

SESSION 6

How To Use Your Personal Brand and AI To Stay Competitive

Matt Wilkinson, PhD, MBA
Founder, Strivenn



c&en | MARKETING ELEMENTS
MEDIA GROUP | **SUMMIT 2025**

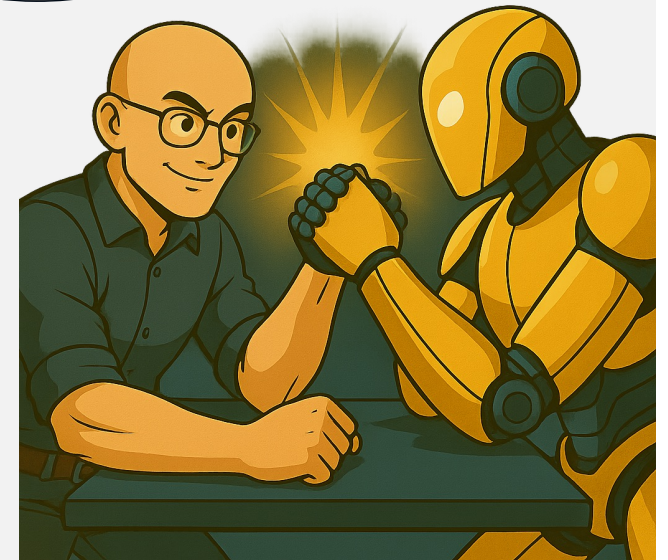
#MarketingElementsSummit2025

An illustration of a bald man with glasses, wearing a dark button-down shirt and a watch, sitting and resting his chin on his hand in a thoughtful pose. Above him is a large, dark grey thought bubble with the text 'How do I compete with AI?' written in yellow. The background is a light grey gradient.

How do I compete
with AI?

How do I compete
with AI?

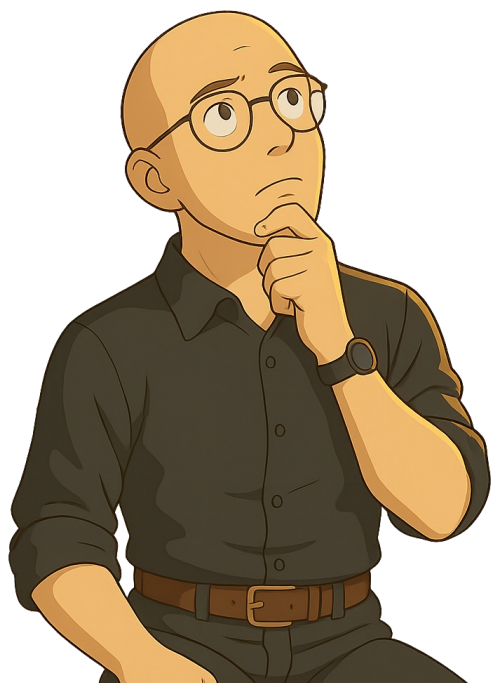
How do I compete
AGAINST AI?



How do I compete
with AI?

How do I compete
USING AI?





Where can't AI
compete with me?

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



c&en
MEDIA GROUP

MARKETING ELEMENTS
SUMMIT 2025

#MarketingElementsSummit2025

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.

c&en
MEDIA GROUP

MARKETING ELEMENTS
SUMMIT 2025

#MarketingElementsSummit2025



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

Where do
you belong?



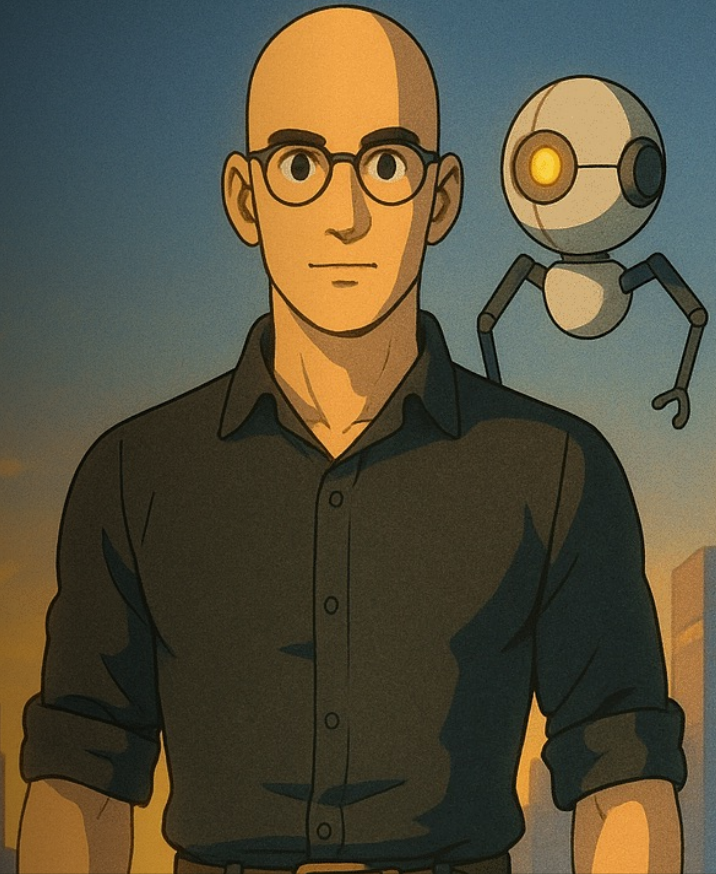
c&en | MARKETING ELEMENTS
MEDIA GROUP | **SUMMIT 2025**

#MarketingElementsSummit2025

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?



c&en | MARKETING ELEMENTS
MEDIA GROUP | **SUMMIT 2025**

#MarketingElementsSummit2025

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?



FUEL:
Create content that cuts through

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

Who will you
serve?



c&en | MARKETING ELEMENTS
MEDIA GROUP | **SUMMIT 2025**

#MarketingElementsSummit2025

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?





c&en | MARKETING ELEMENTS
MEDIA GROUP **SUMMIT 2025**

#MarketingElementsSummit2025

Connect with me!

Matt Wilkinson, PhD, MBA
Founder, Strivenn

 Matt Wilkinson, PhD MBA 

