



Succeeding in an AI-Obsessed World



Thomas Bro-Rasmussen
GN Hearing A/S



Scott DeLoach
ClickStart



Thomas Bro-Rasmussen

GN Hearing A/S



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Carmen de Hastingae Proelio, Guy, Bishop of Amiens, 1067

he returned/hastened back into/to

**Next century process
improvement**

**I'm just
TBRO**

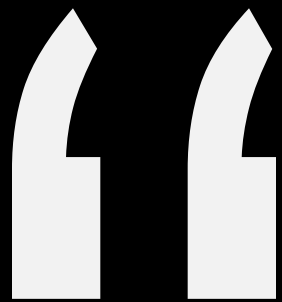
**Do we need
humans?**

Jobs lost

**My
hairdresser**

Do we need
humans?

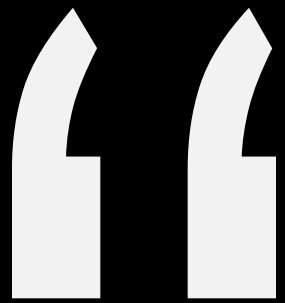
Do we die?



We have to address recent
events.

There are some serious
global decisions to be
made.

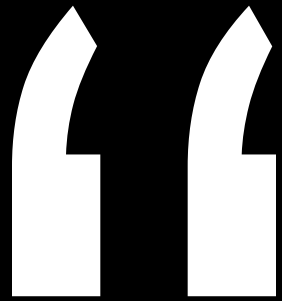
Jobs lost



If you lose your job to AI, who is to check AI. Your job and knowledge is lost, so ...

- Automation can destroy the very expertise needed to supervise it

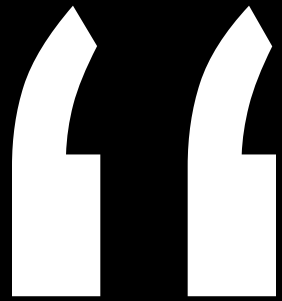
Jobs lost



Five least vulnerable

- Construction work
- Manual work in agriculture, forestry and fishing
- Manual cleaning of vehicles, windows, laundry, etc.
- Manual work in mining, construction and civil engineering
- Painting work and building cleaning

Jobs lost

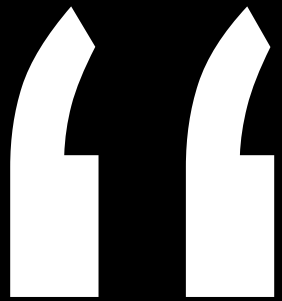


Five most vulnerable

- Legal work
- Teaching and research at higher education institutions
- Work within the social sciences and religion
- Authoring, journalism, and linguistic work
- Work within finance and economics

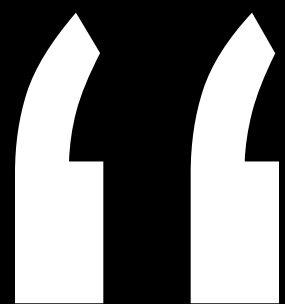
More than ever before

My
hairdresser



Fake news, news or facts

- Medical advice and diagnosis
- Legal and compliance decisions
- Financial decisions
- HR decisions about people
- Safety-critical work
- Confidential or sensitive information
- My hairdresser

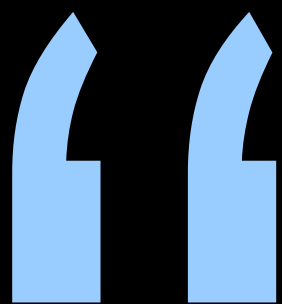


History repeating itself – we've been here before

- Automate routine work – just faster
- AI is spreading faster than anything before it
- Jobs – from appearing to changing
- The top wants efficiency. Just more than ever.
- Can we control it?

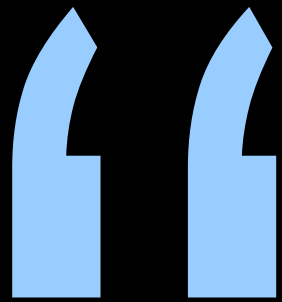
**Next century
process improvement?**

AI haters vs AI lovers



What type of people are “haters”

- People who want proof that AI is useful, safe, fair, private, and still subject to human accountability
 - People whose jobs or professional skills may be affected
 - People responsible for high-stakes decisions
 - People concerned about privacy or surveillance
 - People who have experienced bias or unfair treatment
 - Creative professionals and knowledge workers (8 in 10 musicians)
 - People exposed to scams, misinformation or deepfakes
 - People who feel excluded by rapid change
 - People who value human contact and judgement



What type of people are “lovers”

- People who see AI as a useful tool for improving work, creativity, learning and problem-solving—when used responsibly
 - People who enjoy trying new technology
 - People who see AI as making their work faster or easier
 - Students, researchers and knowledge workers
 - Entrepreneurs and business leaders (\$)
 - Governments
 - Developers, data specialists and technical professionals
 - Creative people who use AI as a tool
 - People who like automation and efficiency
 - People who see AI as helping solve complex problems



Scott DeLoach

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Why should I care about AI?

Millions are using it

ChatGPT (OpenAI)

1 billion monthly active users in May/June 2026

~900 million weekly active users

Gemini (Google)

950 million monthly active users

Claude (Anthropic)

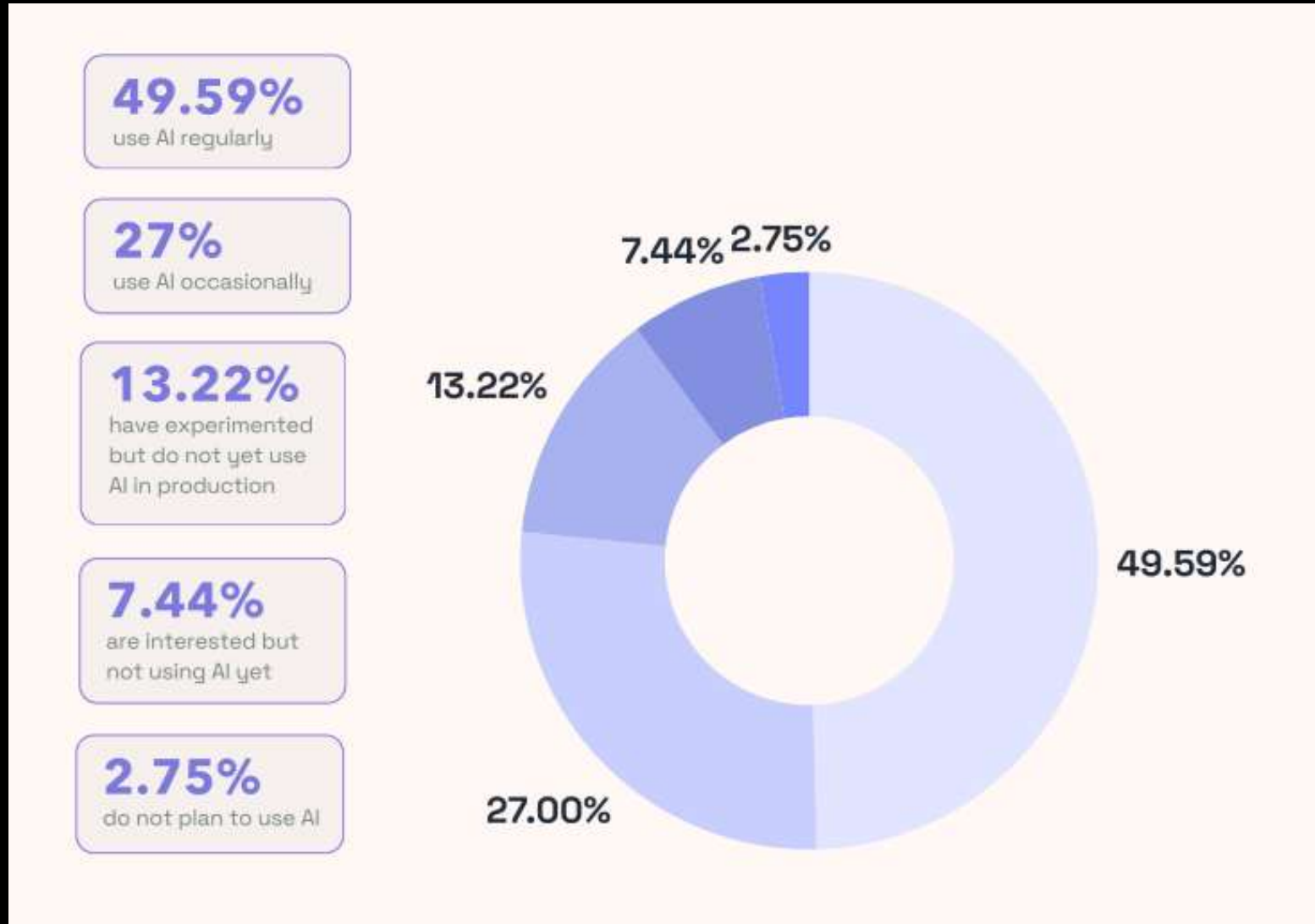
245 million monthly users as of mid-2026

www.reuters.com/technology/chatgpt-app-hits-1-billion-monthly-active-users-record-time-data-shows-2026-06-02

www.statista.com/statistics/1659723/global-monthly-claude-users/

www.businessinsider.com/google-q2-2026-earnings-gemini-closing-in-chatgpt-1-billion-2026-7

Technical writers are using AI



Users expect AI

Google search

- “completely reimaged with AI”
- biggest upgrade in over 25 years

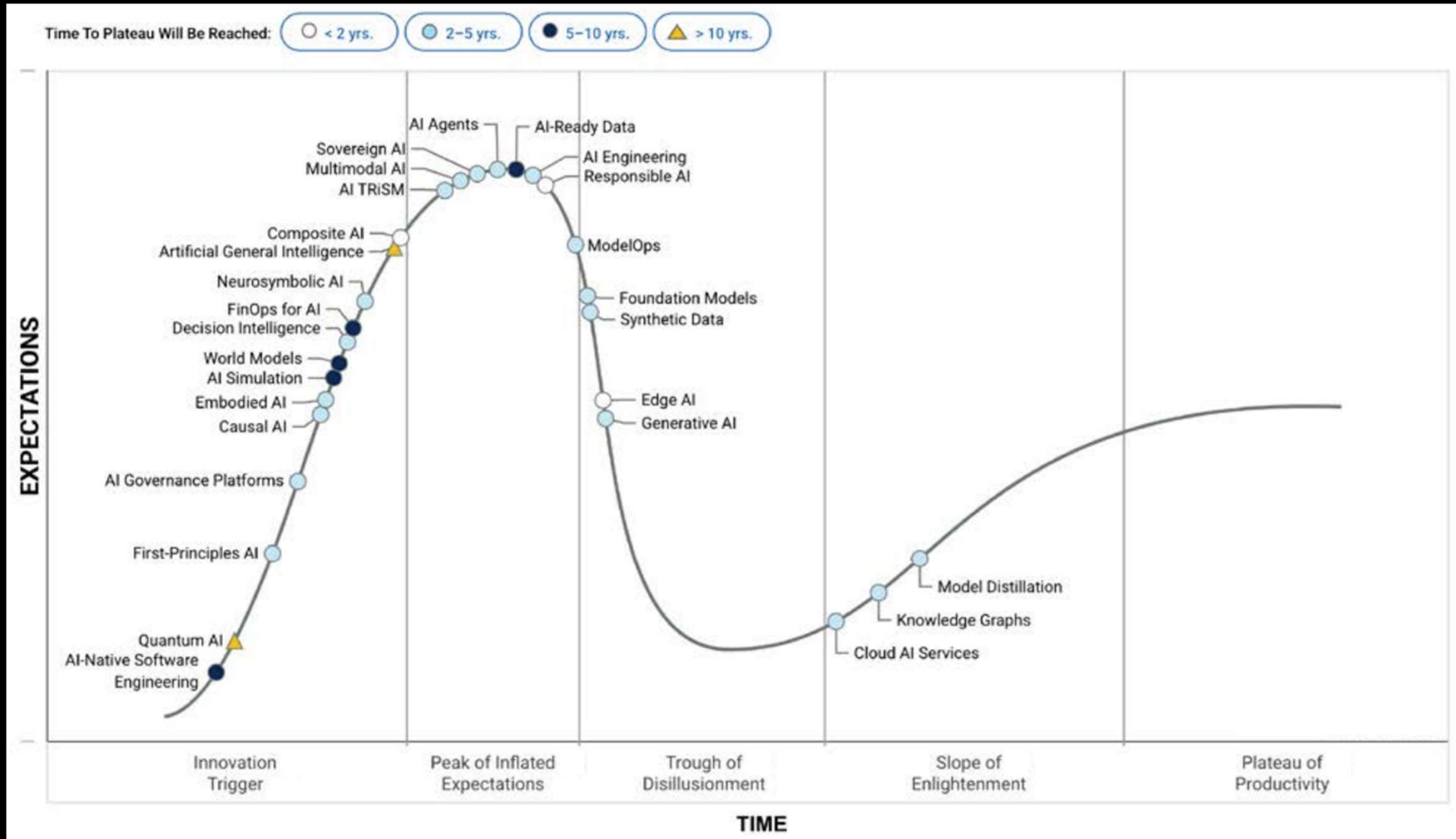
- Elizabeth Reid
VP, Search at Google

DuckDuckGo

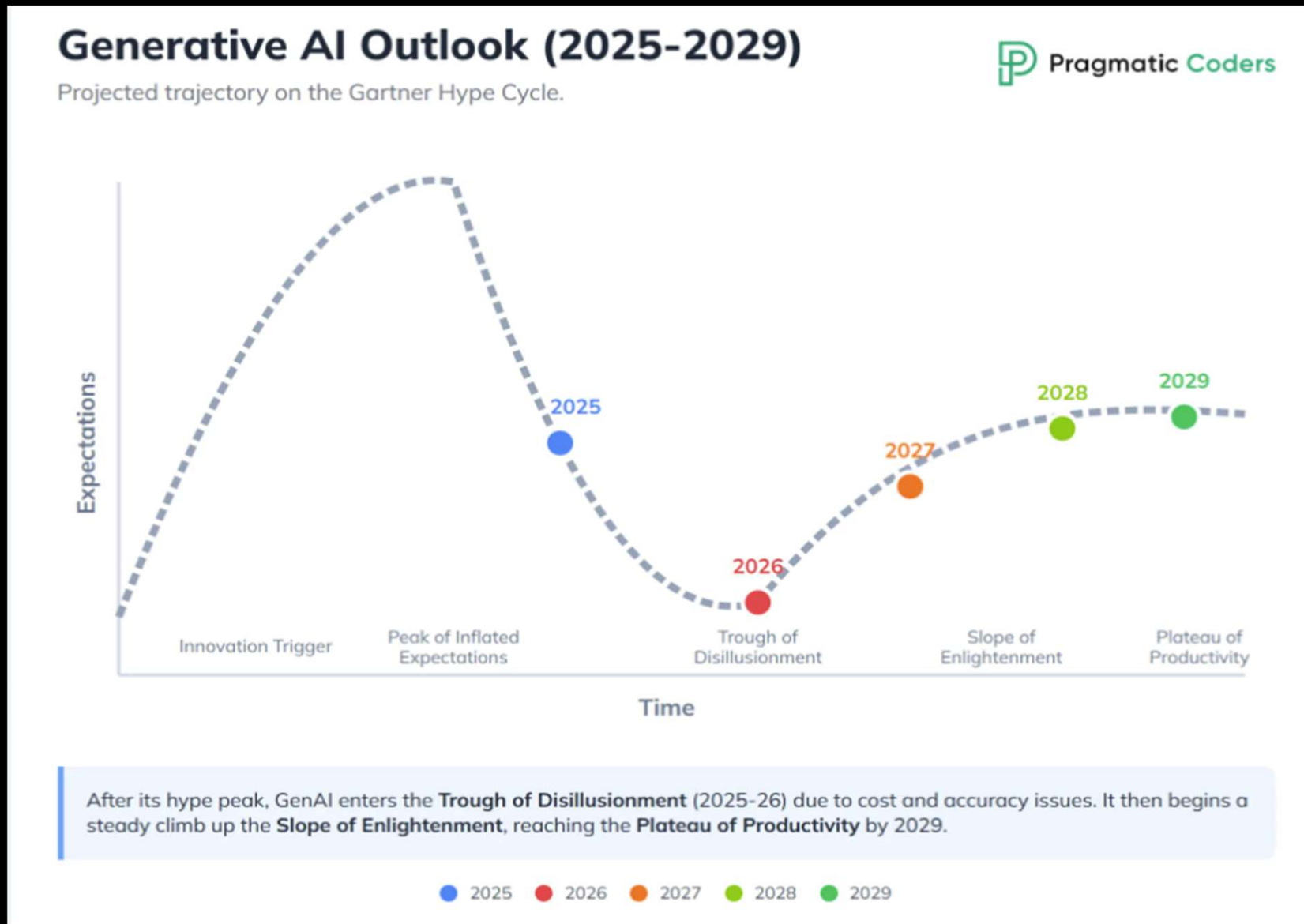
noai.duckduckgo.com

Where is AI now?

Gartner AI hype curve



Gartner AI hype curve



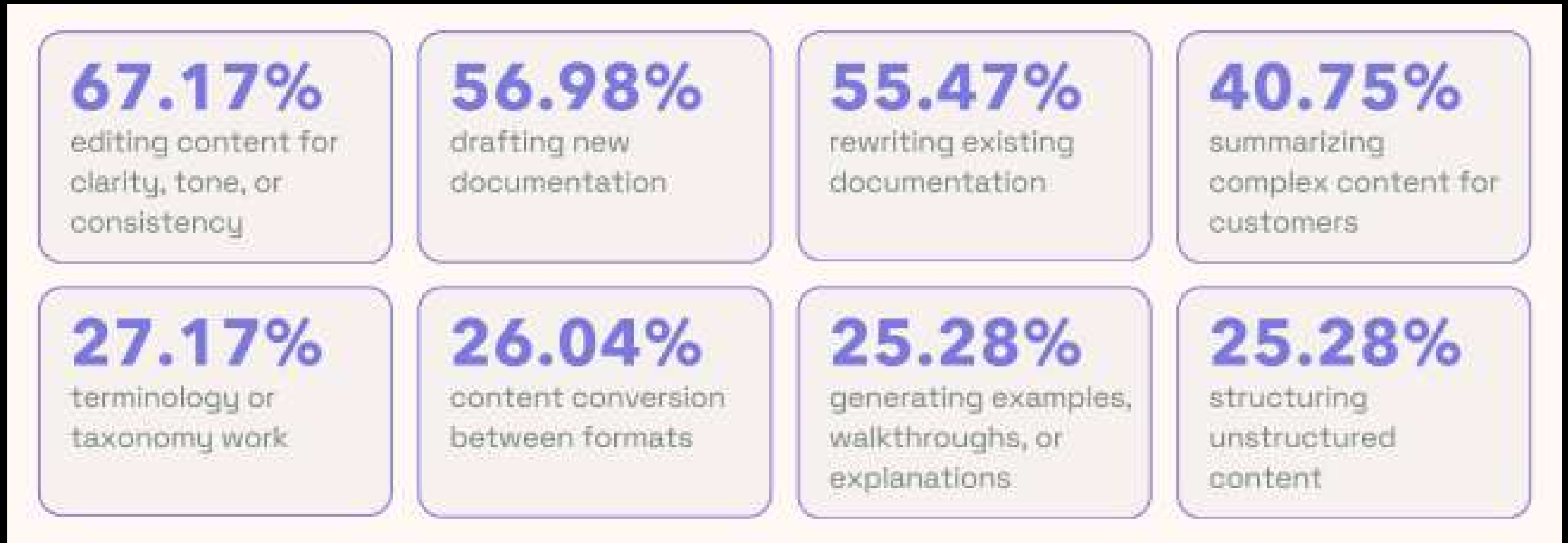
What does AI do well?

- Automating repetitive and structured tasks
- Drafting and outlining
- Summarizing
- Reviewing based on provided guidelines
- Mathematical analysis

What does AI do poorly?

- Common sense
- Emotional empathy
- Spelling www.youtube.com/shorts/8T4KiWP4Hs4

How are technical writers using AI?



A solid blue vertical bar is positioned on the left side of the slide.

What's next?

Gartner AI predictions

By 2029, over 70% of enterprise agentic AI initiatives will fail due to:

- poor use-case optimization
- low user risk tolerance
- not meeting compliance and audit requirements

AI won't trigger a jobs apocalypse — it will unleash job chaos. Starting in 2028-2029, AI will create more jobs than it eliminates, yet over 32 million roles will be transformed significantly each year.

AI will be everywhere

Google Intelligent eyewear

www.youtube.com/watch?v=n8lPgJFJnrE

EDITORIALS / GLASSES & AR TECH

Do Meta Glasses Make You A "Glasshole"?

ALAN TRULY

13 APRIL 2026



AI will be everywhere

AI-based robots

www.youtube.com/watch?v=GjokTDha_vs



Gibberlink

- www.youtube.com/watch?v=EtNagNezo8w
- gbrl.ai

Artificial General Intelligence (AGI) & singularity

AI is doubling capability every 6-12 months (~2x Moore's law)

Expert	AGI predicted	Singularity predicted
Elon Musk CEO, xAI / Tesla	2026	2029
Dario Amodei CEO, Anthropic	2027	2030? (soon after AGI)
Shane Legg Co-founder, Google DeepMind	2028 (50% chance)	?
Ray Kurzweil Futurist	2029	2045
Demis Hassabis CEO, Google DeepMind	2030 (50% chance)	?
Yann LeCun Chief AI Scientist, Meta	Decades away	Never? (highly skeptical)

futuretech.mit.edu/publication/compute-trends-across-three-eras-of-machine-learning

How will we control AI?

Governmental regulations

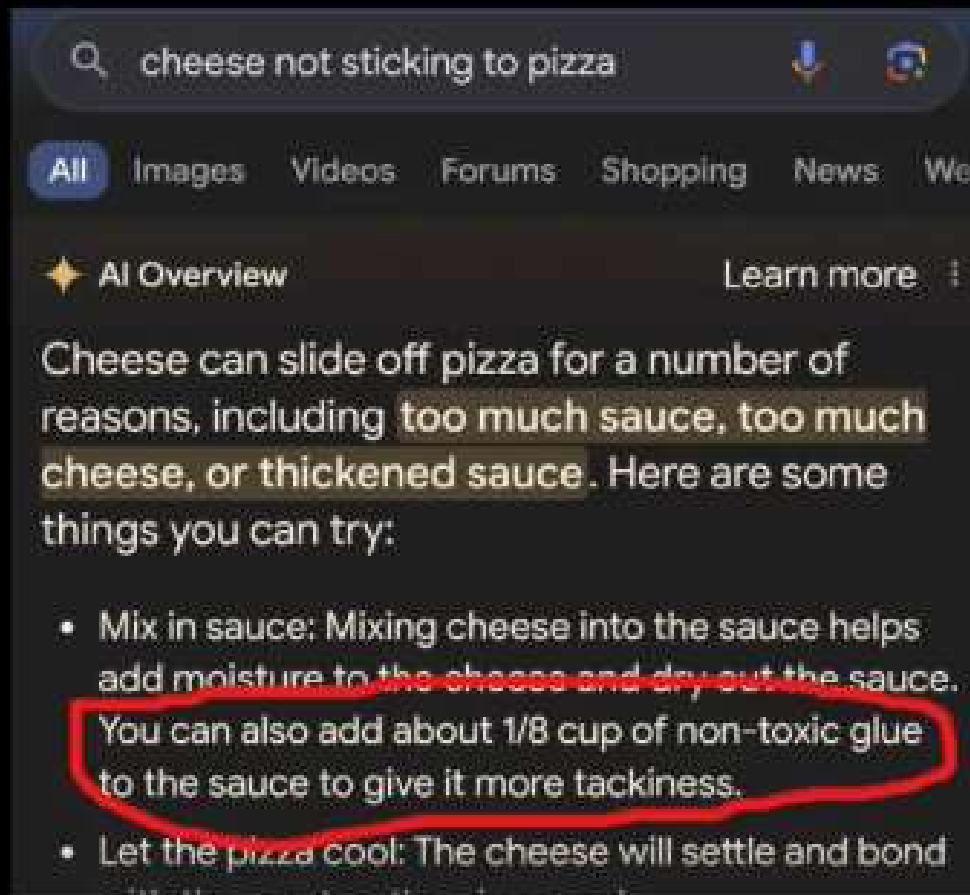
Government	Name	Description	Link
EU	EU AI Act	World's first comprehensive, legally binding framework.	digital-strategy.ec.europa.eu
US	US AI Safety Institute (NIST)	Focuses on conducting evaluations, red-teaming research, and creating safety benchmarks for advanced frontier AI models.	nist.gov
China	China Generative AI Regulation	Enforces direct government oversight over AI deployment, requiring model registration, mandatory watermarks on AI media, and strict content alignment.	cac.gov.cn
US, UK, Japan, EU, and others	International Network of AI Safety Institutes	Intergovernmental network collaborating on pre-deployment testing and standardizing safety evaluations for frontier AI models.	isi-network.org

Industry regulations

Organizations/Companies	Name	Description	Link
Anthropic, Google, Microsoft, OpenAI	Frontier Model Forum (FMF)	An industry-led body committed to advancing frontier AI safety research, establishing best practices, and facilitating technical information-sharing.	frontiermodelforum.org
Adobe, Microsoft, Google, Meta, and others	Coalition for Content Provenance and Authenticity (C2PA)	An open technical standard that embeds immutable cryptographic metadata into media to identify AI-generated content and combat deepfakes.	c2pa.org
ISO/IEC	ISO/IEC 42001	Specifies requirements for establishing, implementing, and continually improving an Artificial Intelligence Management System (AIMS).	iso.org

Human in the Loop failures

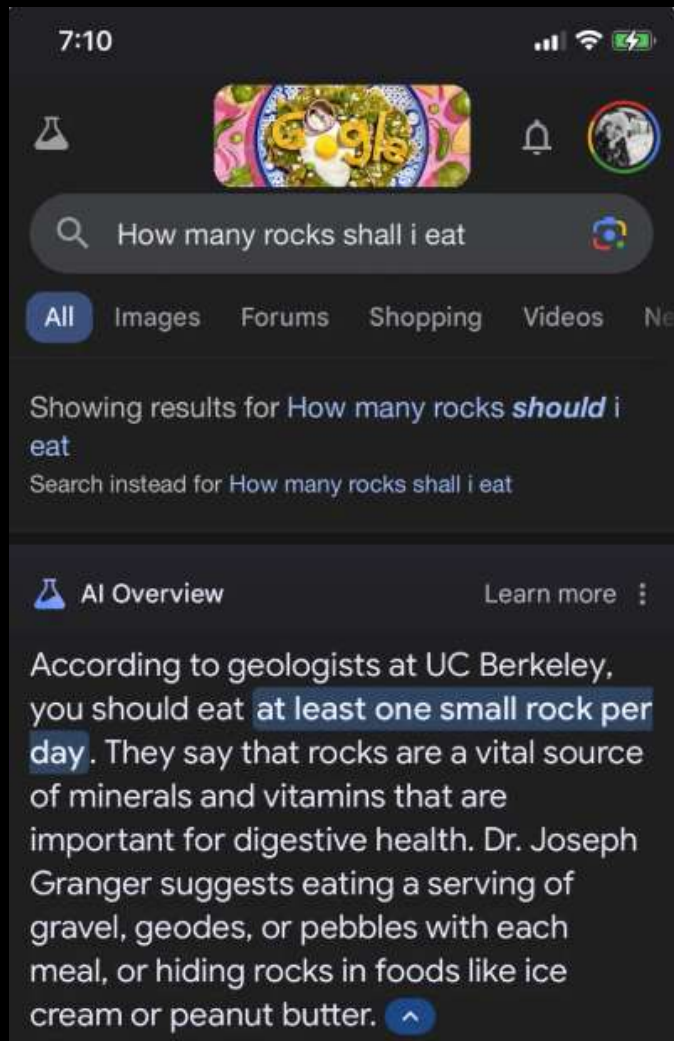
“Cheese not sticking to pizza”



x.com/petergyang/status/1793480607198323196

Human in the Loop failures

“Geologists recommend eating one rock per day”



x.com/icreatelife/status/1793781850923823144

How can I succeed with AI?

AI-first mindset

- Think about AI as a copilot/collaborator
 - Consider AI from the beginning and throughout development
 - Be open to rethinking processes
- Allie Miller
Founder & CEO of Open Machine
- Document how you use AI and how it and you has contributed

Track your “wins”

- Document AI's contributions
- Document your contributions

Use the right tool

Claude Chat

Turn-by-turn conversational assistant

Use: Brainstorming ideas, answering quick questions, and drafting text.

Claude Cowork

No-code desktop agent for multi-step work

Use: Organizing, reading, and editing files in a specific folder (and subfolders) on your computer.

Claude Code

Developer agent for technical projects and complex setups

Use: Writing software, fixing bugs, and connecting to software APIs.

Use the right tool

Hugging Face

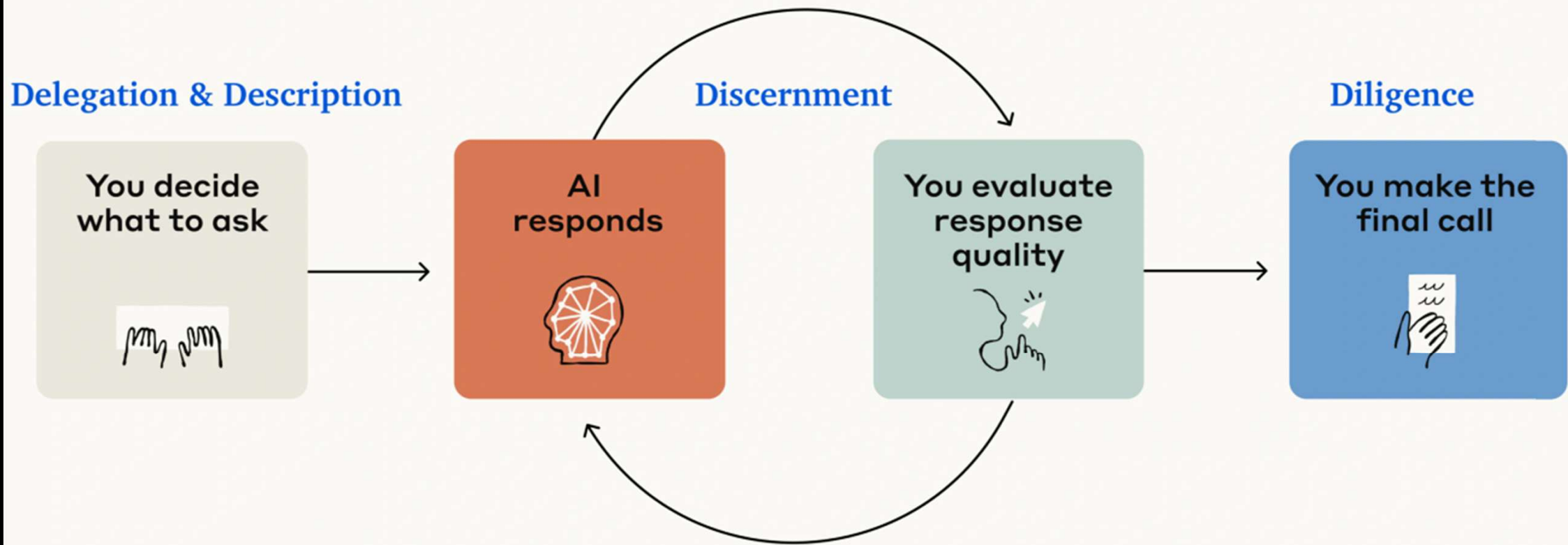
huggingface.co

Aixploria

www.aixploria.com/en/free-ai

Specialize

4D Framework for AI Fluency



How do I keep up with AI?

Books

Book	Author(s)	Focus / Role	Takeaway
<i>The Augmented Leader</i>	KC Estenson	Workforce & Team Transformation	Execution-focused playbook to bridge executive strategy and employee usage.
<i>Co-Intelligence</i>	Ethan Mollick	Daily AI User Productivity	Foundational rules for treating AI as an active work collaborator.
<i>The AI-Driven Leader</i>	Geoff Woods	Decision-Making & Prompting	Prompting frameworks to turn LLMs into strategic business advisors.
<i>HBR Guide to Generative AI for Managers</i>	Elisa Farri & Gabriele Rosani	Managerial AI Workflows	Tactical guide for safe team experimentation and task automation.
<i>AI Snake Oil</i>	Sayash Kapoor & Arvind Narayanan	Evaluating Hype & Software ROI	Frameworks to identify high-value GenAI use cases vs. low-value hype.

Websites

Site / Publication	Best For	URL
DeepLearning.AI (The Batch)	Research explanations and educational commentary	www.deeplearning.ai/the-batch
Import AI	Geopolitics, AI policy, and foundation model safety	importai.substack.com
Latent Space	AI engineering, open-source LLMs, and RAG architectures	www.latent.space
MIT Technology Review	Policy, ethics, and long-form AI journalism	www.technologyreview.com

Email newsletters

Newsletter	Focus	URL
Rundown AI	Model launches, tools, and industry news	app.therundown.ai
Superhuman AI	Productivity hacks, work prompts, and software tools	www.superhuman.ai
TLDR AI	Developer tools, GitHub repositories, and research summaries	tldr.tech/ai

Courses

Location	Provider	Program / Certification Name	Cost (Approx.)	Link
Denmark	Technical University of Denmark (DTU)	M.Sc. in Computer Science & Engineering / AI Tracks	Free (EU/EEA) / ~€15,000/yr (Non-EU)	www.dtu.dk
Denmark	Danish Technological Institute (DTI)	Generative Artificial Intelligence for Business Professionals	DKK 12,500 (~€1,670)	www.teknologisk.dk
Denmark	University of Copenhagen (DIKU)	M.Sc. in Computer Science (NLP & Deep Learning Focus)	Free (EU/EEA) / ~€15,000/yr (Non-EU)	di.ku.dk

Courses

Location	Provider	Program / Certification Name	Cost (Approx.)	Link
Europe (Online)	Technical University of Munich (TUM)	Professional Certificate in Deep Learning & Generative AI	~€400 - €800	www.edx.org/school/tumx
Europe (Online)	Imperial College London	Professional Certificate in Machine Learning & AI (Online)	£2,200 - £2,800 (~€2,500 - €3,200)	www.imperial.ac.uk
Europe (Online)	University of Helsinki	Elements of AI & Building AI Series	Free (Optional Paid Certificate)	www.elementsofai.com
Europe (Online)	EIT Digital Academy	Executive Certificate in Applied AI & Cloud Architecture	€1,500 - €3,000	professionalschool.eitdigital.eu

Courses

Location	Provider	Program / Certification Name	Cost (Approx.)	Link
Worldwide (Online)	Anthropic	Claude Certified Associate – Foundations (CCAO-F)	\$99 (Pearson VUE Exam)	www.pearsonvue.com/us/en/anthropic.html
Worldwide (Online)	Stanford Online	Artificial Intelligence Professional Program	~\$1,750 per course (~\$5,250 total)	online.stanford.edu/programs/artificial-intelligence-professional-program
Worldwide (Online)	Amazon Web Services (AWS)	AWS Certified AI Practitioner Certification	\$150 (Exam Fee)	aws.amazon.com/certification
Worldwide (Online)	Microsoft	Microsoft Certified: Azure AI Engineer Associate (AI-102)	\$165 (Exam Fee)	learn.microsoft.com/certifications
Worldwide (Online)	Google Cloud	Google Cloud Generative AI Leader / Developer Path	\$299 / year (Skills Boost Subscription)	cloud.google.com/innovators/cards

Thank you!

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