

The Strengths Advantage: How to Thrive in the Age of AI

Keynote · for audiences navigating AI and change



THE SESSION

Every few weeks, another task you used to own gets quietly absorbed by AI—and with it comes a flicker of doubt: where does this leave me? This talk reframes that fear. AI is extraordinary at producing output—but the more AI produces, the less that output is worth, and the more your unique human core matters.

This keynote is an essential compass for teams navigating technological transformation. Drawing on strengths-based psychology, this session offers a simple, practical framework for seeing exactly where you and AI each add value. The goal isn't to compete with artificial intelligence; it's to understand, feel, and leverage what makes you irreplaceably human.

- › **The Output Paradox:** As AI commoditizes text, code, and content, the competitive advantage shifts away from generic "output" and directly onto human judgment, creativity, and unique leadership traits.
- › **The Human-AI Synergy:** Discover a practical framework consisting of four distinct partnership modes designed to help leaders confidently integrate AI into daily tasks without losing their strategic edge.
- › **The ROI of Human Engagement:** Technological transitions fail when people disengage. According to global Gallup research, teams that focus on their human strengths during times of change maintain a **3× increase in quality of life** and a **6× increase in employee engagement**.

KEY TAKEAWAYS

- › **The Value Flip:** Understand why the rapid rise of AI actually makes your natural, innate human strengths more economically and strategically valuable, rather than less.
- › **The Four-Mode Partnership Framework:** Walk away with a tactical, four-part mental model to cleanly delegate tasks to AI while keeping your human fingerprint on the final results.
- › **Decoding Your Human Core:** Learn a repeatable method to identify your unique, irreplaceable strengths so you can confidently lead yourself and your team through systemic changes.
- › **Navigating the Uncertainty Loop:** Shift individual and team mindsets from passive anxiety or resistance to active, on-purpose collaboration with emerging technologies.

ABOUT KARIN



Karin Sugar is a Gallup-Certified CliftonStrengths Coach — one of fewer than 10 in Israel — and the founder of Butterfly Business Consulting. She works with founders, leaders, startups and teams who are already performing well and want the next level: more clarity, intention and impact, without losing what makes them unique. Her signature approach, Leadership Alchemy, is a strengths-based, research-informed way of understanding how you're wired so you can intentionally choose how to use it. Karin has spoken internationally, including at the Building Business Capability conference (USA) from 2012–2015 and in 2018, to audiences of up to 200. She delivers her sessions in English.

Format Options: Available as a 45–60 minute keynote, an interactive lunch-and-learn, or an executive transition workshop.