

LEO MOREJON

13 AI Enablement HOT TAKES

for Companies and Brands

01 / 15



leonardom.com



01 ☕

You're worried about internal AI usage/leakage pivots, but every single tool you're using is now an "AI tool."

Even your coffee maker is an AI tool nowadays, check in, see what's up.

02 / 15



02

Say no to talking head leadership and consultants; these people need to be getting their hands dirty.

Things move too fast and are nuanced, you need to actually be using these tools.

03 / 15



03 🧱

Focusing on the **boring first** is often better than the cool.

Boring helps build confidence, boring is easier, boring helps you win when doing bigger hard things. An example of this would be building a calendar setting tool or a brief optimizer vs. going straight into image generation.

04 / 15



04 🐢

Slow is fast, and fast is slow.

If you focus on speed versus right, you will not do as well.

05 / 15



05 📁

Cool features don't mean anything if people don't actually use them.

You need to sell, train, and inspire, not just show and hope and pray.

06 / 15



06 🕵️

If you don't give someone the tools they need, they'll find and use their own tools outside of your knowledge.

There goes security and focused growth. Provide the right tools. Ask people what they want and need.

07 / 15



07 

You need AI champions beyond just the leadership level.

Change management needs champions and trusted advisors at all levels.

08 / 15



08 

In the past you likely shouldn't build your own software; today, go for it, but be smart about it.

In the past really couldn't build your own software because that would be getting into another business. Today, you can and should build things. Just be smart about it.

09 / 15



09 

Local AI is a thing and
something you need to
consider.

Tokens are cheap now but not forever, or public
models may be developed in ways you may not
agree with.

10 / 15



10 🧑🧑

If people think you want to replace them or you take away the things they like, it won't go well.

Don't forget humans are involved... Really. Wish this shouldn't be said, but consider human feelings, motives, etc. Please.

11 / 15



11 

**Consider employee brainrot;
it's your moral duty to protect
them from it.**

You want better employees even if you might
need/want fewer employees.

12 / 15



12 🏠

**Forget about what the
neiahbors are doing, you do
you.**

Taking action based on fear of missing out or what
the Johnsons are doing is not a good look or strategy.

13 / 15



13 

Maybe use AI to **do more then
hire more, not replace.**

This just means more success all around.

14 / 15



Free **AI enablement** tools:

- ◆ A database of **300+ brands using AI**, and exactly how
- ◆ AI brand report, built on real cases
- ◆ AI policy generator
- ◆ AI marketing text generator

leonardom.com/ai-enablement

