Beyond the Tech Stack

Building Strategic Alignment for Enterprise AI Transformation

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Any sufficiently advanced technology is indistinguishable from magic

Arthur C. Clarke

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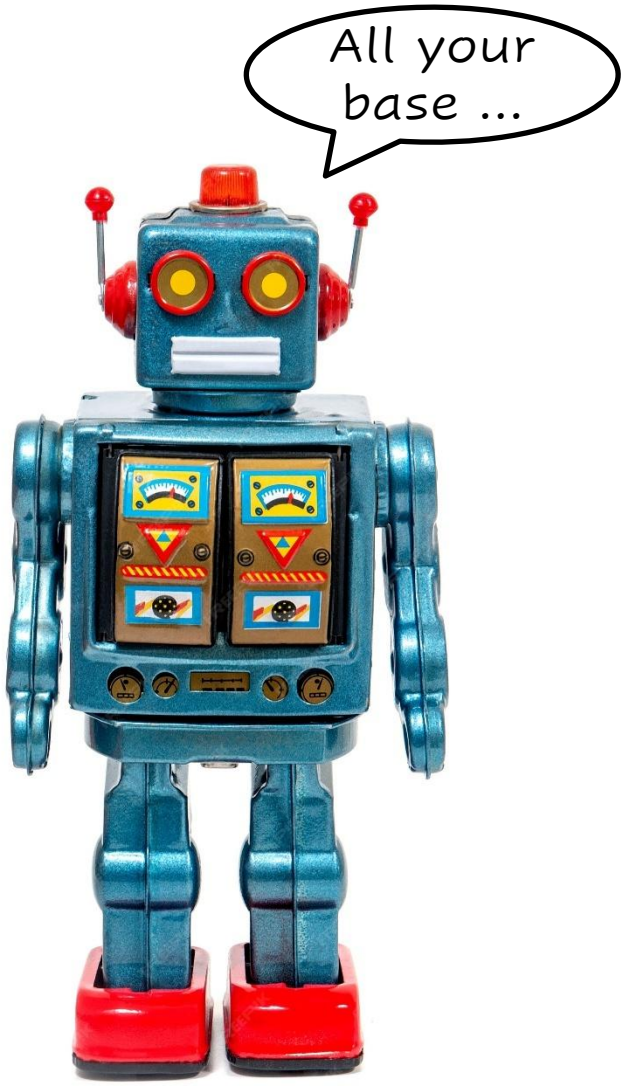
Technology Resistance: A Timeless Human Tradition

370 BCE	Writing will destroy memory (Socrates)
1474	Printing press is witchcraft (Scribes petition)
1840	Riding a speeding train causes insanity (England)
1880	Telephones summon evil spirits (US)
1906	Wireless telegraph isolates society
1930	Recorded music kills live performance
1950	Television destroys family life
2000	Internet/Social media rots brains
2020	AI will end civilization



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Informed Opportunity

Outside In

- Venture Capital and AI
- CIOs and AI

Inside In – Your Org

- Simple Framework
- Alignment

Inside In – Your Team

- Hands On - Ideas
- Lessons Learned

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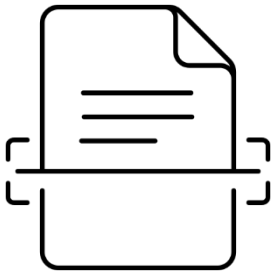
Beyond the Generative Hype

Insight

AI is a “family” of tech with many applications across your business

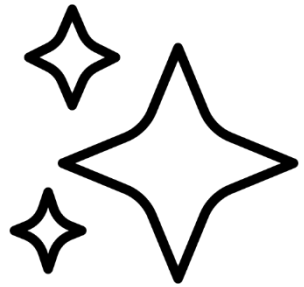
1990s PREDICTIVE AI

Technology	Statistical models & regression analysis
Business Value	*What will happen next?*
Use Cases	Demand forecasting, fraud detection, pricing optimization



2010s PATTERN RECOGNITION & CLASSIFICATION

Technology	Deep learning & neural networks
Business Value	*What is this?*
Use Cases	Computer vision, NLP, speech recognition, document processing



2020s GENERATIVE AI

Technology	Large language models & transformers
Business Value	*Create something new*
Use Cases	Content creation, code generation, conversational interfaces

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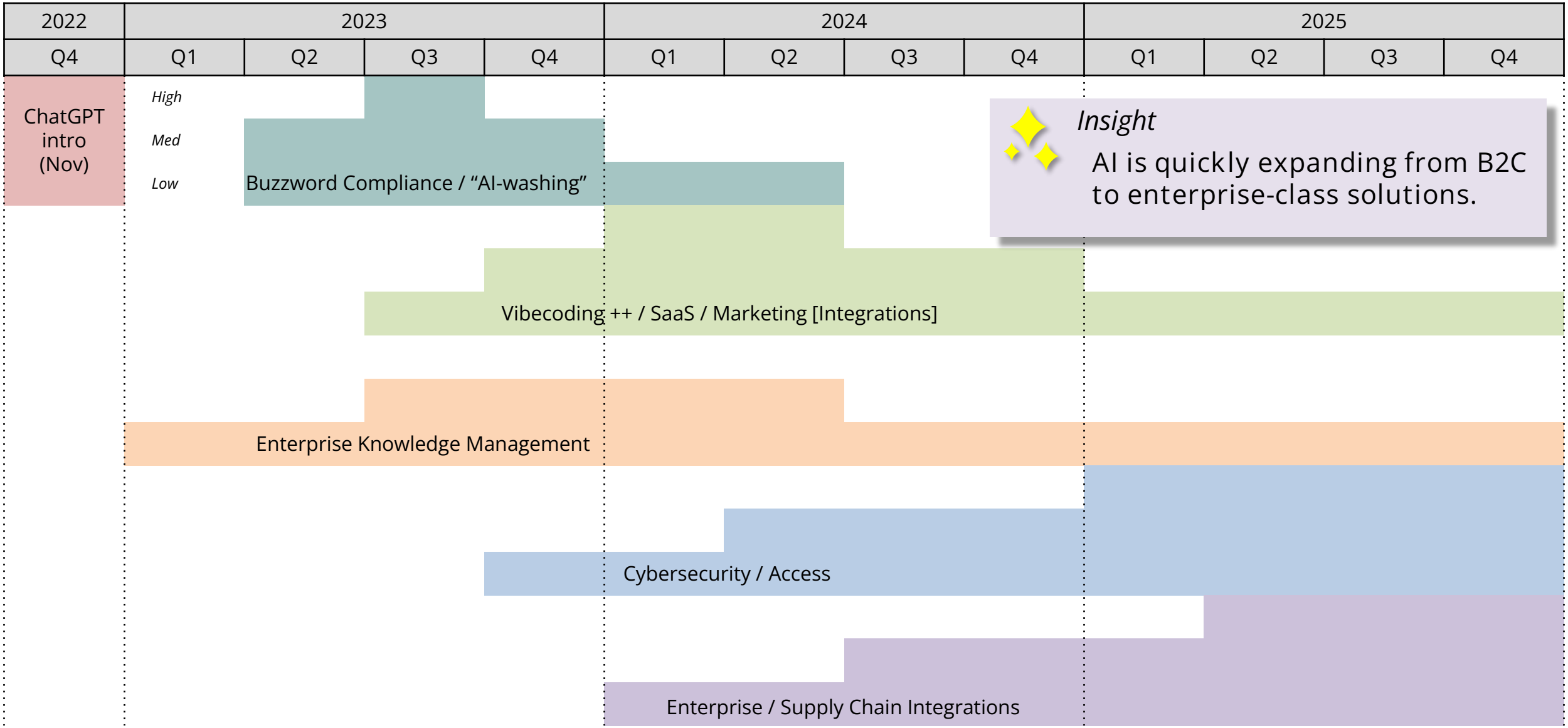
Venture Capital Trends

Who is asking for money?



Insight

AI is quickly expanding from B2C to enterprise-class solutions.

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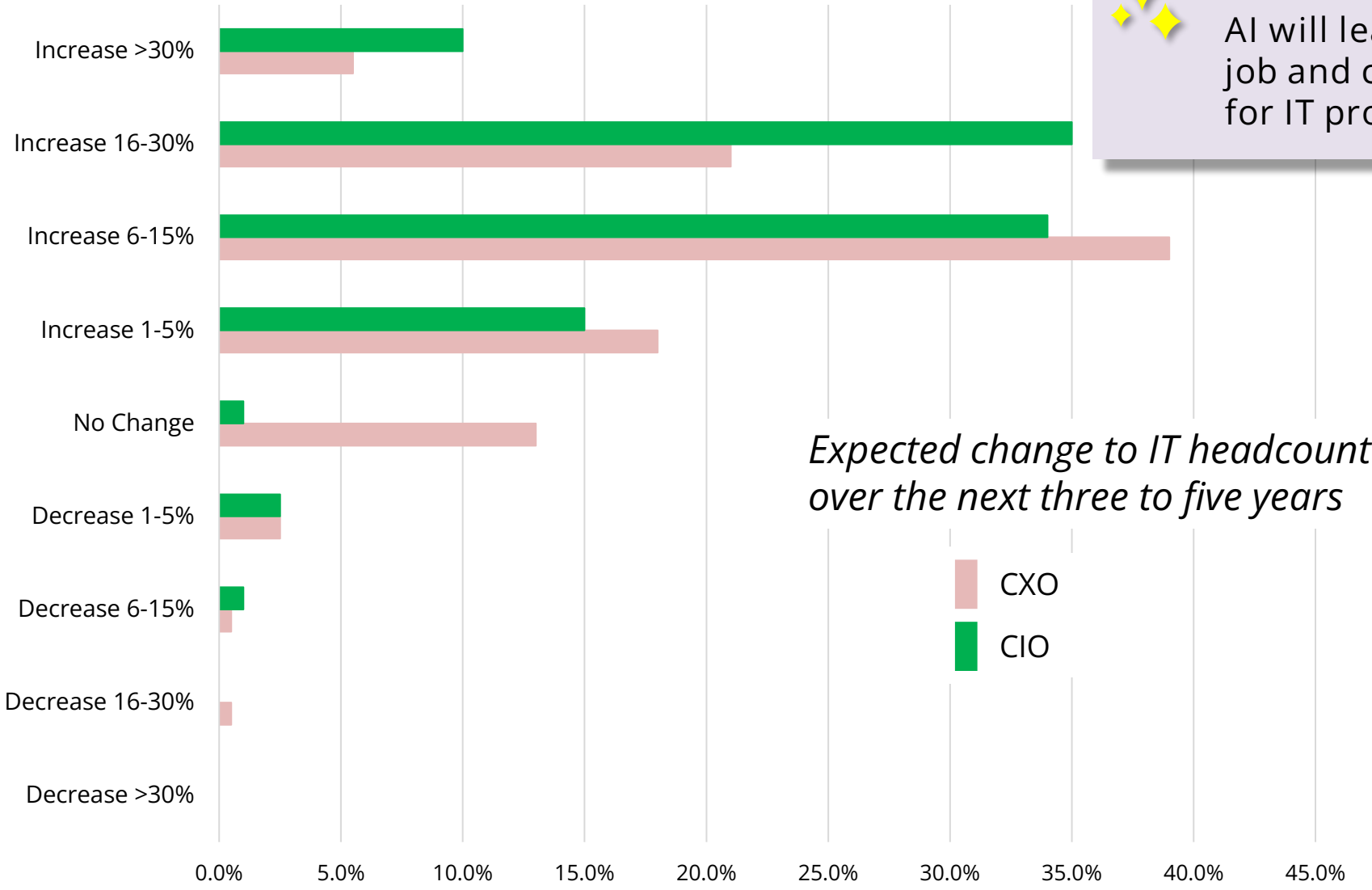
CIOs Weigh In

Insight

AI will lead to job and career growth for IT professionals.



Source: Info-Tech Research Group, CIO Priorities '25

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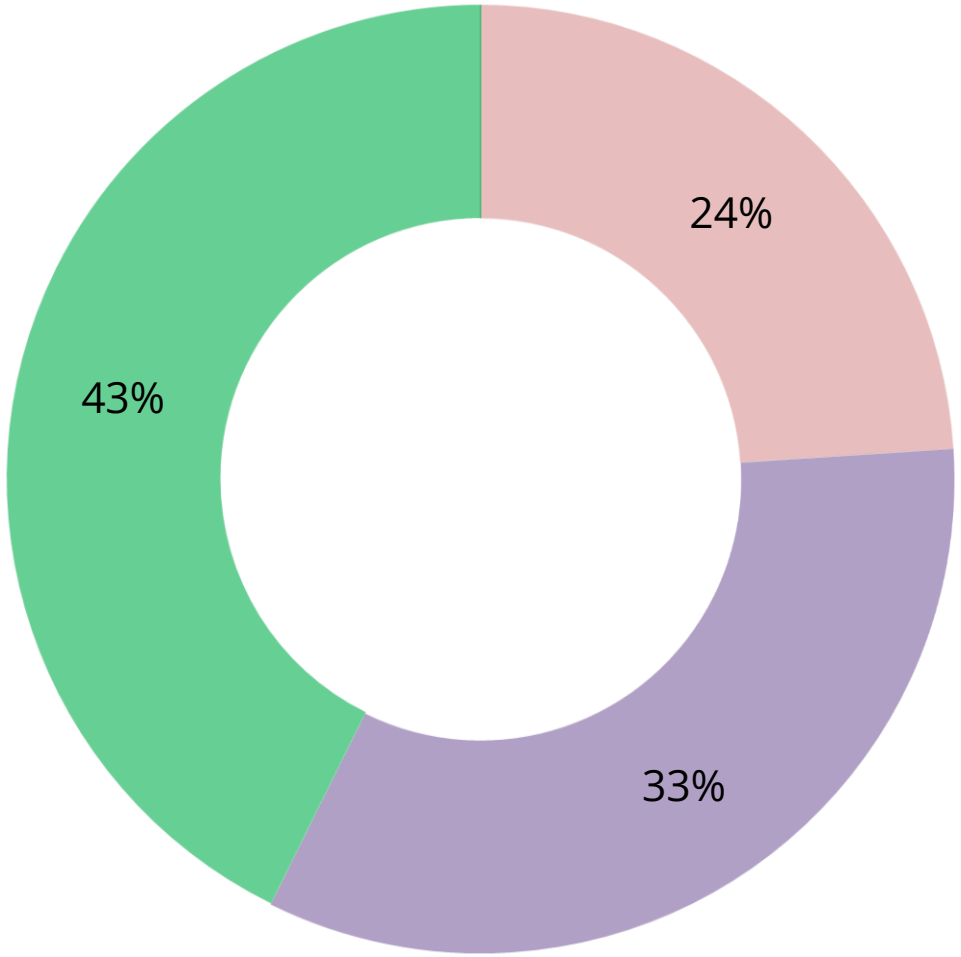
CIOs Weigh In



Who owns funding for AI in the organization?

- Most funding comes from the business
- Funding shared between IT/business
- Most funding comes from IT

Source: Info-Tech Research Group, CIO Priorities '25

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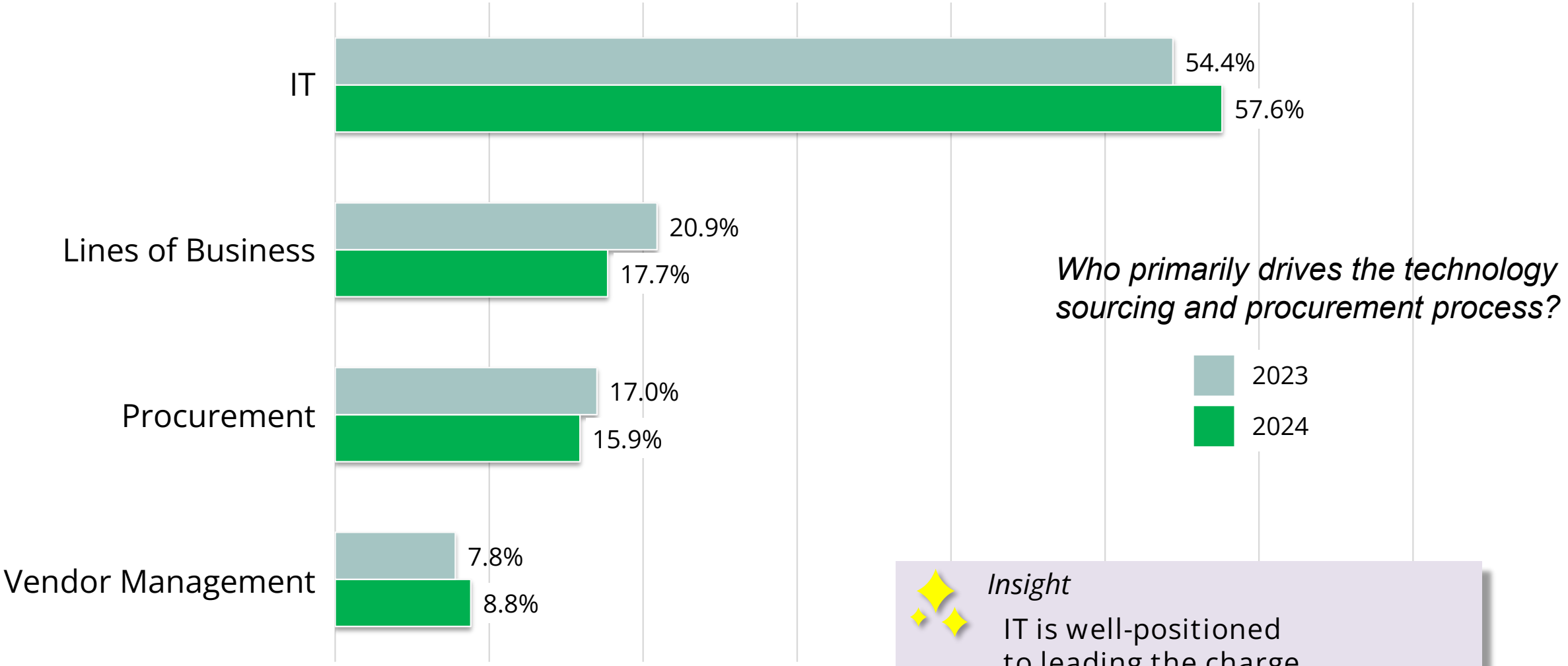
CIOs Weigh In



Source: IDC's CIO Sentiment Survey, 2023, 2024

Insight

IT is well-positioned to leading the charge, bringing AI into your business.

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Three Simple Ideas

IT Can Lead The Way – Embrace This!

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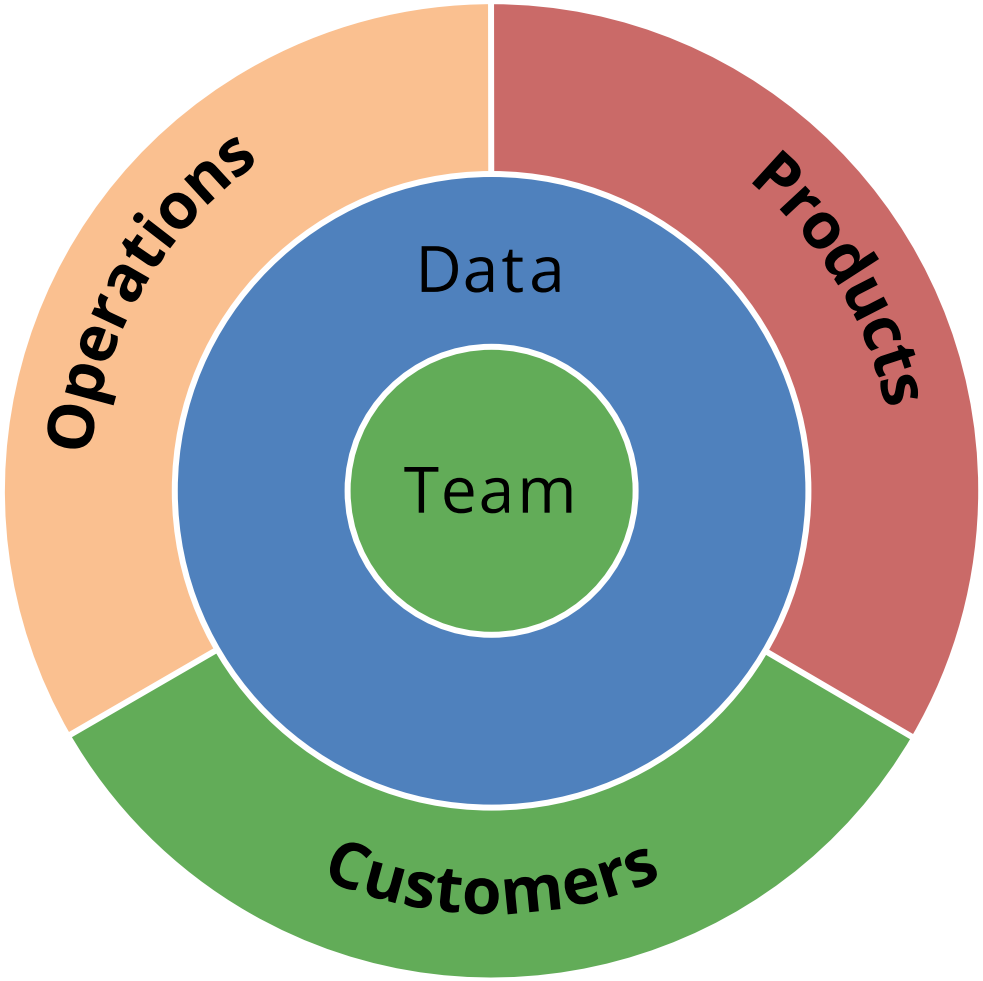
A Simple Framework for Digital Transformation



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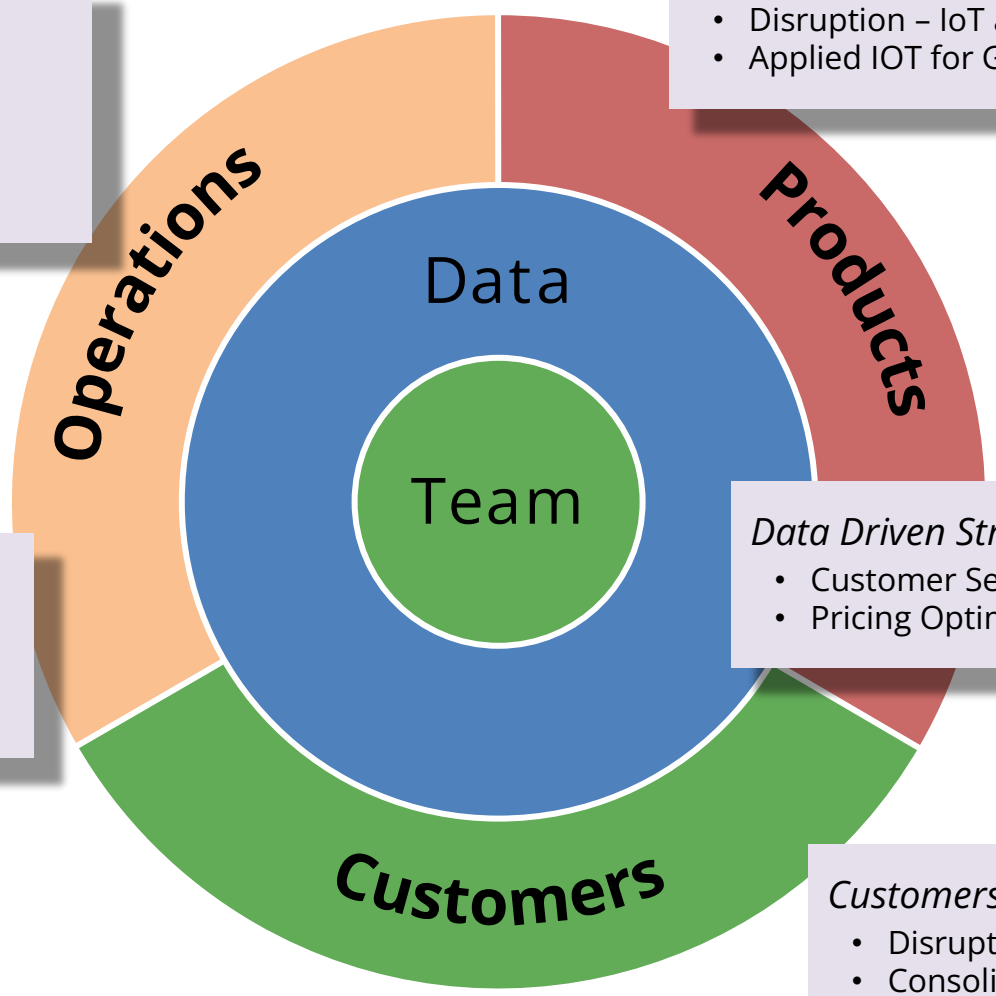
Putting Digital Transformation Ideas Into Context

Operational Systems
- Lean, Cost Efficiencies
- Disruption – Supply Chain
- Automation, Productivity, Compliance

Information Products
- Disruption – IoT and AI
- Applied IOT for Growth



Great Teams
- Collaboration
- Engagement
- Inclusion & Diversity

Data Driven Strategy
- Customer Segmentation
- Pricing Optimization

Customers and Channels
- Disruption – B2B eCommerce
- Consolidation and Expectations

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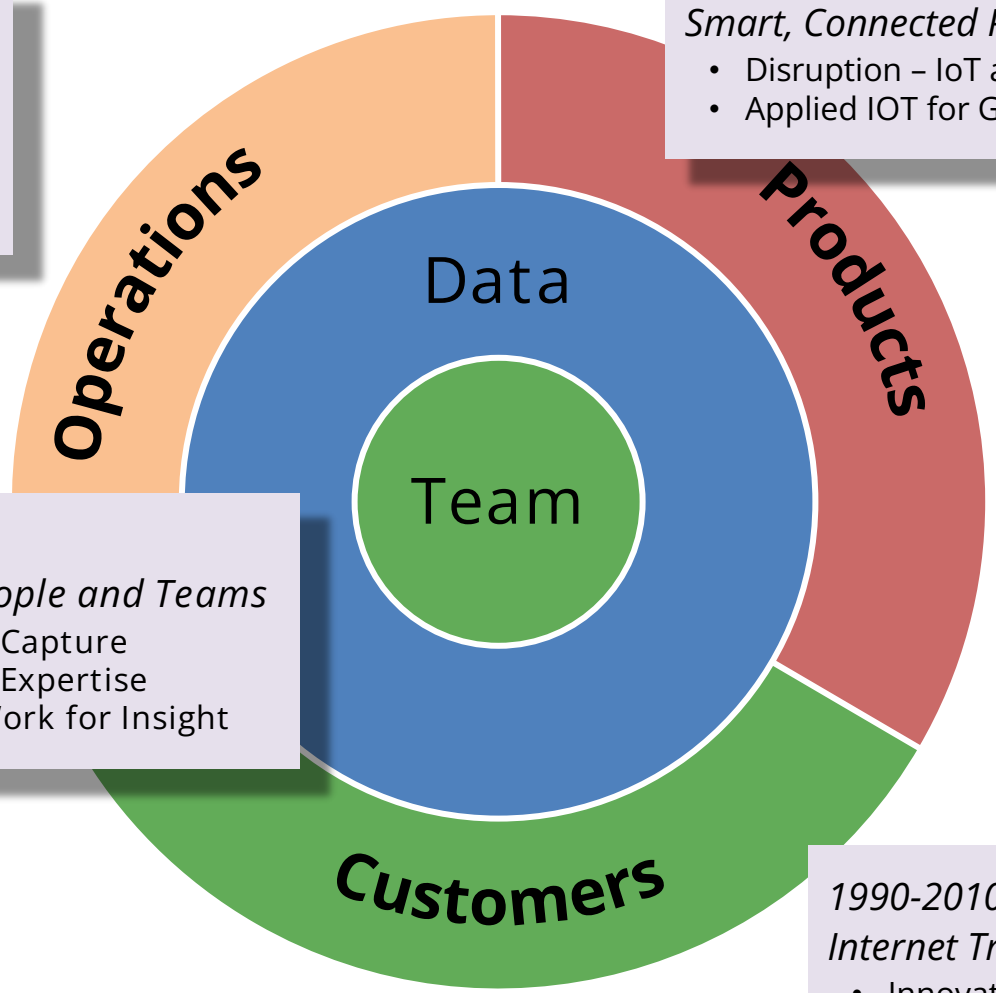
When Technology Changed The World

1980 – 1990
ERP Transforms Operations
- Accounting / Financials
- Internal Operations
- Productivity & Process

2010 – 2020
Smart, Connected Products
- Disruption – IoT and AI
- Applied IOT for Growth



Insight

2020 – 2040
AI Enables People and Teams
- Knowledge Capture
- Leveraging Expertise
- Elevating Work for Insight

1990-2010
Internet Transforms Customer Relationships
- Innovation – Customer Connections
- Disruption – B2B eCommerce
- Consolidation and Expectations

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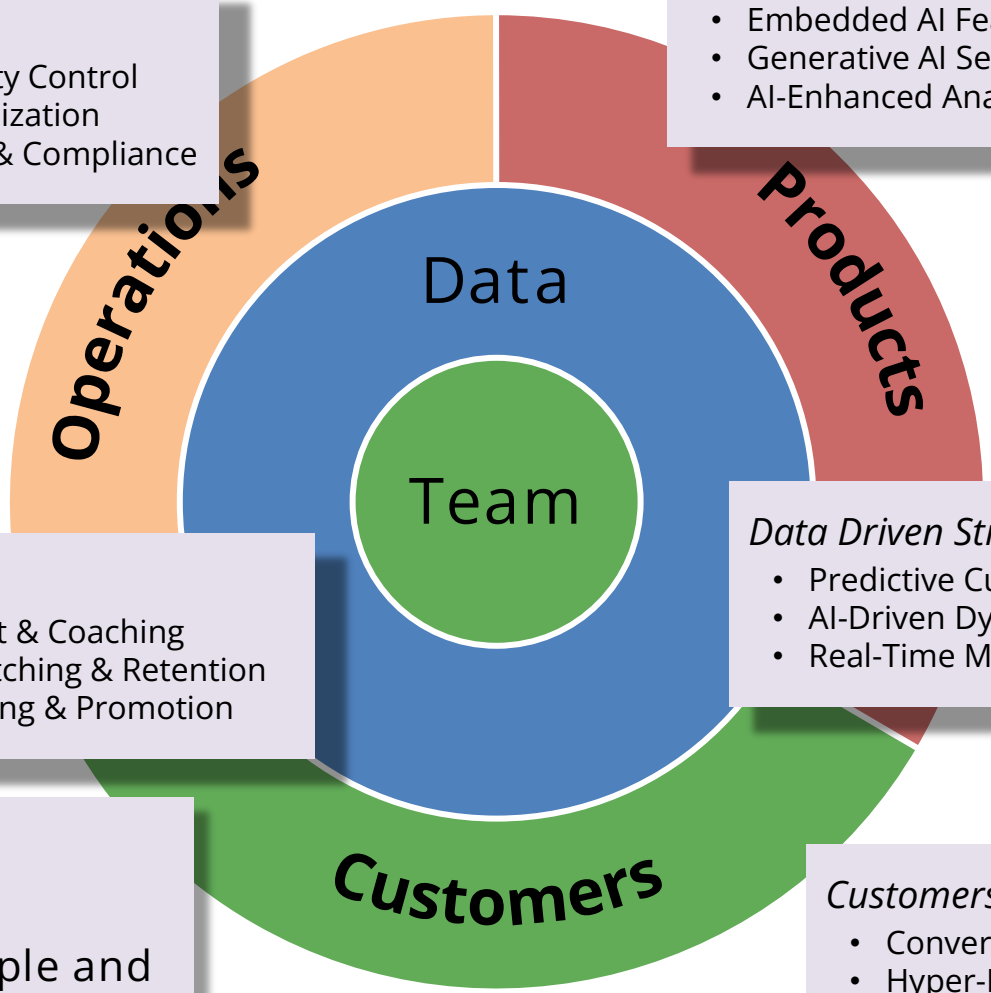
Putting AI Transformation Ideas Into Context

Operational Systems
- Predictive Maintenance & Quality Control
- AI-Powered Supply Chain Optimization
- Intelligent Process Automation & Compliance

Information Products
- Embedded AI Features & Capabilities
- Generative AI Service Offerings
- AI-Enhanced Analytics Products



Great Teams
- AI Skills Development & Coaching
- Intelligent Talent Matching & Retention
- Bias Detection in Hiring & Promotion

Data Driven Strategy
- Predictive Customer Behavior Models
- AI-Driven Dynamic Pricing
- Real-Time Market Intelligence & Forecasting

Insight

AI is the latest “new idea”.

Put this new idea into a simple and familiar context for understanding and alignment.

Customers and Channels
- Conversational AI & Intelligent Chatbots
- Hyper-Personalized Recommendations
- AI-Powered Customer Service & Support

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Knowing vs. Understanding

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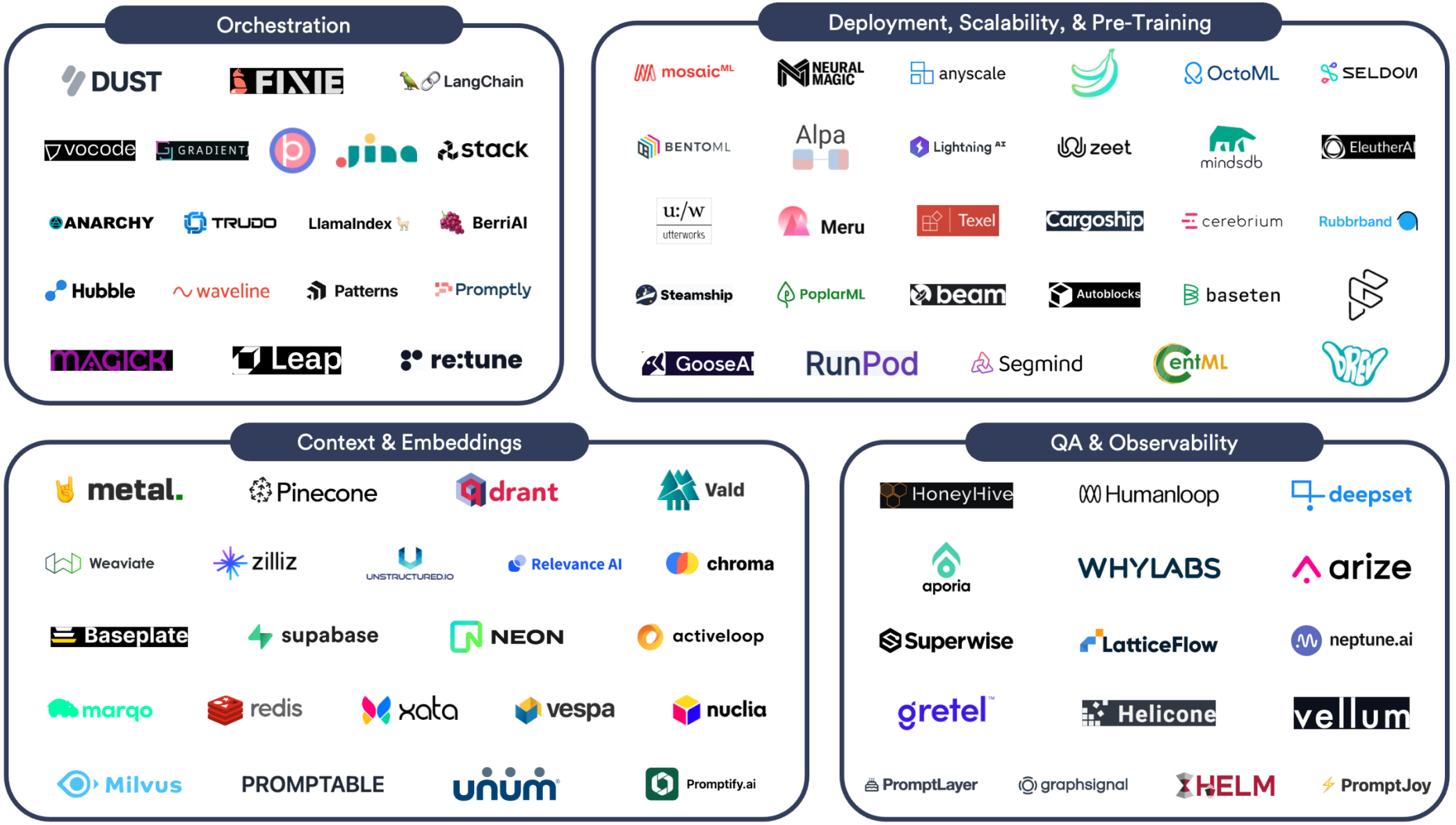
Knowing vs. Understanding



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Vibe Coding

TALKING TREE VENTURES

ABOUT IMPACT INSIGHTS CONTACT

THE IMPACT MAP

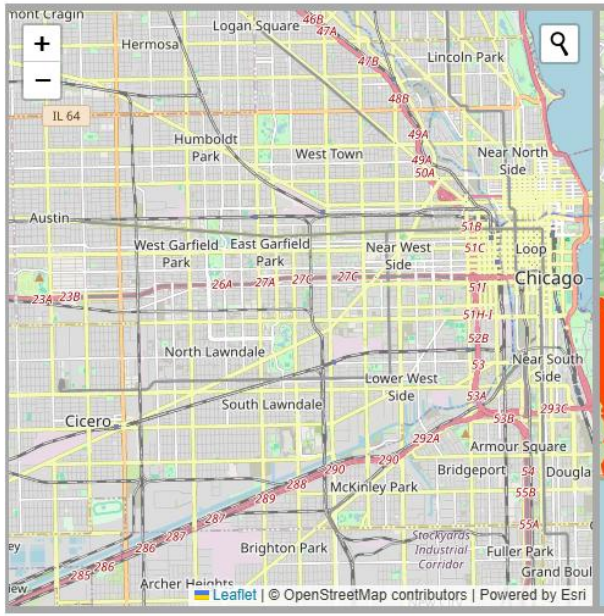
UNDERSTANDING THE SCALE OF A MAJOR EVENT

The massive scale of an event like the Palisades Fire is difficult to grasp. News reports show maps and describe the acreage, but it is hard to relate to. How big is it, really? How would it look if it happened near your own hometown? **The Impact Map** bridges that gap.

With this powerful visualization tool, you can compare the scope of catastrophic events to familiar landmarks where you live and work. **The Impact Map** helps make the scale of impact clear, tangible, and personal.

Start exploring now to bring these events into perspective – because seeing is understanding!

Switch to Overlay Mode



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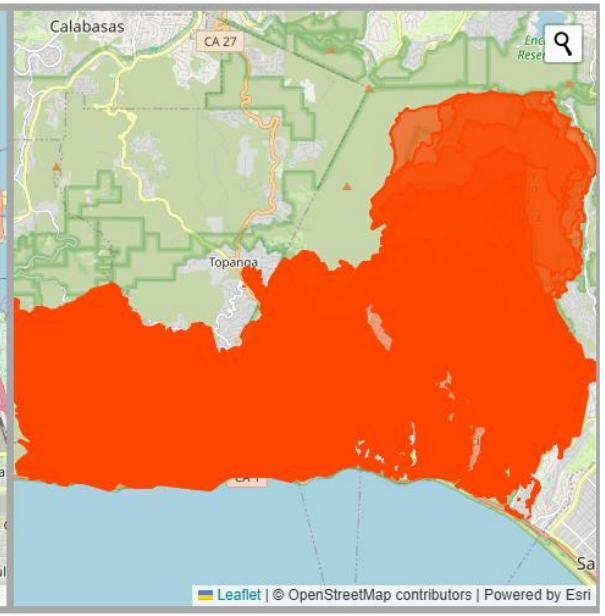

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HOW TO USE THE IMPACT MAP

Side-by-Side (SxS) Mode:

- Compare two maps displayed next to each other.
- Move, pan, or search independently on both maps.

www.TalkingTreeVentures.com/impact

WHO IS TALKING TREE VENTURES?

Click to learn more ...

STAY CONNECTED!

As we build our community of innovators, investors, and people who appreciate the forests of the world, we'd like you to join us.

Add your name to our mailing list to hear about trends and innovations in digital technology applied to forestry. We provide expert advice for entrepreneurs, case studies, and investment opportunities tailored to your interests.

DO IT TODAY!

MAKE YOUR OWN IMPACT

The true scale of a climate event like the Palisades Fire is staggering, but so is the potential for change when we come together. Use this moment of understanding to take action!

Choose a cause that inspires you – and make an impact today!

American Red Cross

American Red Cross (Los Angeles)

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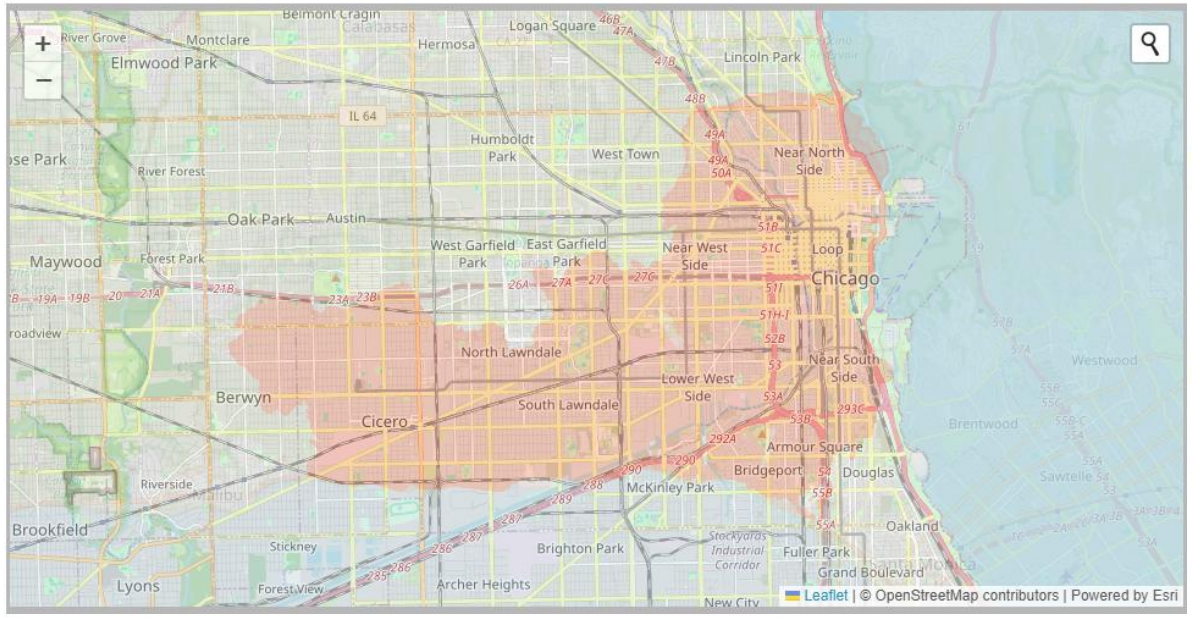

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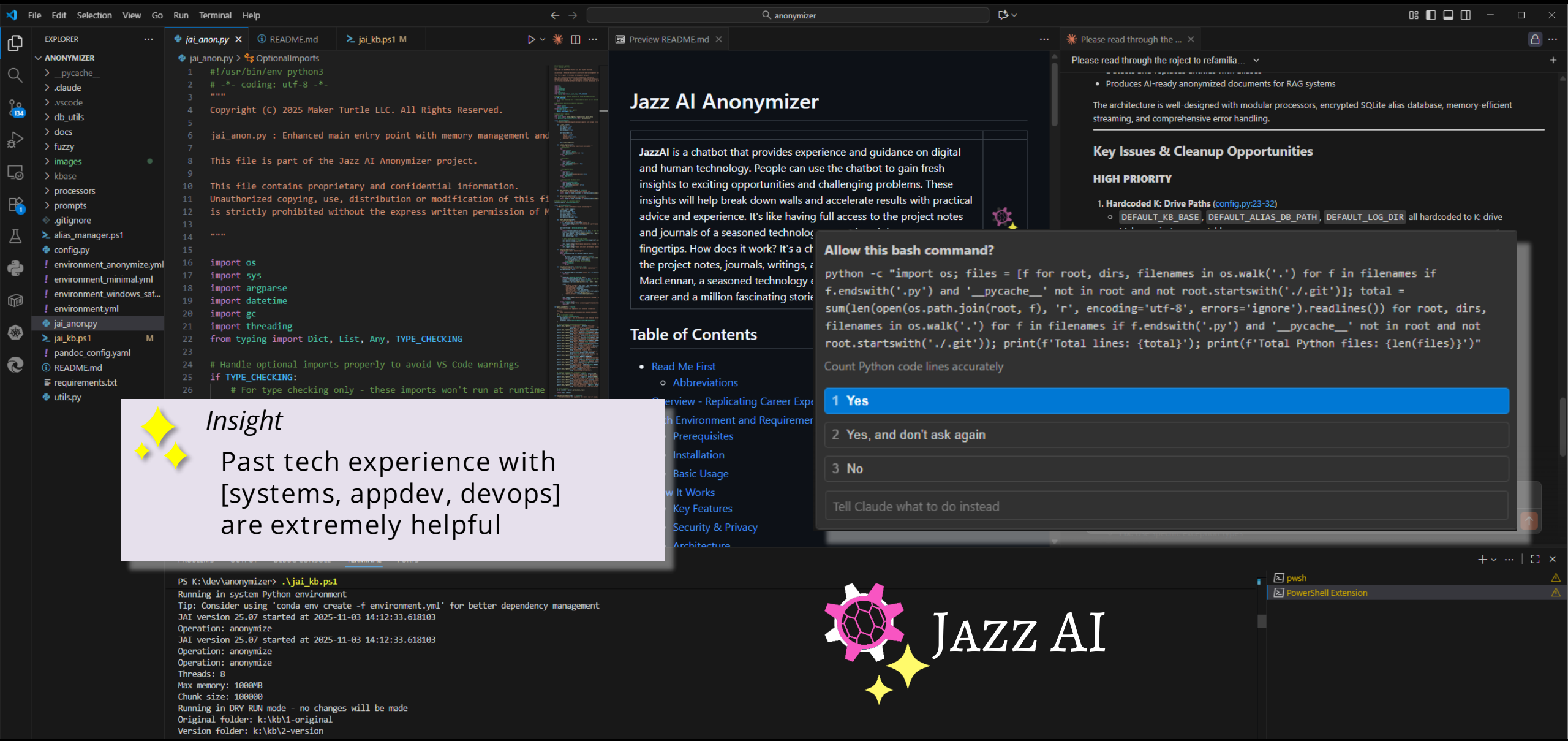

Insight

Past tech experience with [systems, appdev, devops] are extremely helpful

Jazz AI

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Lessons Learned

- Who needs subroutines when you can type fast?

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Lessons Learned

- Who needs subroutines when you can type fast?
- Watch ‘em like a hawk …
  - Overcomplication
  - Never “done” (80/20 = huh?)
- Small bites
- The tools are always changing
- No better way to learn what is possible vs. practical
- *If good leadership requires experience …*

  … where will future leaders come from ?

Insight

AI adds a core requirement for excellent communication skills.

Will Arts and Humanities degrees be more valuable than Tech?

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Three Simple Ideas

IT Can Lead The Way – Embrace This!

People are the Critical Success Factor

New Architectures, New Tools, New Skills

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Available Now!

Jazz AI

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