

RECODED

The Honest AI Risk Briefing

What's Actually Happening, From Someone Who Watches It Every Day

Everyone is racing to adopt AI. Far fewer are talking honestly about where it goes sideways. This briefing closes that gap. It is not an academic ethics lecture, and Susan is the first to tell you she is not a philosophy professor. She is a working operator who watches this market every single day, tracks the data, and compiles what is actually happening to real businesses using AI right now.

Susan brings the receipts: the wins, the messes, the headline lawsuits, and the quiet mistakes that never make the news. She turns the noise into plain language so your team can see where AI creates real risk, from data privacy and hallucinations to bias, copyright, and customer trust, and what to do about each one before it becomes a problem.

The tone is current, honest, and refreshingly free of both fear-mongering and hype. Your people leave knowing how to use AI boldly and responsibly at the same time.

WHAT YOUR AUDIENCE WALKS AWAY WITH

- A clear-eyed map of where AI creates real business risk, in plain language
- Real examples and current market data, not hypotheticals or doomsday slides
- A simple, practical framework for setting AI guardrails any team can actually follow
- The right questions to ask before trusting a tool with your data, customers, or brand
- The confidence to move fast on AI without betting the business on it

WHAT WE NAME OUT LOUD

- Data privacy, and what your AI tools really do with your information
- Hallucinations, and why sounding confident is not the same as being correct
- Bias, fairness, and the reputational landmines hiding in automated decisions
- Copyright and ownership, and the gray areas nobody warns you about
- Customer trust, disclosure, and doing right by the people you serve

A QUICK, HONEST NOTE

This is observation, not academia. Susan shares what she sees in the market and from her own years operating real companies. Think of it as a practitioner's field guide, not legal or compliance advice. The goal is simple: help your team make smarter, safer AI decisions.

PERFECT FOR

Leadership teams, associations, conferences, and any organization rolling out AI that wants to do it responsibly. Delivered in-house for your team or as a conference session, on its own or paired with the Recoded keynote or Master Class.

AI doesn't have to be reckless to be powerful. Name the risks, set the guardrails, and compete on awesome with your eyes wide open.

Book the briefing, and give your team the truth about AI, made doable.

BOOK SUSAN

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Podcast: Compete on Awesome with AI