LUNCH & LEARN

12:50PM – 1:20PM

Creating Clarity in the Age of AI Noise

TECHSPO TORONTO 2026 TECHNOLOGY EXPO

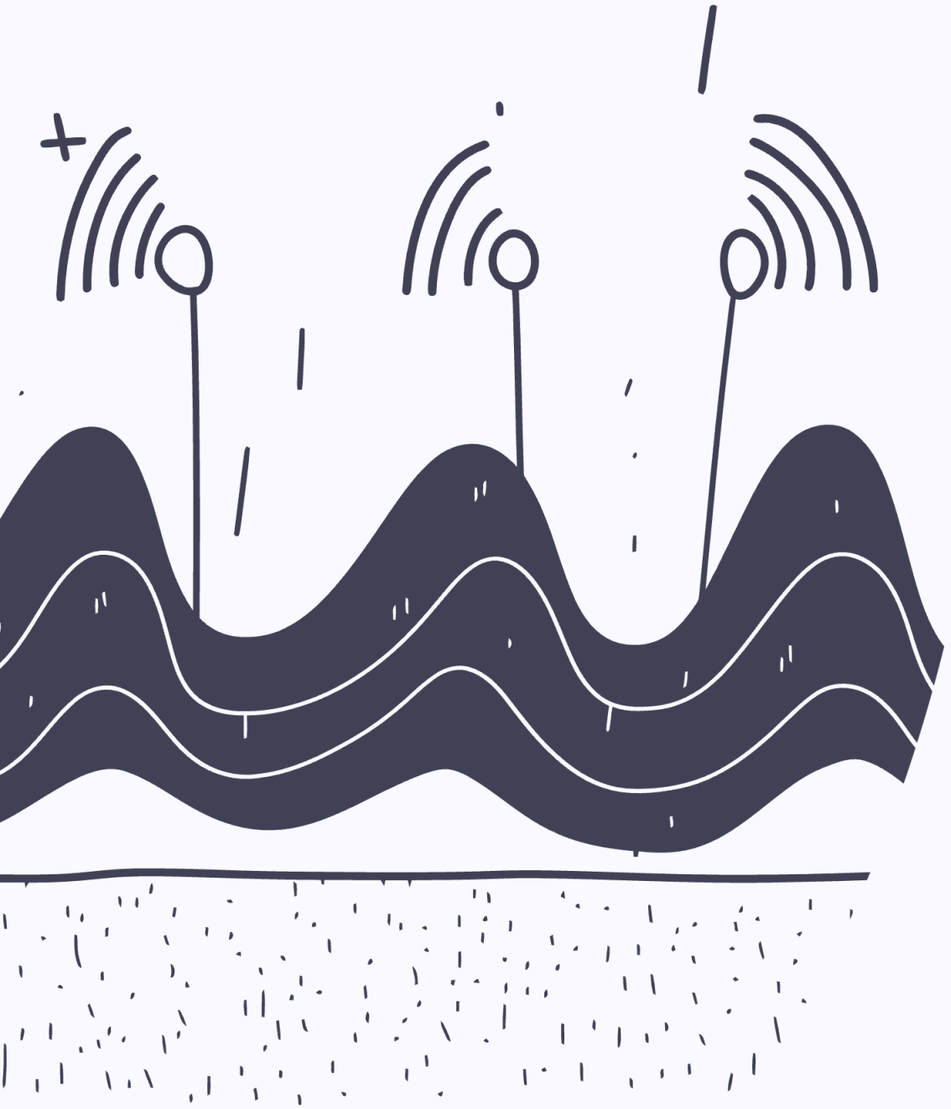


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SAAS RELAUNCH

TORONTO, ON ~ APRIL 15 - 16, 2026
TECHSPOTORONTO.CA | #TechspoToronto

2026 WORLD TOUR



Signal in a Noisy World

How to Master What Really Matters When AI Can Generate Everything

DIGIMARCON CANADA 2026 · APRIL 16 · TORONTO

ALI - SAAS RELAUNCH

Welcome!

🔄 Returning?

Raise your hand if you were here last year

⭐ First Time?

Welcome — you're in the right room





A Lot Happened in a Year

AI evolved in capability, and enabled users to dramatically increase output.

This caused two very different phenomena...

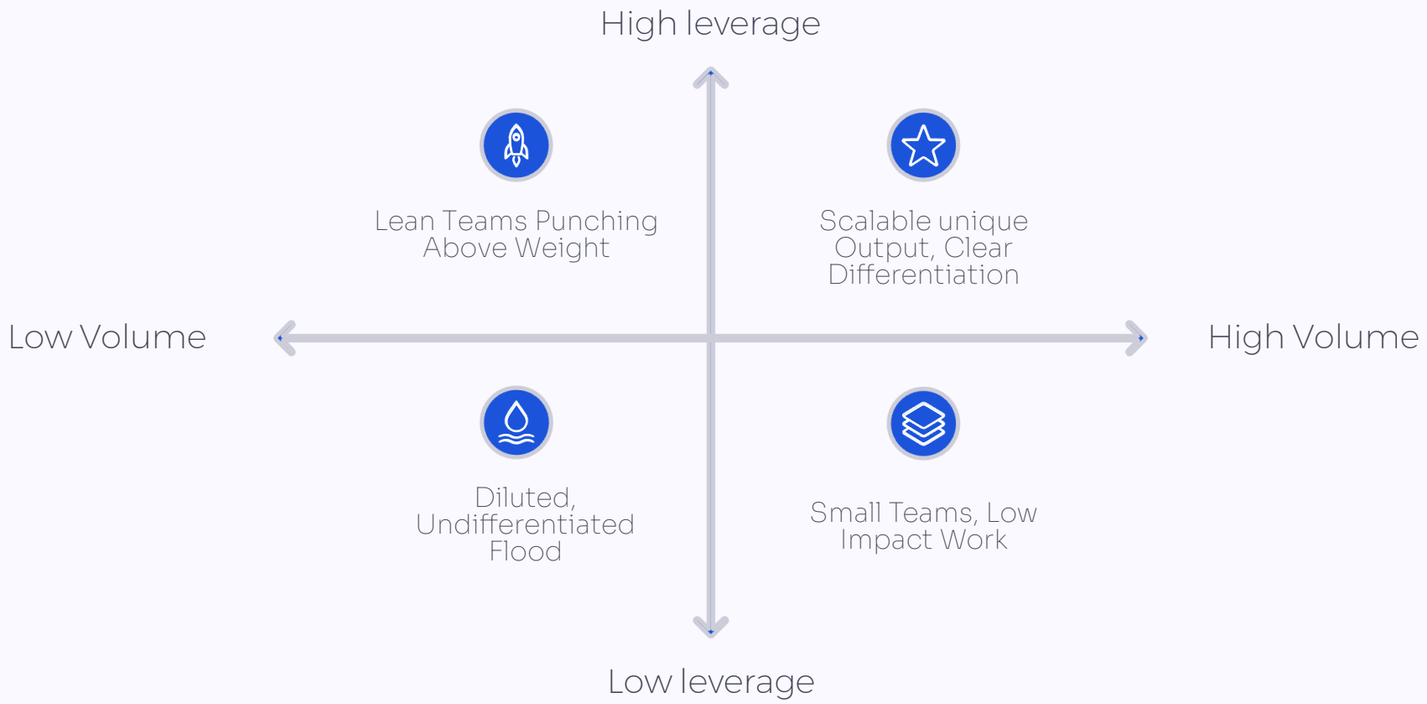
Two Phenomena

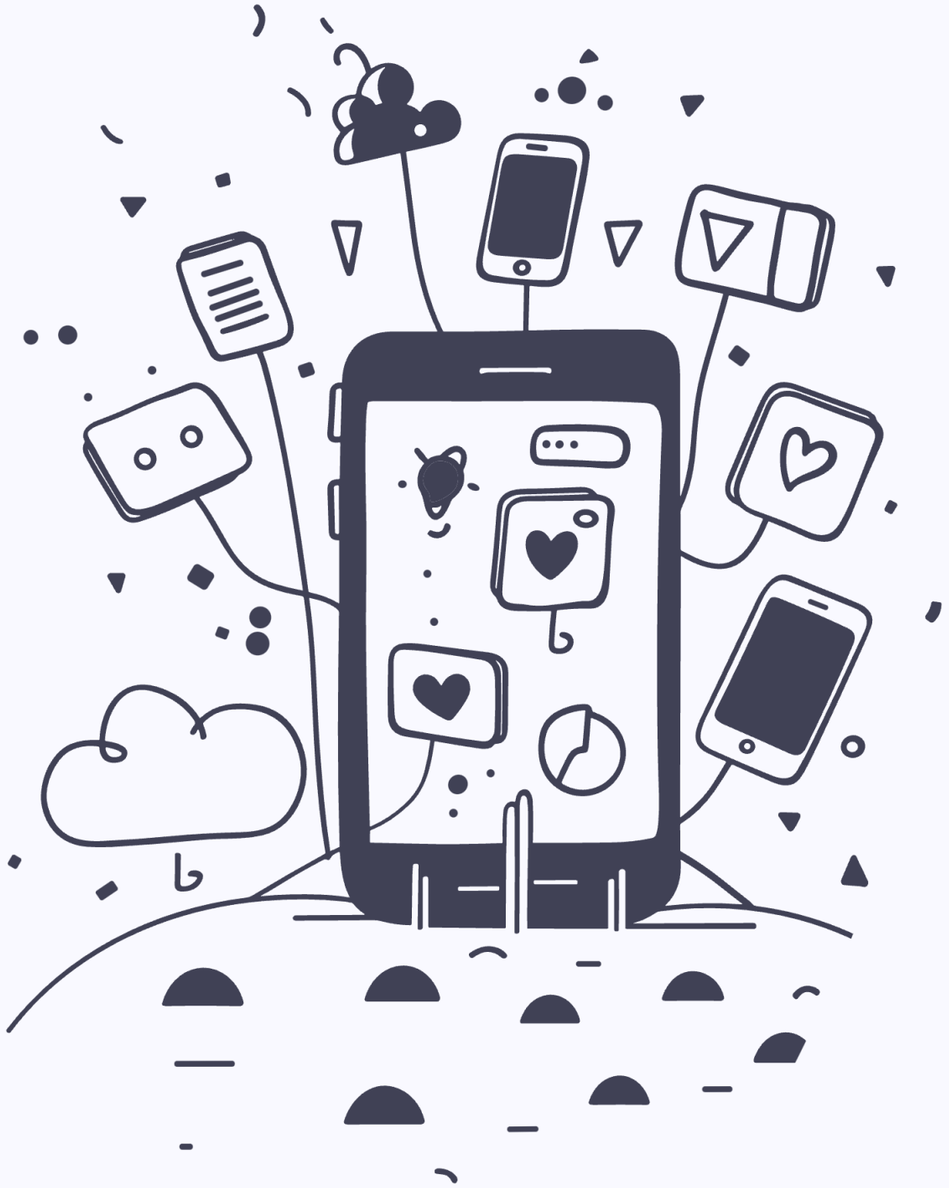
✅ The Upside

Small lean teams operating **above their weight class**

⚠️ The Downside

A flood of **diluted, undifferentiated output**





The Content You Keep Seeing

"I replaced my entire team with AI agents and now I'm making millions"

"Claude killed SDRs"

"This one AI tool replaces your entire marketing department"

Rare cases presented as the new normal. Optimized to trigger one specific emotion...

When you see this content, what do you feel?





The Impact of FOMO

FOMO is the feeling. But what does FOMO **do** to you?

⚠ Fear doesn't just feel bad, it changes how your brain works.

The Flight Story

You're on a flight. Laptop open. Campaigns, spreadsheets, deadlines.

Suddenly, the aircraft drops 10,000 feet. Chaos. Then calm. You return to your laptop.

Same campaign. Same deadline. Different brain.



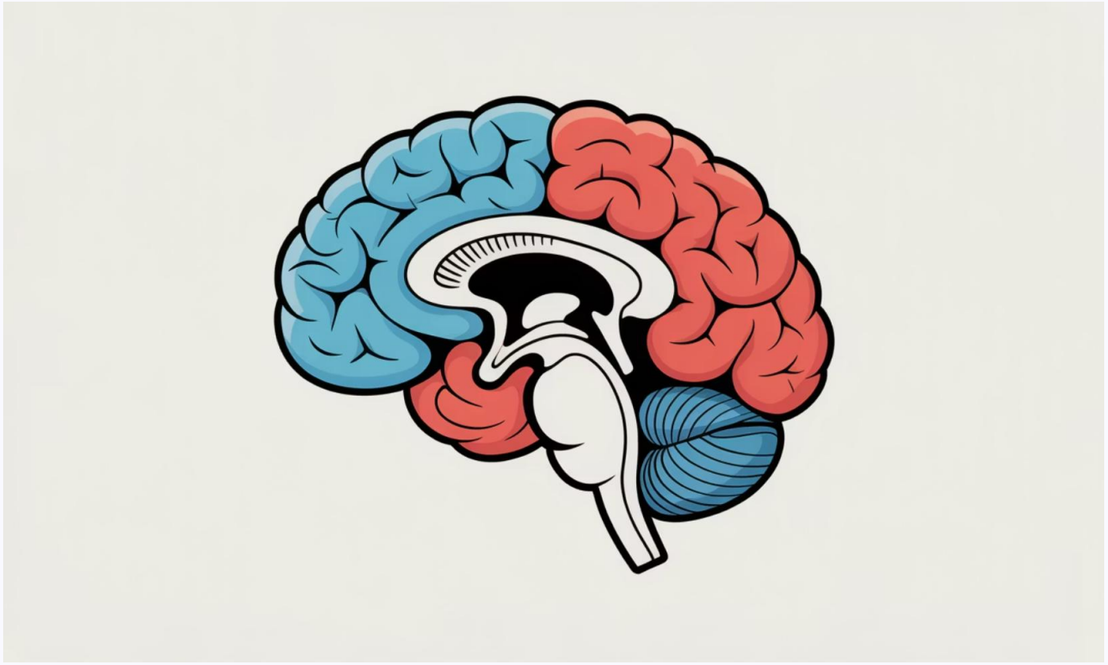
Campaign Performance Poll

The campaign you finish on that flight, compared to your global average, will it...

⬆️ Overperform

➡️ Perform Equally

⬇️ Underperform



The Brain Under Fear

When extreme fear activates the amygdala, your analytical brain **literally slows down.**

Neocortex

Analytical thinking, strategy, complex decisions

Amygdala

Protection system — detects danger and **overrides** the neocortex

FOMO = Same Neurotransmitter

✈️ Life-Threatening Fear

Same neurotransmitter. Same neurons. Same receptors.

📱 Fear of Missing Out on AI

Same neurotransmitter. Same neurons. Same receptors.

⚠️ Your brain cannot tell the difference.



Two Impacts of FOMO

1

Lower Quality Outputs

Analytical brain runs slower. Campaigns, strategy, creative — all **below your actual capability.**

2

Misdirected Effort

Chasing tools and trends with **no direct impact** on your business or career.

So What Do You Do?

Managing FOMO: **Two moves.**





STEP 1

Starve the Algorithm

Every comment, every watch, every share **teaches the algorithm to show you more.**

→ Stop Rewarding FOMO Content

Do not comment. Do not share. Do not hate-click. Scroll past.

→ Retrain What the Platform Shows You

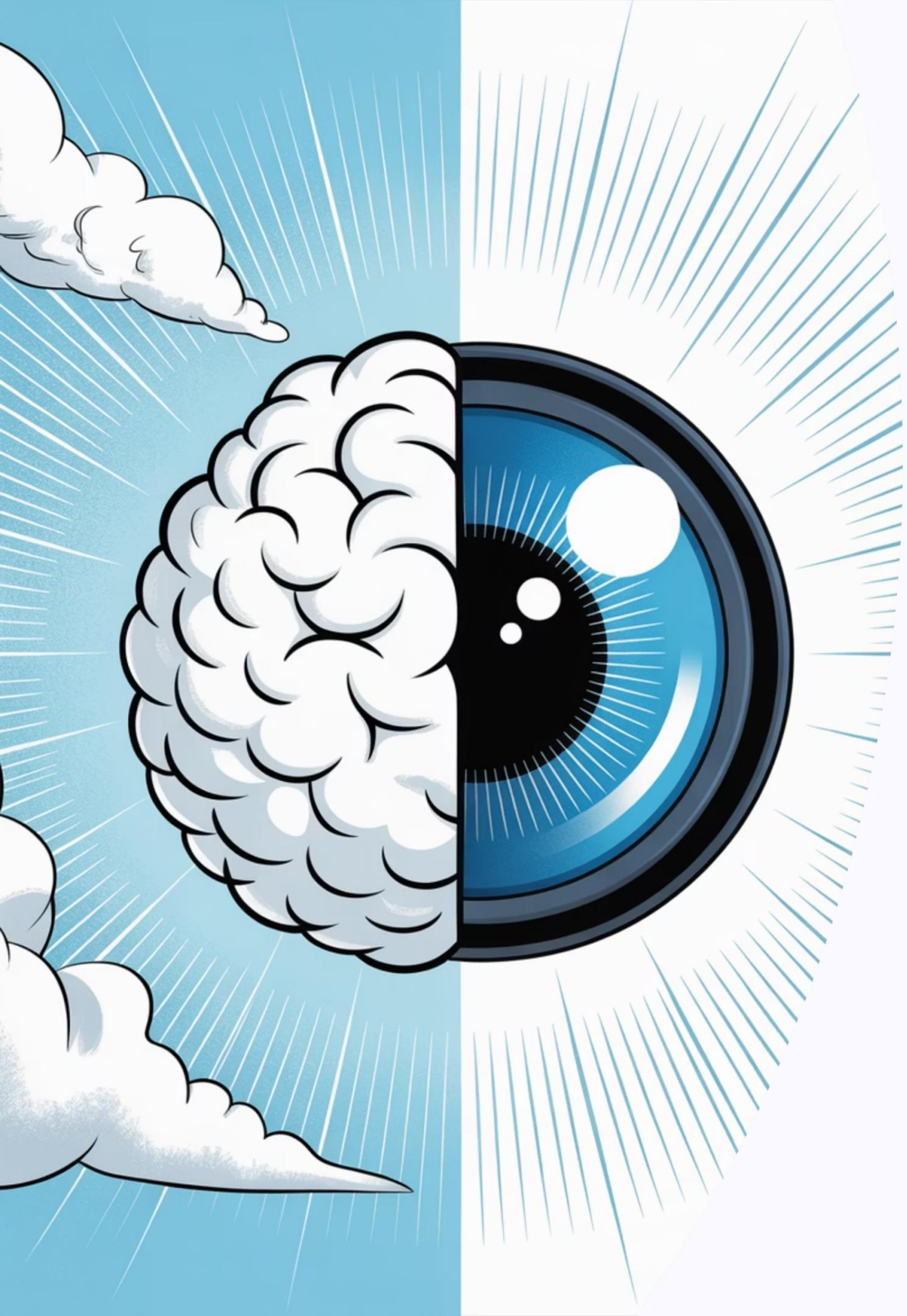
You are training your own feed to keep you in a fear state. Take back control.

Step 2: No Action IS the Action

> "The big money is not in the buying or the selling, but in the waiting."
> — Charlie Munger

Any action taken from FOMO will be wrong by design. Not sometimes. Always.





Clear First. Then Think.

Phase 1

Clear the FOMO. You cannot make good strategic decisions while your amygdala is running the show.

Phase 2

Now ask the real question: in a world where AI makes almost everything **abundant**, what will be **scarce**?

Abundant or Scarce?

ABUNDANT

- Generative AI Capabilities
- AI Tool Mechanics
- Automation Setup
- Content Production Volume
- AI Analytics Access
- Prompt Engineering Skills
- Template Playbooks
- AI Creative Variations
- Personalization at Scale

SCARCE

??????

The Pattern

Every single item lands in **Abundant.**

So what's left on the scarce side?

The Scarce column stays conspicuously empty...

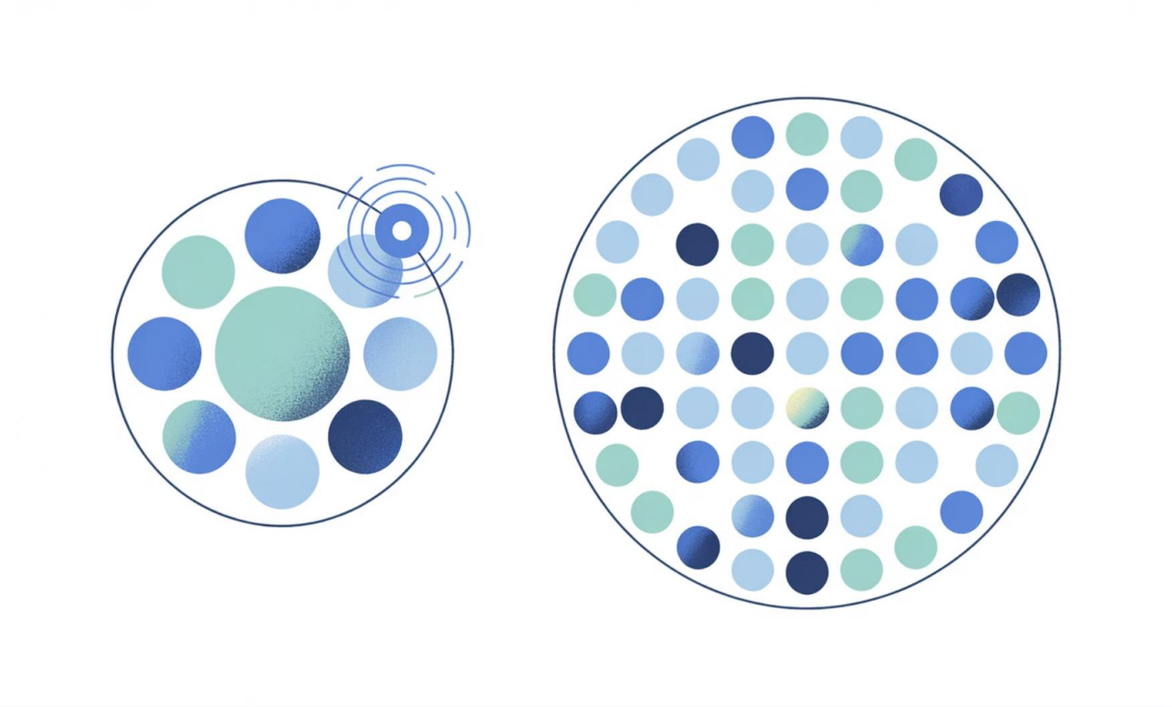


Signal.

The only thing that stays scarce.

Not because signal is harder to create, because the denominator is exploding.

The Denominator Effect



The math of signal value

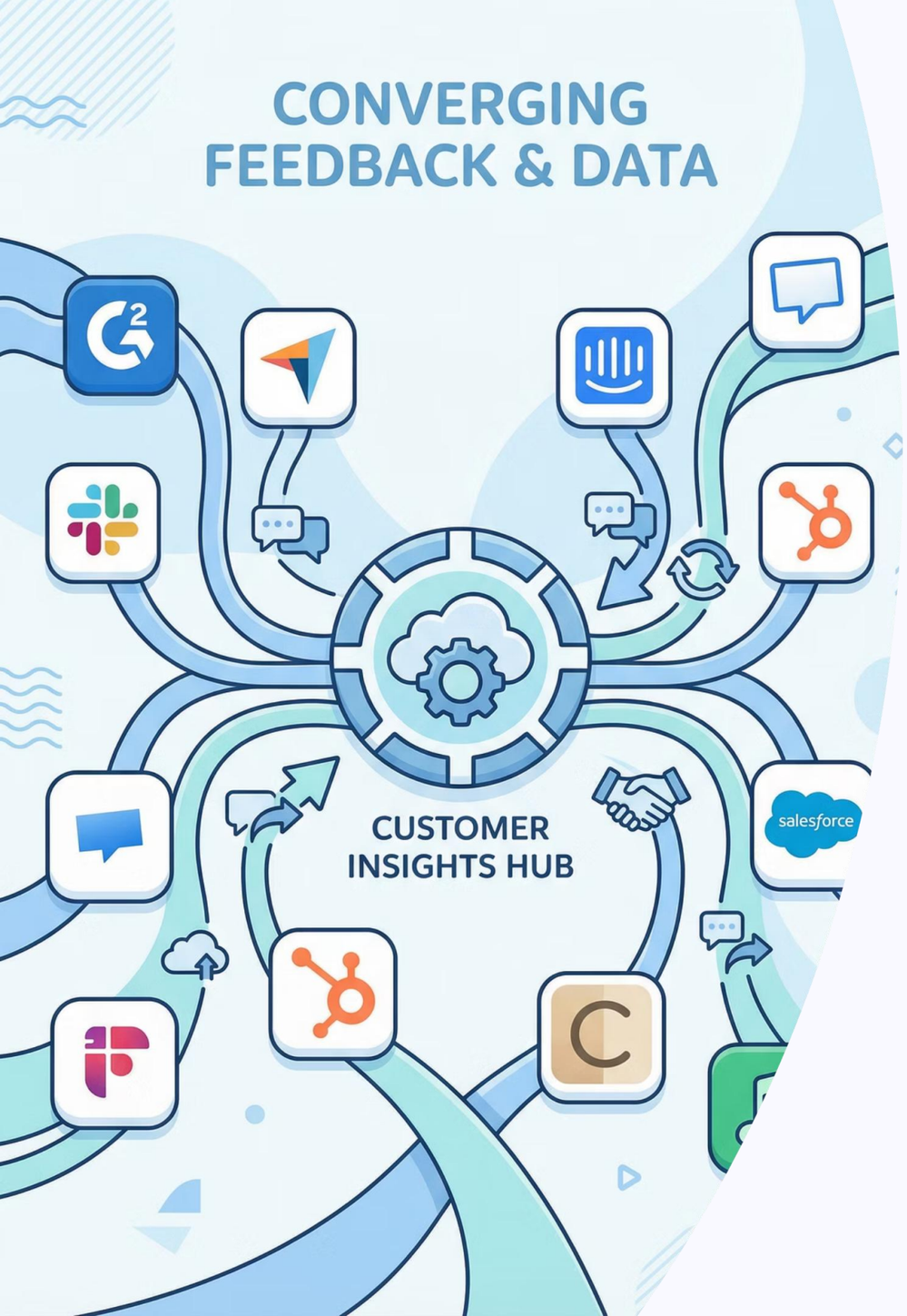
5 people in the room

1 creates signal → 20% share

100 people in the room

1 creates signal → 1% shareBut absolute demand increased 20×

The signal didn't get better. The noise got louder. That made signal more valuable by default.



Where Do Signals Come From?

Your Customers

Insights, feedback, engagement patterns, their own words

Winning & Lost Deals

Exact triggers that closed deals — and why you lost

Best & Churned Customers

What they love, what they missed, what they wish existed

Your Processes

Every touchpoint from lead to customer — every one is a signal input

Why Nobody Does This

1 **It's Boring**

Transcripts, feedback loops, insight tracking — none of it is glamorous

2 **No Instant Gratification**

No dashboard spikes. No vanity metrics. Nothing visibly moves.

3 **Employees Won't Initiate**

Invisible work makes them look less productive short-term

Patience is the one thing FOMO destroys.







It Has to Be Top-Down

Signal management is a **leadership decision**, not an employee initiative.

For Business Owners

Build the culture. Reward signal management. Make it the north star. Every team allocates real time to signal capture.

For Marketers

This is your **biggest moat**. The skill that makes you irreplaceable when everything else becomes automated.

Two Types of Signals

🏛️ Global Signals

Fixed, foundational, establish once, refine quarterly

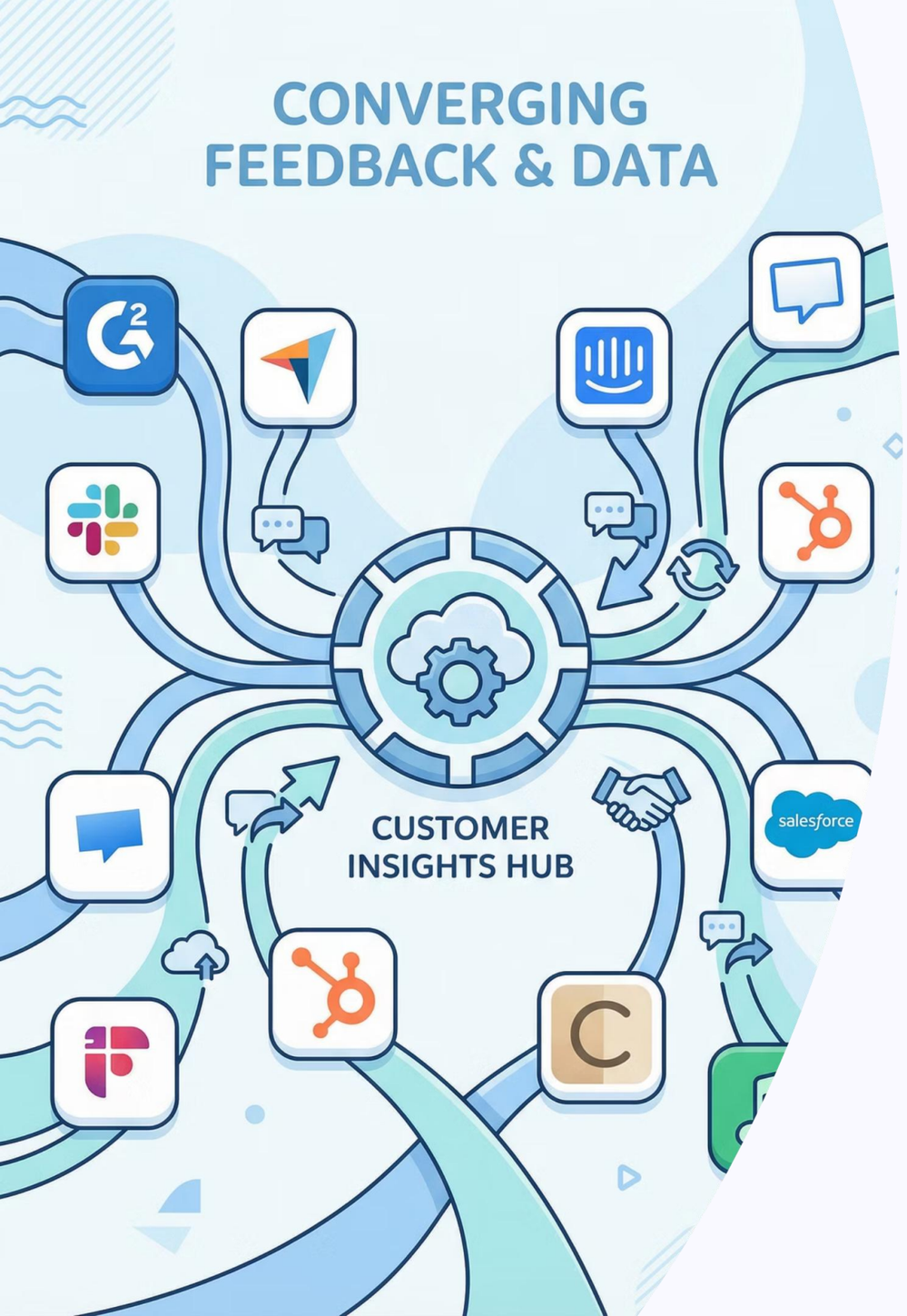
- Product features, capabilities, benefits
- Unique differentiation and positioning
- Ideal customer profiles
- Where you win and where you lose

🌊 Evergreen Signals

Captured daily, always evolving

- Campaign insights and winning angles
- Customer interviews and verbatim language
- On-site behavior: GA, HotJar, session recordings
- Competitive intelligence updates

ⓘ Globals = the foundation. Evergreens = the fuel.



The Signal Management Tech Stack

Competitive Intelligence

G2, Capterra, Reddit

Sales Pipeline

Outreach Campaigns, Ads Campaigns, SalesForce, HubSpot, Gong, Fireflies.ai, Otter Ai

Customer Support

Zendesk, Intercom, Freshdesk, HubSpot Service Hub

AE / Client Comms

Slack, Teams, Front, Missive

GTM Intelligence

Octave, Clay, 6sense, Apollo

The signals already exist. The question is whether you have the systems to capture them.

The Marketer's Advantage

↔ Horizontal Versatility

AI eliminates vertical barriers. Layer signal skills on top → work across **any industry.** Your reach expands.

Lean Operations

Small team + strong signal = more potent, higher-quality work than large teams producing **volume without signal.**

Five Types of Marketing Operators

Which one are you?

Profile	Description
The Noise Machine	Operating on templates and AI defaults. No insight layer. Fully replicable.
The Volume Player	Producing at scale but without deliberate signal. Occasional insight buried in volume.
The Inconsistent Signal	Good instincts, no system. Insight appears in flashes but doesn't compound.
The Clarity Builder	Deliberate about judgment. Captures observations. Some gaps in structure.
The Signal Architect	Systematic insight capture. Every deliverable contains irreplaceable human value.

Be honest with yourself. Where do you sit right now? Where do you want to sit in 90 days?

Four Pillars of Signal Health

Output Quality

Unique insight vs. template-driven, interchangeable work

Client Intelligence

Deep understanding beyond briefs and public data

Feedback Loop Health

Do learnings compound, or do you solve the same problems each quarter?

Team Judgment Capacity

Structured to develop judgment — or just to produce?



Take the Signal-to-Noise Scorecard

18

Questions

4

Minutes

Your Signal-to-Noise Ratio · Breakdown across all four pillars · Your #1 bottleneck · Your exact Signal Architecture Roadmap

AI can generate anything. Signal is what you choose to see that nobody else does.

AI replaces people who compete on volume. It promotes people who compete on judgment.



Master the Signal. Starve the Noise.

🎯 Clear the FOMO

Starve the algorithm. Do nothing when FOMO peaks.

📡 Capture the Signal

Build systems. Compound learnings. Become irreplaceable.

🏆 Compete on Judgment

Not volume. Not speed. Signal is your moat.

scorecard.saasrelaunch.com/digimarcon

Appendix: Supporting References

Charlie Munger on FOMO

> "Envy is a really stupid sin because it's the only one you could never possibly have any fun at."

> "It's waiting that helps you as an investor and a lot of people just can't stand to wait."

During market peaks, when FOMO is highest, the most disciplined response is **inaction**.

Amygdala / Neocortex

The **amygdala hijack** (Daniel Goleman, 1995): when the amygdala perceives threat, it triggers fight-or-flight, bypassing the neocortex.

Social threats (FOMO, status anxiety) activate the **same neural pathways** as physical threats, cortisol and norepinephrine are identical.

Scorecard:
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