

KEYNOTE DESCRIPTION

RECODED

Upgrade Your Business DNA with AI

Compete on Awesome with AI, Not Overwhelm

Every business has a DNA: the habits, workflows, and daily decisions that make it run. AI is rewriting that code right now, and the companies that learn to read it will pull away from the ones still arguing about whether it is a fad. In Recoded, Susan Frew hands your audience the operator's playbook for that shift.

This is not a theory lecture from someone who simply read about AI. Susan saved her own company 170,000 dollars in a single year using everyday AI tools, scaled an INC 5000 business, and has trained thousands of leaders to do the same. She brings that hard-won, real-world experience to the stage with high energy, quick humor, and zero tech-bro jargon.

PERFECT FOR

Corporate and association meetings, executive and C-suite audiences, entrepreneurs, and any room that needs AI made practical, ethical, and genuinely fun.

Your audience will watch live, rapid-fire demonstrations of AI tools they can use the moment they get back to their desks. They will learn where AI saves real time and money, where it quietly creates risk, and how to put ethical guardrails around it. Most importantly, they will leave believing AI is doable, not terrifying, and that it is their unfair advantage rather than their replacement. **She has over 3600 document audience reviews on this talk.** [Susan Frew Audience Reviews](#)

WHAT YOUR AUDIENCE WALKS AWAY WITH

- A clear, jargon-free understanding of what AI actually does for a business, and what it does not
- Practical, ready-to-use AI tools and workflows for marketing, operations, and customer service
- A simple framework for adopting AI ethically, with the risks named out loud
- Real case studies and real dollar figures from a working operator, not a theorist
- The confidence and momentum to start competing on awesome with AI on Monday morning

FORMATS

Keynote (45 to 90 minutes), half-day or full-day workshop. Available on-site or virtually.

AI isn't here to replace your people. It's here to recode how they work, so your organization runs smarter, faster, and more profitably than ever.

On Site Master Class (45 to 90 minutes), half-day or full-day workshop. Available on-site or virtually.

Most AI training leaves people with a notebook full of buzzwords and no idea what to do Monday morning. The Recoded On-Site Master Class does the opposite. In two to five hours, Susan Frew takes your team from AI-curious to AI-capable, working shoulder to shoulder with them on the real tools and workflows that move the needle in an actual business.

Book Recoded, and give your audience the future, made doable.

BOOK SUSAN

susan@susanfrewspeaks.com susanfrewspeaks.com

Podcast: Compete on Awesome with AI

Podcast: Compete on Awesome with AI