



FROM REACTIVE TO INTELLIGENT

● HOW AI IS EXPANDING WHAT TEAMS CAN ACHIEVE

Website
www.atiid.com

ABOUT US

GET TO KNOW US BETTER

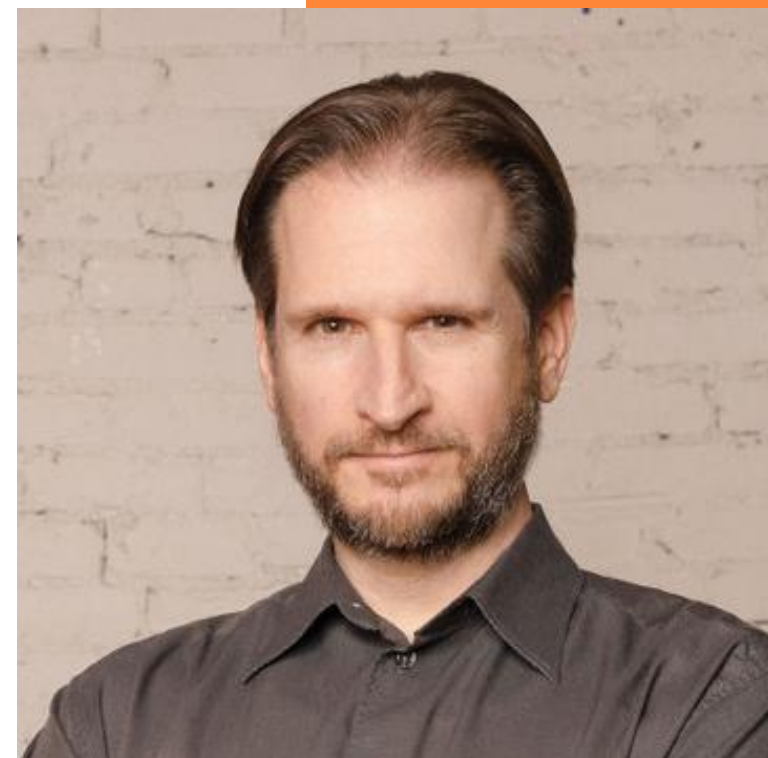
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TODAY'S GOALS

NAVIGATING THE AI REVOLUTION



01 How AI will impact the decorating industry?

02 Understanding AI's role and positioning your industry to benefit

HOW WILL AI RESHAPE THE LANDSCAPE?

LET ME TELL YOU A STORY



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AI TERMS

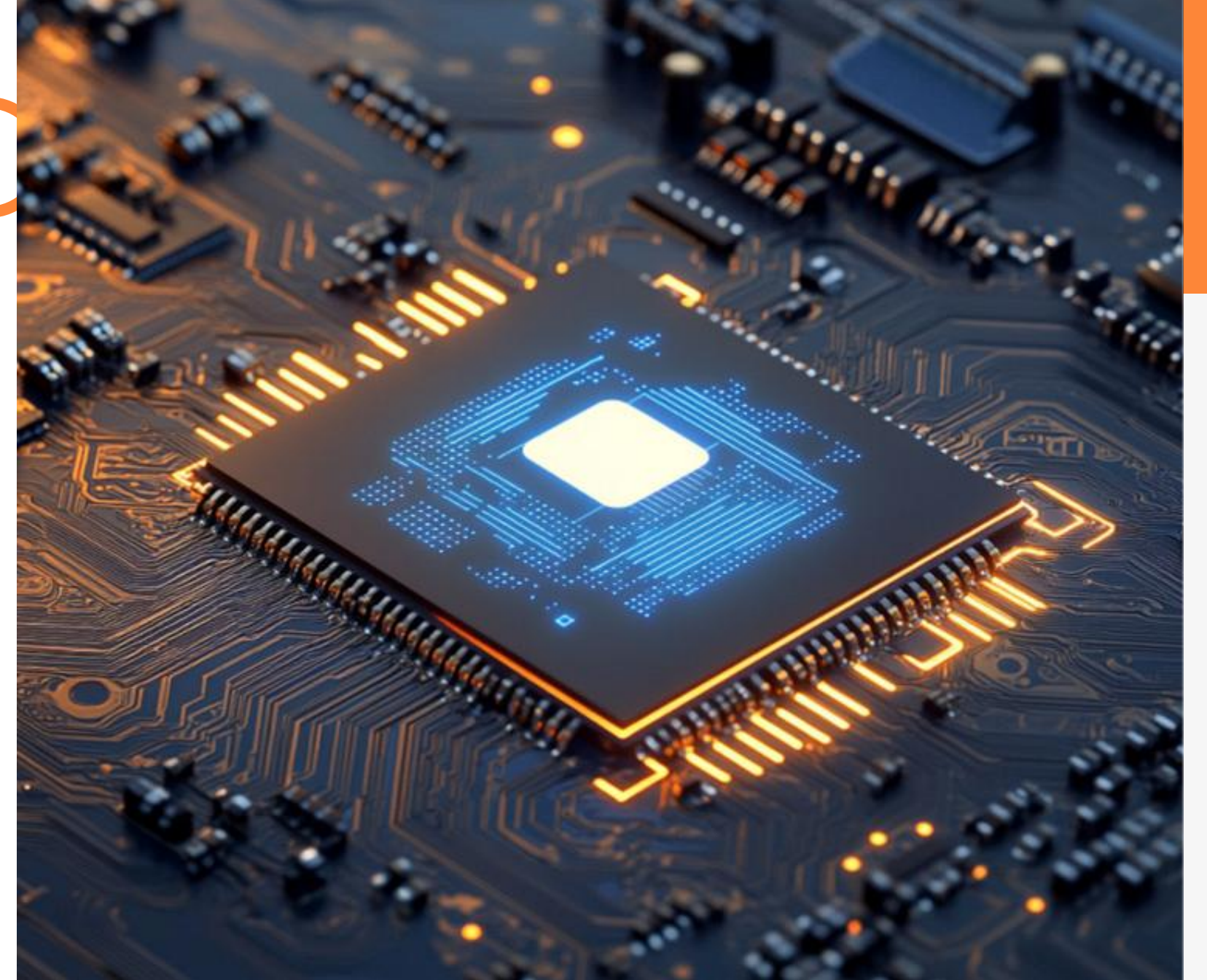
WHAT DO YOU THINK WHEN YOU HEAR AI?

01 LLM (Generative AI)

A Large Language Model (LLM) is a type of generative AI trained on vast amounts of text data to understand and generate human-like language, enabling applications like content creation, chatbots, and advanced language processing.

02 Machine Learning

A method where systems learn from data to identify patterns and make predictions or decisions without explicit programming.



AI TERMS

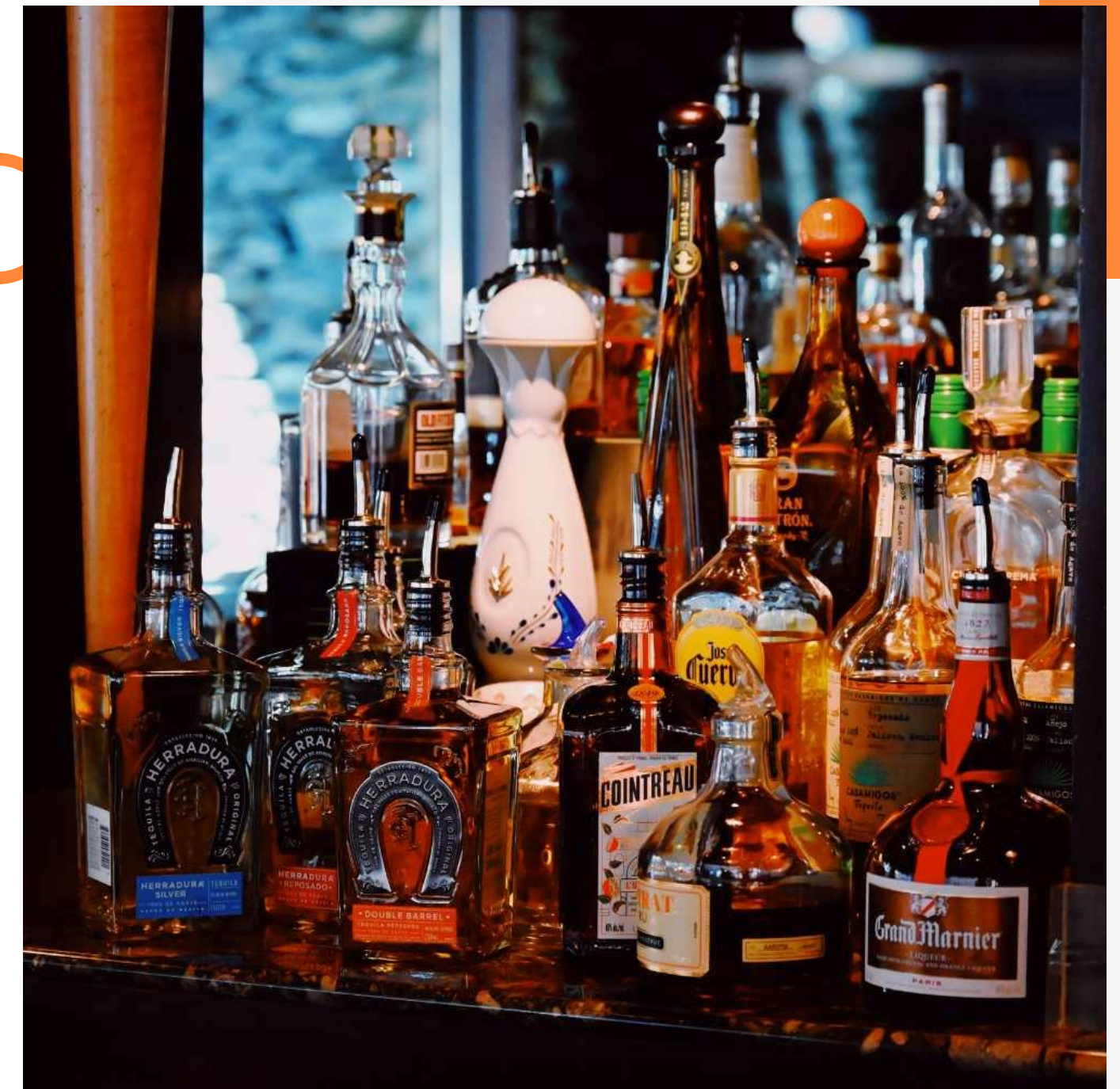
BEST SOLUTION TO SOLVE YOUR PROBLEMS

01 Augmentation

Refers to the use of AI to enhance and support human capabilities. Rather than replacing human workers, AI systems provide insights, recommendations, or data analysis to improve decision-making, creativity, or productivity.

02 Automation

involves using AI to completely take over tasks or processes previously done by humans, with minimal to no human intervention. This approach is typically applied to repetitive, predictable tasks such as data entry, scheduling, or even complex operations like driving autonomous vehicles.



Where We Stand

Our Position on AI and Your Workforce

"AI should augment your workforce, not replace it."

- 01 Your people know your business. AI doesn't.
- 02 Companies that lead with replacement lose institutional knowledge they can't get back.
- 03 The winners in this era will be the ones who give their best people superpowers, not pink slips.

How Work Will Actually Look Different with AI?

01 Roles will evolve from “doing tasks” to “managing outcomes”

02 What's left: The real work

- Interpreting real-time performance
- Making proactive decisions
- Using AI safety alerts to prevent incidents
- Optimizing planning and scheduling
- Collaborating with automated systems



That Extra Cup of Coffee

What People Hide In

- Order input, job tickets, and reorders
- Answering Routine Customer Questions
- Artwork Revisions
- Defect Spotting
- Building Quotes
- Chasing Compliance

AI eliminates the prep.

What's left is performance.

Reality: It feels like progress, but it quietly slows performance



Examples

Customer Service Rep

Spends the majority of their day answering the same routine questions instead of building customer relationships.

Graphic Artist / Pre-Press Tech

More time is spent fixing bad customer files than doing actual creative work.

Quality Control Inspector

Hours of staring at a moving line leads to fatigue and the defects that slip through become expensive problems.

Your Turn

A 2-Minute Exercise

Where is your value hiding?

- 01** Write down the 3 parts of your job that create the **MOST** value — but you never have enough time for.
- 02** Now write the 2-3 tasks that keep you from doing them.

*That gap between #1 and #2 is exactly
where AI should live.*



Why Companies Aren't Getting ROI



Traditional Approach

- "We're implementing a tool"
- "Same process, just faster"
- "We'll save X hours per week"



What You Should Be Doing:

- Solving a productivity problem
- Creating personnel objectives (self-worth tied to productivity)
- Designing workflow solutions
- Changing human evaluation criteria

The Evaluation Shift

FROM

- Productivity (output volume)
- Time spent
- Tasks completed
- Speed



TO

- Excellence (quality of thinking)
- Exceptionalism (innovation)
- Strategic impact
- Creative problem-solving

Key Question: How are you setting people up to be judged on excellence and exceptionalism when they've spent entire careers being rewarded for productivity?

From Tool to Transformation

You think: "I'm just building a tool"

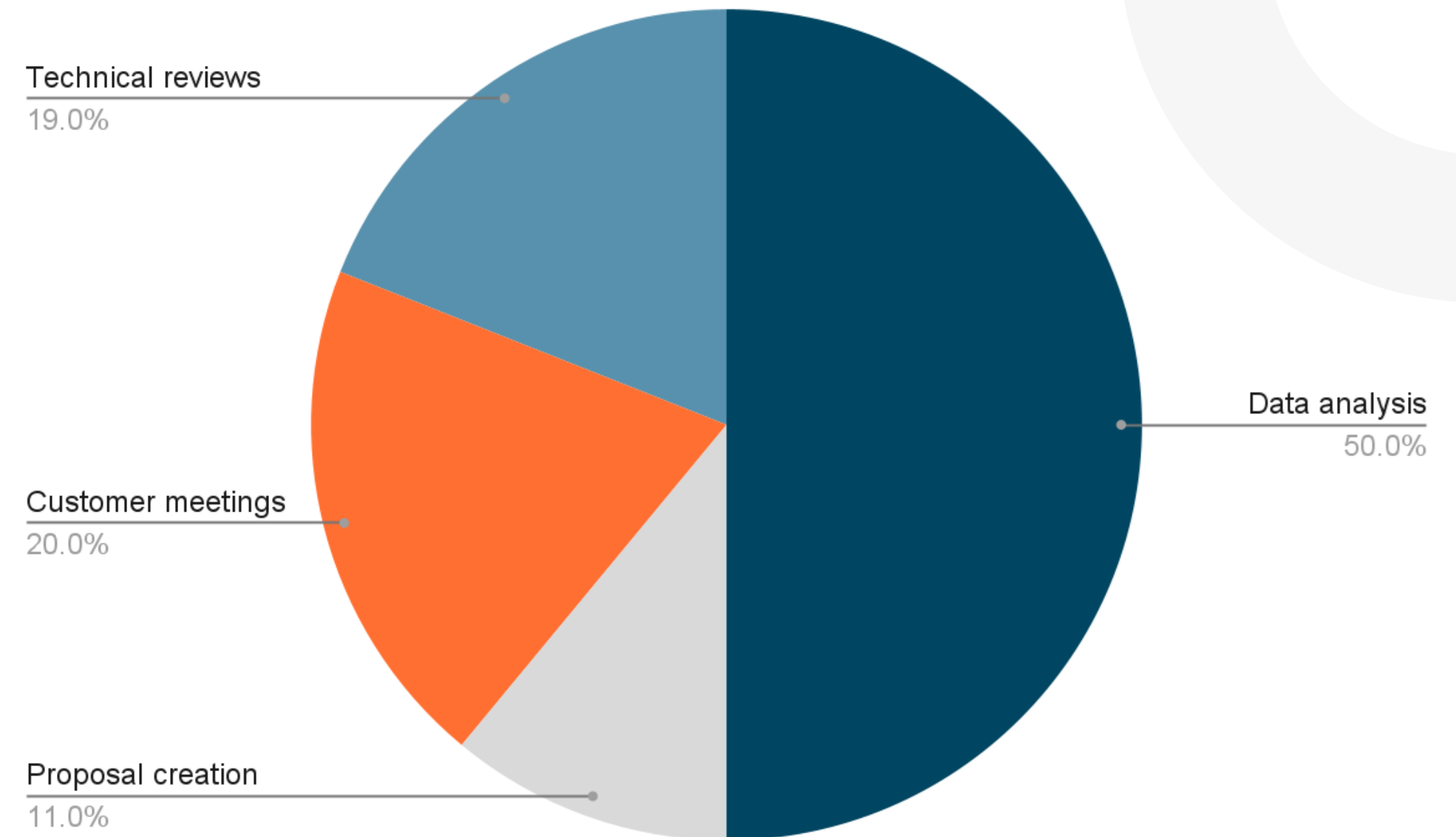
Reality: You're fundamentally changing:

- How people work
- What makes them valuable
- How they derive meaning
- Their entire business model

When a company asks you to "build a tool," they're really saying "fundamentally change my business"



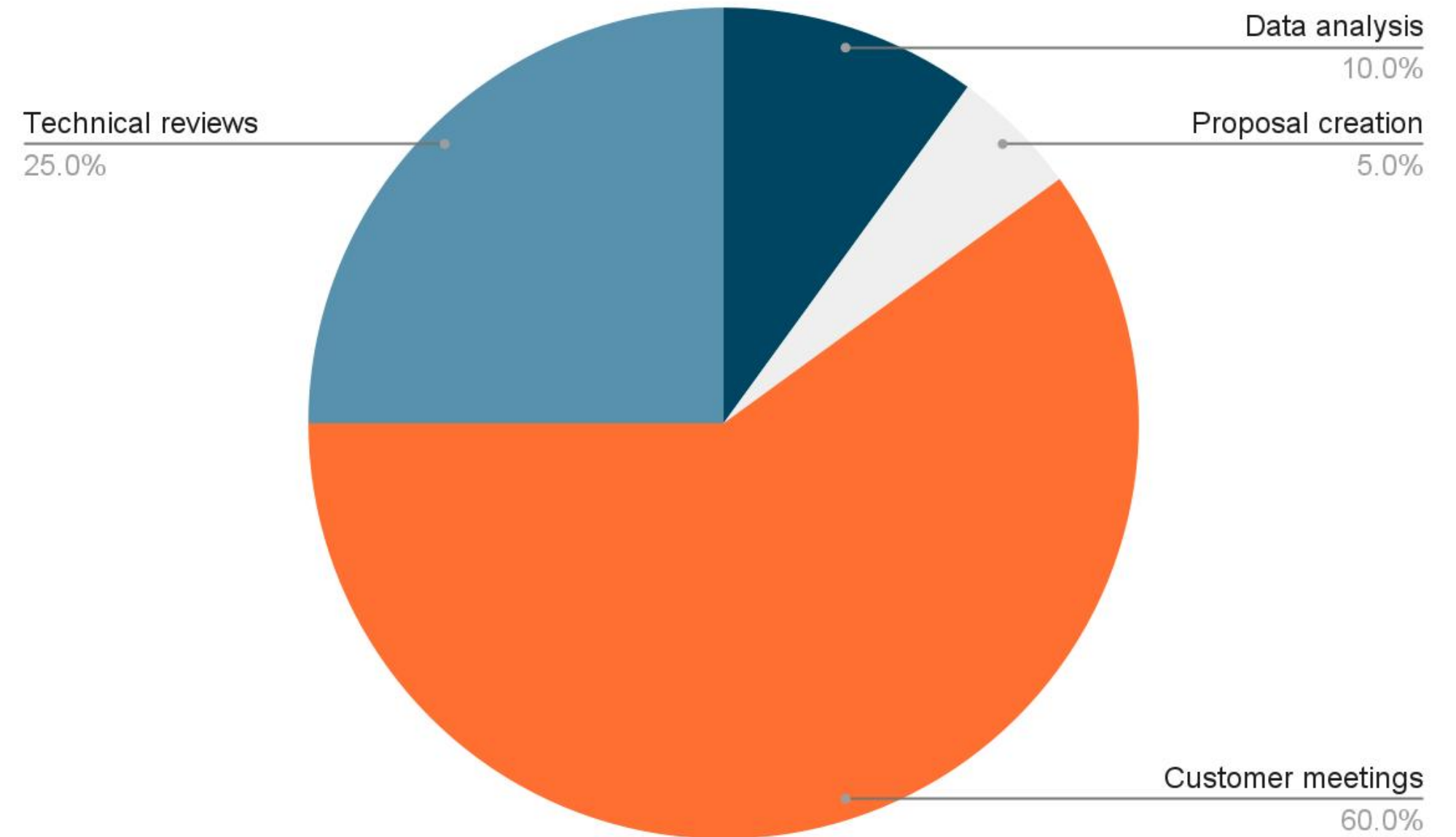
Sales Engineer: Before AI



61% of sales time was consumed by data and reporting tasks (essential), but not as growth-driving as direct customer engagement.



Sales Engineer: After AI



Data and reports now take just 15% of the day, while meaningful, revenue-driving customer interactions have grown to 60%.



Before AI: Problem with Video Production

Outside vendors controlled their content and their budget.

- Cost per video - \$1,400
- Videos produced - 2 (over several years)
- Who produced it - Outside vendor
- Time to produce - Weeks

High production fees made it nearly impossible to promote new products, seasonal specials, or keep up with competitors on social media.

After AI: The Solution: Canva + AI Video

Content creation moved in-house: fast, affordable, and on-brand.

- Annual tool cost - \$1,248 (less than one old video)
- Videos per month - 5–8
- Videos per year - 60–96
- Who produces it - In-house staff (during downtime)
- Time to produce - 2–3 hours

An average employee can photograph a donut, edit, and publish an engaging video in an afternoon, no agency needed.

Your Pathway for the AI Era



- 1. Define Governance Upfront**
- 2. Redefine Roles & Metrics**
- 3. Strategy Over Production**
- 4. Team-Based Problem Solving**
- 5. The Mental Shift**

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- 6. ROI**

Now What?

YOU KNOW THE STEPS

WHERE YOU ARE

- Information overload
- Competing priorities
- Unsure where to start
- Team needs alignment

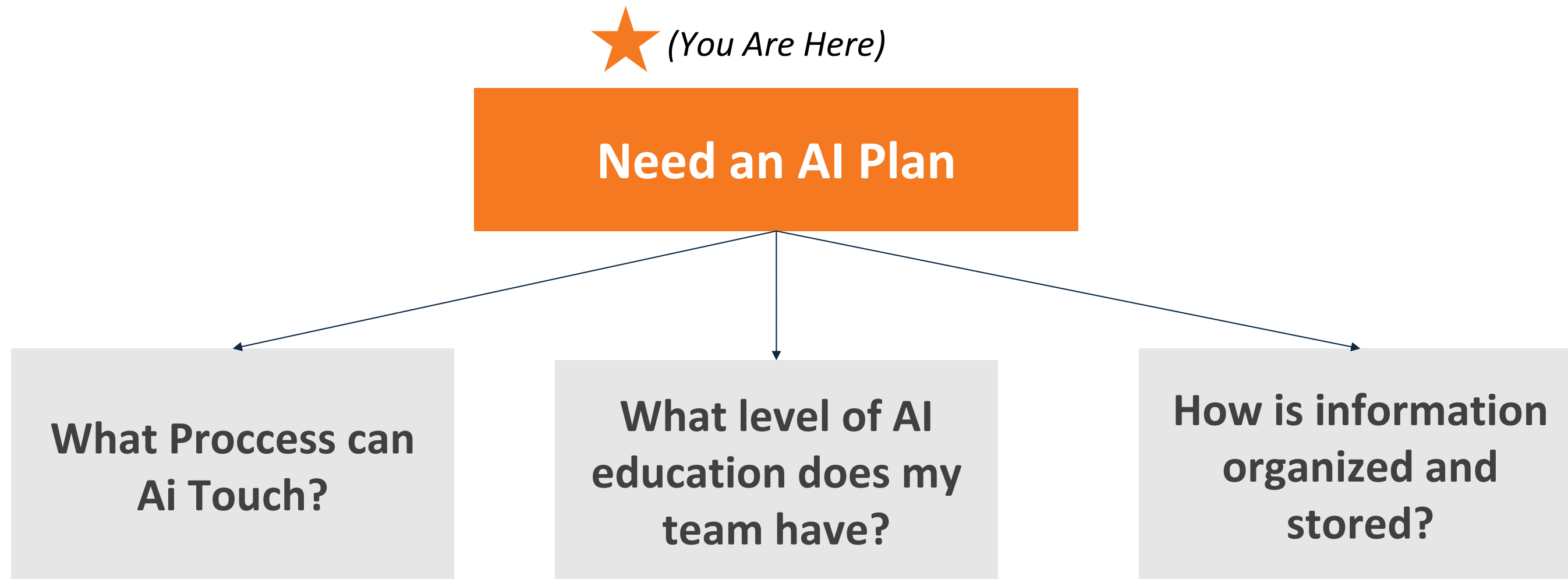


WHERE YOU NEED TO BE

- Clear next steps
- Aligned leadership
- Confident direction
- Ready to act

Your Starting Point

YOU DON'T NEED TO FIGURE OUT THE WHOLE JOURNEY TODAY





Questions?



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