ASA SUBEXCEL KEYNOTE

THE FUTURE OF WORK WITH AI

What you thought was fixed is editable.

Susan Frew | October 1, 2026 | ASA SUBExcel, Bonita Springs FL

AI IS ALREADY IN THE ROOM.

The question is whether you're using it, or it's using you.

What I thought
I was:

100% POLISH

Last name: Pulaski.
Made the Christmas pierogis.
Every. Single. Year.

What the DNA said:

52% ITALIAN.

January 21, 2021.
Everything changed.

5 years.

10 DNA tests.

9 Facebook groups.

1 DNA detective.

A trip to Italy.

0 answers.

Stay with me. You'll want to be here for this.

What you thought was fixed

is editable.

That's what DNA taught me.
That's what AI does to your business.

THE TIMELINE | HOW WE GOT HERE

2012

Deep Learning

Modern AI research moves from the lab into real products.

2017

Transformers

The architecture that changes what AI can understand and create.

2020

Acceleration

COVID pushes digital workflows forward at warp speed.

2022

ChatGPT

AI arrives in the hands of the public. Everything accelerates.

2026

Every Workflow

AI is not coming to work. It is already in the work.

WHAT THE DATA SAYS.

73%

OF U.S. WORKERS ALREADY USE AI AT WORK

56%

SAY AI HAS CHANGED HOW THEY DO THEIR JOB

78%

WANT PRACTICAL AI TRAINING, NOT THEORY

Source: PwC 2025 Workforce AI Survey. The workforce has already decided. Today, you decide whether you lead or follow.

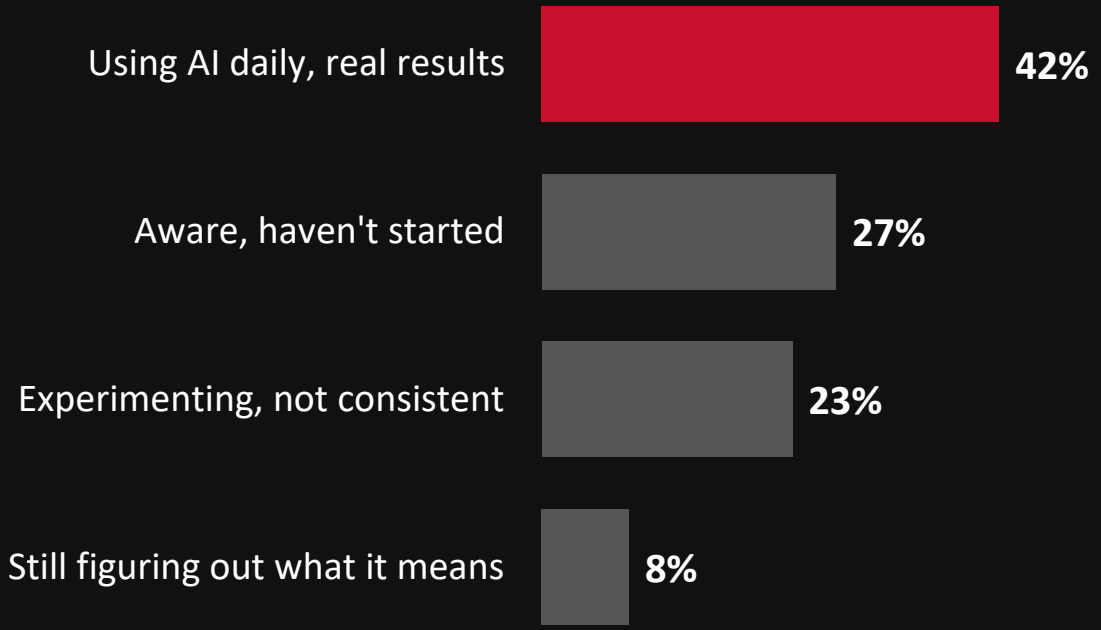
BEFORE TODAY

I ASKED YOU.

ASA members told me where they really are with AI. 80% of you are executives or managers. Raise your hand every time you see yourself.

Where are you RIGHT NOW with AI?

ASA SUBExcel pre-event survey | 26 ASA members, Sept 18 to 23, 2026



42%

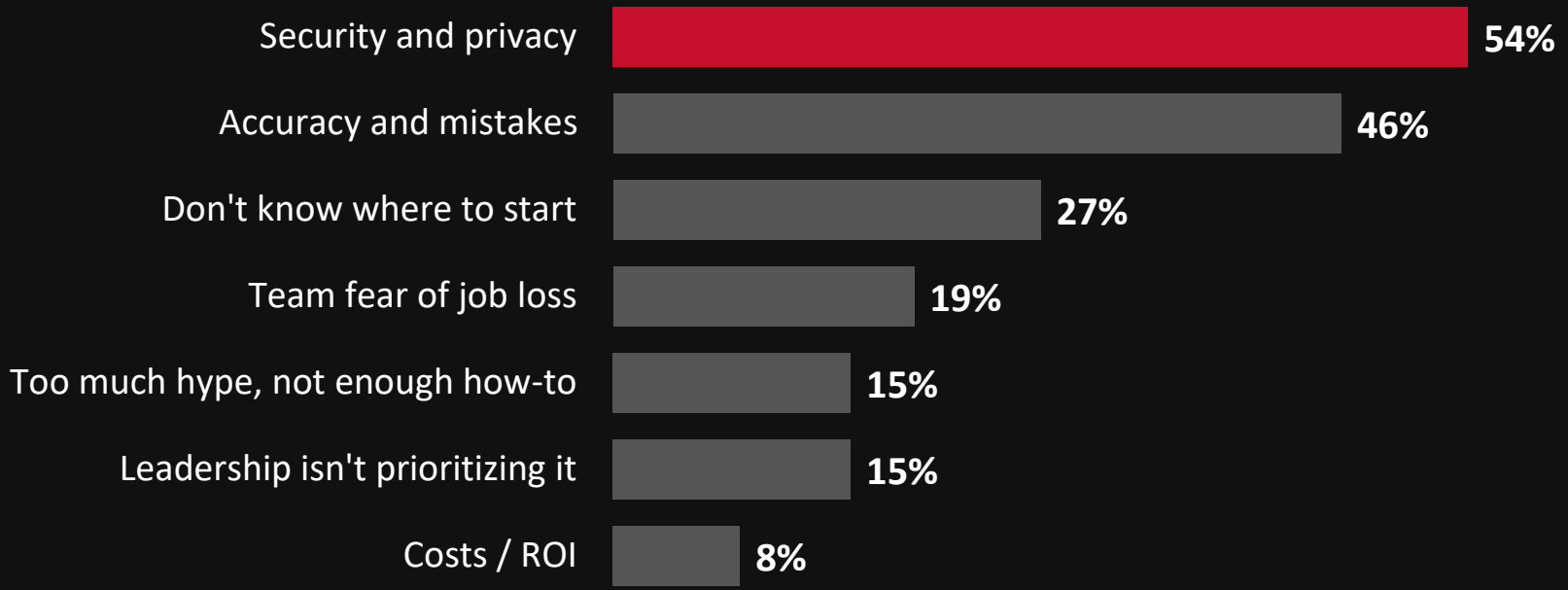
use AI daily and see real results.

58%

are not there yet. Today closes the gap.

What's holding you BACK?

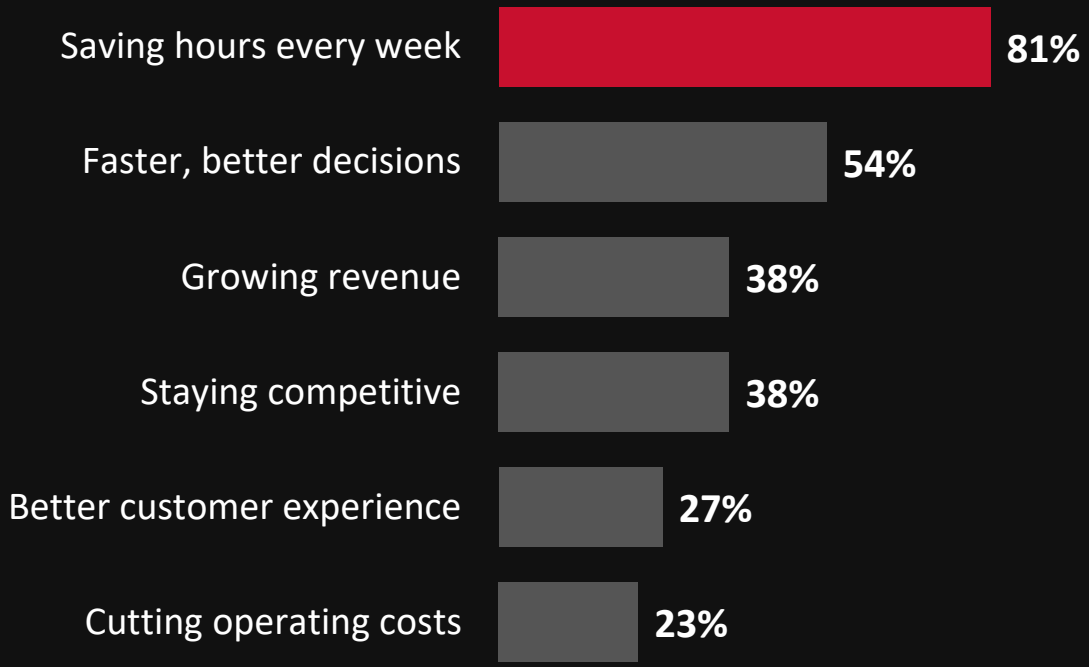
ASA SUBExcel pre-event survey | 26 ASA members, Sept 18 to 23, 2026



Check all that apply. Your top two both get real answers before we leave this room.

What would make AI WORTH YOUR TIME?

ASA SUBExcel pre-event survey | 26 ASA members, Sept 18 to 23, 2026



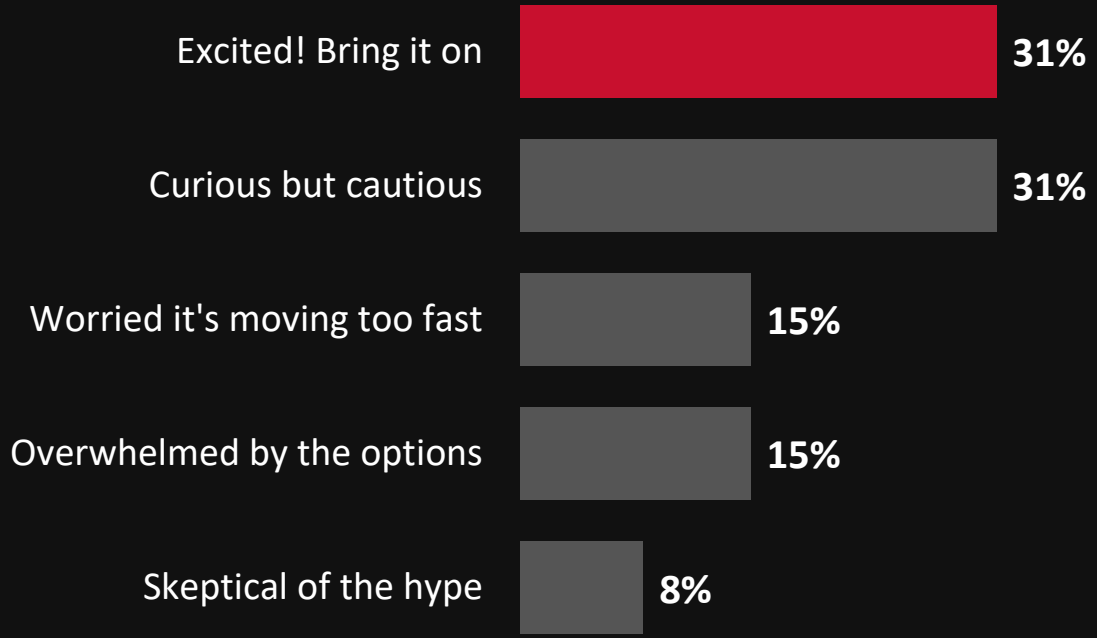
81%

want their hours back.

Time is the currency. So that is where we start.

Real talk: how do you FEEL ABOUT AI?

ASA SUBExcel pre-event survey | 26 ASA members, Sept 18 to 23, 2026



62%

are leaning in: excited or curious.

38%

worried, overwhelmed or skeptical. Give me 60 minutes.

“Understanding a REAL starting point.

ASA member, pre-event survey

Also on your list: keeping the company safe from hallucinations, the fastest path to labor savings, and how other subs are actually using it. Got you covered.

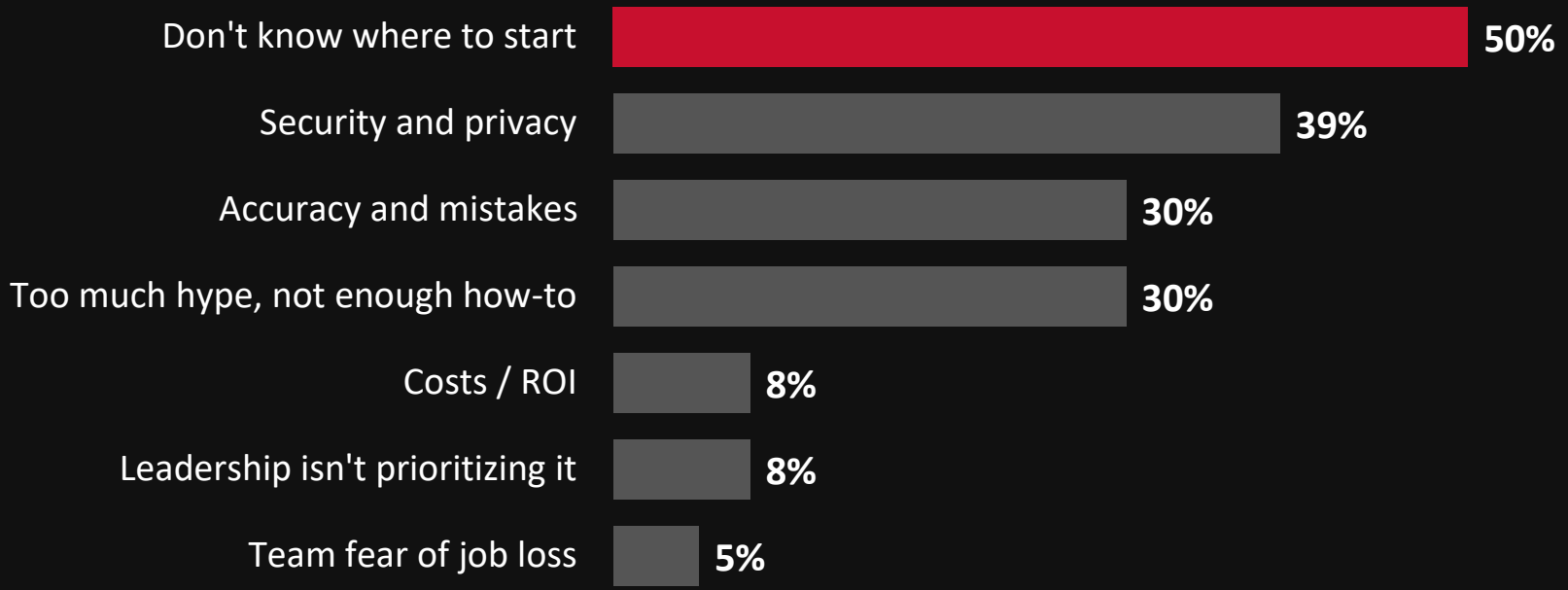
QUICK POLL

HANDS UP IF...

...you used ChatGPT, Claude or Gemini for work this week.

What's holding you BACK?

Pre-event survey | 66 business leaders from another association, May 2026. Not ASA members.



Check all that apply. Good news: every one of these has a real answer today.

MEET THE DIGITAL DENIALISTS

1

The Skeptic

2

The Ego

3

The Martyr

4

The Self-Protector

5

The Too Busy

THE

CRUCIBLE MOMENT.

When everything you knew about operating got tested.

$170,000

Saved.

8.5% of annual revenue freed up.

AI replaced:	AI replaced:	AI replaced:
$10,000/mo marketing agency	**Answering service**	**Manual bookkeeping**

If it worked for HVAC, it works for you.

WHAT RECODED LOOKS LIKE

BEFORE AI	AFTER AI
✗ $10,000/mo marketing agency	✓ **AI-powered marketing (near $0)**
✗ Manual bookkeeping (hours/week)	✓ **Automated bookkeeping agent**
✗ Expensive answering service	✓ **AI answering service**
✗ Susan doing two jobs	✓ **$170,000 back in the budget**
✗ Company not ready to sell	✓ **Company sold. Team kept.**

That is a business with recoded DNA.

THE 3D FRAMEWORK

1

DISCOVER

Find the friction.
Get everyone at the table.

2

DESIGN

Map the workflow BEFORE you buy a single license.

3

DEPLOY

Start small. Solve one problem.
Let the compounding begin.

Go old school before you go new school.

WHAT THIS LOOKS LIKE ON YOUR JOBS.

BIDS

Scope reviews and proposals in an hour, not a weekend.

CHANGE ORDERS

Documented the same day, not the same month.

PAY APPS

Payment follow-ups that send themselves.

CONTRACTS

Flag the risky clauses before your lawyer reads it.

SAFETY

Toolbox talks and site plans on demand.

SCHEDULE

Three-week lookaheads without the spreadsheet fight.

MEET MY AI TEAM.

11 AI employees. 2 humans in charge. Zero coffee breaks.

THE ORG CHART: 2 humans. 11 AI employees.

HUMANS

AI TEAM

SUSAN

Susan
CEO

Mary
CFO

Riley
Creative Director

Casey
Opportunity Manager

Taylor
Project Director

Betty
Designer

Scout
Growth Lead

JULIE

Julie
Speaker Manager

Sherlock
Insights Lead

Sam
Inbox Manager

Alex
Innovation Lead

Jordan
Coordinator

Morgan
Connector

YOUR NEXT HIRE

Give AI a job.

Your AI Workforce Artifact by you Share V1

Your AI Workforce

9 AI agents in Claude + 1 in ChatGPT + 1 human in the loop

Susan Frew
Chief Human, Approvals & Strategy

HUMAN TEAM

Julie Cooley
Speaker Manager

FINANCE

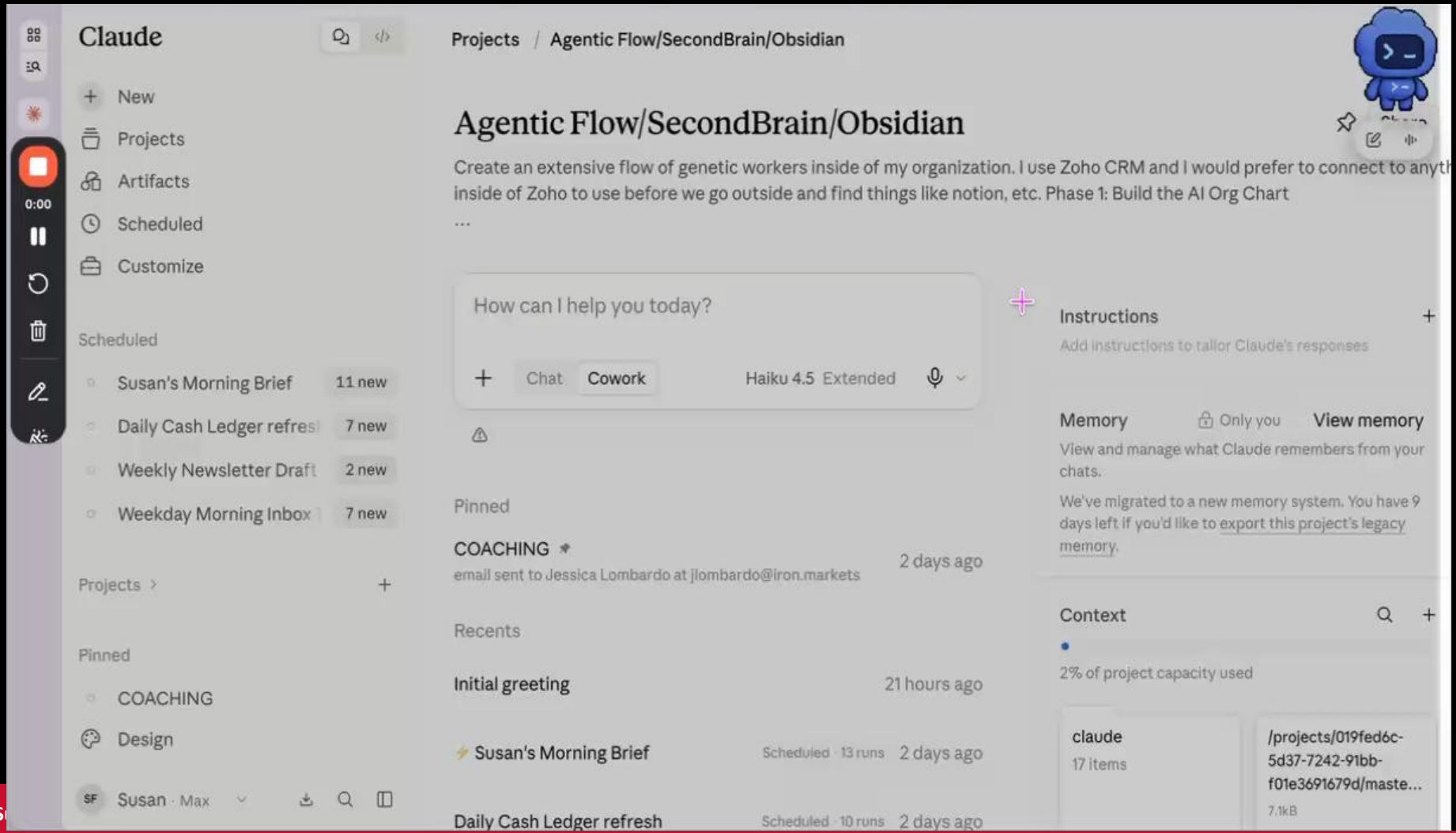
Mary LIVE

MARKETING

Riley

DIGITAL GROWTH

Alex


Claude
New
Projects
Artifacts
Scheduled
Customize
Scheduled
Susan's Morning Brief 11 new
Daily Cash Ledger refres 7 new
Weekly Newsletter Draft 2 new
Weekday Morning Inbox 7 new
Projects
Pinned
COACHING
Design
Susan · Max
Projects / Agentic Flow/SecondBrain/Obsidian
Agentic Flow/SecondBrain/Obsidian
Create an extensive flow of genetic workers inside of my organization. I use Zoho CRM and I would prefer to connect to anyth
inside of Zoho to use before we go outside and find things like notion, etc. Phase 1: Build the AI Org Chart
...
How can I help you today?
Chat
Cowork
Haiku 4.5 Extended
Pinned
COACHING
email sent to Jessica Lombardo at jlombardo@iron.markets
2 days ago
Recents
Initial greeting
21 hours ago
Susan's Morning Brief
Scheduled · 13 runs
2 days ago
Daily Cash Ledger refresh
Scheduled · 10 runs
2 days ago
Instructions
Add instructions to tailor Claude's responses
Memory
Only you
View memory
View and manage what Claude remembers from your chats.
We've migrated to a new memory system. You have 9 days left if you'd like to export this project's legacy memory.
Context
2% of project capacity used
claude
17 items
/projects/019fed6c-5d37-7242-91bb-f01e3691679d/maste...
7.1kB

GIVE AI A JOB.

01
TITLE

02
DEPARTMENT

03
MISSION

04
DUTIES

05
TOOLS

06
APPROVAL

Mission Control

Wed, Sep 16 • 10:45 AM

YOUR TEAM

- **Sam** — Inbox Manager — ACTIVE — Last: Today 9:15 AM
- **Alex** — Innovation Lead — ACTIVE — Last: Today 8:45 AM
- **Jordan** — Coordinator — ACTIVE — Last: Today 9:30 AM
- **Morgan** — Connector — ACTIVE — Last: Yesterday 5:00 PM
- **Casey** — Opportunity Manager — ACTIVE — Last: Today 9:00 AM
- **Taylor** — Project Executor — PAUSED — Last: Sept 12 2:00 PM
- **Riley** — Creative Director — ACTIVE — Last: Today 8:00 AM
- **Mary** — CFO / Cash Flow — ACTIVE — Last: Today 7:00 AM
- **Travel Scout** — Travel & Social — ACTIVE — Last: Friday 3:00 PM

TODAY'S FOCUS

- → Finish keynote for Schwab workshop (Sept 28)
- → Review Casey's lead scoring recommendations
- → Approve Content Marketing calendar for October
- → Check cash position (Mary's 7 AM report)

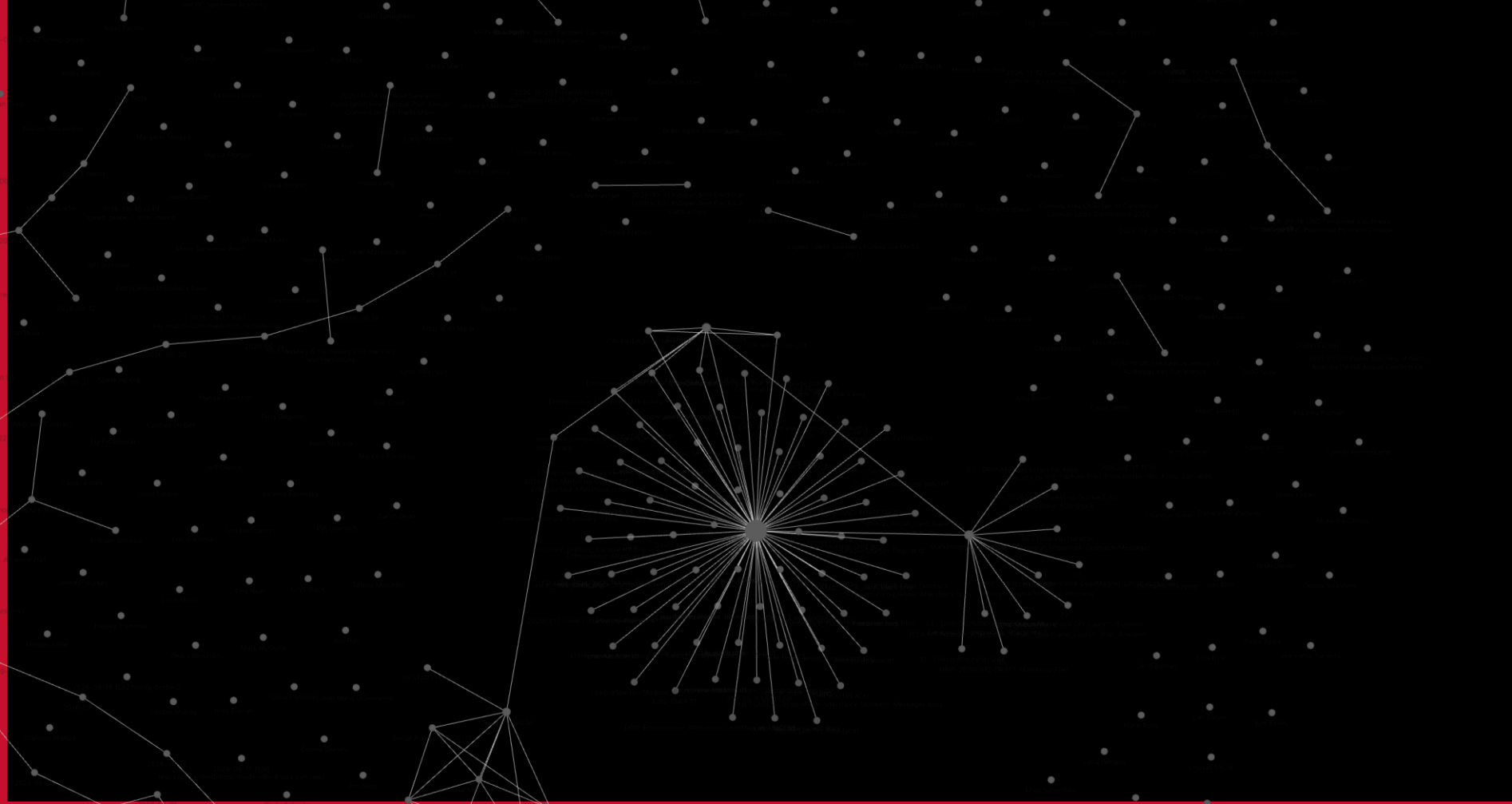
ACTIVE PROJECTS

THIS WEEK (SEPT 15-21)

SPEAKING GIGS

MISSION CONTROL.

1. WHO is working?
2. WHAT did they do?
3. WHAT needs my OK?
4. WHAT failed?
5. WHAT did it produce?



BRAIN ARCHITECTURE.

1	2	3	4	5	6
CAPTURE	SORT	STORE	WORK	SHIP	REPORT

Cloud only.
Never a laptop folder.

Zoho first.
Outside tools second.

Human approves.
Always.

Claude Agents/ Canva Connect- Monthly Content

Claude Agents/ Monthly Content Spreadsheet-All Social Channels

AGENTS WORK WHILE YOU SLEEP.

- Researches competitors monthly
- Identifies trending AI topics
- Builds full marketing calendar
- Formats per platform (LinkedIn, IG, FB)
- Includes post timing + scheduling

The results.

+452%

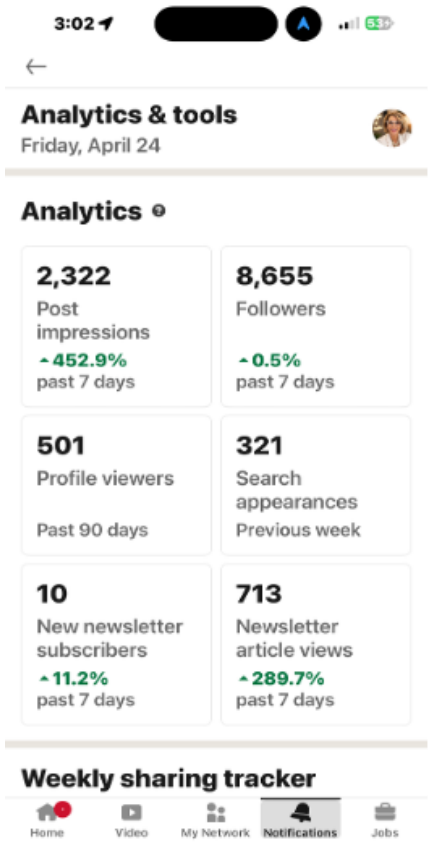
Post impressions

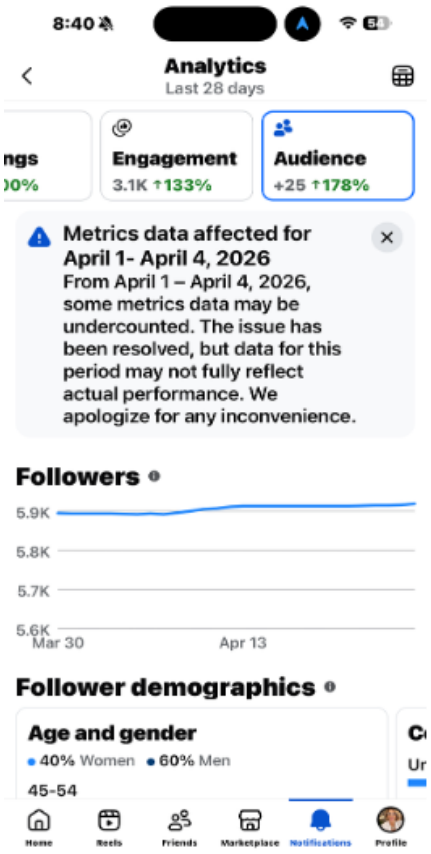
+289%

Newsletter views

501

Profile views
in one month


3:02
Analytics & tools
Friday, April 24
Analytics
2,322
Post impressions
452.9%
past 7 days
8,655
Followers
0.5%
past 7 days
501
Profile viewers
Past 90 days
321
Search appearances
Previous week
10
New newsletter subscribers
11.2%
past 7 days
713
Newsletter article views
289.7%
past 7 days
Weekly sharing tracker
Home
Video
My Network
Notifications
Jobs


8:40
Analytics
Last 28 days
Engagement
3.1K ↑133%
Audience
+25 ↑178%
Metrics data affected for April 1- April 4, 2026
From April 1 – April 4, 2026, some metrics data may be undercounted. The issue has been resolved, but data for this period may not fully reflect actual performance. We apologize for any inconvenience.
Followers
5.9K
5.8K
5.7K
5.6K
Mar 30
Apr 13
Follower demographics
Age and gender
40% Women
60% Men
45-54
Home
Reels
Friends
Marketplace
Notifications
Profile

HUMAN
IN THE LOOP.

Someone has to supervise the AI.
That person has a job for a very long time.

Tell your grandkids. Serious brownie points.

THE SECURITY ANSWER YOUR TEAM ASKED FOR

FREE VERSION

Your data trains their models.
Period. The fine print says so.
Most people never read it.

Fine for experimenting.
Never for client data.

PAID ($20/MONTH)

Your data stays private.
A PhD-level assistant
who never sleeps.

Best hire you'll ever make.

NotebookLM

WHAT IT DOES

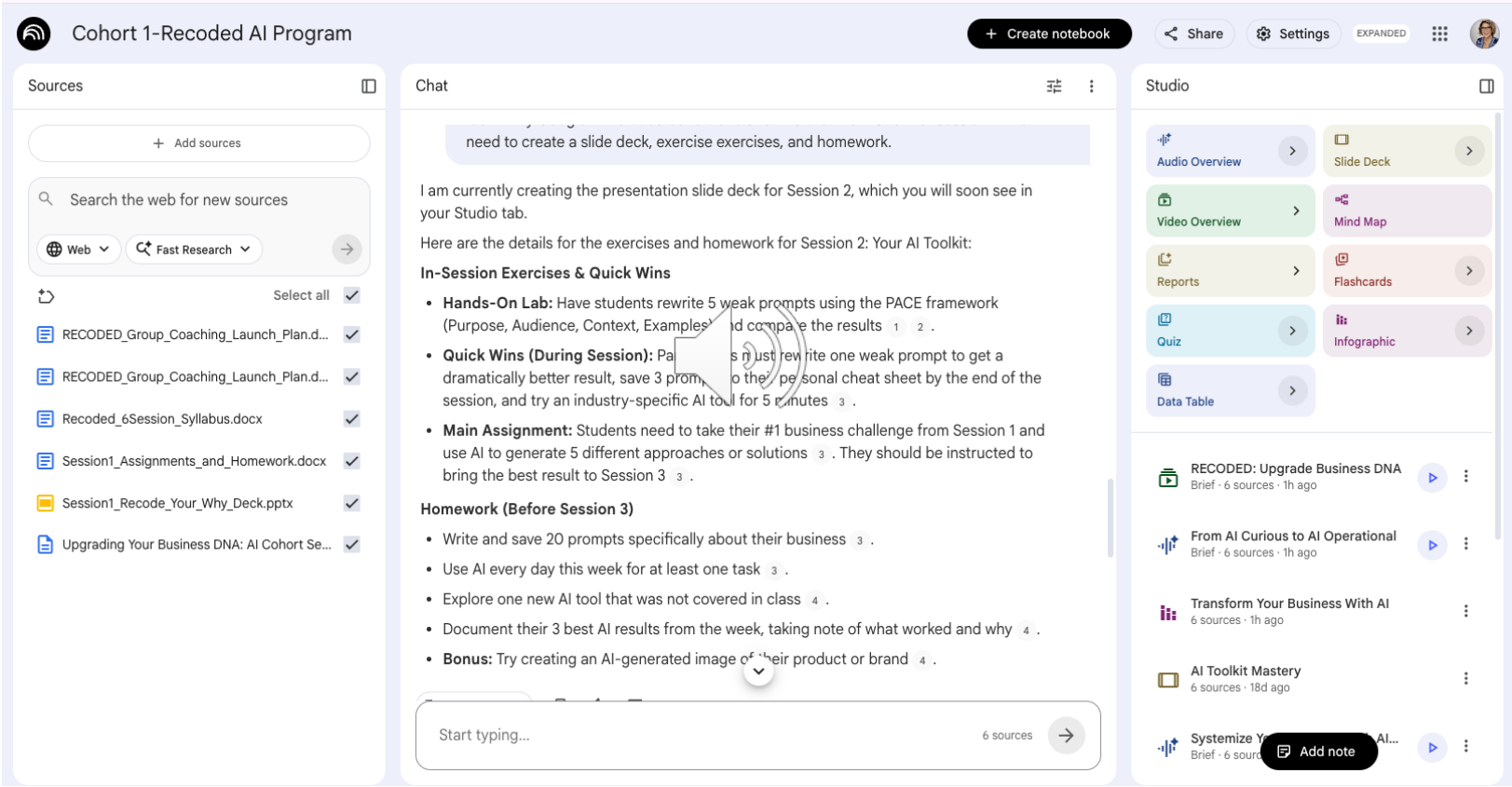
Turns your PDFs, call transcripts, and reports into AI you can talk to. Stays contained, never goes to the web unless you tell it.

WHY IT MATTERS

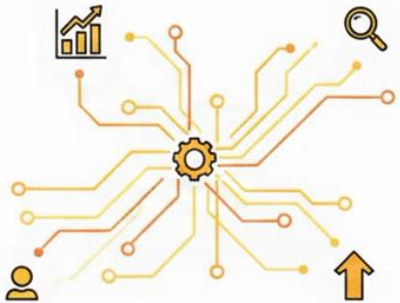
Create one notebook per client. Upload everything you know. Ask it questions. Output: podcasts, briefings, infographics, PowerPoints, all from one source.

TRY THIS TODAY

Go to notebooklm.google.com. Create a notebook. Upload one client file. Ask: 'What are the top 3 things I need to know?'


Cohort 1-Recoded AI Program
Create notebook
Share
Settings
EXPANDED
Sources
Add sources
Search the web for new sources
Web
Fast Research
Select all
RECODED_Group_Coaching_Launch_Plan.d...
RECODED_Group_Coaching_Launch_Plan.d...
Recoded_6Session_Syllabus.docx
Session1_Assignments_and_Homework.docx
Session1_Recode_Your_Why_Deck.pptx
Upgrading Your Business DNA: AI Cohort Se...
Chat
need to create a slide deck, exercise exercises, and homework.
I am currently creating the presentation slide deck for Session 2, which you will soon see in your Studio tab.
Here are the details for the exercises and homework for Session 2: Your AI Toolkit:
In-Session Exercises & Quick Wins
Hands-On Lab: Have students rewrite 5 weak prompts using the PACE framework (Purpose, Audience, Context, Examples) and compare the results 1 2 .
Quick Wins (During Session): Pa s must rewrite one weak prompt to get a dramatically better result, save 3 prom to their personal cheat sheet by the end of the session, and try an industry-specific AI tool for 5 minutes 3 .
Main Assignment: Students need to take their #1 business challenge from Session 1 and use AI to generate 5 different approaches or solutions 3 . They should be instructed to bring the best result to Session 3 3 .
Homework (Before Session 3)
Write and save 20 prompts specifically about their business 3 .
Use AI every day this week for at least one task 3 .
Explore one new AI tool that was not covered in class 4 .
Document their 3 best AI results from the week, taking note of what worked and why 4 .
Bonus: Try creating an AI-generated image of their product or brand 4 .
Start typing...
6 sources
Studio
Audio Overview
Slide Deck
Video Overview
Mind Map
Reports
Flashcards
Quiz
Infographic
Data Table
RECODED: Upgrade Business DNA
Brief · 6 sources · 1h ago
From AI Curious to AI Operational
Brief · 6 sources · 1h ago
Transform Your Business With AI
6 sources · 1h ago
AI Toolkit Mastery
6 sources · 18d ago
Add note

RECODED: Upgrade Business DNA



Microsoft Copilot

WHAT IT DOES

AI built into Teams, Word, Excel, and Outlook. No new software required.

WHY IT MATTERS

Summarizes documents, auto-drafts emails, analyzes data in Excel. If you're in Microsoft 365, you likely already own this.

TRY THIS TODAY

Go to your Microsoft 365 admin portal. Enable Copilot. Today. This is not a someday item.

GAMMA: BECAUSE NOBODY HAS TIME FOR POWERPOINT

BEFORE

5 HOURS

Dragging boxes.
Fighting alignment.
Staring at blank slides.

AFTER

48 SEC.

One sentence prompt.
Complete formatted deck.
Images included automatically.

THE PROPOSAL PROCESS: RECODED

01

Record + Analyze

Record every discovery call. Run through Google AI Studio for body language analysis.

02

NotebookLM Research

All notes + research + client info goes into the client's notebook. Deep insights extracted.

03

Gamma Builds It

Proposal generated with your face, brand kit, and their exact ask. Built in about an hour.

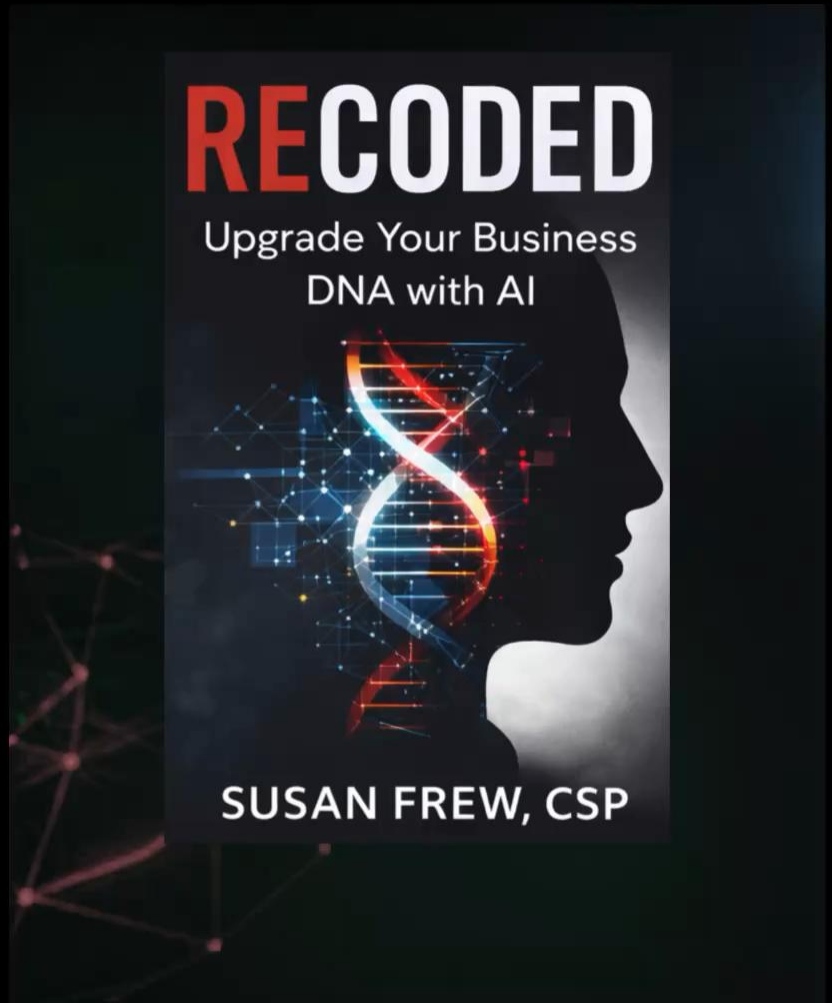
04

Avatar Delivers It

Your AI avatar sends the proposal video before you follow up. They feel like it was made just for them.

Fully customized. Fully automated. Fully you.

RECODED Proposals that WIN



AI WANTS TO PLEASE YOU.

Sometimes it makes things up.
That's called hallucination.

The rule:

Tell it: "If you're unsure, ask me. If you can't find a real source, don't include it."

Run it through a second AI. That's your fact-check.

QUICK POLL

HANDS UP IF...

...you have a change order, pay app or bid follow-up sitting on your desk right now.

WHAT YOU CAN DO ON MONDAY MORNING

01

Find friction

Choose one process that eats your time, frustrates your team, or delays a decision.

02

Map the workflow

Write the steps the old-fashioned way. Identify where information repeats.

03

Test one assist

Use an approved AI tool to solve one small piece. Review the output. Improve it.

LAST POLL

HANDS UP IF...

...you will try one thing from today before Friday.

5 years.

10 DNA tests.

9 Facebook groups.

1 DNA detective.

A trip to Italy.

0 answers.

One Saturday afternoon.

Claude solved it.

22-page report. Every mystery relative identified.
The family confirmed it. My half-sister's name is Susan.

YOUR BUSINESS DNA

IS EDITABLE.

And you hold the pen.

Don't hand that pen to someone else.

Grab your book. Scan the QR code. Come find me.

WANT HELP DOING THIS?

GIVE AI A JOB.

Six guided sessions. Your real business is the lab. Cohort 2 starts Oct. 27.

Book a call: zbooking.us/gH9di

NJ BORN. NYC FORGED. AI OBSESSED.

INC 5000. FORTUNE 20. 3,000+ HOURS. STILL LEARNING.

AI just got a whole lot more doable.

susanfrewspeaks.com

linkedin.com/in/susanfrew

susan@susanfrewspeaks.com

@susanfrewspeaks

Give feedback to Susan

Scan this QR code

Or go to

https://talk.ac/susanfrewspeaks

and enter this code when prompted

SUBEXCEL

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