KEYNOTE

AI, Now What? Leading Beyond the Hype Cycle

DIGIMARCON CANADA 2026
DIGITAL MARKETING CONFERENCE



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THINK START, INC.

TORONTO, ON ~ APRIL 15 - 16, 2026
DIGIMARCONCANADA.CA | #DigiMarConCanada

2026 WORLD TOUR

WALLPAPERSWIDE.COM


GENERATIVE AIWAVE
RTUAL COOKING
STATUS: RU





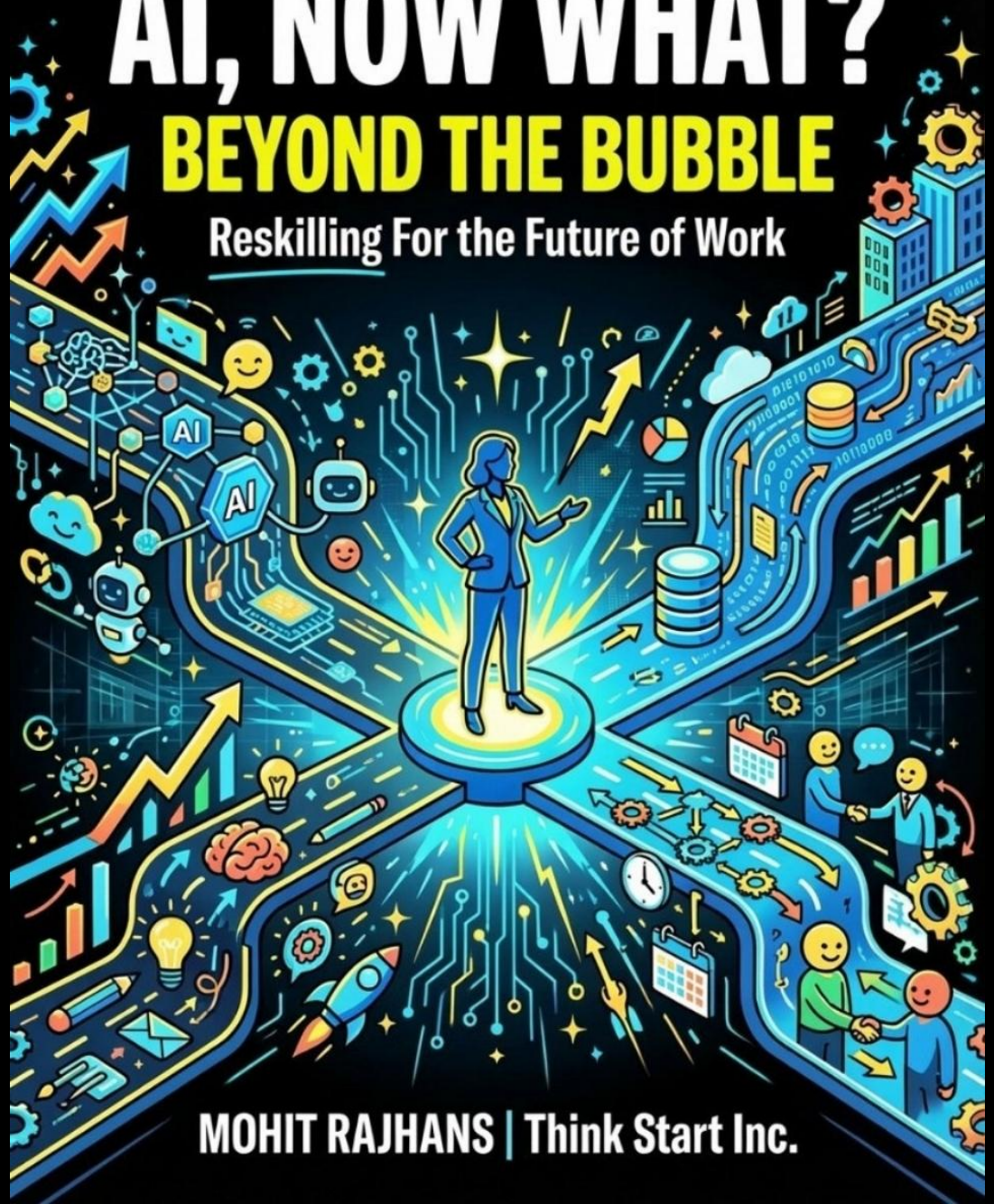




AI, NOW WHAT?

BEYOND THE BUBBLE

Reskilling For the Future of Work

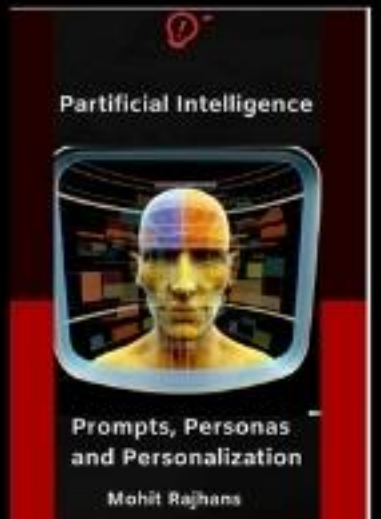


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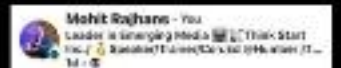


SMART SPEAKER WINNERS

Announcing the **2024** Best of the Stage











Knowledge Management in the AI Era

Copilot in Context — A strategic briefing by Mohit Rajhans for Enterprise Leaders, L&D, IT, Communications. How the organizations winning with AI in 2026 are winning because of what they built before they turned Copilot on.



I'M SPEAKING AT ...

INTERNATIONAL ACADEMY OF TELEVISION EDUCATION





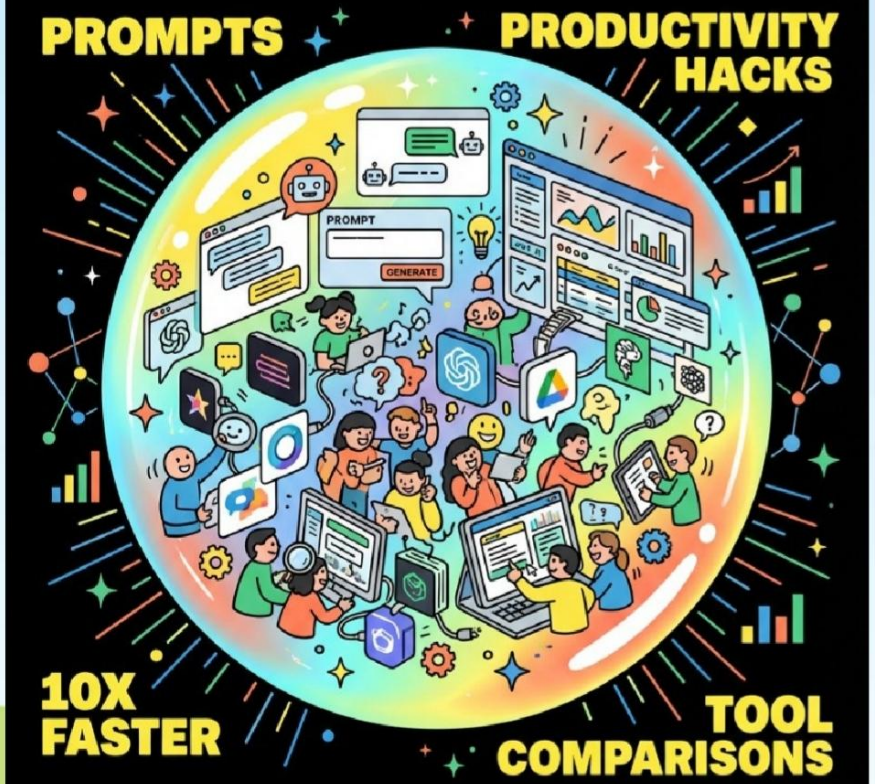


OWN THE INTELLIGENCE
OR BE REPLACED BY IT

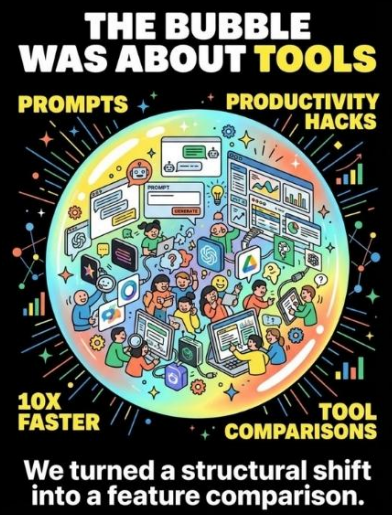


The future of work isn't about being faster. It's about being the last human decision that matters.

THE BUBBLE WAS ABOUT TOOLS



We turned a structural shift into a feature comparison.



Failed Pilots

Product Pushers

Security Nightmares

Politcal/Geo WTFs

THIS ISN'T A TOOL SHIFT. IT'S A WORK SHIFT.

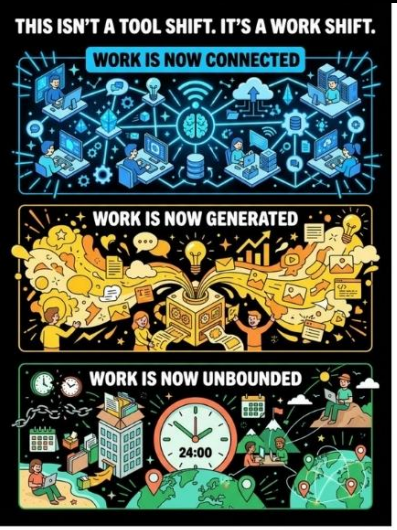


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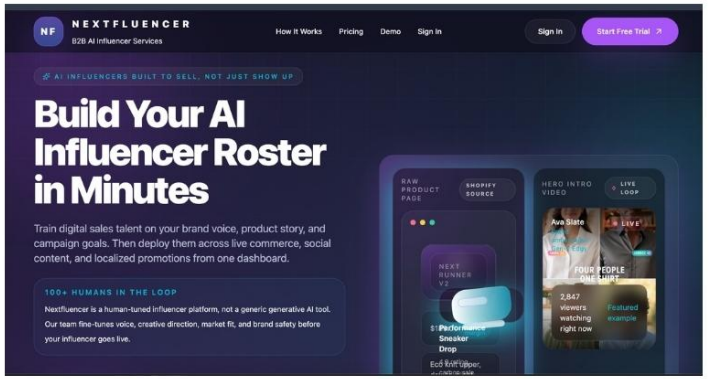


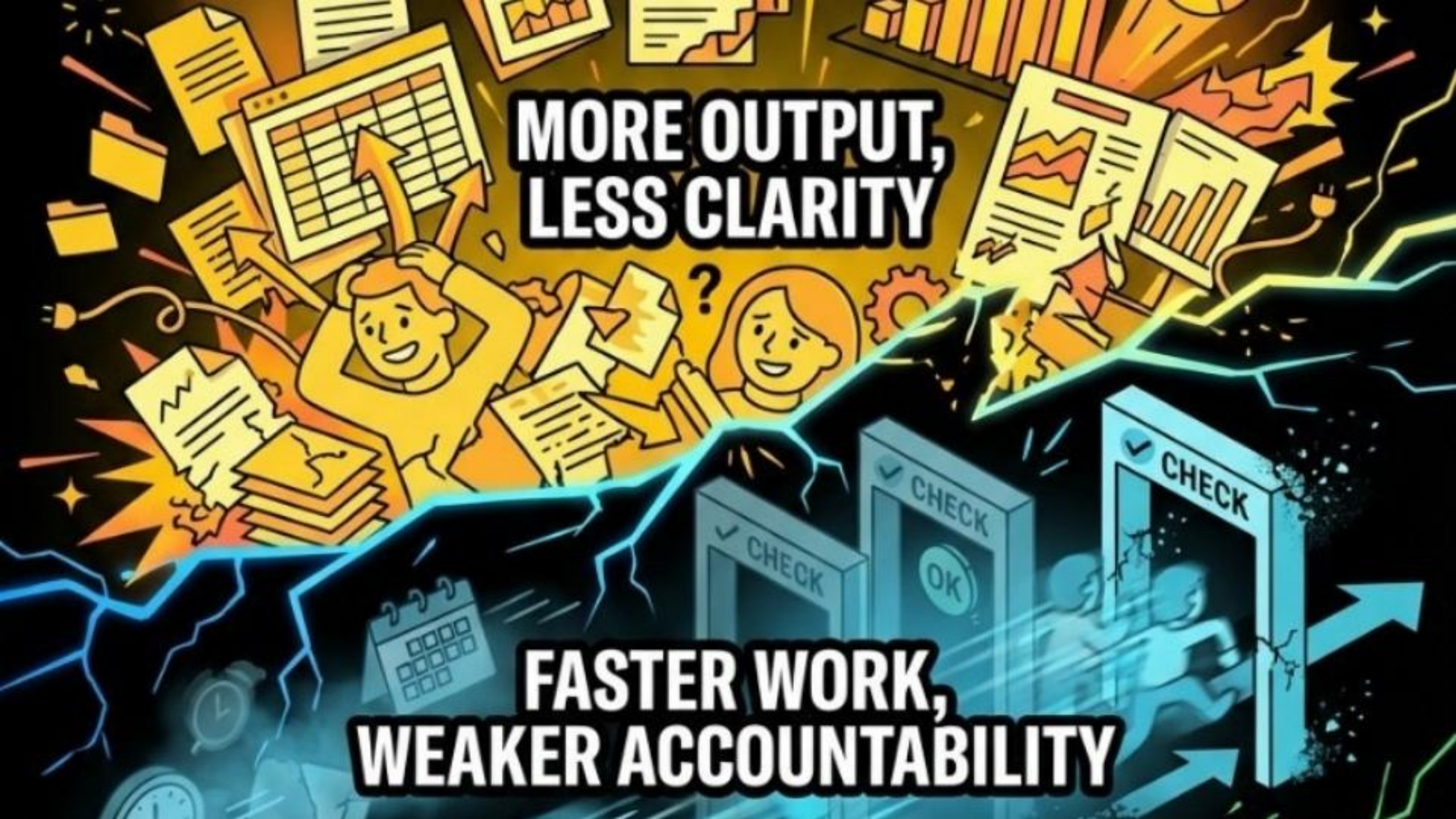
frag ment ation

Education

Entertainent

Efficiency




MORE OUTPUT,
LESS CLARITY
?
CHECK
CHECK
OK
CHECK
FASTER WORK,
WEAKER ACCOUNTABILITY



You don’t need more AI tools. You need people who can turn AI into revenue.

AI is already impacting your revenue—and where it’s leaking it

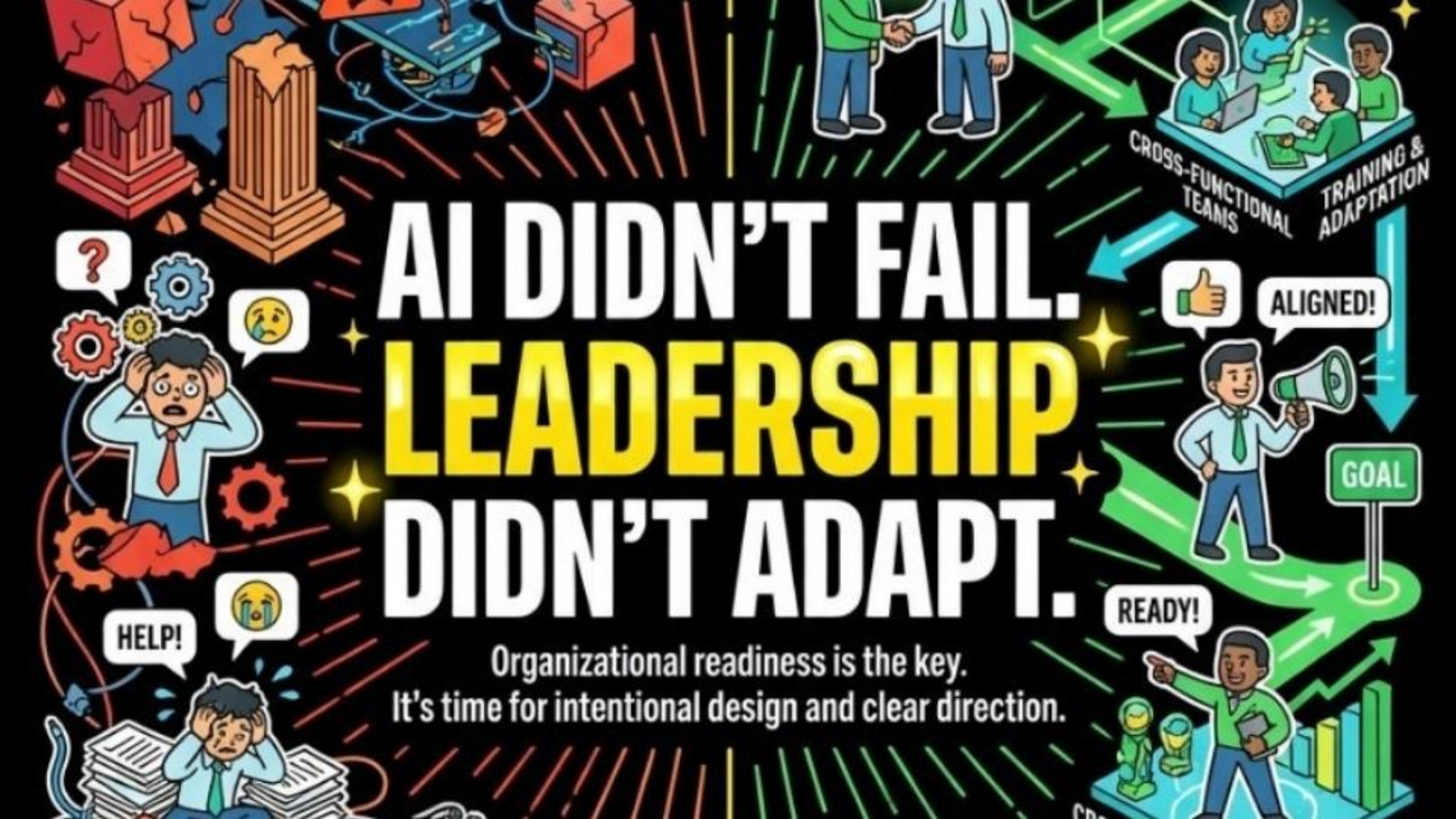
Marketing, comms, and leadership are misaligned



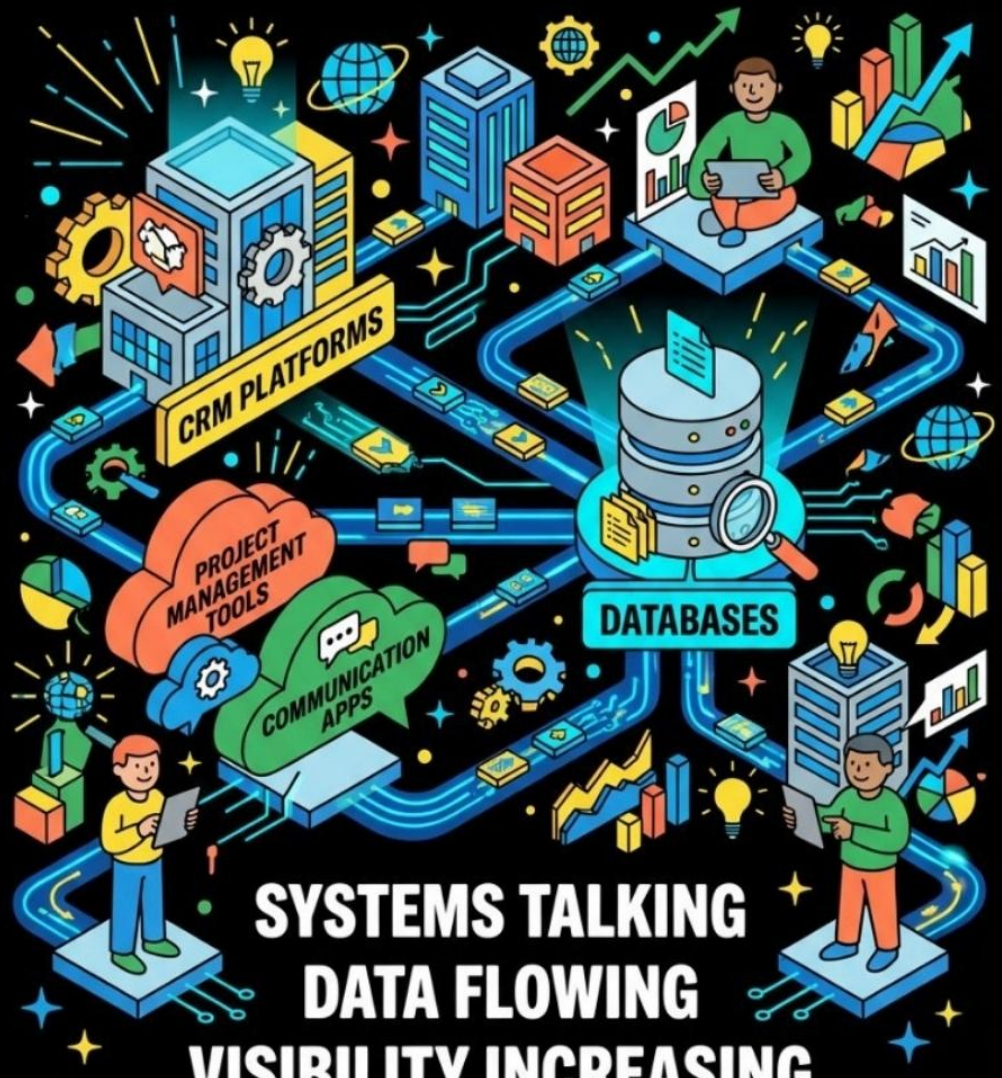
Product Overload

Tokenization

The agent made me do it.....

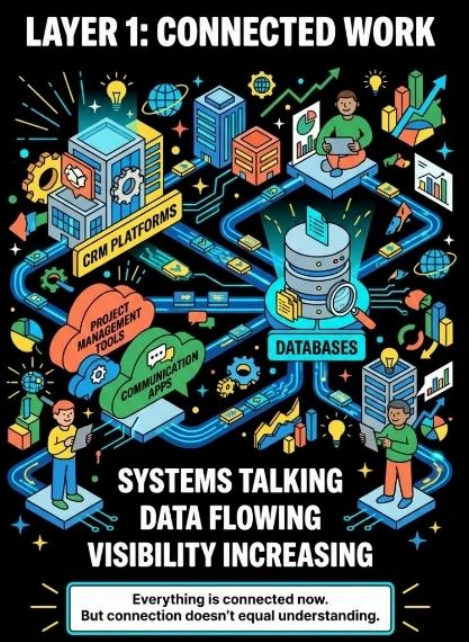

AI DIDN'T FAIL.
LEADERSHIP
DIDN'T ADAPT.
Organizational readiness is the key.
It's time for intentional design and clear direction.
CROSS-FUNCTIONAL TEAMS
TRAINING & ADAPTATION
ALIGNED!
GOAL
READY!
HELP!

LAYER 1: CONNECTED WORK



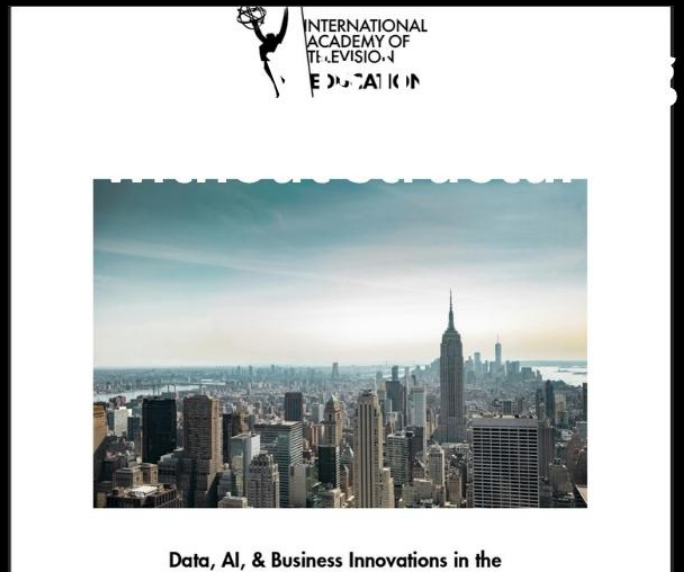
SYSTEMS TALKING
DATA FLOWING
VISIBILITY INCREASING

Everything is connected now.
But connection doesn't equal understanding.



Work is already being captured across systems

Data is flowing, but ownership is unclear



LAYER 2: GENERATED WORK




C
D


D
U


E
D
LAYER 2: GENERATED WO
CONTENT AT SCALE
DECISIONS ACCELERATED
UNPROCESSED VOLUME
We didn't reduce work—we created infinite draf
The AI Revolution: More Output, More Review, Faster Pace.




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Layoffs

Displacement

Cost Confusion

YOU ARE NOT THE WORKER ANYMORE

STAGE 1: TRADITIONAL WORKER

YOU ARE A SYSTEM DESIGNER

STAGE 2: SYSTEM DESIGNER & STRATEGIST

YOU ARE A DECISION LAYER

STAGE 3: KNOWLEDGE OWNER & INNOVATOR

YOU ARE A KNOWLEDGE OWNER



If your value is doing the work, you're replaceable. If your value is defining the work, you're not.


YOU ARE A DATA CENTER
INPUTS
PATTERNS → STORED KNOWLEDGE
DECISIONS
INSIGHTS
STRUCTURED KNOWLEDGE
INPUTS → DECISIONS → OUTPUTS
REUSABLE INTELLIGENCE
Your job is no longer tasks.
Your job is turning work into reusable intelligence.

LAYER 3: OWNED WORK

CRITICAL COMPETITIVE LAYER





Adoption vs Alignment

Innovation Layers

Knowledge Managment

Security and Compliance


3 THINGS LEADERS MUST DO
EXECUTIVE-LEVEL DIRECTIVES FOR EFFECTIVE LEADERSHIP
IN THE CONNECTED INTELLIGENCE ERA
1. DEFINE OWNERSHIP
CLEAR ACCOUNTABILITY CHAINS
ORG CHART ELEMENTS
DECISION RIGHTS MAPPED
EXPLICIT DECISION RIGHTS
PRODUCT
ENGINEERING
ENGINEERING
MARKETING
2. SET HUMAN CHECKPOINTS
STRATEGIC INTERVENTION POINTS
AUTOMATED WORK
INTERVENTION POINTS
VALIDATE, APPROVE, OR REDIRECT
HUMAN VALIDATION
REDIRECT AUTOMATION
APPROVAL GATES
3. MEASURE DECISIONS, NOT ACTIVITY
OUTCOME METRICS
IMPACT DASHBOARDS
FOCUS ON QUALITY
MEASURE OUTCOMES
NO TIME-TRACKING
DECISION IMPACT
VALUE
GROWTH
STRATEGIC ALIGNMENT
IMPACT OVER VOLUME
AI



Hire a Strategist

Build a Leadership COE

Vendor Standards

Archtechture and Admin

Reskiling and Testing

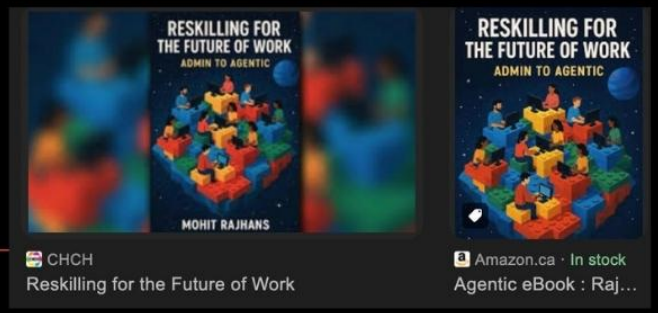

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DISRUPTING SEARCH
BY MOHIT RAJHANS
Smart tips to refine online searches
DISRUPTING SEARCH
morning live

A.I. IN 2026


MOHIT RAJHANS
MEDIA & TECH EXPERT, THINKSTART.CA


RESKILLING FOR THE FUTURE OF WORK
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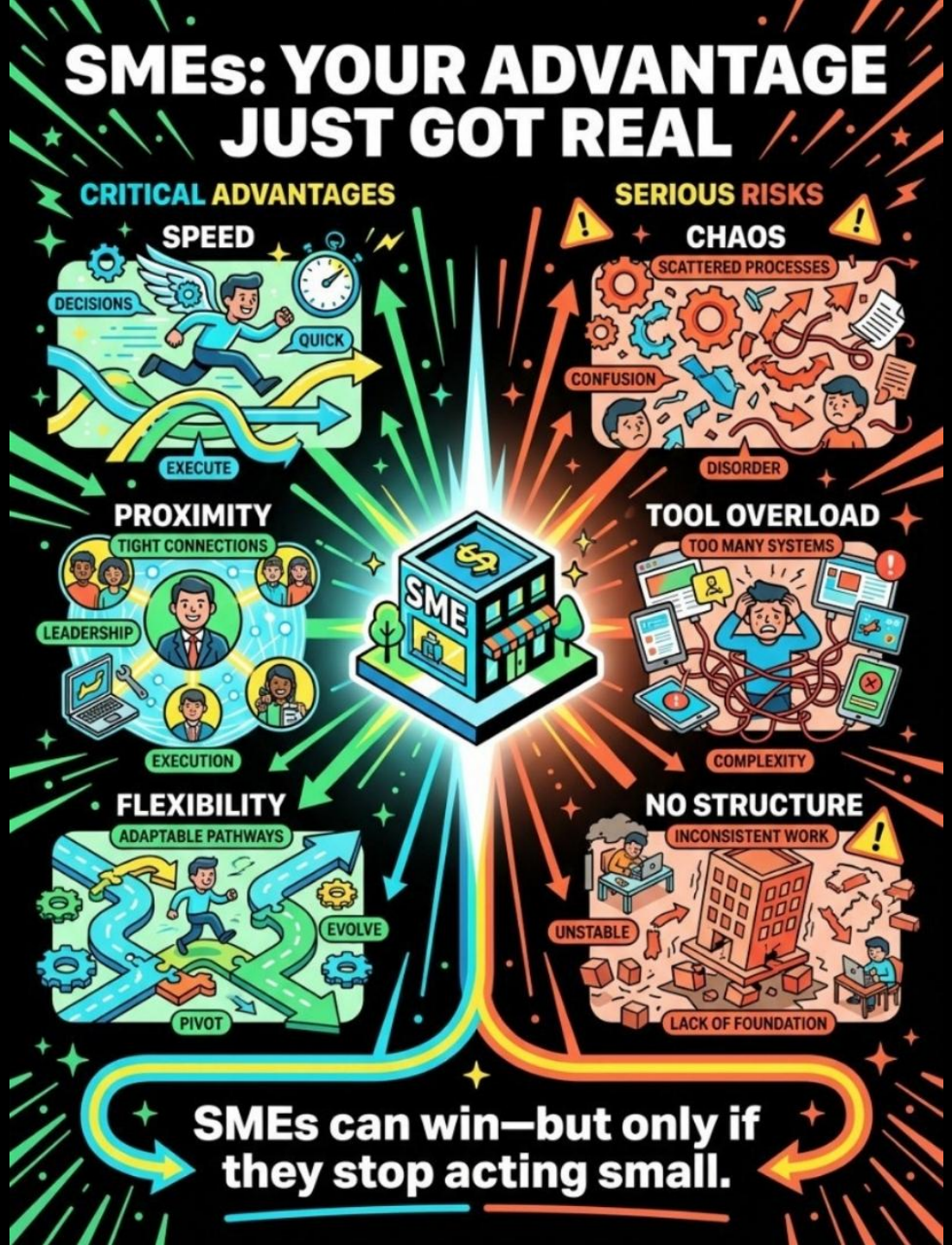

rethinking with a.i.
for teachers, leaders and trainers

LEADERS: YOU'RE MANAGING A NEW WORKFORCE



You're not managing people anymore.
You're managing intelligence.

SMEs: YOUR ADVANTAGE JUST GOT REAL



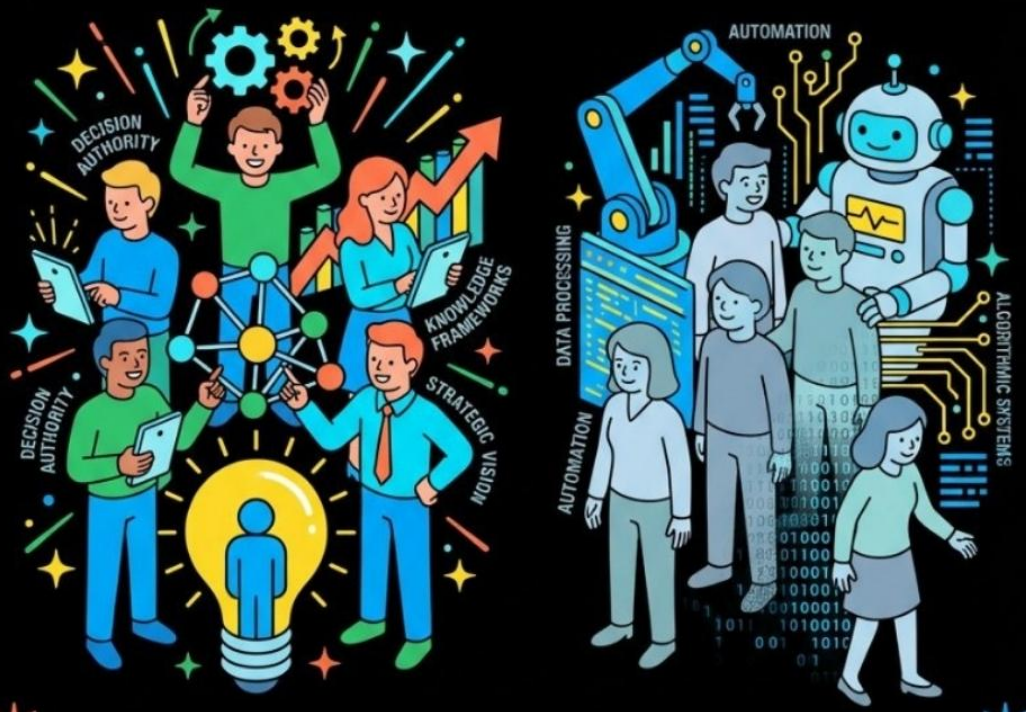
SMEs can win—but only if they stop acting small.

THE FUTURE OF WORK (UNFILTERED)




GENERATION NEXT
WINS DIFFERENTLY
OWN
KNOWLEDGE
IP
BUILD
SYSTEMS
EARLY
THINK IN
WORKFLOWS
CODE
TEST
DEPLOY
MONITOR
The next generation
won't ask for jobs.
They'll design roles.
Adapt early. The advantage lives here.

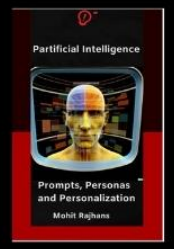
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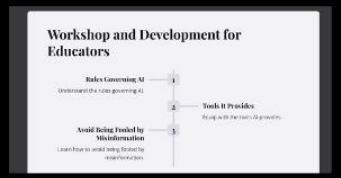












Think Start Inc.

AI, NOW WHAT?

Your Future with AI Starts Here. Let's Navigate Together.



LEADERSHIP BRIEFINGS

Exclusive sessions for deeision-makers. Understand AI's strategic impact and roadmap.

Learn More >



INTERNAL WORKSHOPS

Hands-on training and development. Empower your teams with practical AI skills.

Explore Options >



STRATEGY ALIGNMENT

Tailored consulting for sustainable growth. Integrate AI into your core business strategy.

Get Started >



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