financial officer for a big company. She should be holding a spreadsheet in each of her many hands. The pills should be either red or blue only. Only show two elephants. Use a light, futuristic background."

The new inputs changed the picture (let's call it a context) drastically. It didn't get everything right in detail. However, the themes of what I asked for are quite accurate.

Now, apply this thinking. The blue overlay boxes (same layers from Chapter 2) provide context to what is possible with ANY sales & marketing copy (except diagrams are currently too hard).



Recap: Gen AI – Tech Summary

Key Takeaways from adambloom.me:

- The process seems simple for a user.
- However, this is currently the most innovative technology on Earth. The technical answer is a mouthful.

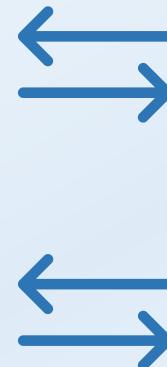


Users put data in.
Users get data out.

Captures & computes input via UI, then produces output via UI.
Runs specialized logic, flows, math, data queries, & more—on a vector database with pre-trained data.



Employee

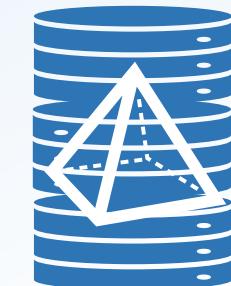
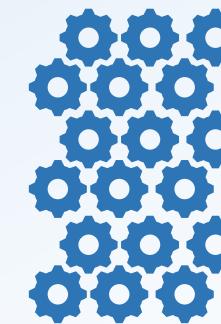
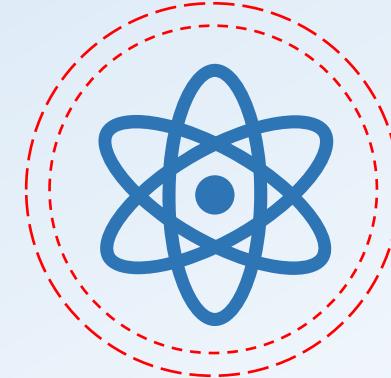


Customer

Prompts



Generative AI



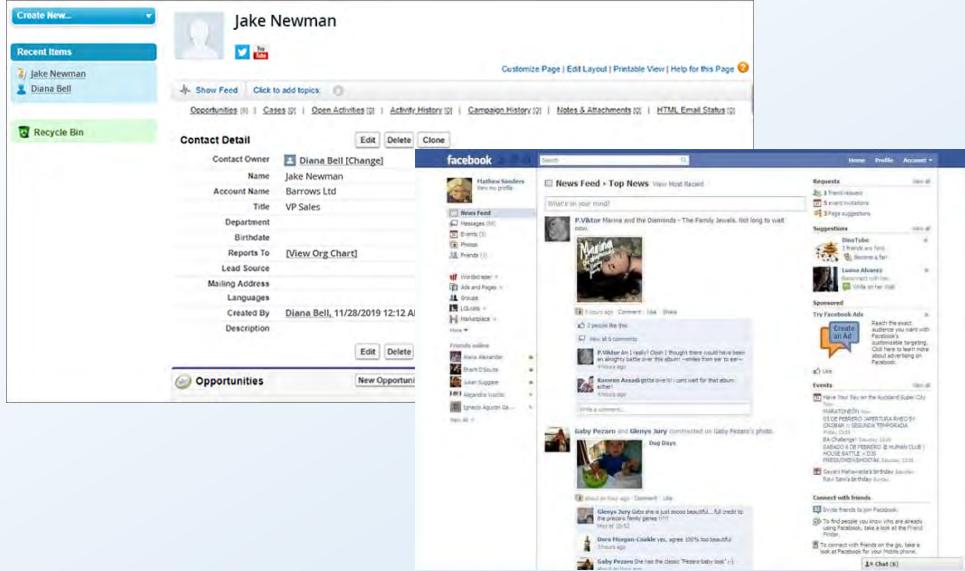
UI/UX Design with Gen AI

Key Takeaways from adambloom.me:

- Do not treat UI/UX design the same as the past.
- Do not treat user acceptance testing the same either.
- The design process is data heavy, like AI in the 2010s.

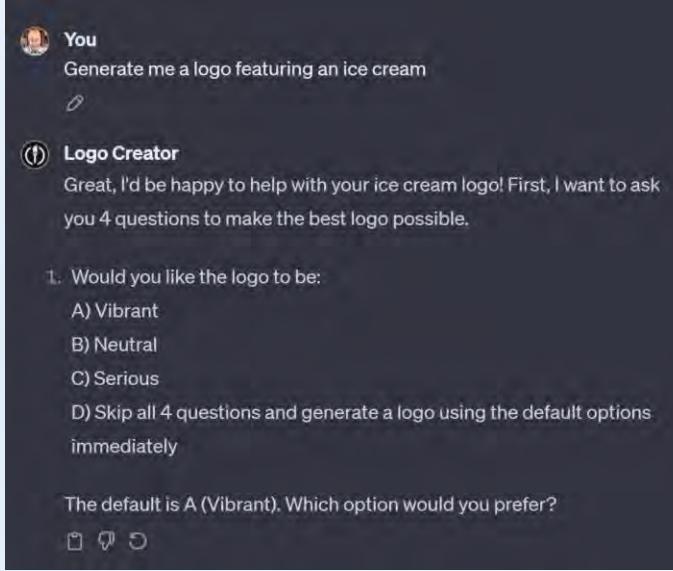


UI/UX Design in the Past



- In the 1990s & 2000s, UIs were mapped to rows & columns of a database—or posts & metadata.
- This resulted in list views, & form views to create, read, update, & delete data (CRUD). Report/BI, social media, & wizard views were also common.
- While mobile/social/geo app trends had impact, CRUD thinking is 40 years old & a commodity. Posts are 25 years old—IRC chat is 35 years old.

Thinking Differently



- Gen AI requires fresh, innovative thinking & places the UI designer in a very different role vs. the past.
- Chat interactions require assessment of many possible errors from the generated text or other output. Feedback & iteration are critical to success.
- UI/UX design requires conversational thinking. Acceptance testing is totally different.

Additional Info
Gen AI presents a tremendous paradigm shift in UI/UX design.

While many UI input & output controls—like buttons, drop-downs, lists, & forms—are brought forward from the past, the central part of the UI/UX is large format text inputs & outputs.

For developers, UI development libraries, frameworks, & toolsets are evolving rapidly.

Example Prompt UI Controls

Key Takeaways from adambloom.me:



- Beyond text, many types of UI controls exist.
- They provide input & constrain the options available.
- Prompt design & engineering is a specialized skill.

CONTAINED **OUTLINED**

B **I** **U** **↓**

Search

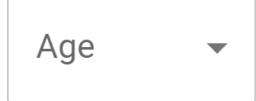
Cut ⌘X Copy ⌘C Paste ⌘V Web Clipboard

Label Required * Disabled Label Required * Disabled

Gender Female Male Other

1 Select campaign settings 2 Create an ad group Optional 3 Create an ad

Volume  30

Age 

Links: MUI > Core > Breadcrumb

MM/DD/YYYY hh:mm aa 

Model: gpt-3.5-turbo

Temperature: 1

Maximum length: 256

Stop sequences: Enter sequence and press Tab

Top P: 1

Frequency penalty: 0

Presence penalty: 0

 API and Playground requests will not be used to train our models. [Learn more](#)

Additional Info

Prompt UI is evolving in various ways. For example:

- A drop-down may control if a response is in the voice of Darth Vader, Luke, or Yoda.
- Chips may support metadata.
- Toggles may force context.

The UI examples shown to the left are taken from MUI.com, one of the most used UI component libraries available.

How Gen AI Works – Unpacked



Key Takeaways from adambloom.me:

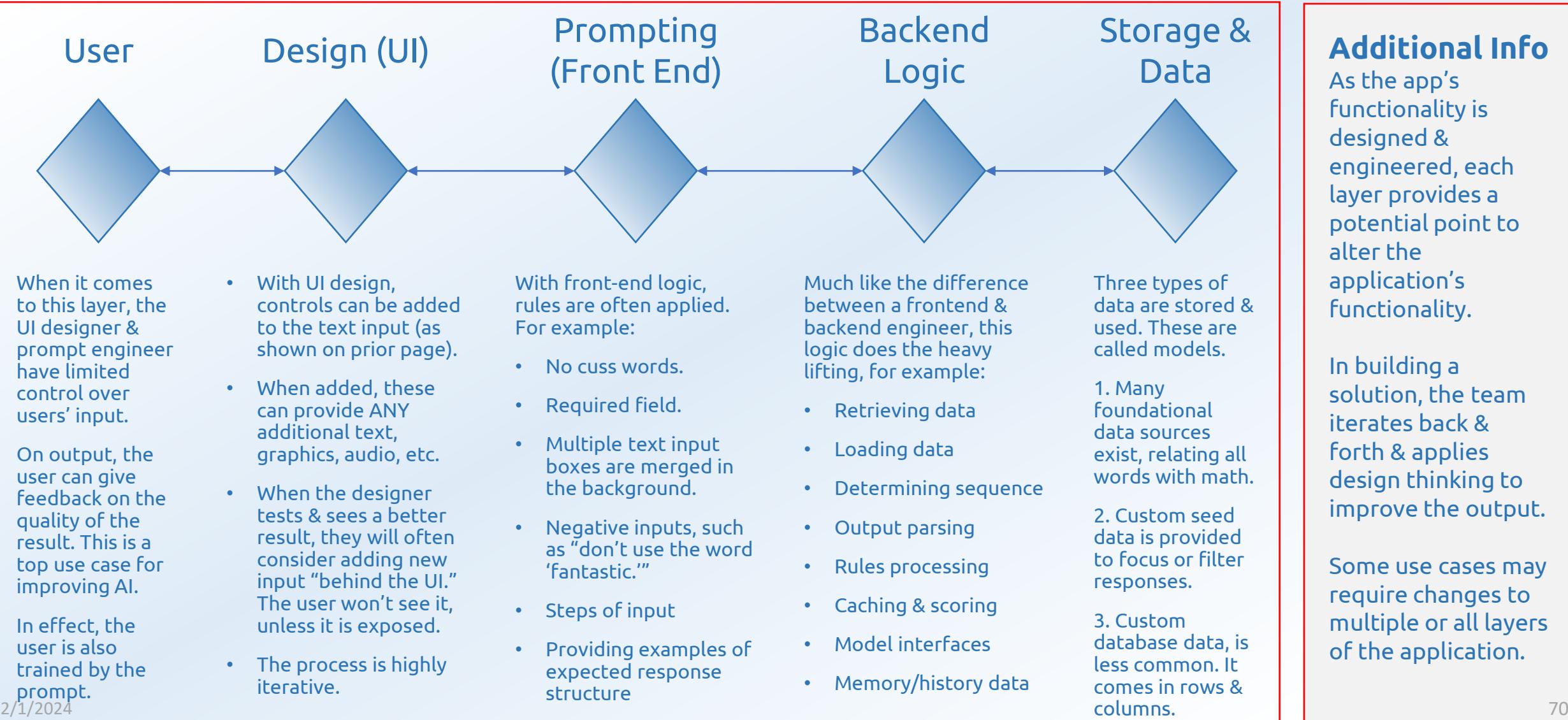
- The tiers are very familiar & follow past patterns.
- However, the way to do it is quite different.

#	Layer	What it does	Additional Info
1	User	Chooses the right inputs via the UI & also iterates inputs based on prior responses to fine tune answers.	1. Users can both use & train the application.
2	UI Design	Gives options for buttons, text, sliders, switches, meta-data selections, drop-downs, & other controls. Results are also rendered & formatted in a certain way.	2. The UI defines, input, output, & administration.
3	Prompts	Connects UI with UI logic to support inputs, rules, models, etc.	3. Logic enforces certain input & output rules.
4	Business Logic	Handles data, agents, retrieval, loading, calculation, search, evaluation/quality, loaders, models, histories, & much more.	4. Provides all the necessary rules & processing for inputs & outputs.
5	Storage & Data	A newer type of data store (vector) turns “words into math” with machine learning. This supplies “the magic.” Data trains responses & impacts quality.	5. Can be purpose built for certain domains like legal.

Design Thinking in Layers

Key Takeaways from adambloom.me:

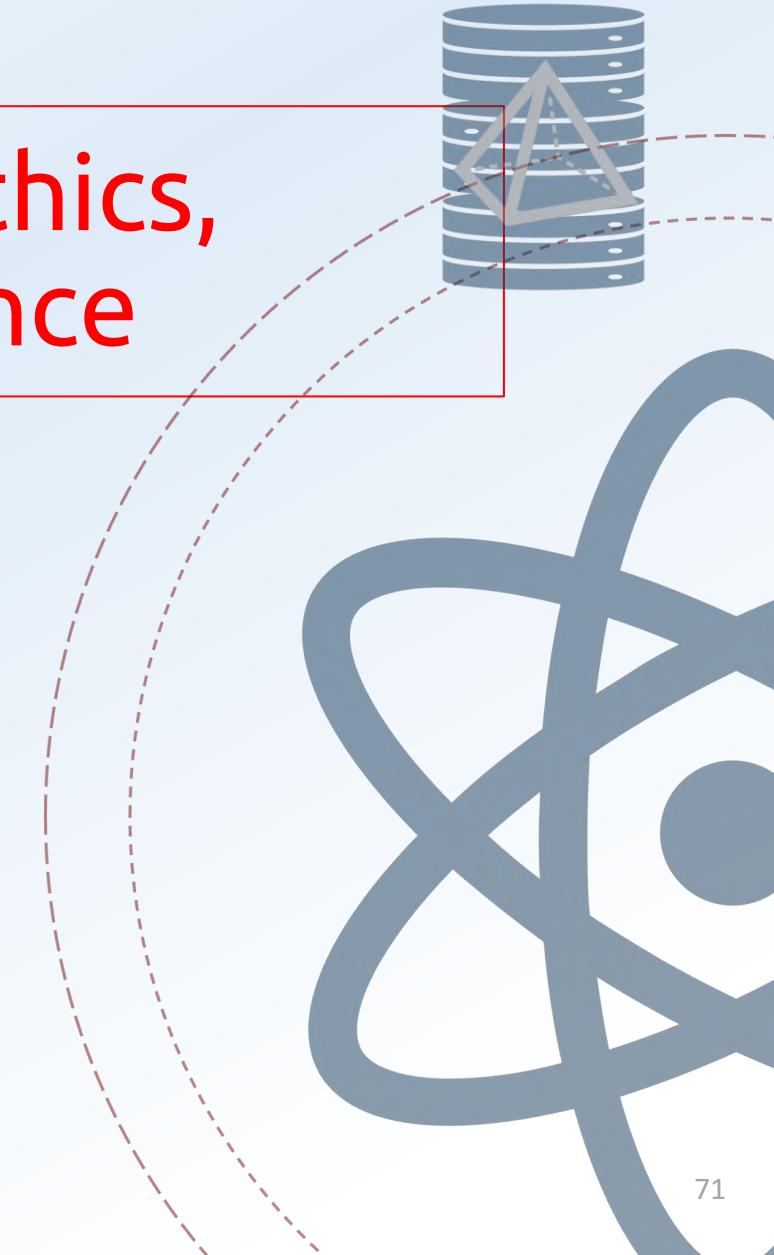
- There are many layers to think through & design for.
- As the team iterates through releases, improvements may require development at multiple layers.



A Word about Security, Ethics, Compliance, & Governance

This book does not intend to take a dive into the depths of Generative AI in relation to the topics above.

However, it must be considered in every program—and as a first-class citizen.





Chapter 8

Prompt Engineering

Sections

- Requirements Definition
- Development Processes
- Key Gen AI Terms
- GPT Mentions BETA
- Gen AI App Selection
- CRM + Gen AI Roadmap

This chapter provides cross-functional teams with concepts & frameworks to think through & discuss. To define a program, project, or new operation, it is important to team members on the same page about requirements, development, technology, selection, & roadmap.



Requirements Definition

Key Takeaways from adambloom.me:

- Defining Generative AI requirements is very different than the past & must change.
- In particular, prompt engineering requires iteration.



Traditional Requirements

Stories & epics are typically referred to in Agile development, & the prior art was referred to as use cases. Here is an example:

Salesperson Creates New Contact Record:

- User navigates to the Contact Screen
- System shows Contact list view.
- User presses “create new contact”
- System shows a form with all the available & required fields (see details table).
- User clicks save.
- System stores the data.
- System triggers workflow to find duplicates. If found, the system notifies the user in a pop-up box, in real time. Before user can leave the screen, they must choose to use the duplicate or not.
- System triggers workflow to get additional small business email & address information from a database.
- System flags record with a checkbox for “3rd Party Validated.”

Who defines these & how?

Requirements with Gen AI

Generative AI Use Cases

Importantly, when any text can serve as input & any text can serve as output, the nature of defining requirements changes drastically. They become much more complex with far greater variables & must be user (or machine) tested again & again.

Salesperson Generates Contact’s Next Email:

- User navigates to the Contact Screen.
- System shows Contact list view.
- User selects a Contact record & clicks the “Create Next Email” button, which begins the Generative AI process.
- The system shows a summary about the contact & asks the salesperson to check the boxes of LinkedIn profile sections then write a short blurb about the purpose of the email.
- User provides the input.
- System adds or changes additional input (behind the scenes) & generates the email, including recommendations for Contact’s interests, groups, & recent jobs on LinkedIn.
- User edits email & presses send.

Additional Info

Use cases & stories worked well when users mainly created, read, updated, or deleted (CRUD) records.

With Gen AI, the system needs to add instructions, UI controls, or constraints for the input & output. This is not CRUD. It is more like meta-data for generating new text.

Developers won’t have final requirements until output testing is done by users.

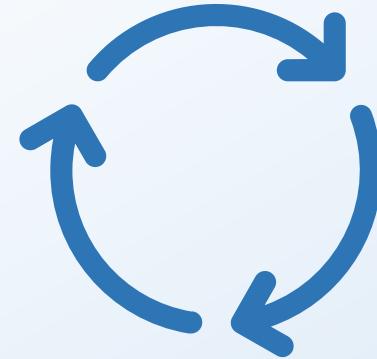
Development Processes

Key Takeaways from adambloom.me:

- At the smallest scale, hourly iterations are doable.
- Except for the largest scale, waterfall or semi-agile will not support the needs of sales & marketing.



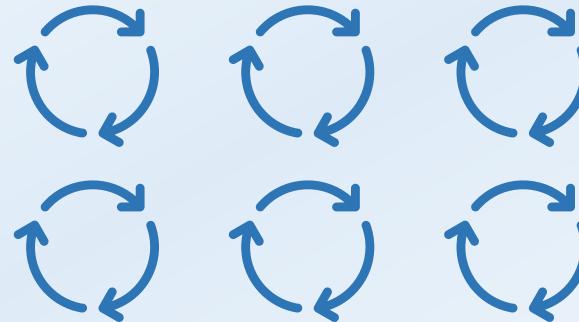
Traditional: Monthly Releases



Traditional lean iterations or waterfall processes

- Lean iterations are typically 2 to 4 weeks between releases.
- Waterfall can be months.
- Developers typically work with only app admin data, like default values.

Gen AI: Daily Releases



Rapid, lean iterations which include heavy data versioning/management

- Rapid, lean iterations may be hourly or even daily between business & IT.
- The speed is due to prompt design.
- Instead of just code, data, & data processing require much more business context.

Additional Info

Those who apply traditional waterfall methods will find themselves unable to move forward.

On an hourly or daily basis, users can give feedback to developers, developers can adjust prompts or add new data, & users can review the results again.

There are exceptions based on company size, solution, complexity, & data availability.

Gen AI Terms to Understand

Key Takeaways from adambloom.me:

- Engineering approaches to Gen AI solutions play a considerable role when defining requirements.
- Many trade-offs exist regarding cost, accuracy, & speed.



For technical business leaders who are getting up to speed, here is a list of basic engineering concepts to understand.

#	Concept	Explanation
1	NLP	Natural language processing supports recognition of speech, sentiment, translation, summarization, & more. This category of software has existed for decades. Gen AI radically innovates in this area.
2	Prompt Engineering	This is about designing & developing inputs & outputs for a Gen AI request. It can include question structure, additional context, style, instruction, role specification, negative input, & more.
3	Zero, One, & Few-shot Learning	These concepts point out the importance of giving examples to the Gen AI model when you make a request. Zero-shot happens when you submit a request & provide no additional information, e.g., "Please create an article about software." One-shot includes the submission of the expected output along with the request, e.g., typing in, "Please create a 500-word article with these 5 sections." It will use the example. Few-shot includes more examples, & the results have shown to be much more accurate with this type of approach.
4	Supervision	The feedback loop drives machine learning improvements—telling the algorithms that one output is better than another. Supervised learning is where humans look at results & give feedback—also called reinforcement learning from human feedback (RLHF). Unsupervised learning uses algorithms to teach the machine. Semi-supervised combines both. There are many types of learning.
5	Conversation Memory	In a single session, AI can remember & refer to the flow & context of a past conversation. The memory is defined by amount of text it can remember when a user sub-queries a prior query.

Additional Info

As of 2024, Generative AI research is moving at an incredibly fast pace.

Every day, announcements are made about new research in the area—all about improvements to prompt engineering & the underlying data sets.

All approaches typically make the most significant engineering trade-offs between cost, accuracy, & speed.

A Word About GPT Mentions

Beta (for Plus) as of 01/26/2024

Mentions are a transformative feature. To say simply, they allow a user to interact with multiple bots at once.

This is transformative for several geeky reasons:

- It integrates two different pieces of software (agents) in one @word—radically simple.
- It imports & references like code libraries, which creates extreme extensibility.
- It provides data interchange like middleware.
- It is exceptionally cheap & easy to try many use cases.
- Separation of concerns is built in—carefully.

For business peeps, these things were major developer breakthroughs, which drove significant business value & lowered IT costs. For example, it means users can ask the Kayak Bot & the AllTrails bot—at one time---to coordinate a trip for you—and get a great answer. This reinvents digital partnerships.

2/1/2024

DALL-E



adambloom.me



The Generative Sales & Marketing Organization

Here is the transformed image, now showing a 30-year-old man with a beard in the style of 0 A.D. Persia, holding a red pill with red mist and a blue pill with blue mist. The background retains the blend of Leonardo da

Beta GPT mentions

Type @ to mention a GPT and add it directly into your conversation

Message DALL-E...

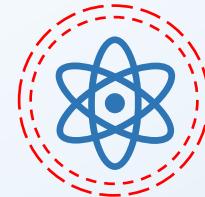
Gen AI App Selection

Key Takeaways from adambloom.me:

- Technology selection is going to be high-risk in 2024.
- The space is too new—only the largest tech companies on the planet have fully figured it out.



Layer



1 User



2 UI Design



3 Prompts



4 Business Logic



5 Storage & Data

Key Questions to Ask

- Do we use consumer grade apps, professional point solutions, professional suites, libraries, existing vendors, new vendors, open source?
- What are the vendor roadmaps?
- How do we integrate—where, why?
- How much control exists per layer?
 - Is the UI, code, or data changeable or “hard coded.”
 - If changeable, are there configuration tools at each layer?
 - Can you add or change code?
 - Can you add or change data?
 - Where do we need full control?
- What are the cost projections, at least in terms of low, med, high over time?
- Where can we achieve the most value with the least investment?
- What are the vendor roadmaps?
- Who should lead the team? It will take daily effort to organize & report on progress.

Additional Info

Selecting apps isn't going to be simple because the market is now full of vendors who are still quite young & incumbent vendors with new products. Every software company is adding Gen AI to its offer.

People are still learning how to implement it—as the popularity is only one year old.

This should all start with identifying the long, mid, & short-term business value. Then prioritize.

CRM + Gen AI Roadmap

Key Takeaways from adambloom.me:

- Start pilots right away to start learning right away.
- Value is available now, at a low cost for the front-line.
- Pilot experiences drive up quality decisions over time.



First, the goal in this book is to focus on customer (CRM & CX) content generation for both employees & customers.

This book promotes content/media as the most valuable investment area now & over the long term.

Pilots should start right away & be organized to make immediate decisions.

Pilots will add value alone & deliver within 2 months. They feed department & cross department plans with proof of results.

The cross-department plans will force B2B sales & marketing to integrate in a way they have rarely done in B2B software.

It will look like PLG models & extend them. Caution on the impact to quotas & metrics.

Additional Info

At this high level, planning a roadmap isn't terribly hard. This diagram provides a starting point, which looks like many CRM implementations.

The flow of this approach allows for early learnings to be incorporated.

Within three months, there is no question that sales & marketing can see a 10X result. Like any process change, it requires discipline.



Are you gonna go
for it?

adambloom.me



The End

Hello Again!

This is the second to last page (until version 2.0 :).

Thank you for spending time with me & for the opportunity to help you create tremendous value—while keeping in mind—the huge transition employees will go through on this Gen AI journey.

My goals & self-check points were three-fold, & I hope you agree that I accomplished them:

1. "Would this help prepare my daughter to thrive in a different business world?" Absolutely.
2. "Will this drastically help B2B software leadership teams through the Generative AI Journey™?" Yes.
3. "Would I present these concepts at a shareholder, venture investor, board, or executive leadership team level?" When appropriate, yes!

Any & all feedback is greatly appreciated as well as any ideas for improvement. If you would like to participate in future versions, please feel free to reach out at hi@adambloom.me.

With Immense Gratitude,

