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AI won't save you.

Process will.

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AI is not your secret weapon anymore

With **127M people** using ChatGPT daily, it’s as common as Excel.

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The wrong question

Stop asking: “What can AI do?”
Start with: “What do we want to **achieve**?”

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Every business process is metadata production.

AI shines when it brings structure to chaos.

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AI isn’t a magic wand

It’s a tool.

Success = clear KPIs

+

realistic expectations.

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Access ≠ Adoption

Giving people ChatGPT

doesn’t change workflows.

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Context engineering beats prompt engineering

Pre-configure AI with business context for reliability.

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AI is a commodity

Your edge =
how you innovate
on top of it.

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If you find this helpful, listen to the full podcast

OMNICHANNELX
PODCAST EPISODE 44

NOZ URBINA

OMNICHANNEL STRATEGIST & DESIGNER

LASSE RINDOM

AI LEAD & HOST OF "THE ONLY CONSTANT" PODCAST

WHY VALUE AND PROCESS MATTER MORE THAN TECHNOLOGY

FULL EPISODES ON

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