

AI WORKSHOP

Adapt with **AI**: Practical Tools for Immediate Impact



AI tools and capabilities evolve rapidly. Information shared reflects the landscape at the time of presentation.



MEET JON LAKEFISH

Founder of Lakefish Group |
AI Keynote Speaker & Workshop Leader



Founder of Lakefish Group



AI keynote speaker and
workshop leader



Helps leaders turn AI
into practical action



Known for interactive,
high-energy sessions



Husband, dad, and
business owner



2 Huge Shifts:

1) LLM → Agentic

2) One Size Fits All → Which One is Best For What



ChatGPT
Microsoft



deepseek



Grok 4



Copilot

Gemini
Google



perplexity

amazon

Google

ANTHROPIC



Talk to Claude

claude.ai



AI Usage Snapshot

• ChatGPT vs Gemini, early 2026 •



ChatGPT

900M+

weekly active users



+100M

since Oct 2025



50M+

paying subscribers



Key context

Strong growth driven by everyday use for learning, writing, planning, and other common tasks.

VS



Gemini

750M+

monthly active users



75M

daily users
in AI Mode



2B+

monthly users
for AI Overviews



~1.1B

monthly
visits



Key context

Rapid growth is fueled by integration with Android, Google Search, and Google Workspace.



Quick takeaway: ChatGPT appears stronger in direct assistant usage, while Gemini benefits from massive reach across Google's broader ecosystem.



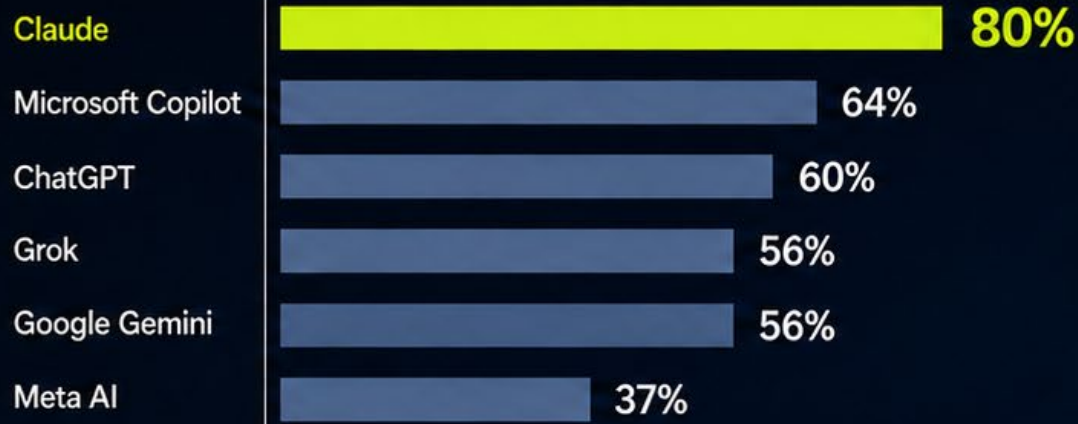
Source basis: user-provided figures shown in the reference image, attributed there to reporting and platform announcements from early 2026.

Claude + Anthropic Momentum

What the attached data suggests

1. Claude skews toward higher-income households

Share of users from households earning over \$100K



80% of Claude users come from households earning over \$100K

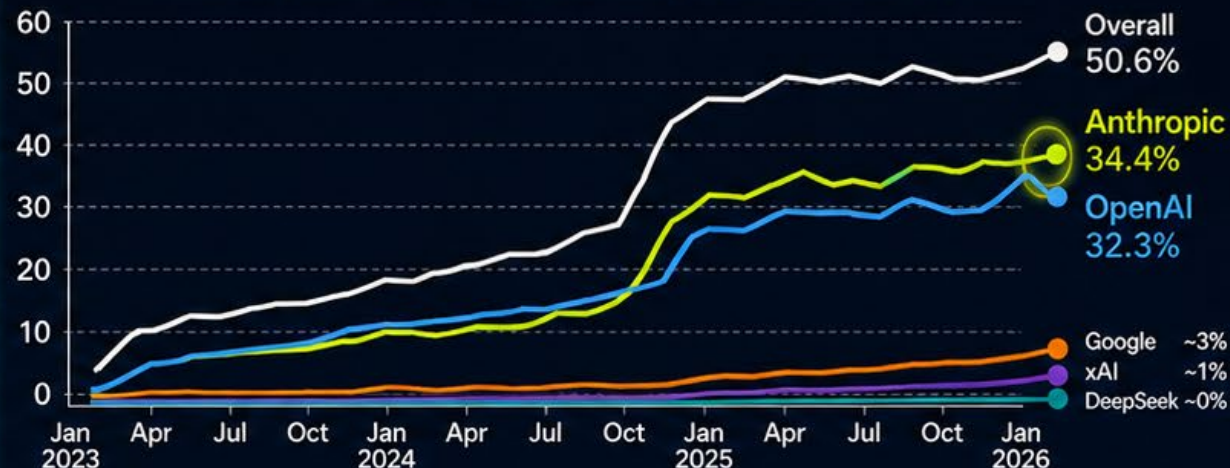


Among the tools shown, Claude has the strongest high-income skew.

Household income mix source: Epoch AI / Ipsos survey, shown in the reference image.

2. Anthropic has surpassed OpenAI among U.S. businesses

Share of paid AI subscriptions among U.S. businesses (%)



Anthropic surpasses OpenAI among U.S. businesses

Latest share — Anthropic: 34.4% vs. OpenAI: 32.3%



According to Ramp AI Index, more businesses used Anthropic than OpenAI for the first time in April.

Source: Ramp AI Index, business spend data from Ramp.



Quick takeaway:

Claude leads with affluent users, and Anthropic is now the preferred choice among U.S. businesses—overtaking OpenAI as adoption accelerates.

AI WORKSHOP

ENTERPRISE AI SAFETY

Consumer AI is risky. Enterprise AI is secure by design.



ChatGPT Enterprise:

No training on business data.
SOC 2 compliant. AES-256 encryption.



Claude Enterprise:

Zero model training on commercial inputs.
Audit logs & custom data retention.



Microsoft Copilot:

Enterprise Data Protection (EDP).
Data stays within your Microsoft 365 boundary.



Google Gemini:

No training outside your domain.
Respects all Workspace permissions.



YOUR DATA STAYS YOURS

FREE / CONSUMER TIER



Data may be used
for model training.
No enterprise controls.

BUSINESS / ENTERPRISE TIER



No training on your data.
Encrypted. Compliant.
Auditable.

TOP GEN AI USE CASES

How AI usage shifted from 2024 to 2025.



The biggest shift: from technical tasks toward therapy, life organization, learning, and personal growth.

THEME LEGEND

- Personal & Professional Support
- Content Creation & Editing
- Learning & Education
- Technical Assistance & Troubleshooting
- Creativity & Recreation
- Research, Analysis & Decision-Making

2024

- 1 Generating ideas
- 2 Therapy / companionship
- 3 Specific search
- 4 Editing text
- 5 Exploring topics of interest
- 6 Fun and nonsense
- 7 Troubleshooting
- 8 Enhanced learning
- 9 Personalized learning
- 10 General advice

2025

- 1 Therapy / companionship
- 2 Organizing my life (new)
- 3 Finding purpose (new)
- 4 Enhanced learning
- 5 Generating code (for pros)
- 6 Generating ideas
- 7 Fun and nonsense
- 8 Improving code (for pros)
- 9 Creativity
- 10 Healthier living



KEY TAKEAWAYS



Personal support now dominates the **top 3**.



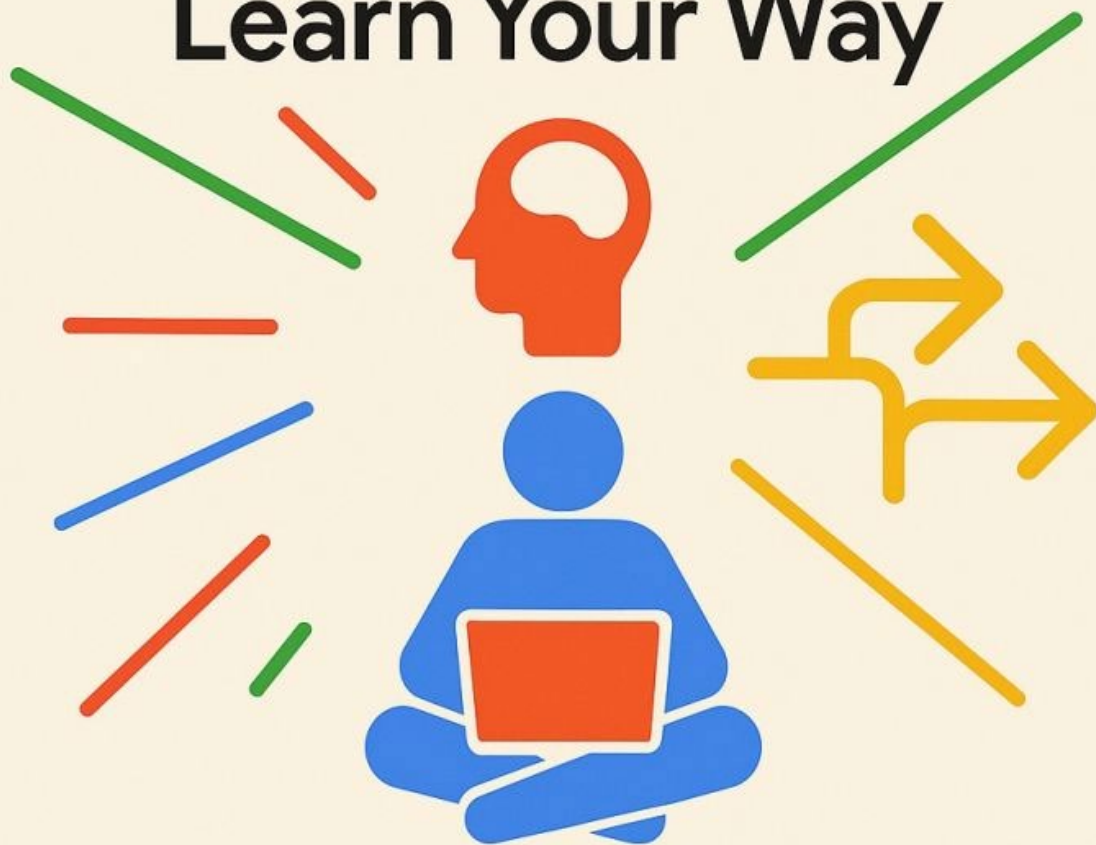
Learning rose **sharply**.



Coding use cases entered the **top 10** for pros.

Google)

Learn Your Way



TECH

Accenture tells senior staff to use AI tools or risk losing out on leadership promotions

PUBLISHED THU, FEB 19 2026•10:09 AM EST | UPDATED THU, FEB 19 2026•10:24 AM EST



Sawdah Bhaimiya

SHARE



KEY POINTS

- Accenture is linking promotions to regular use of its AI tools for more senior staff as the company goes all-in on AI.
- The FT reported that associate directors and senior managers were told “regular adoption” of AI would be required to progress to leadership positions.
- The company’s AI strategy “requires the adoption of the latest tools and technologies to serve our clients most effectively,” a spokesperson told CNBC.

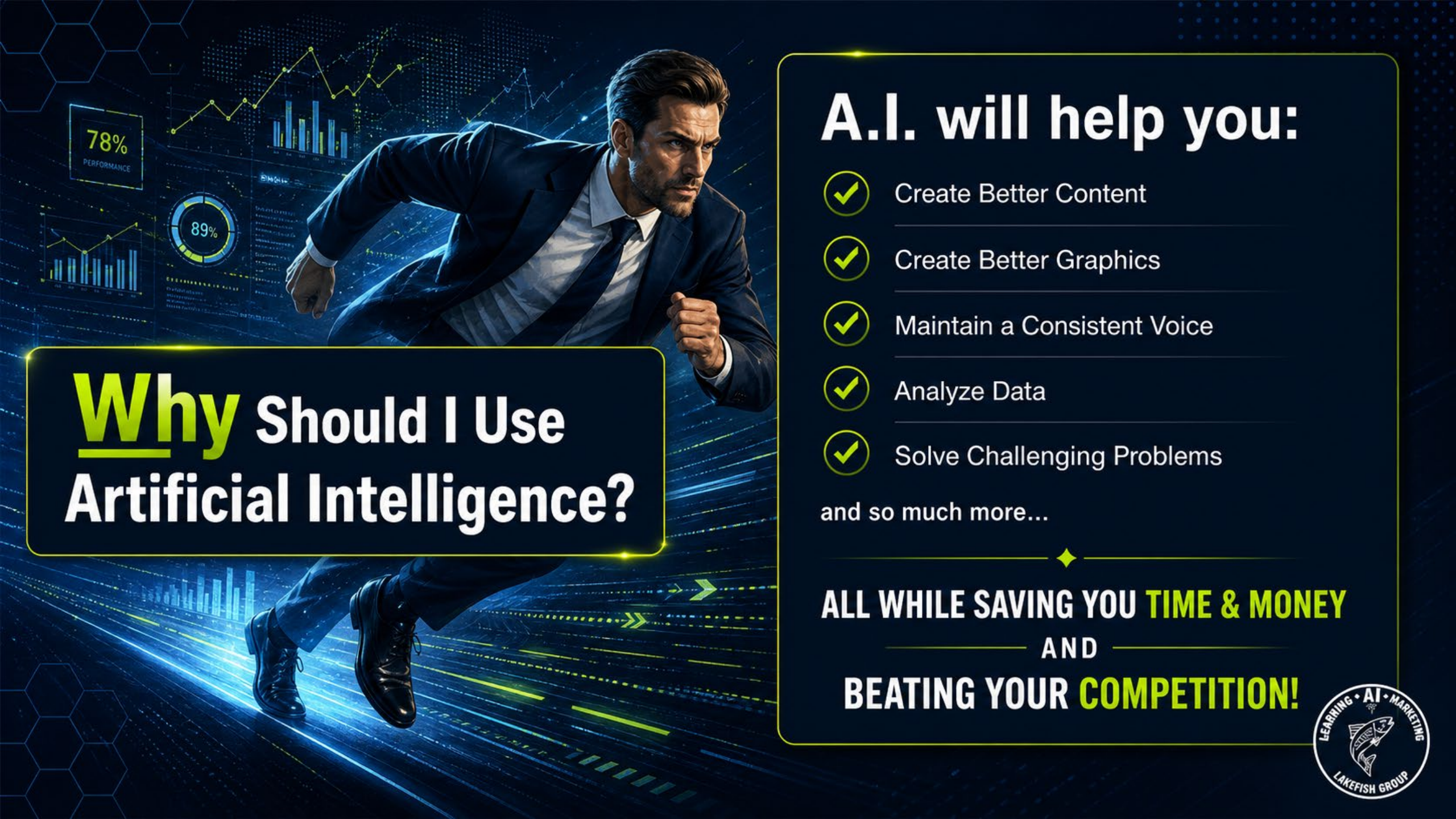
WATCH L

[Prefer to Listen?](#)

NOW

UP NEXT





Why Should I Use Artificial Intelligence?

A.I. will help you:

- ✓ Create Better Content
- ✓ Create Better Graphics
- ✓ Maintain a Consistent Voice
- ✓ Analyze Data
- ✓ Solve Challenging Problems

and so much more...

ALL WHILE SAVING YOU **TIME & MONEY**
AND
BEATING YOUR COMPETITION!



MY FAVORITE AI TOOLS TODAY

The platforms I'm using most right now

CLAUDE  COWORK

 Gemini

 manus
The general AI agent

 Eleven
Labs


ChatGPT 5.5

 Lindy

 SpeakFeed



OUR Turn At Testing It Out!



Start with Your Go-To Platform



Why Politeness Matters When Using AI

— A simple guide to why respectful prompting can improve the experience —



1. Higher Quality Outputs

AI models trained on human conversations often respond better to polite language, interpreting it as a structured request for a thoughtful, helpful answer.



2. Performance Impact

Rude, aggressive, or overly blunt prompts can reduce the coherence and quality of responses and may sometimes trigger refusals.



3. Encouraging Better Habits

Being polite to AI can help reinforce a positive mindset and strengthen good communication habits for interacting with other people.



4. Cultural Nuance

While English-language models often do fine with moderate politeness, research suggests that AI systems used in high-etiquette languages, such as Japanese, may respond better to more formal politeness.



Based on discussions and reporting from scientific, professional, and community sources.

Start with a Prompt:

Good day! I am going to lead an AI workshop for a group of CEO's and Business Leaders from the BEMA event on June 27th in Hawaii. Before I begin, can you do some research on these people and the companies they represent and let me know all I need to know about them, their strengths, weaknesses and what separates them from their competition?



AI WORKSHOP

HOT SEAT

One audience volunteer.
One real challenge.
Live AI problem-solving.





What Does The Future Look Like?



HOW WE CAN HELP

Three simple ways companies work with us.

1



AI KEYNOTES + WORKSHOPS

Interactive sessions that get teams excited to use AI.

Trusted by companies across industries worldwide, from \$1M businesses to some of the largest financial and banking brands in America.

2



ONGOING AI UPDATES

Keep teams current on practical AI tools they can use right now.

Regular update sessions that keep people informed, confident, and energized.

3



AI-POWERED BRANDING + MARKETING

Use AI to save money, move faster, and do more.

Branding, content, and marketing support with smarter workflows and lower cost.

COMMON CLIENT PATH

1

Start with a keynote or workshop



2

Stay current with ongoing AI updates



3

Expand into branding + marketing support



BOTTOM LINE: We help teams get excited about AI, stay up to date, and put it to work.

WHO IS LEADING THE WAY?



Top 5 AI Platforms for General Business Use

Easy-to-understand ranking for business leaders • June 2026 snapshot

1



ChatGPT

Best Overall



Why it stands out:

Most versatile for writing, brainstorming, analysis, files, images, and everyday business tasks.



Best for:

Companies that want one AI tool that can do almost everything.

2



Microsoft 365 Copilot

Best for Microsoft-First Companies



Why it stands out:

Works inside Word, Excel, PowerPoint, Outlook, Teams, and other Microsoft 365 tools.



Best for:

Organizations already running on Microsoft 365.

3



Claude

Best for Deep Thinking



Why it stands out:

Excellent for long documents, strategy work, careful writing, and thoughtful analysis.



Best for:

Policies, proposals, SOPs, and complex reasoning.

4



Google Gemini

Best for Google Workspace Companies



Why it stands out:

Strong inside Gmail, Docs, Sheets, Slides, Drive, and Meet.



Best for:

Teams already working inside Google Workspace.

5



Perplexity

Best for Research With Sources



Why it stands out:

Fast web research, summaries, comparisons, and cited answers.



Best for:

Competitive intelligence and quick executive briefings.



Simple Takeaway



Start with ChatGPT for broad use



Choose Copilot if you live in Microsoft



Choose Claude for deep work



Choose Gemini if you live in Google



Choose Perplexity for research



ChatGPT



Talk to Claude
claude.ai

LAKEFISH GROUP · ADAPT TODAY WITH AI

The Top 5 AI Platforms for Business

JUNE 2026

General-purpose tools, ranked

1

ALL-ROUNDER

ChatGPT

OpenAI · GPT-5.2

The do-it-all starting point. Strong at writing, analysis, and everyday business tasks. If you learn one tool, start here.

Free or about
\$20/mo

2

WRITING & ANALYSIS

Claude

Anthropic · Opus 4.6 & Sonnet 4.6

Best for polished writing, deep analysis, and working across very long documents with less editing.

Free or about
\$20/mo

3

GOOGLE WORKSPACE

Google Gemini

Google · Gemini 3 Pro

Best inside Gmail, Docs, and Drive, and for handling very large documents at once.

Free or about
\$20/mo

4

MICROSOFT 365

Microsoft Copilot

Microsoft · built on GPT-5

Best right inside Word, Excel, Outlook, and Teams, working within your existing security setup.

Bundled with
Microsoft 365

5

RESEARCH

Perplexity

Real-time answer engine

Best for research that comes back with real, cited sources you can verify and reference.

Free or about
\$20/mo

THE SMART PLAY

Don't pick just one. Pair an all-rounder (**ChatGPT** or **Claude**) with a research tool (**Perplexity** or **Gemini**), matched to the software your team already uses.



THE TOP 5 AI PLATFORMS FOR BUSINESS

A BEMA AI WORKSHOP GUIDE

1



ChatGPT
(OpenAI)

THE "SWISS ARMY KNIFE" FOR BUSINESS

RAPID CREATION & BRAINSTORMING

- ✉ DRAFTS CONTENT (Emails, SOPs)
- 💡 QUICK IDEA GENERATION
- ⚙ CUSTOM GPTs for Specific Tasks



2



Claude
(Anthropic)

THE CORPORATE STRATEGIST & MASTER WRITER

DEEP ANALYSIS & REFINED PROSE

- 📄 ANALYZES LONG DOCUMENTS (Reports, Contracts)
- ✉ DRAFTS PROFESSIONAL COMMUNICATIONS
- 📝 WRITES POLICIES & STRATEGIES



3



Microsoft Copilot

THE CORPORATE PRODUCTIVITY ENGINE

EMBEDDED IN DAILY WORKFLOWS

- 📄 INTEGRATES with Word, Excel, Outlook, Teams
- 📝 SUMMARIZES MEETINGS & EMAILS
- 📊 CREATES REPORTS & CHARTS



4



Google Gemini

THE MULTIMODAL RESEARCH HUB

AUDIO, VIDEO, IMAGE PROCESSING

- 🔴 ANALYZES RECORDED PRESENTATIONS
- 🔴 INTEGRATES with Google Workspace
- 🔴 PROVIDES REAL-TIME DATA INSIGHTS



5



Perplexity AI

THE ULTIMATE RESEARCH ASSISTANT

FACT-FINDING WITH CITATIONS

- 🟢 REAL-TIME MARKET RESEARCH
- 🟢 EXPLICITLY CITES RELIABLE SOURCES
- 🟢 SYNTHESIZES WEB ANSWERS





Top 5 AI Platforms for General Business Purposes (Mid-2026)

1



ChatGPT
(OpenAI)

- **Versatile All-Rounder**

- Keynatural language processing, task automation

2



Gemini
(Google)

- **Multimodal & Ecosystem**

- Streng: integrated tools, data analysis

3



Claude
(Anthropic)

- **Deep Writing & Reasoning**

- Streng: advanced reasoning, content generation

4



Grok
(XAI)

- **Real-Time Insights**

- Stren: real-time data processing, trend analysis

5



Perplexity

- **Accurate Research**

- Streng: factual accuracy and research support

*Market share data as of 2026

Top 5 AI Platforms for Business (2026)



ChatGPT

Best All-Rounder

Most versatile platform. Handles writing, data analysis, image generation, and coding in one place. 68% market share. Ideal for everyday business productivity.



Claude

Best for Writing & Documents

Superior writing quality and instruction-following. Analyzes massive documents up to 200K tokens. Top choice for legal, policy, and long-form content.



Microsoft Copilot

Best for Microsoft 365 Users

Built directly into Word, Excel, PowerPoint, Teams & Outlook. Automates tasks inside the tools your team already uses every day.



Google Gemini

Best for Research & Google Users

Processes 1M+ tokens. Understands text, images, audio & video. Deeply integrated with Gmail, Docs & Sheets. Powered by real-time Google Search.



Perplexity AI

Best for Verified Research

AI-powered search engine that provides real-time answers with cited sources. Ideal for market research, competitive analysis, and fact-checking.

AI WORKSHOP

THE FUTURE OF AI

From tools we use... to systems we trust
with our data, decisions, and workflows.



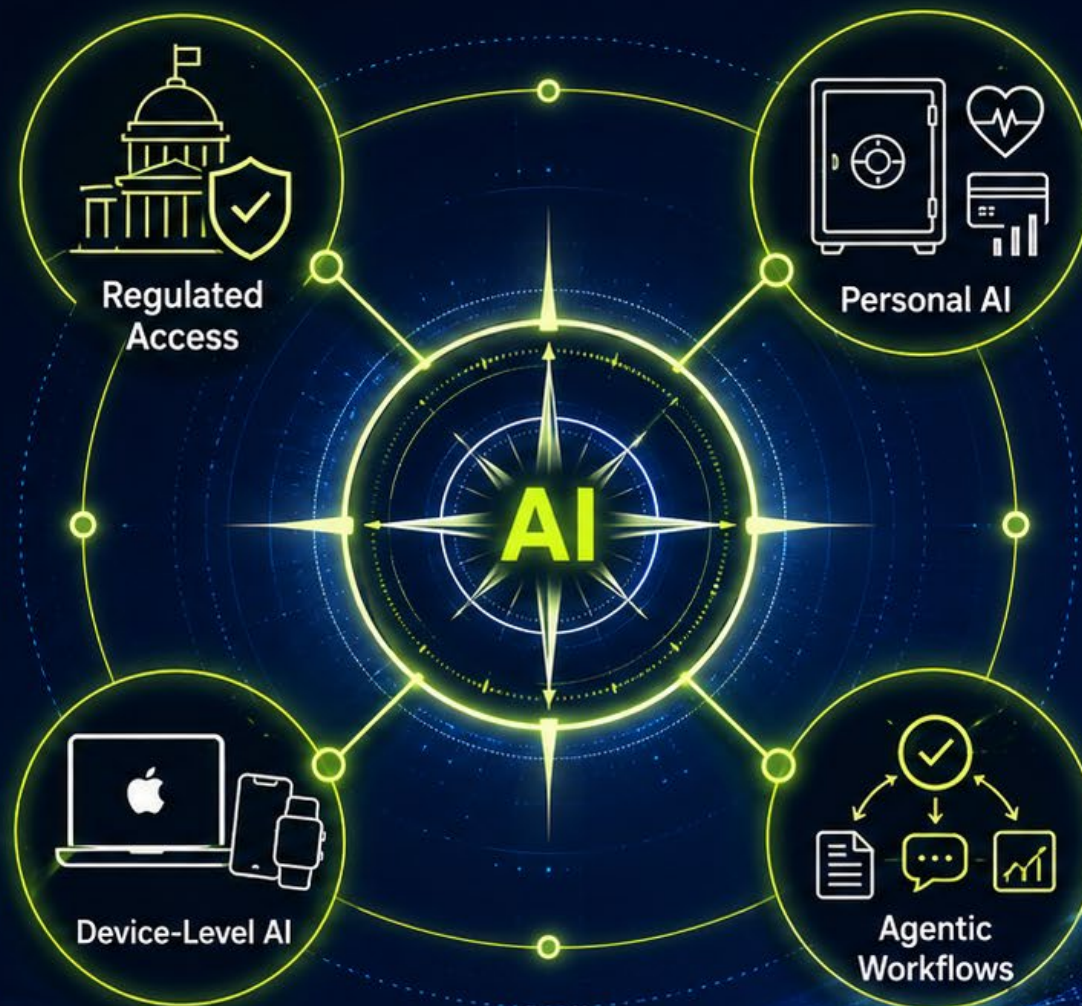
Access is becoming gated.



AI is becoming **personal**.



Work is becoming **agentic**.



AI WORKSHOP

AI WEARABLES

The next AI interface may live on your face, in your ear, or on your body.



Meta is leading early consumer adoption with **AI smart glasses**.



OpenAI + io are pushing toward **AI-native wearable** hardware.



Google is entering with **Gemini-powered** eyewear.



Apple remains the **ecosystem wildcard**.



 META SMART GLASSES



 OPENAI + IO
BUILDING AI-NATIVE HARDWARE



 AI AMBIENT PIN



GOOGLE / ANDROID XR
Gemini-powered experiences across glasses and beyond.



APPLE ECOSYSTEM
Deep integration, privacy, and seamless experiences.

WHAT HAPPENS WHEN TEAMS ACTUALLY **USE** THE TOOLS.

RECENT THIRD-PARTY DATA
2025 – 2026



7.5 hrs

Saved per employee, per week — about a full workday returned. Trained employees double that to 11 hours.

LSE + PROTIVITI • 3,000 WORKERS • OCT 2025



40–60 min

Saved per day by enterprise ChatGPT users. 75% say they can now do tasks they couldn't before.

GOLDMAN SACHS / OPENAI • DEC 2025



33%

More productive in every hour spent using generative AI, on average.

FEDERAL RESERVE BANK OF ST. LOUIS • 2025



96%

Of employees using generative AI say it boosts their productivity.

WORKLYTICS AI IMPACT REPORT • 2025



71%

Of organizations investing \$10M+ in AI report significant productivity gains in the past year.

EY US AI PULSE SURVEY – WAVE 4 • DEC 2025



35,000 hrs

Projected annual savings at EchoStar's Hughes division after building 12 AI apps. Toyota saves 10,000+ hours/year with its AI factory platform.

MICROSOFT & GOOGLE CLOUD CUSTOMER REPORTS • 2025



The data is consistent: **training is the multiplier.** Trained users get 2x the gains of untrained users — and 68% of employees still receive zero AI training.

Good morning! I am going to lead an AI Keynote for the National Stone, Sand and Gravel Association's annual convention in Las Vegas this coming Tuesday, March 3rd, 2026. Before I do, I would love your help. To begin I would like for you to do a deep dive into this event, confirm details, and share with me who you believe would be the brands and their leaders most likely in attendance during my keynote? This will help me as I prepare for my keynote.

It's By No Means Perfect!

Thought for 4m 21s >

Here's a quick, on-voice follow-up you can send to Calvin (short, friendly, and clear—without rehashing the whole proof-point list):

Subject: Quick follow-up

Good day Calvin,

Just wanted to bump this up in your inbox — I never heard back and wanted to see if you're still looking for an AI speaker for an upcoming event.

As a reminder, I had the honor of keynoting the NSSGA Leadership Summit and the attendee feedback was extremely strong (100% found it valuable). If there's  interest on your end, I'd be happy to learn what you're planning and share a couple options (keynote vs. workshop) that would fit your audience and budget.

Awards

- Marketing Executive of the Year, Puget Sound Business Journal, 2021
- Top 30 Under 30 Marketers, Forbes, 2020

**Before I Provide My Last
Thought Today...**



Scan the QR or Enter the Code

Using your camera app, scan the QR code to provide feedback.
Or visit the website shown and enter the code.

Scan This QR Code



Confidential

Client Name

https://speakfeed.com/event/jon_lakefish

F72794

**Get Your Free
AI Newsletter Here!**

Powered by
SpeakFeed



Now I'll Leave You With This...



THE TRUST ILLUSION



Leaders think they are trusted. Consumers disagree.

Source: PwC 2024 Trust in US Business Survey

90%

of Executives believe
customers highly trust them



60 POINT GAP

30%

of Consumers
actually do



THE COST OF LOST TRUST

40% of consumers stopped
buying from a brand they
lost trust in. Most never
come back.



HOW TO EARN TRUST BACK

67% of consumers say
protecting their data is
the #1 way to earn trust.



BOTTOM LINE: The gap is growing. Data protection is the fastest path to closing it.

Be The Brand Consumers Can Trust!

»» MY TEAM CAN HELP!



HOW WE CAN HELP

Three simple ways companies work with us.

1



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Contact Me Anytime:

206-255-1475 | Jon@LakefishGroup.com

From My Team To Each Of You... Thank You!



**Connect via
LinkedIn Here!**



Continue exploring responsibly. AI platforms, features, pricing, and policies change frequently.