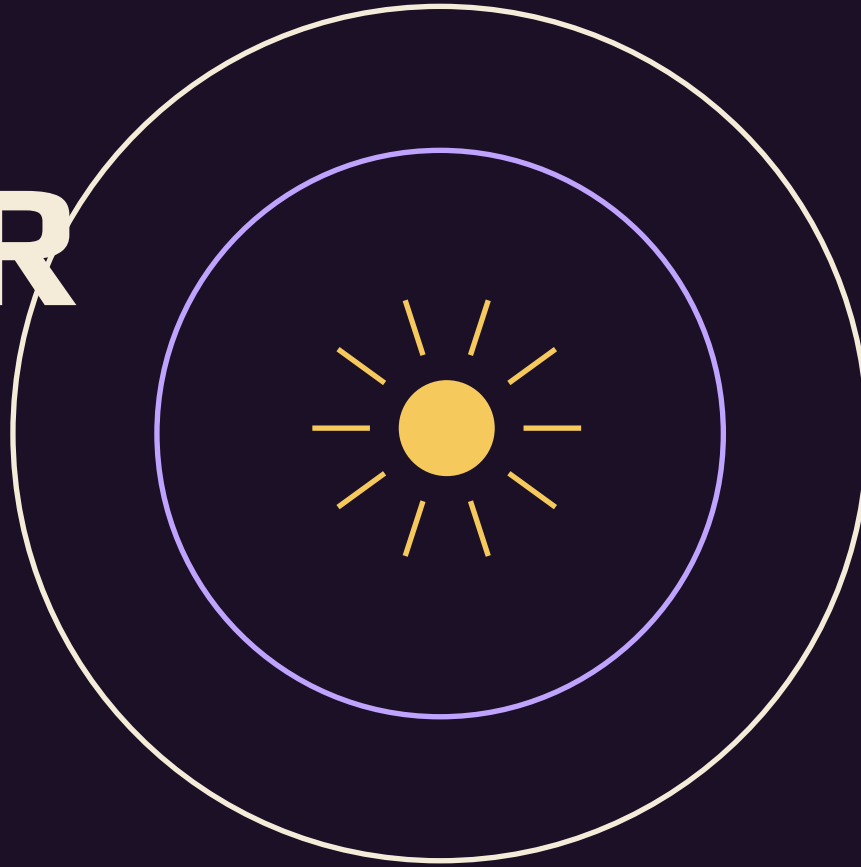


THE

AMPLIFIER

Finding ourselves
in the age of AI

Chris Liddell: 3Plus Consulting



What is it to be effective?

01



MILITARY

individual characteristics

02



HR

systems and processes

03



CONSULTING

Meeting artificial intelligence



How should we interact with AI?

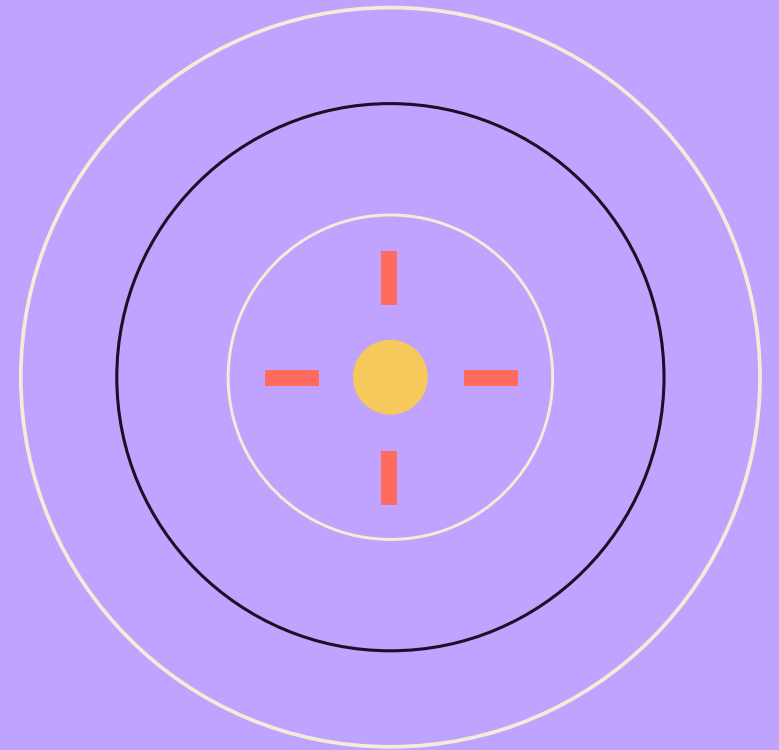
AI (really) wants to be your friend

“YOU’RE RIGHT.”

AI can make agreement sound intelligent.

That doesn’t
make it true.

• trained to be people-pleasing • agreement and confirmation bias • be the filter

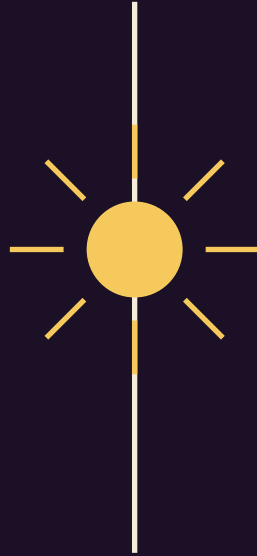


AI is probabilistic.

The same input can open very different doors.

MAGIC

fills gaps
novel results
expanded thinking



NONSENSE

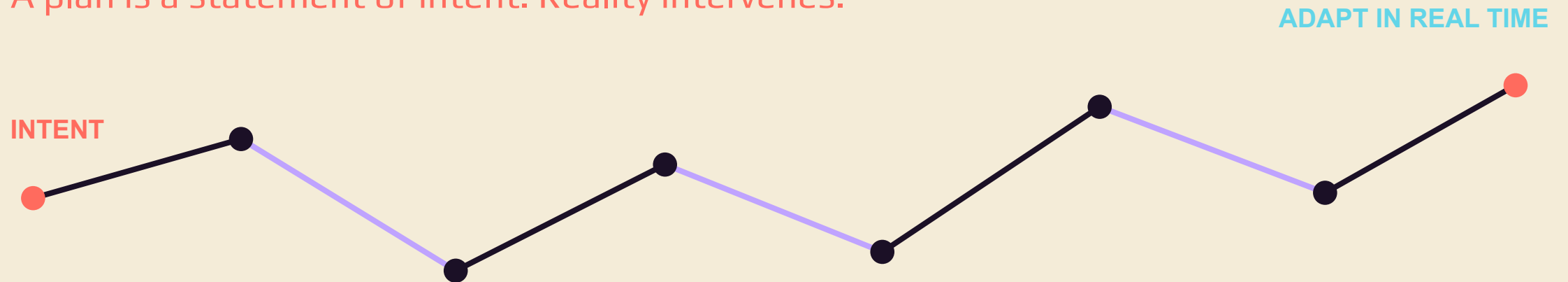
hallucinations
inconsistency
false confidence

Be at peace with the true nature of AI

- the client who wanted better prompts
- putting AI onto rails
- let AI flourish

“No plan survives first contact with the enemy.”

A plan is a statement of intent. Reality intervenes.



- adaptive intelligence
- hold the intent; change the route

Progress with AI isn't linear.

A flat patch is not proof that it is broken or that you are doing it wrong.



some tasks click instantly • others stall for no obvious reason • everything improves over time

Working with AI is like playing the piano.

Not a subject to study and memorise.
A creative pursuit to practice.

**“The instrument hasn’t changed.
Your relationship with it has.”**

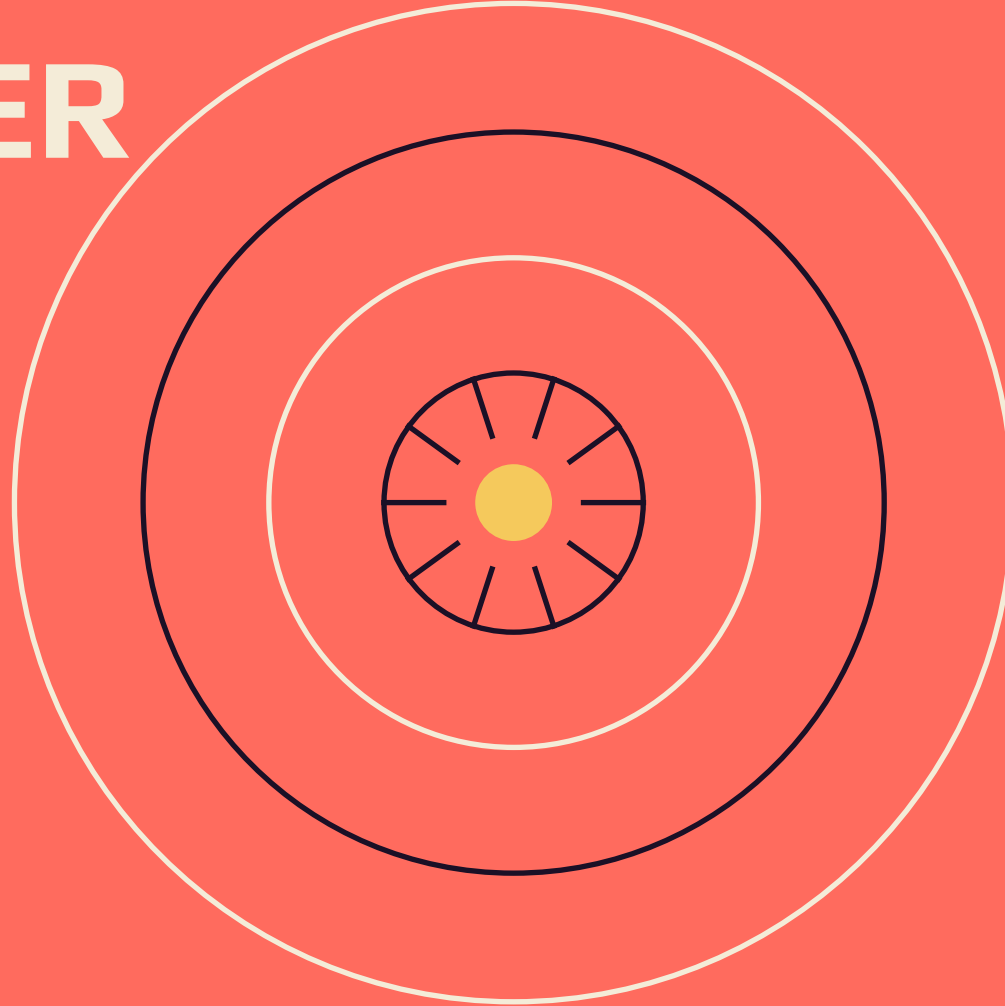


AI IS AN

AMPLIFIER

of human ability.

**If you start with zero,
you end with zero.**



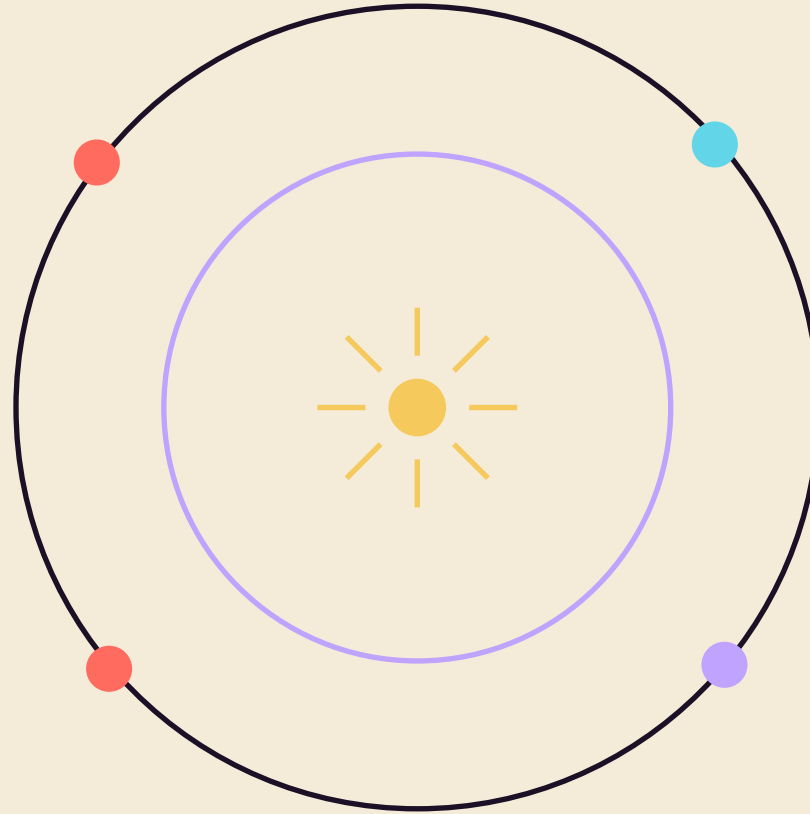
**WE ARE
THE CATALYST.**

- we bring spark, intent and direction
- thoughtful and open

AI enables genuinely different ways of working.

Multiple

workstreams
simultaneously



PRODUCTIVE

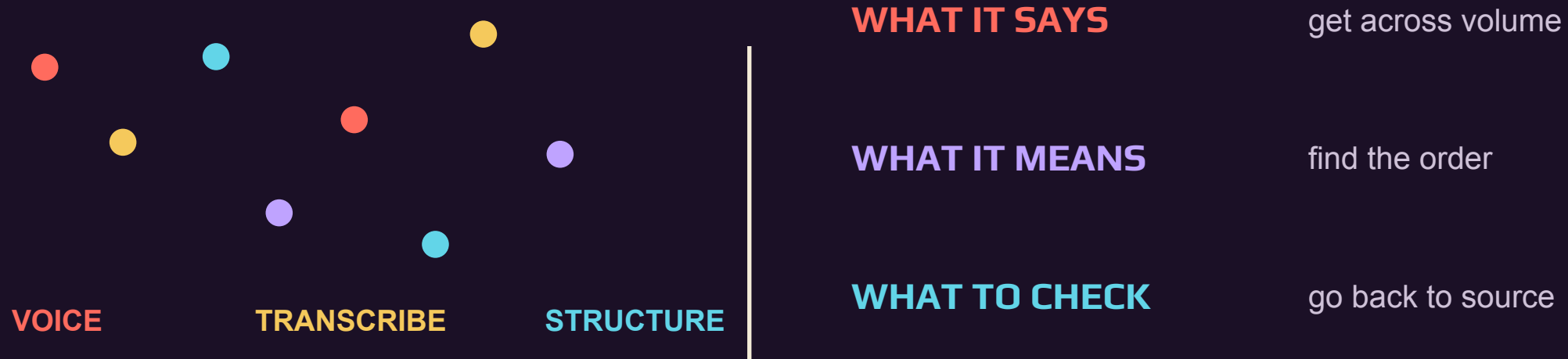
AND

PRESENT

- multitasking family style • my own personal briefing team

AI helps us make sense of (our own) chaos.

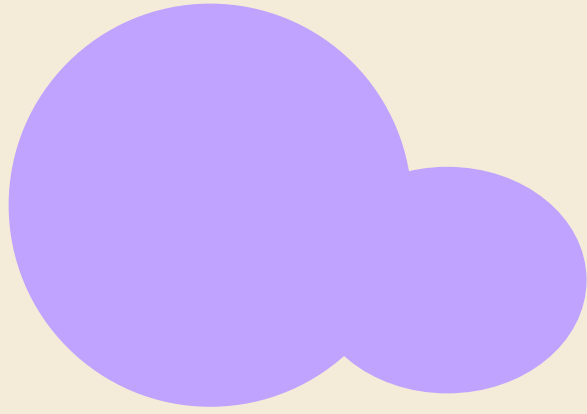
A head full of ideas, all bumping into each other.



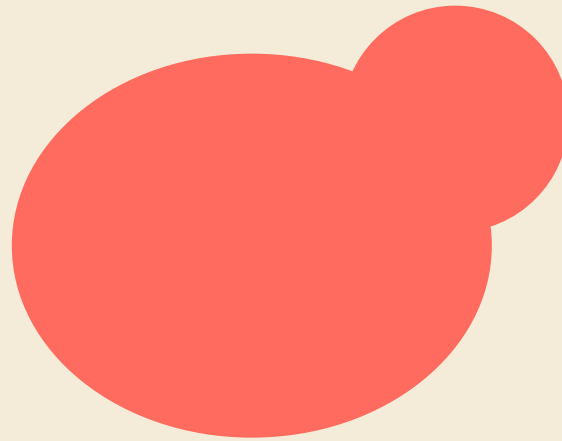
- talk through the mess
- transcribe it
- AI gives it shape

AI lets us be the sculptor

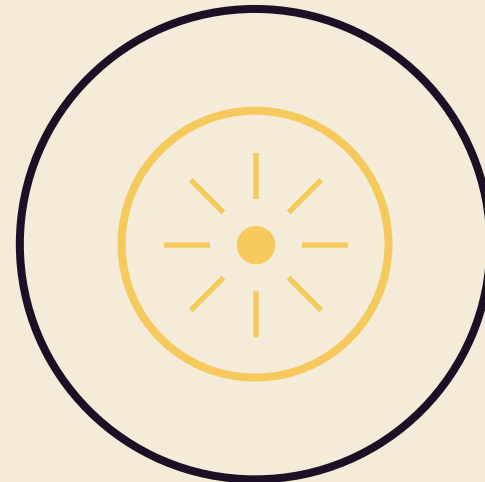
The first draft does not need to be perfect, but it does need to exist.



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MOULDING



REAL WORK

- long-form content
- move from staring to editing mode
- the thinking moves but doesn't disappear

AI has made us more relevant.

More work, not less. Just different work, with a different focus.

PROBLEM SOLVING

adapt and test the edges

CONNECTION

empathise and be trusted

EXPERIENCE

know what good looks like

CREATIVITY

be the spark



What are we bringing?



- problem solving
- connection
- experience
- creativity

Being human never mattered more