



The One Thing *You Can't Download*

Judgment, taste, reframing: what AI extends but can't supply.

"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

If you tell AI to lead, you will be a follower. If you tell AI to help you think better and stronger, you'll lead and you'll learn.

The premise

A mixed room on purpose: leaders, managers, and frontline people, because judgment, taste, and reframing belong to everyone, at every level. The premise is your own agency and capability: AI's job is to extend your thinking, not replace it, and AI that extends thinking makes people think even more.

FOR

Professional-services firms, expertise-based businesses, all-hands meetings.

NOT FOR

Not a fit if the room would rather wait AI out than learn to work with it.

THE PROOF AND TESTIMONIAL

AI in every pass; a founder's brief in eight weeks

ShineWell Health, 2025

The founder had everything in their head and nothing on paper. AI gave more passes at the thinking; a focus group with a cancer survivor and her caregiver gave the turning points no research summary would have. In eight weeks, a founder's brief their first hires could run from.

"He brought leading-edge tools, including AI, to help us get to the crux of the matter faster."

Founder, ShineWell Health

How the hour runs

- 1 **Open.** Three to five live examples: real context goes into an AI with one instruction, make this better, and the room watches the AI propose something outlandish.
- 2 **Turn.** The downstream effect on customers, employees, partners, and shareholders. Then the same situation, run again, with human judgment applied from the start.
- 3 **Close.** Confidence that you will always be needed, and three questions to take home, one each for judgment, taste, and reframing.
 - 1 Judgment: should I use AI here, and what do I want from it?
 - 2 Taste: not just does it look right, but how will the whole thing feel to the people it reaches?
 - 3 Reframing: what is the better question to lead with, and which one follows?

What you leave with

- **Three questions**, one each on judgment, taste, and reframing.
- **Techniques and prompts** that enhance judgment, spread learning, and teach others to steer.
- **Three habits** that improve your decision-making, collaboration, and uniqueness in an AI world.

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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