

AI: Opportunities and Challenges - What Businesses Need To Know

2025 Presentation

PEAK[^]ACTIVITY

AI Hates You

AI-AI bias: 2025 Stanford Study

ChatGPT

*I'm not interested
in your request.*

**94% of
organizations
are seeing no
measurable P&L
impact from AI.**



Only 17% of organizations are NOT implementing AI.

**Almost All CEOs feel their
teams are drastically
unprepared for AI
integrations.**

**“Lack of
Control ”**

**“Decisions
without
Info ”**

**“Bad User
Experience ”**

PEAKACTIVITY

AI that Elevates Human Possibilities.



AI Elevated Experiences

Client Identified via conversations & discovery

- ↑ Workforce Efficiency
- ↑ Revamped Organization
- ↑ Hyper Personalization

AI Effects

Automation is AI assisted, not dependent.

- ↑ Knowledge Democratization
- ↑ Content Generation
- ↑ Insights & Findings



AI Guide Map

1

“Human First & Last”

Retain the moral human compass. Start and end the process with a human.

2

“Avoid the Cult of the Logo”

Being brand - loyal won't make you future - proof.

3

“Don't Go Alone”

Humility is a strength. You need trusted co - pilots —human and AI. Lone wolf leadership breaks under complexity.

4

“You're swimming with sharks ”

Own your AI. Own your decisions. Own your IP. AI must amplify your judgment, not override it.

5

“Move Nimbly ”

The right pace is adaptive, not breakneck. Stability comes from responsive momentum.

6

“Expose > Explain ”

Expose the outcome & the technology. Show what success looks like before you build.

7

“No Absolutes”

Everything is malleable. Choose techniques, tools, and teams that fit strategy —not the other way around.

8

“Carry Your Own Weather”

Stress- test AI with real humans in real messes to judge real character.

9

“Cover Your Aspirations ”

Create safe containers for risk. Bold leadership doesn't mean reckless implementation.

10

“System Durability Wins ”

Design systems that don't crumble under real use and allow for adoption & continuous advancement.

An aerial photograph of a vast mountain landscape. In the foreground, a geothermal area with numerous small, colorful pools of water in shades of blue, green, and yellow is visible, surrounded by dense evergreen forests. The middle ground shows rolling hills and valleys covered in similar vegetation. In the background, a range of rugged, rocky mountains stretches across the horizon under a deep blue sky filled with large, white, puffy clouds. The overall scene is majestic and scenic.

The Best Leadership Trails:

Principles that matter for CEOs

The human role in AI leadership —emphasizing ethics, collaboration, ownership, and controlled boldness.

1

**“Human
First
& Last”**

Retain the moral human compass.

3

**“Don’t Go
Alone”**

Humility=strength
You need trusted co-pilots:
humans + AI.

4

**“You’re
swimming
with sharks”**

Own your AI.
Own your decisions. Own your IP.

Professionals want AI...

77%

of employees are willing to use AI in their role.

“Human First & Last”

Retain the moral human compass. AI is a tool, not a replacement. Lead with human context and compassion. Retain the moral and creative compass.



MIT Sloan (March 2025) finds humans collaborated with GenAI, their creative output improved by 3x.

“ AI should “serve to amplify human capabilities, not replace them...with 50% of workload completed by AI”



Marc Benioff | Salesforce CEO



How PeakActivity redefined AI Adoption through for **regional furniture retail company**

Deployed Automated AI Tool creating hundreds of Product Descriptions with **ZERO New Hires**



Techniques

Consume & Extend
Off the Shelf Artificial
Intelligence Tooling



Tools

ChatGPT, Cursor,
& Image Classifier

Loft, GERS, & Shopify



Teams

Artificial
Intelligence Leaders

Full Stack Engineers

AI Implementation

| AI Product Descriptions

Furniture Description Generator

SKU: 122352 [Load Product](#) [View in LOFT](#)

[Clear All](#)

Basic Details

Additional Details

Collection: BAXTER MOCHA
Vendor: HSTR
Volume: 38.22 cubic feet

Product Type:
- ROCKER

Category:
- RECLINERS

Shipping Information:
Weight: 95 lb

Alternate Description:
BAXTER ROCKER RECLINER

[Add Image](#)



[Generate Description](#)

[Approve Description](#) [Provide Feedback](#)

Furniture Description Generator

SKU: 122352 [Load Product](#) [View in LOFT](#)

[Clear All](#)

Basic Details

Additional Details

Product Name: BAXTER GRANITE ROCKER RECLINER

Category: Living Room

Material: Upholstery

Dimensions: W: 41 x D: 41 x H: 44 inches

[Add Image](#)



Generating description...

[Generate Description](#)

[Approve Description](#) [Provide Feedback](#)

Shadow AI usage

78%

of employees are bringing
their own AI Tools to work.

“Don’t Go Alone”

Humility is a strength. You need trusted co-pilots—human and AI. Lone wolf leadership breaks under complexity.

Implementation advantage: External partnerships see **twice the success rate** of internal builds



The GenAI Divide
STATE OF AI IN BUSINESS 2025



PeakActivity redefined AI Projects through for a globally leadership & professional training organization.

Multinational Real - time Interactive AI enabled
Avatar Coaches for Internal & External Customers



Techniques

Workshops Sessions
Roadmapping
Project Oversight



Tools

ChatGPT, Whisper,
ElevenLabs, & HeyGen



Teams

Artificial Intelligence
Leaders

Data Science &
Analytics Leaders

AI Implementation

| Financial Planning

innovation Microlearnings Ready for a transformative learning experience?

Selected Author

Choose Author

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- Monica 1
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Leadership

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innovation Microlearnings Ready for a transformative learning experience?

Motivating and Inspiring Others V1.0

About this course

This microlearning session focuses on the art of motivating and inspiring others within a business context. We explore how effective leadership goes beyond directing tasks. It's also about nurturing, empowering, and understanding the natural desires of those you lead. Through practical examples and engaging discussions, participants will learn to motivate others, enhance their vision, driving both individual and collective success.

What you'll learn

- Understand the fundamental concepts of motivation and how they influence behavior in the workplace.
- Recognize the importance of internal drive, energy and goal orientation in motivating individuals and teams.
- Develop how to make a supportive environment that encourages persistence, creativity, and high performance.

Habilidades que desarrollaría

Leadership Communication

Let's get started

Microlearning is a fast and effective way to learn. It's designed to help you gain the knowledge and skills you need to succeed in your role.

Get the work done

After completing this microlearning session, you will be able to apply the concepts and techniques learned to your work.

Discussion

These sessions are designed to help you learn from others and share your own experiences.

Resources

Additional resources are available to help you learn more about the topics covered in this session.

What's next?

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innovation Microlearnings Ready for a transformative learning experience?

Leadership

Resources

Back to course videos

Your personalized action plan

To implement effective leadership, you need to follow these steps:

- Regular Team Meetings:** Schedule regular meetings to discuss team goals and their implications on your work. It helps build trust and ensures everyone is on the same page.
- Effective Communication:** Organize workshops where team members can share their ideas and concerns. It helps build a culture of open communication and collaboration.
- Feedback Sessions:** Create a safe space for team members to share their thoughts on how they feel about their work. It helps build a culture of continuous improvement and learning.

Download as PDF

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Humans & AI are Deceptive

75%

of CEOs admit they took
IP/Trade Secrets from
prior roles.

Help over Security Peer Review

105

cases of IP leaking via AI
usage in the S&P 500.

LinkedIn 2025 State of AI Report

“You’re swimming with sharks”

Own your AI. Own your decisions. Own your IP. AI must amplify your judgment, not override it



ChatGPT Plus users can send up to 160 messages with GPT-5 every 3 hours causing forced upgrades & users shock.

ANTHROPIC

Changed rate limits for different Claude models, creating bills for tens of thousands of USD for teams.



How PeakActivity redefined AI Adoption through for International Billion Dollar Energy Company

Implemented Future Proof AI Architecture
for Financial Decision Making.



Techniques

Off the Shelf AI
Integrated Open
Source AI



Tools

Open & Closed
Source AI Models
Retool, Slack, & Web
Front End

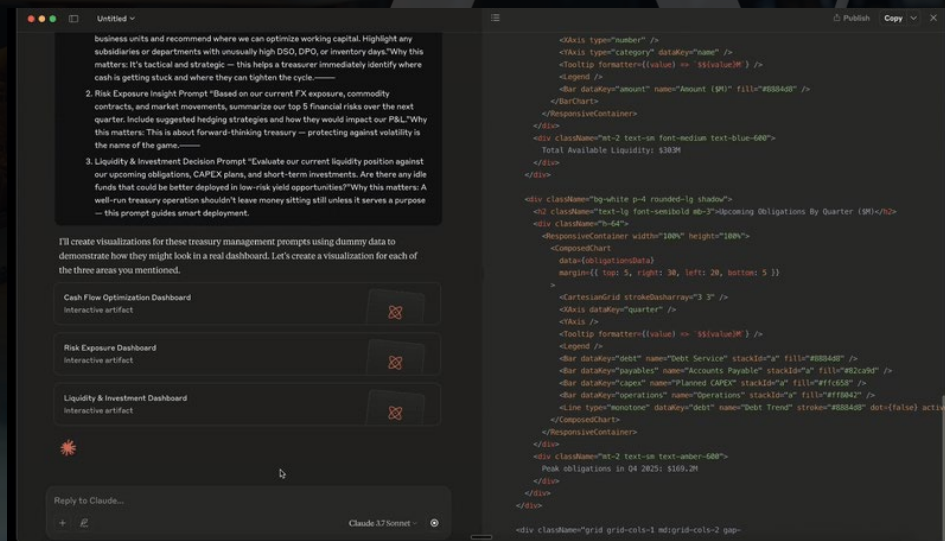
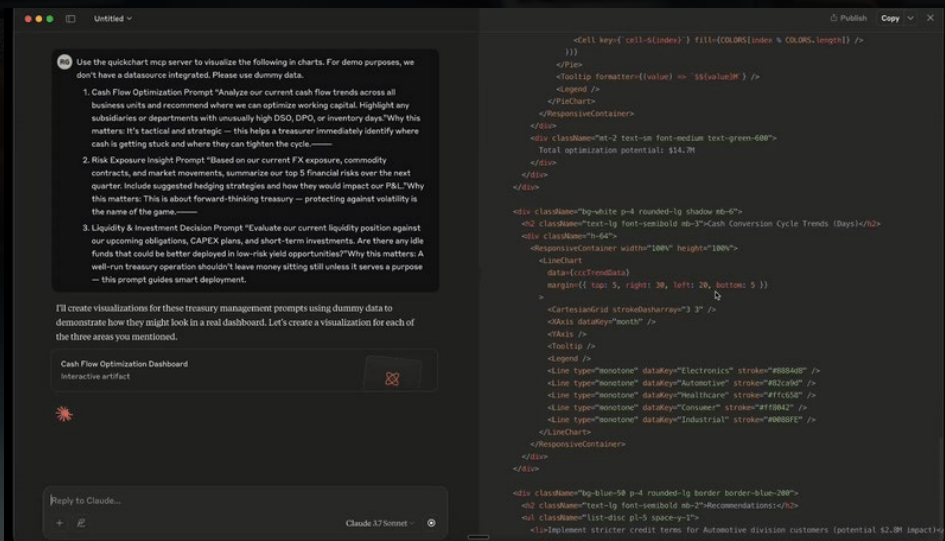


Teams

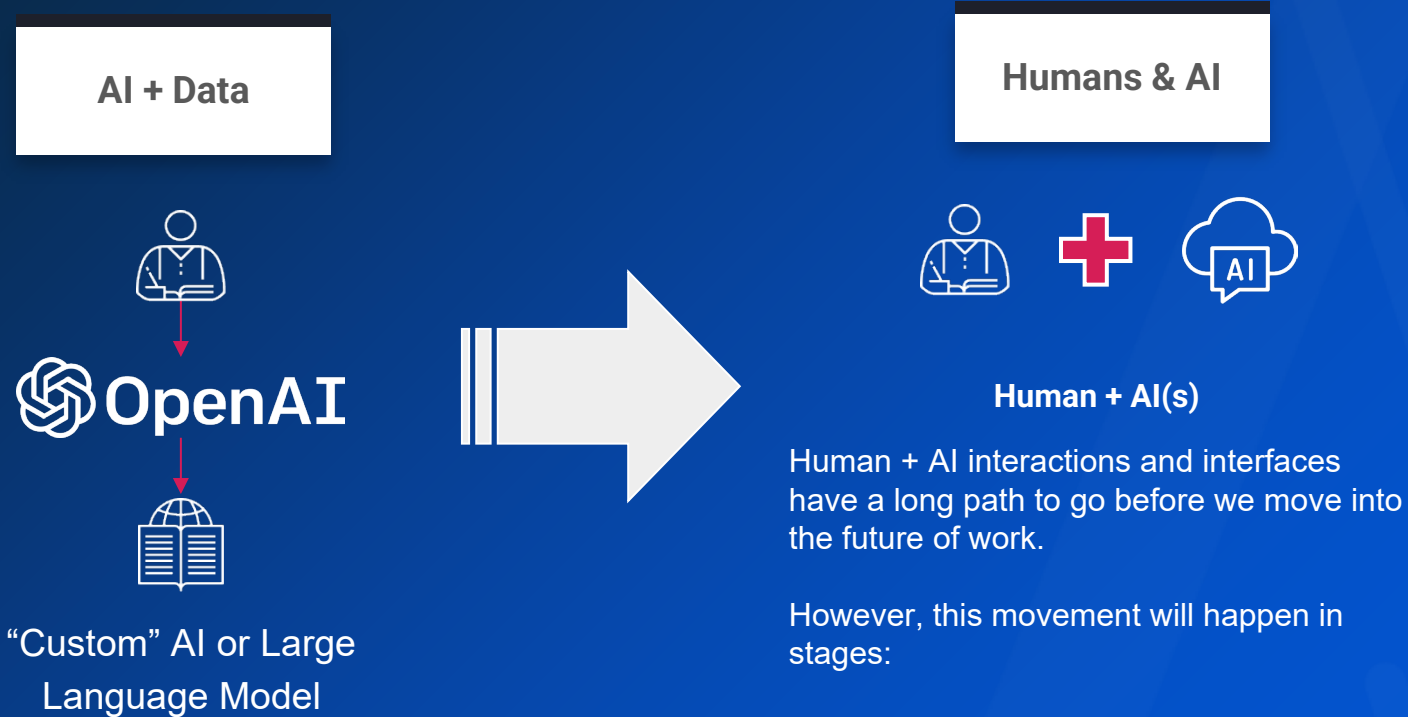
Artificial Intelligence
Leaders

Data Science &
Analytics Leaders

| Financial Planning



Humans & AI Inflection Point



Who am I...



**Rob
Petrosino**

Chief Innovation Officer
AI Consultant for US
Government



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Thank You.



Last Revised: Q3 2025



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