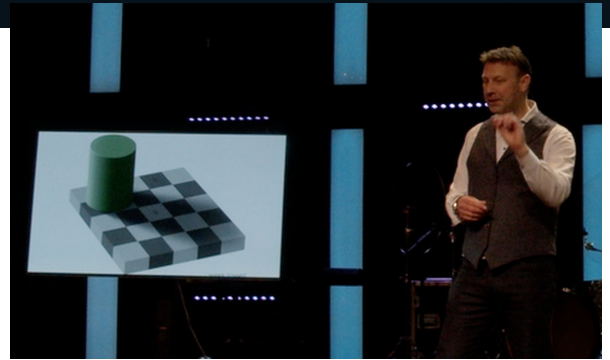


# THE ILLUSION OF CONTROL

A KEYNOTE FOR LEADERS MAKING DECISIONS WITH AI



## Who's really making the decision - you or AI?

### AUDIENCE TAKEAWAY

Stay in command of the decisions that matter in an increasingly AI-influenced world.

### THE PROBLEM

AI is influencing more of our decisions, often before we realize how much of the decision it has already shaped.

We may technically make the final call, but AI may have already selected the information, summarized the evidence, framed the alternatives, ranked the choices, and recommended an action.

**Human involvement doesn't necessarily mean human judgment.**

*The risk isn't an AI takeover. It's a capable leader confidently signing off on choices that were quietly narrowed before they ever appeared.*

### THE EXPERIENCE

Magicians know you don't have to control someone's choices to influence the outcome.

Through interactive magic, optical illusion, and real-world AI examples, I show how easily we confuse:

- Choice with **control**
- Information with **truth**
- Confidence with **accuracy**
- Human involvement with **human judgment**

Audiences feel these ideas firsthand, see their parallels in AI, and leave with practical ways to keep meaningful human judgment over their decisions.

### KEYNOTE OVERVIEW

|         |                                                 |
|---------|-------------------------------------------------|
| LENGTH  | 45-60 minutes                                   |
| OUTCOME | Leaders retain judgment over critical decisions |

### WHAT YOUR AUDIENCE WILL LEARN

## 01 INFLUENCE

**Recognize how AI is shaping your thinking.**

Understand how AI can shape what you see and consider before you ever make the decision, including when it may be reinforcing your existing perspective instead of challenging it.

## 02 AUTHORITY

**Know what to trust and how much authority AI should have.**

Determine what information AI should trust and how much authority AI should have to recommend, decide, and act.

**Available information isn't necessarily authoritative information, and capability isn't the same as authority.**

## 03 ACCOUNTABILITY

**Know where human judgment must remain.**

Understand where human judgment must occur, regardless of how much work AI performs or how involved a human appears to be.

**Human-in-the-loop doesn't necessarily mean human-in-control.**

### ABOUT BRUCE

If you're the one accountable when your team makes decisions with AI in the room, you already feel this tension, and it's not a new one for me. I've worked with machine learning for over a decade and with today's AI tools for the past five-plus years, inside technology companies serving customers like Comcast/NBC, AT&T, AWS, and Google. Decades in sales leadership and consulting showed me how real decisions get made under pressure; a lifetime performing magic showed me how easily perception gets shaped. I connect fast, hold a room, and leave people with ideas they can use immediately.

**NEVER CONFUSE PARTICIPATING IN A DECISION WITH EXERCISING JUDGMENT OVER IT.**