

THE FUTURE OF WORK

PREPARING YOUR ORGANISATION

FOR AN AI ENABLED WORKPLACE



Hi, I'm Stacey!

I'm a branding, marketing and content strategist with 16+ years of experience, having helped countless businesses clarify their message, build brand awareness and trust through strategic storytelling.

As the founder of The Tribe, I combine deep marketing know-how with real-world business insight to help entrepreneurs and businesses grow with confidence.

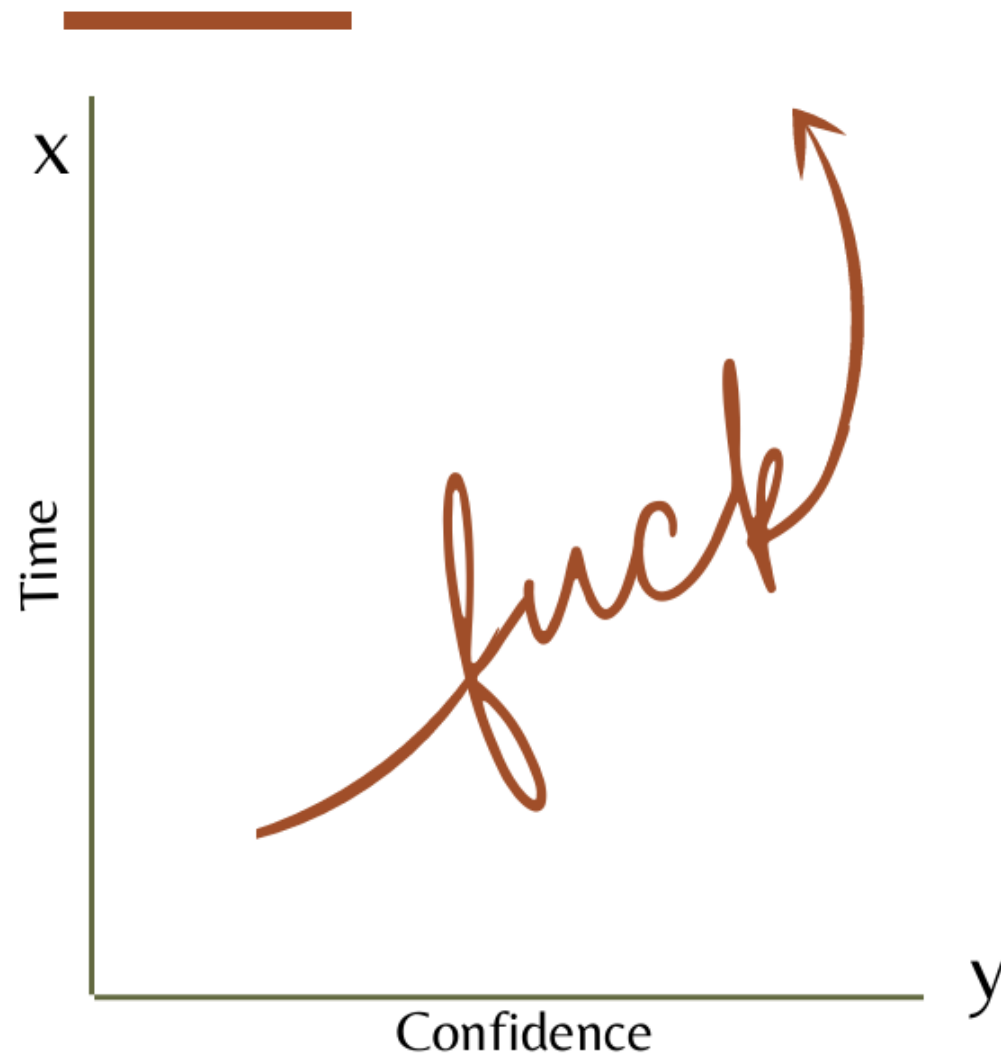


THE FIRST ENCOUNTER

My first experience with AI:

- November 2022
- Existential panic
- Run towards the enemy
- Discover enemy is brilliant
- Realise the intelligence was mine
- Recognise the opportunity for small business

MY AI LEARNING CURVE



WHAT DIDN'T HAPPEN

I didn't

- Rebuild my entire business around AI
- Automate everything
- Lay off all my staff (I don't have any staff)
- Build an army of autonomous agents
- Become 10x more efficient overnight
- Make a million percent more money

WHAT DID HAPPEN

I did

- Invest in learning
- Experiment A LOT
- Explore real use cases
- Research the tools
- Assess my workflows
- Think critically about where AI helps...and where it doesn't
- Start with what I know

WHERE AI HELPED

AI helped....

- Save time on repetitive tasks
- Spark ideas and develop them faster
- Research and synthesise information
- Plan content and communications more efficiently
- Refine messaging and sharpen clarity
- Work more consistently across multiple projects

WHAT AI IS GOOD AT

- Turning a blank page into a starting point
- Structuring messy ideas quickly
- Summarising and synthesising information
- Generating options and fresh angles
- Supporting research and planning
- Repurposing existing content into new formats
- Reducing repetitive, low-value admin

WHAT AI IS BAD AT

- Original insight
- Lived experience
- Human judgment
- Nuance and context
- Fact-checking itself reliably
- Protecting trust without oversight

WHERE AI GOES WRONG

- Makes assumptions
- Fails to ask clarifying questions
- Guesses instead of admitting uncertainty
- Pretends to understand sources it hasn't properly read
- Produces confident-sounding errors
- Gets dates wrong

HOW I USE IT NOW

- Thinking partner (ChatGPT, Gemini, Claude)
- Research and synthesis assistant (Manus, NotebookLM, Perplexity)
- Writing and editing support (Grammarly, Claude)
- Planning and structuring tool (ChatGPT)
- Repurposing tool (ChatGPT, Claude)

CLARITY COMPANIONS



Stacey 2.0



The Brand Builder



The Career Compass



The No-Bullshit Bestie



The Money Muse



The Visionary Voice



The Momentum Map



Stacey's Writing Buddy



Stacey's LinkedIn Advisor



Newsletter Nanny



Maud GPT



The Performance Pal



The PR Partner



The Story Strategist



The Courage Coach

WHAT BUSINESSES NEED TO UNDERSTAND

- Prioritise critical thinking
- Protect trust at all costs
- Be discerning about what you outsource
- Keep humans in the loop
- Use AI to amplify people, not replace them

KEY TAKEAWAY

**AI does not replace expertise.
It increases the value of it.**

NEED SOME HELP?

If all of this seems a little overwhelming and you need someone to help you integrate AI into your business processes, please get in touch by email.

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You can also follow me on Instagram, Facebook and Twitter. Just look for ...

[@thetribecoworks](#)

For more information on other ways I can support you,
please scan the QR Code

