Magic, machines and the mess we're in

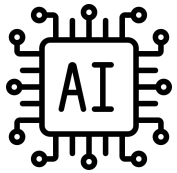
Hello, I’m Tom

I spend most of my days prompting machines how to think

In real talk that means;

C3

Part of Connective's innovation lab



Introduced AI natively to a multi-million pound agency

That AI is called Merlin

(today I’m talking about what we learnt launching him)

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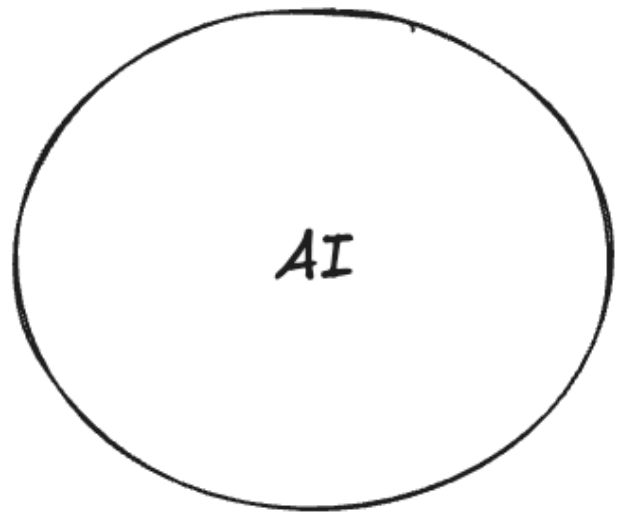
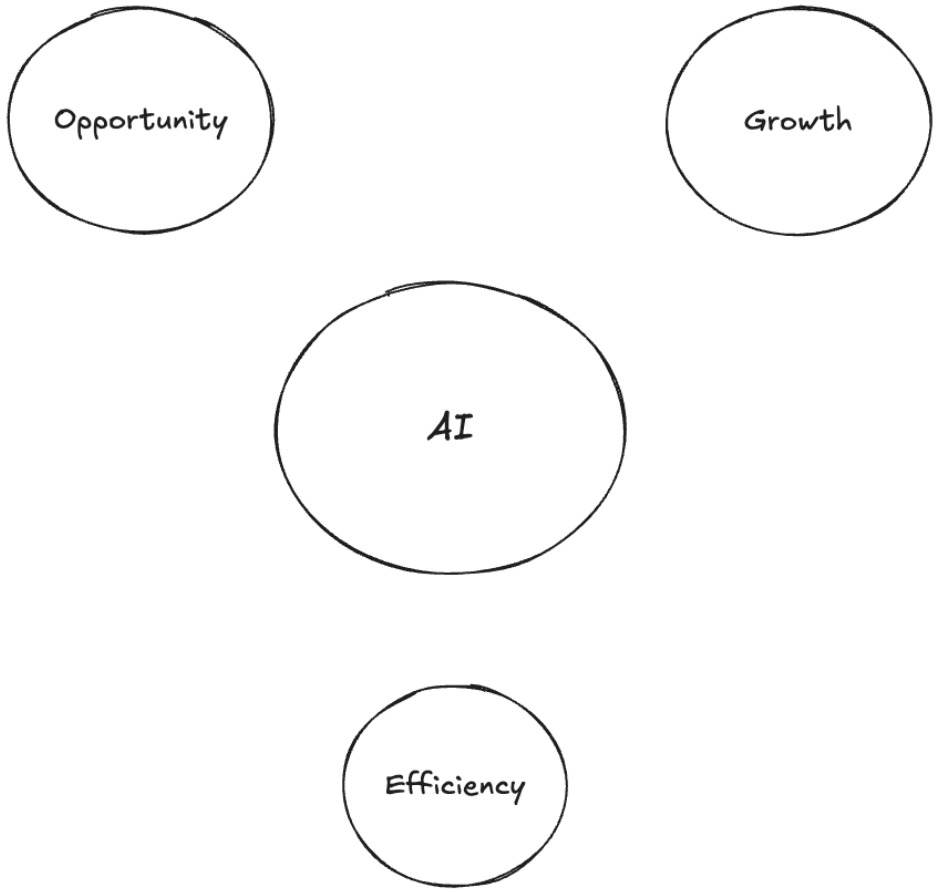
The mess

The world is moving too fast

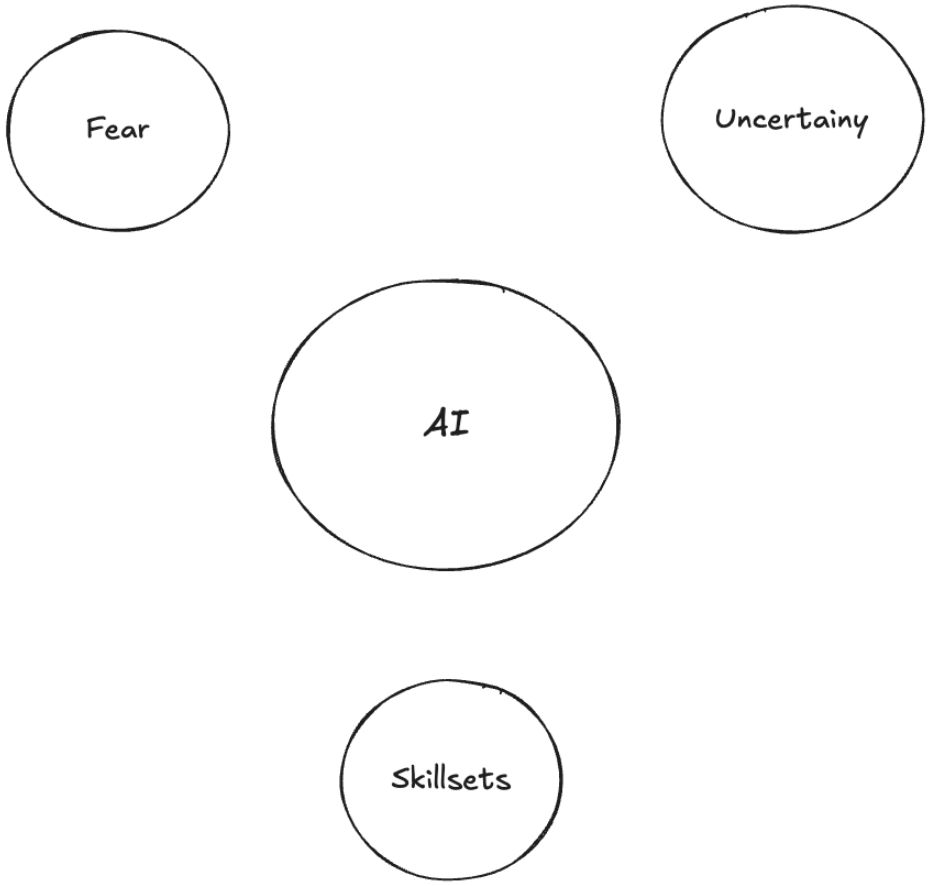

AI

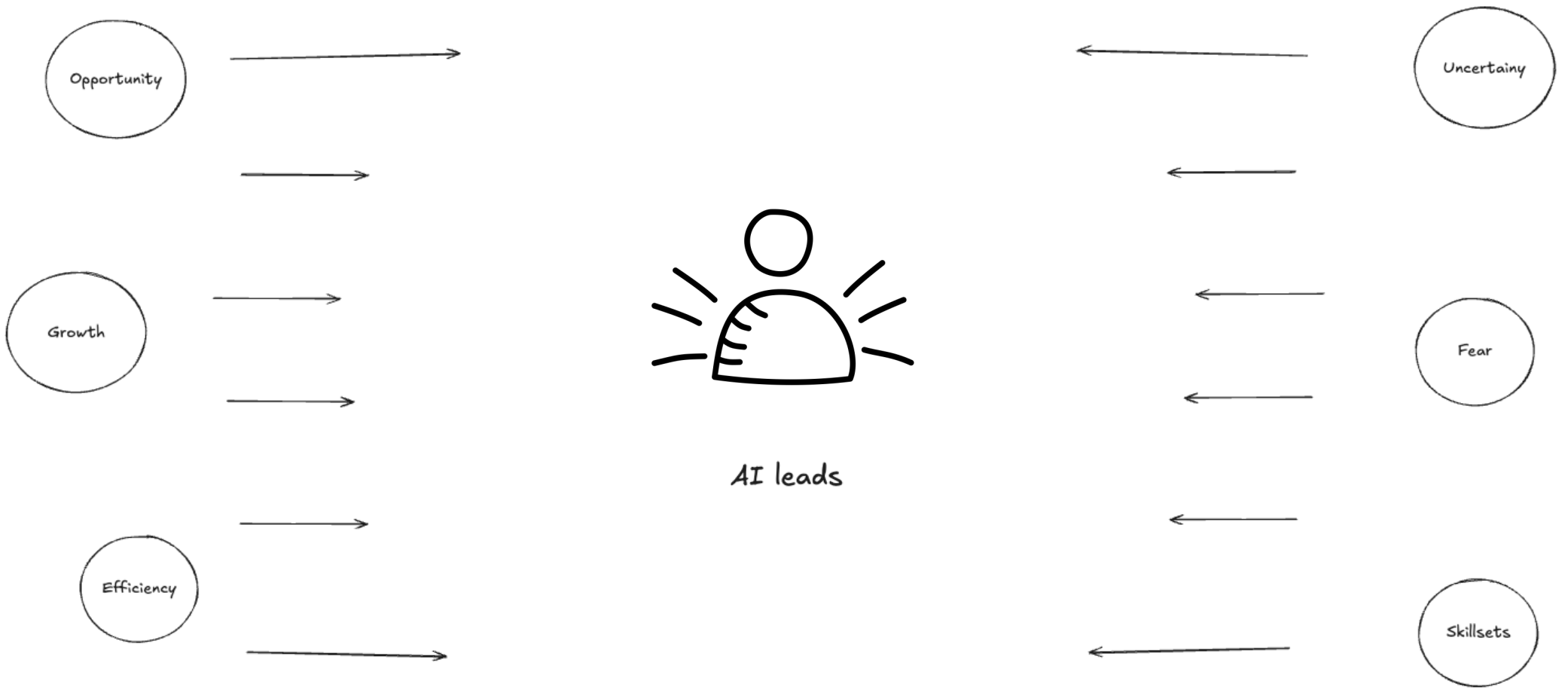
AI is no longer a nice to have

Clients and investors see AI as the golden ticket

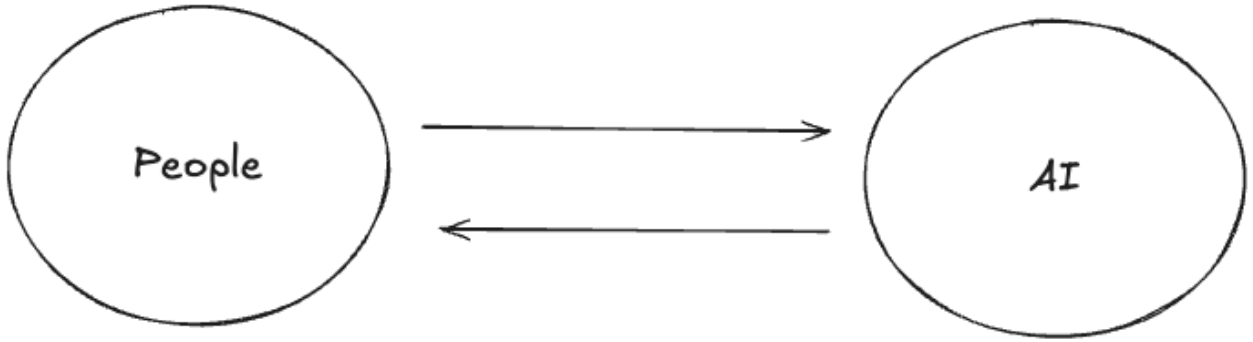


However, others see a different image




Opportunity
Growth
Efficiency
AI leads
Uncertainy
Fear
Skillsets

Our focus is bringing AI and people together



…which is really f*cking hard

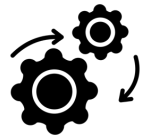
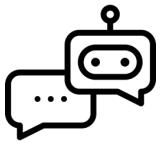
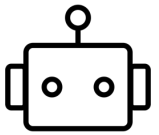
The challenge

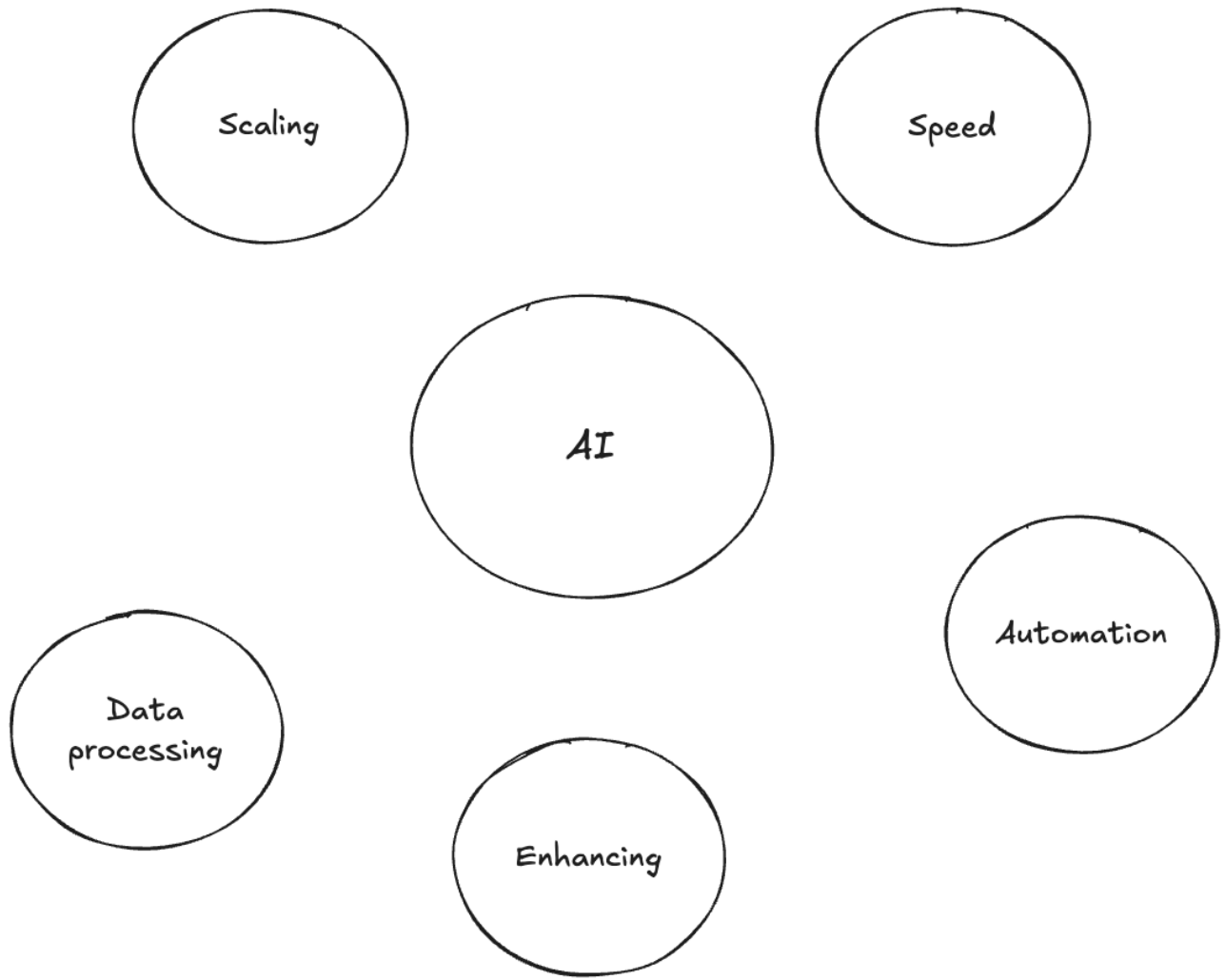
Adapting to AI at speed and not losing people on the way

The machine

AI is a foundational technology, like electricity

When we talk about AI, we typically mean...

- Standard automation 
- AI Chatbots (Conversational AI) 
- AI agents (Task agents) 
- Multi-agent systems (MAS)
- Human operators (Human in the loop systems)


Scaling
Speed
AI
Automation
Data processing
Enhancing

Getting things done faster with more insight

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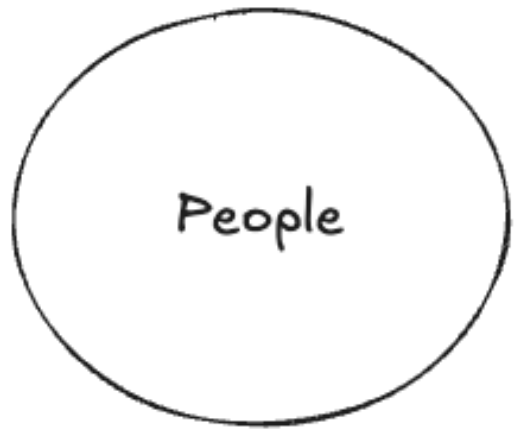
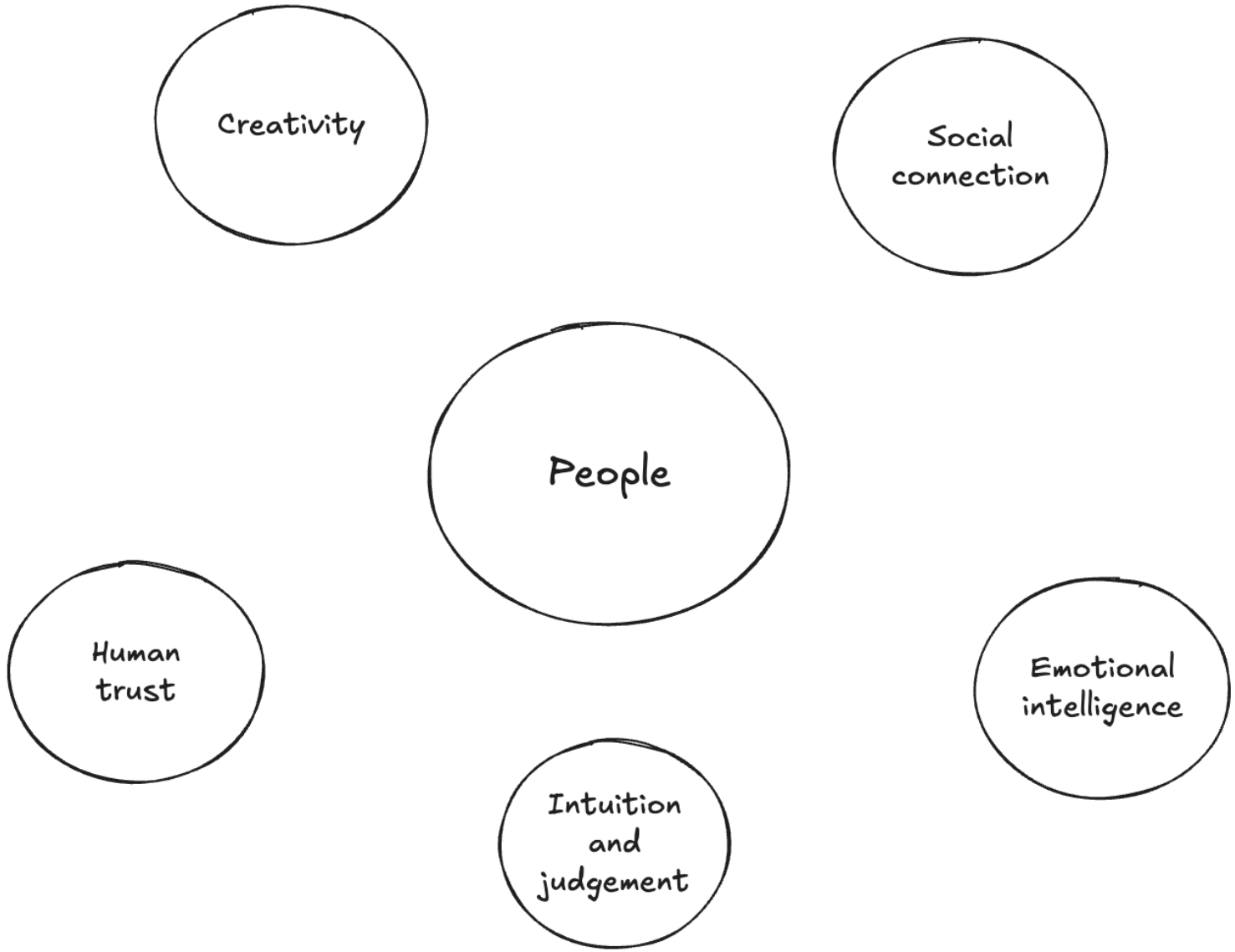
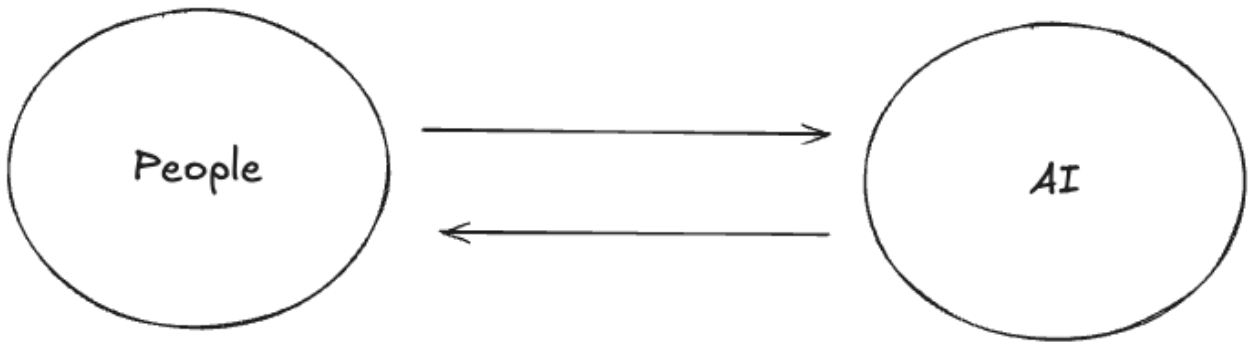
The magic


People


Creativity
Social connection
People
Human trust
Emotional intelligence
Intuition and judgement

When AI and people work together, this magic is amplified



Merlin connects our entire team to C3's collective experience in seconds

This allows our team to spend less time on finding data and more time on human magic

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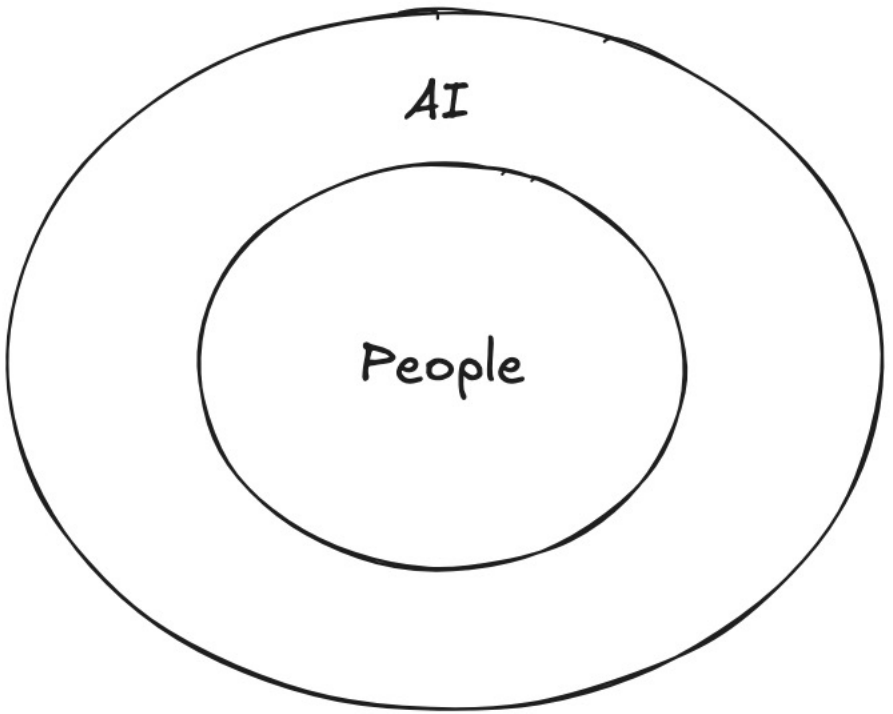
Here’s what we learnt

Keep humans in control

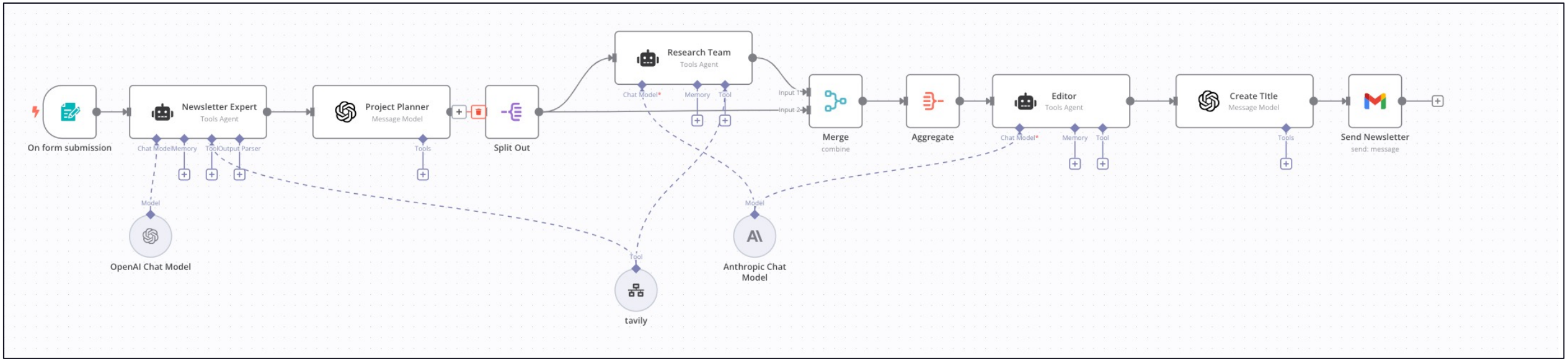
You need to build AI around people like a suit of armor



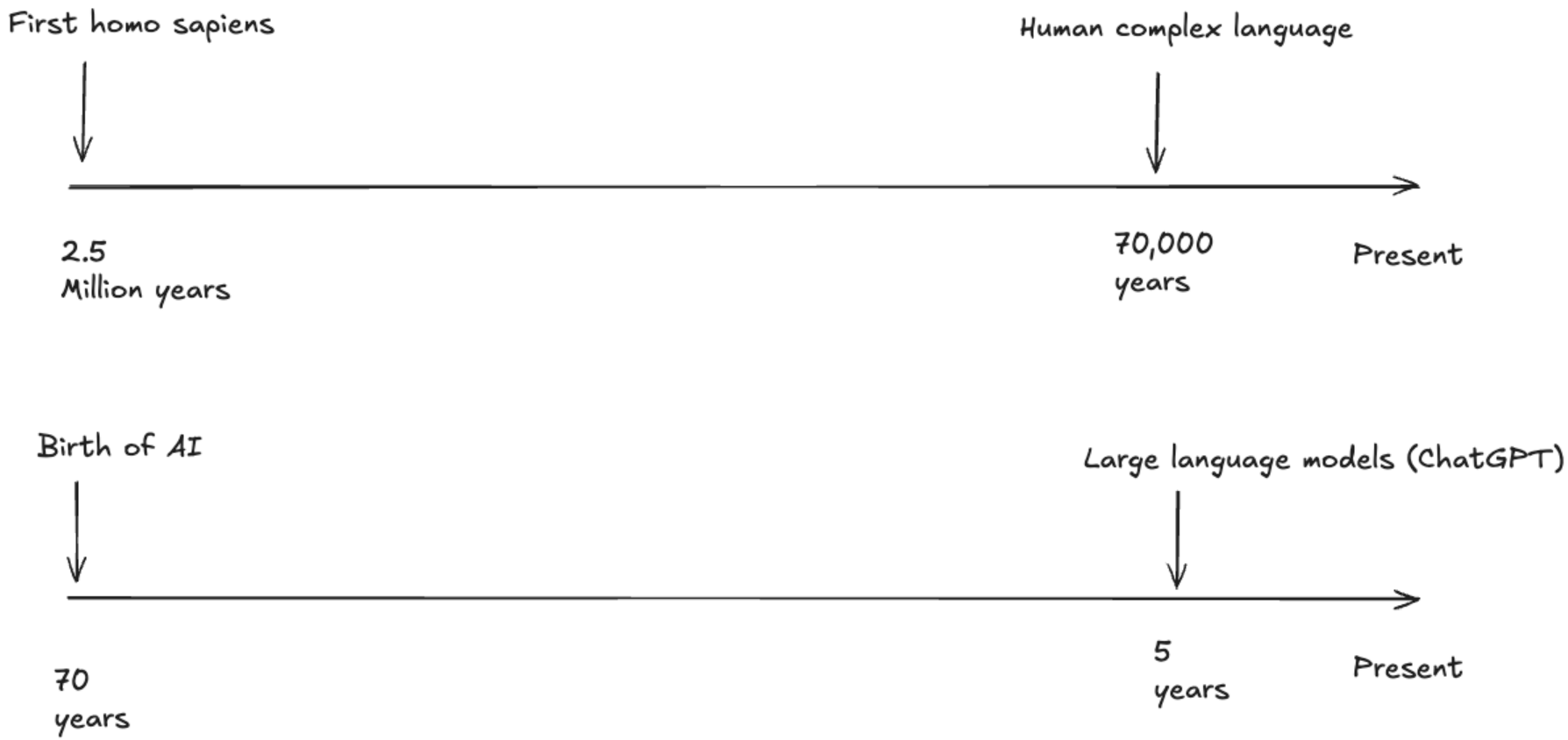
This means they’re always at the heart and in control

Integrate transparently

Multi agent system (MAS) example



Evolve at the rate of humans, not technology


First homo sapiens
Human complex language
2.5
Million years
70,000
years
Present
Birth of AI
Large language models (ChatGPT)
70
years
5
years
Present

When in doubt, follow the 10/20/70 value rule

10%

of value is from the algorithm of the tech

20%

of value is when the tech is foolproof

70%

of value is when you change the hearts and minds of the user

...that 70 percent is often under-invested in.

When we get this right, magic + machine equals limitless human potential

CONNECTIVE3

Thank you

Let's connect on LinkedIn

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