

AI THROUGH THE EYES OF A MAGICIAN

A KEYNOTE FOR ORGANIZATIONS NAVIGATING AI



One of AI's greatest advantages isn't knowing more. It's helping us see differently.

AI becomes dramatically more useful when we use it to uncover what we may be missing and challenge assumptions before we solve the wrong problem.

THE PROBLEM

AI gives us more information and intelligence than ever before. But more information doesn't automatically give us better understanding.

Most people use AI to get answers when they could also use it to see what they are missing.

WHAT YOUR AUDIENCE EXPERIENCES

Magicians think differently about what people see. They understand how context changes perception, how perspective changes what we notice, and how assumptions shape what we believe.

Through interactive magic, optical illusion, and real-world AI examples, audiences experience those principles firsthand and discover how to apply them to AI.

KEYNOTE OVERVIEW

LENGTH 45-60 minutes

OUTCOME People use AI to see what they are not seeing

WHAT YOUR PEOPLE WILL LEARN

01

CONTEXT

Intelligence without context isn't enough.

What surrounds a problem changes what you see. AI gets dramatically better when you give it the right context.

02

PERSPECTIVE

Use AI to see what you're not seeing.

The same information can look completely different from another vantage point. AI can help you deliberately change perspective.

03

ASSUMPTIONS

Challenge what you think you know.

Magicians exploit assumptions you don't realize you're making. AI can surface and test yours, before you solve the wrong problem.

ABOUT BRUCE

Bruce has worked with AI for 5+ years and machine learning for 10 years with companies like Comcast/NBC, AT&T, AWS and Google. With decades in sales leadership and consulting - and a rare ability to engage live audiences through visual moments and surprising demonstrations - he connects quickly, holds attention, and leaves people with ideas they can use immediately.

USE AI TO SEE WHAT YOU'RE NOT SEEING.

YOUR COMPANY IS INVESTING IN AI.

Are people using it to think differently or just to get answers faster?