

SESSION 6

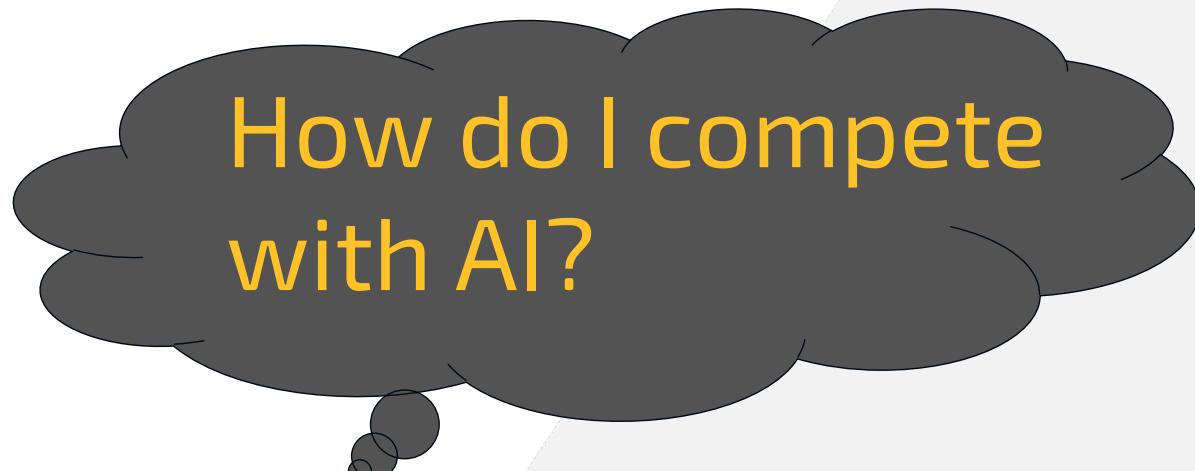
How To Use Your Personal Brand and AI To Stay Competitive

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How do I compete
with AI?

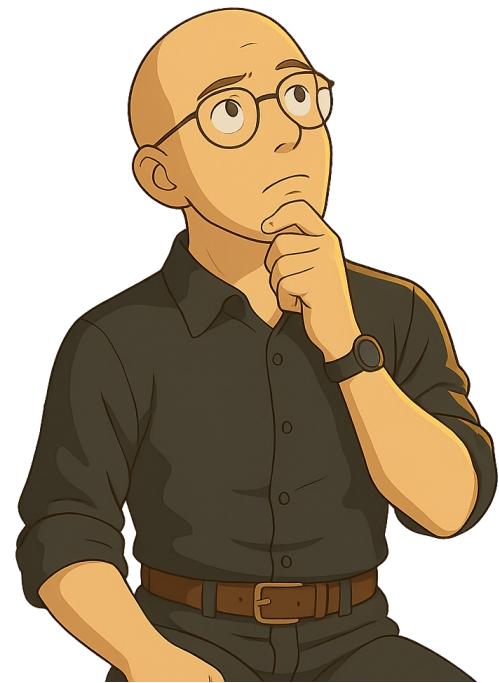
How do I compete
AGAINST AI?



How do I compete
with AI?

How do I compete
USING AI?





The messy, moral,
crazy, human, and
meaning-making
stuff



Some Jobs Are Still Uniquely Human



Human

Problems that require human connection should not be replaced by AI.



Human-AI

Problems where exploration, iteration and adaptability are key.



Automated

Routine, predictable, repetitive, low-risk problems.



The most
human work we
can do...

is to build
connection.



Your personal brand is how people connect to your voice, your values, and your vision.

Where do
you belong?



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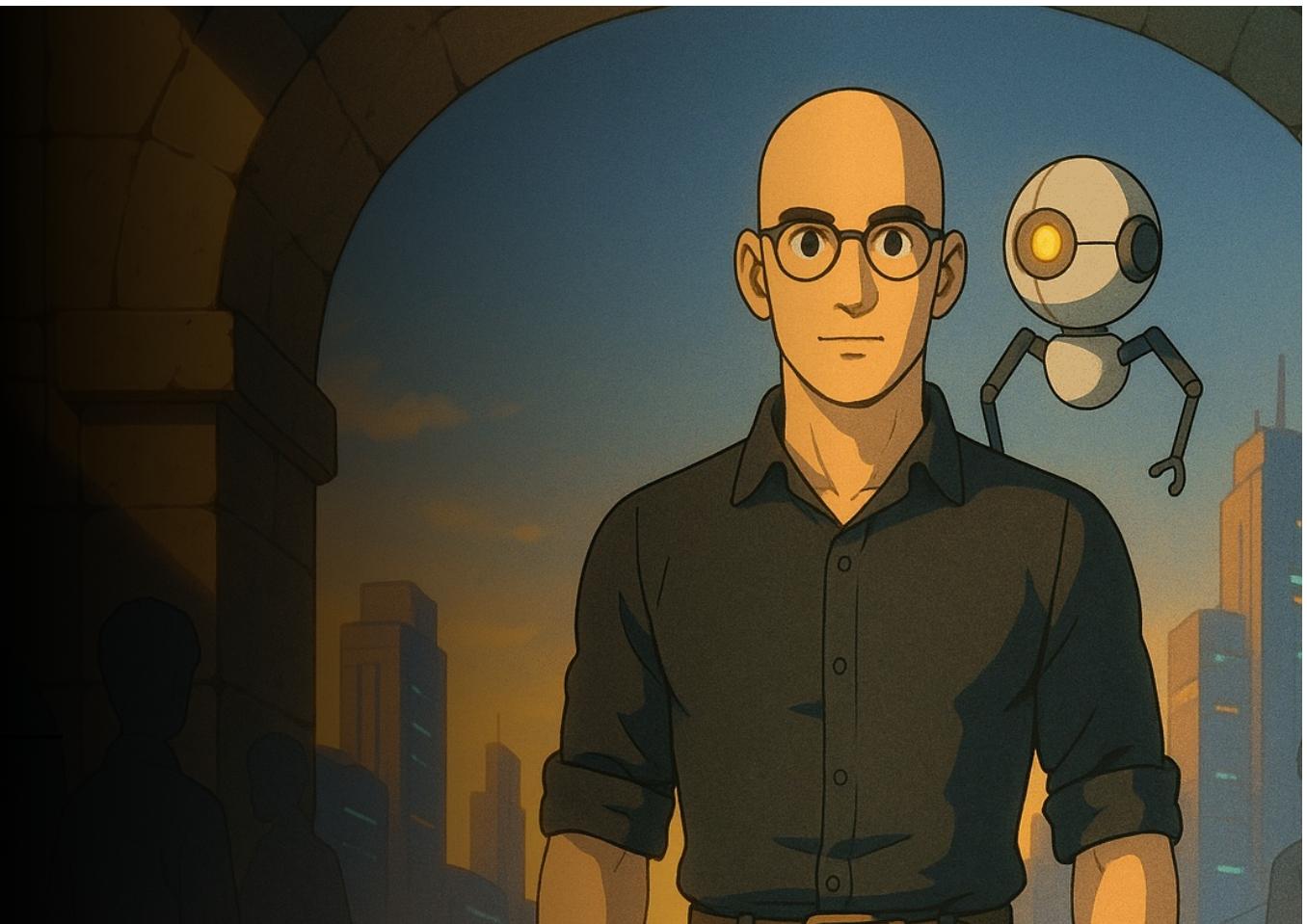
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PLACE :

Uncover a sustainable, differentiating focus

*"You are a pattern-spotting coach.
Based on the attached notes, what
three intersections of my skills &
curiosities could become a
magnetic personal brand?"*

Where do
you stand
out?



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SPACE: Find the open lane where you can win

“Act as a market analyst. Where are the unserved questions inside the [insert your topic areas]?”

What will you
create to fuel
your personal
brand?



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FUEL: Create content that cuts through

*Train CustomGPTs on:
PersonaAI, TOV, image creation
Chain them together to create
repeatable processes*

Who will you
serve?



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AUDIENCE :

Create an actionable community

*Engage, like, comment
and get AI to help identify
influential people in your space and
create personalised outreach*

Imagine you're
stranded alone on
a desert island.

On a scale of 1 to
10, how would you
rank yourself?





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Connect with me!

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