



Photo: a Storyminers session

New Motor, *Old Pulleys*

Why AI is everywhere except your numbers.

"Your special brand of cutting to the chase was just the wake-up call our audience needed to hear."

Nancy Butler, Editor in Chief, Sleep Savvy

Laziness is the mother of invention. The lazy question, what could we stop doing, finds the work worth doing: the new results, not the old ones done faster.

The premise

A year of AI spending is approved, and nobody can point to what changed. For the owners, CEOs, and leaders who carry that budget and are ready to look at it fresh.

FOR

AI adoption summits, executive retreats, boards.

NOT FOR

Not a fit if the plan is to keep things as they are; if the company is in a rapid slide; or if the business makes its money at someone else's expense.

THE PROOF

Mobile ordering, designed eight years before the smartphone



McDonald's, 1999–2001 (Mike's IBM years)

The brief: twenty-five percent more cars through the drive-through. Mike led the IBM consulting and design team that answered with a different question: what if the restaurant knew your order before the car arrived? Smartphones were eight years off; the team designed around one anyway. Today's drive-through works remarkably like the one they drew.

How the hour runs

- 1 **Open.** A factory in 1900: one steam engine, belts and pulleys, every machine where the belt could reach. The first electric motors were bolted where the engine had been, and productivity barely moved for forty years.
- 2 **Turn.** The gains came when someone rearranged the floor around what the motor made possible. The room sorts its own AI projects the same way.
- 3 **Close.** Three questions to take home, and a plain way to raise them at your next meeting.
 - 1 Does it make old work faster, or change the work?
 - 2 What could we stop doing?
 - 3 What does it produce that the rest of the company could use?

What you leave with

- **Two piles.** Sort every AI project you own: faster at the old work, or a change in the work itself.
- **One place.** Group the projects that touch the same information, and name where it should live.
- **Plain words.** Raise it with your boss or your board without sounding like the person against everything.

Keynote, 45 to 60 minutes, rebuilt for your audience. **Workshop companion**, 90 minutes to a half day. A planning call first. Every attendee gets a digital copy of the presentation, the worksheets, the questions, and any other session materials. **Watch Mike:** storyminers.com/speaking.

Keynotes start at \$15,000, U.S. travel included.

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