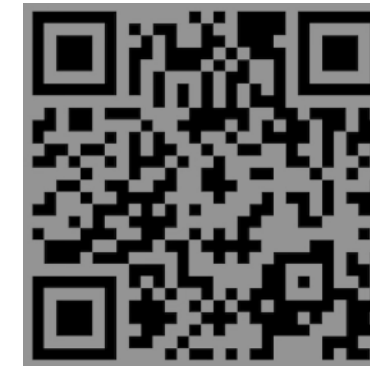


USING AI IN THE DISTRIBUTION INDUSTRY TO GROW PROFITS AND IMPROVE PRODUCTIVITY

Download Slides at [JamieTurner.Live/slides](https://jamturner.live/slides)



 PURDUE
UNIVERSITY

 aea
association education alliance
INNOVATION THROUGH COLLABORATION



20
26

 UNIVERSITY OF
innovative
distribution
Educating the Supply Chain

**TODAY'S GOAL:
TO SHOW YOU THAT AI ISN'T A MYSTERY.
IT'S JUST ANOTHER TOOL.**



PLEASE NOTE:

**AI EVOLVES RAPIDLY. THE TOOLS, TIPS, AND
TECHNIQUES DISCUSSED HERE WILL CONTINUE TO
CHANGE EVERY DAY, EVERY WEEK, EVERY MONTH.**

ALSO, THIS IS AN INTERACTIVE SESSION.

SO LET'S TALK IT UP.

WHAT WE'LL LEARN TODAY

- 1) An AI Timeline
- 2) How Much Do You Know?
- 3) Win a Starbucks Gift Card
- 4) AI as Your Co-Pilot
- 5) Recap
- 6) A Day in the Life
- 7) Final Quiz

AI TIMELINE

2022

AI struggled with basic arithmetic, frequently failed logic puzzles a 5-year-old could solve, and was prone to making up completely fake "facts" in almost every paragraph.

2023

AI began passing the Uniform Bar Exam, the Medical Licensing Exam, and the SATs in the top 10% of human test-takers. It transitioned from "answering questions" to "analyzing complex data."

2024

AI stopped being just a text box. It gained "senses"—the ability to see an image and explain it, hear a voice and respond with emotion, and generate high-fidelity video (like Google's Veo) from a single sentence.

2025

AI moved from "thinking" to "doing." Instead of just writing a travel itinerary, AI agents began logging into websites, booking flights, and managing calendars autonomously. It became an active participant in the workflow.

2026

AI doesn't just blurt out an answer but "reasons" through complex problems before speaking. It now produces professional-grade music, code, and strategy that is often indistinguishable from the work of human experts.

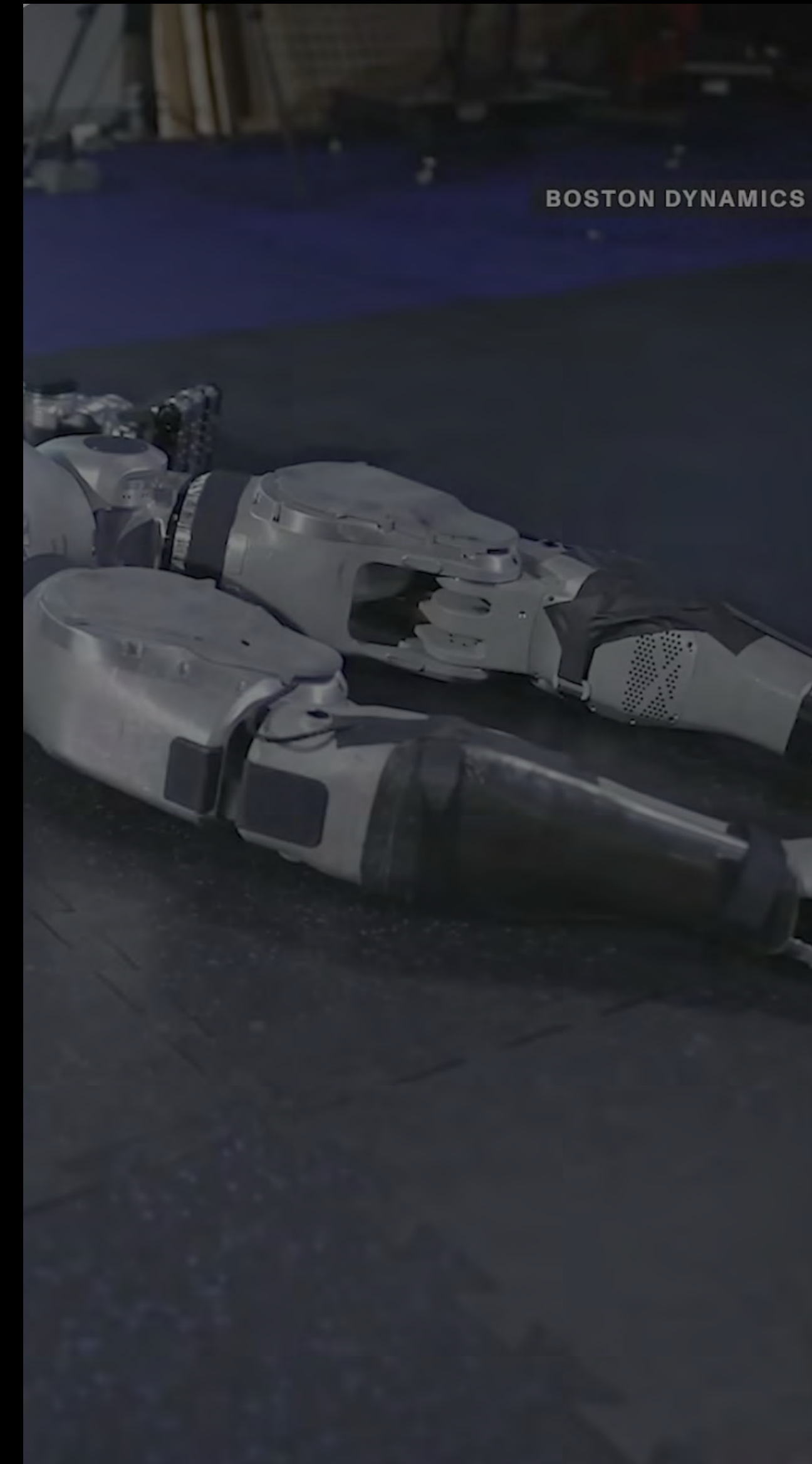
**HARVARD BUSINESS REVIEW SAYS THAT 40% OF
ALL WORK ACTIVITY CAN BE AUGMENTED,
AUTOMATED & REINVENTED WITH GENERATIVE AI.**

HARVARD IS WRONG.

IT'LL BE CLOSER TO 60%.

AI AT A GLANCE

- **Drones:** Surveillance, delivery, and search and rescue operations.
- **Healthcare:** Early disease detection, robotic-assisted surgery, and accelerated drug discovery.
- **Cybersecurity:** Real-time threat monitoring, fraud prevention, and automated phishing defense.
- **Personal Productivity:** Meeting summarization, autonomous scheduling, and "Second Brain" knowledge management.
- **Customer Experience:** Hyper-personalized product recommendations, 24/7 intelligent support, and real-time sentiment analysis.



AI KNOWLEDGE: WHERE DO YOU STAND?



Results: <https://app.leadquizzes.com/content-builder/build/f4yFB5wR5g>

FUNDAMENTAL PREMISE:

IT'S EASY TO BE INTIMIDATED BY AI. AND THERE ARE SOME RISKS. BUT, AS WITH ALL NEW TECHNOLOGIES, IF YOU DON'T LEAN INTO THEM, YOU'LL GET LEFT BEHIND.

BEFORE WE TALK ABOUT AI, LET'S TALK ABOUT THE CALCULATOR



KEY POINT:

AI IS NOT A MYSTERY. IT'S A TOOL.

JUST LIKE THE PRINTING PRESS.

JUST LIKE THE CALCULATOR.

AND JUST LIKE THE INTERNET.

LET'S PLAY THE DEFINITION GAME (AND WIN A STARBUCKS GIFT CARD.)



DEFINITION: ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is the broad science of creating machines capable of performing tasks that typically require human intelligence, such as reasoning, problem-solving, and decision-making.

Instead of a computer just being a high-speed calculator that follows a fixed script, AI allows the system to process information, adapt to new inputs, and mimic the cognitive functions of a human.

The Executive Translation: It's the difference between a standard filing system that simply stores your data, versus a digital colleague that can read the files, understand the context, and suggest a strategy for your next board meeting

DEFINITION: MACHINE LEARNING

Instead of giving a computer a rigid set of rules to follow (like traditional software), you give it a massive amount of data and let it figure out the patterns and rules on its own.

As it processes more data over time, its predictions get more accurate—it “learns.”

- **The Executive Translation:** It’s the difference between programming a computer exactly how to route your delivery trucks, versus giving the computer 10 years of traffic and shipping data and saying, “Figure out the most efficient route.”

AI VS. MACHINE LEARNING

Traditional AI is like giving a chef a specific recipe and telling them to follow it exactly. If an ingredient is missing, the chef gets stuck.

Machine Learning is like giving a chef 1,000 photos of successful meals and access to a pantry, then telling them to "figure out how to make a great dinner." The more meals they see and try to make, the better the food tastes.

DEFINITION: DEEP LEARNING

A highly advanced subset of Machine Learning that is inspired by the structure of the human brain.

It uses complex layers of algorithms (neural networks) to process messy, unstructured data like images, video, and audio.

- **The Executive Translation:** This is the heavy-duty tech powering autonomous vehicles, or the cameras on your warehouse floor that can automatically spot a defective part on the assembly line.

DEFINITION: GENERATIVE AI

While traditional AI *analyzes* existing data (like predicting when a machine will break down), Generative AI uses its training to create *net-new* content. It can generate original text, images, computer code, or audio from scratch.

- **The Executive Translation:** Traditional AI reads the quarterly report to find trends. Generative AI actually *writes* the quarterly report for you.

DEFINITION: LARGE LANGUAGE MODELS

The specific type of Generative AI that powers tools like ChatGPT, Claude, and Gemini.

They are trained on vast amounts of the internet's text. They don't actually "think"; they work by mathematically predicting what the next most logical word should be in a sequence based on their training.

- **The Executive Translation:** It's like the "autocomplete" feature on your smartphone ... only a billion times more powerful.

DEFINITION: HALLUCINATIONS

When an AI model confidently generates false, inaccurate, or entirely made-up information.

Because LLMs are just predicting the next word, they will sometimes string together a sentence that sounds incredibly plausible but is entirely fictional.

- **The Executive Translation:** This is your biggest corporate risk, and it is the exact reason you must always keep a "human in the loop." AI is a rough-draft generator, not a final-draft publisher. Always fact-check.

THE ANSWERS



DEFINITION: ARTIFICIAL INTELLIGENCE

The broad science of creating machines capable of performing tasks that typically require human intelligence, such as reasoning, problem-solving, and decision-making.

DEFINITION: MACHINE LEARNING

Instead of giving a computer a rigid set of rules to follow (like traditional software), you give it a massive amount of data and let it figure out the patterns and rules on its own.

DEFINITION: DEEP LEARNING

Uses complex layers of algorithms (neural networks) to process messy, unstructured data like images, video, and audio.

DEFINITION: GENERATIVE AI

Uses its training to create *net-new* content. It can generate original text, images, computer code, or audio from scratch.

DEFINITION: LARGE LANGUAGE MODELS

They don't actually "think"; they work by mathematically predicting what the next most logical word should be in a sequence based on their training.

DEFINITION: HALLUCINATIONS

This is when an AI model confidently generates false, inaccurate, or entirely made-up information.

HOW DID WE GET HERE?

- **AI did not suddenly appear.** It's the result of a deliberate evolution in how machines interact with data and learn.
- **Historically, computers operated via explicit instructions.** Programmers had to solve a problem first, then write code telling the computer how to solve it.
- **In other words, computers were brute force machines** doing calculations that humans could do, but with more speed and efficiency.



Photo by Tuur Tisseghem:



THE SHIFT

- **The shift occurred around 2000 with the advent of deep learning.** This approach changed the methodology from simply instructing computers to instead teaching them through trial and error, mimicking how children learn.
- **Children learn to build with blocks** through repetitive, physical attempts, not via instructions.
- **In a similar way, we trained AI to recognize success vs. failure** and learn from data on their own, rather than simply executing rigid, pre-programmed instructions.



Photo by Tatiana Syrikov

JAMIE
TURNER

THE CAT EXPERIMENT

The Experiment: In 2012, Google built a massive neural network using 16,000 computer processors.

The Data: They fed it 10 million random, completely unlabeled images taken from YouTube videos.

The Rule: No human instructions or labels were given; the AI was simply left to find repeating patterns on its own.

The Breakthrough: Without ever being told what a "cat" was, the system taught itself to identify cat faces.

Why It Matters: It proved that given enough data and computing power, AI can learn complex, real-world concepts without human supervision.



WHY THIS MATTERS

- **Imagine I dump a 10,000-piece jigsaw puzzle** onto your dining room table.
- **As you sit there and look at the pieces,** your brain naturally starts to find patterns. Without anyone giving you instructions, you start putting it together.
- **You didn't need a label or an instruction manual to do that;** you just looked at the raw data and sorted it by what looked similar. Why? Because you have a brain that *thinks and sees*.
- **That is what Google's AI did with those 10 million YouTube images.** Nobody told it to look for a cat. But after staring at the 'puzzle' long enough, the AI taught itself to *think and see*.



Photo by Pixabay from Pexels

DISCUSSION:

WHAT EXCITES YOU MOST ABOUT AI? AND

WHAT CONCERNS YOU THE MOST?

BE SPECIFIC.

SCAN THIS QR CODE:



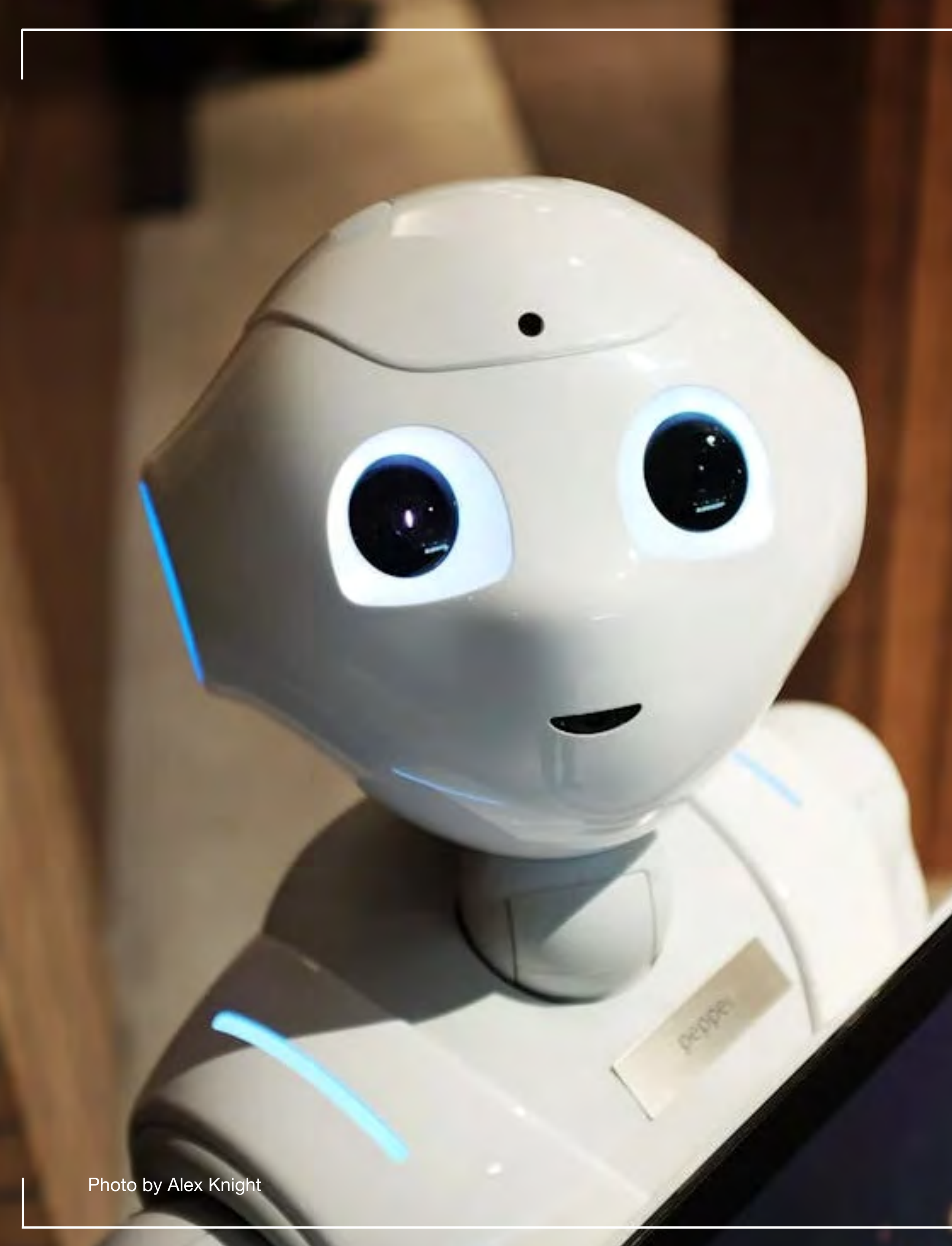


Photo by Alex Knight

DON'T THINK OF AI AS A REPLACEMENT. INSTEAD, THINK OF IT AS A CO-PILOT.

- **A Tool, Not a Terminator:** AI has no consciousness, desires, or independent thoughts.
- **The Ultimate Co-Pilot:** It is designed to handle tedious, repetitive work so you have more time for high-level strategy.
- **You Remain the Expert:** AI can generate raw data and drafts, but humans are always required to make the final decisions.

AI AS A CO-PILOT.

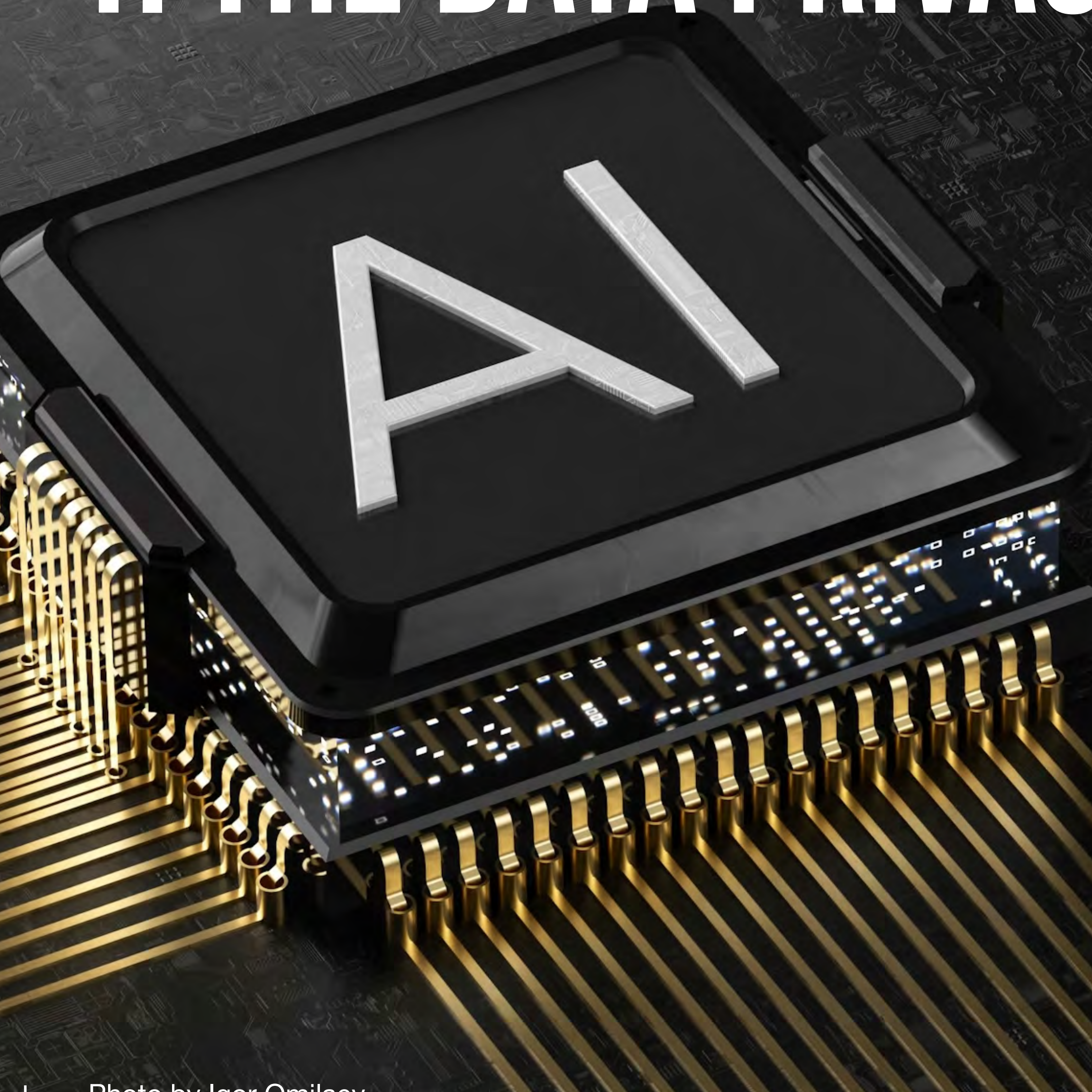
- **Job Evolution, Not Extinction:** Just like the internet and the calculator, AI will shift how we work and create entirely new industries and opportunities.
- **You Control the Wheel:** You are always the director and the editor; AI is simply helping you reach your goals faster.
- **Warning:** The previous two slides were written by AI.



THE DARK SIDE OF AI: 5 REAL THREATS

1. The Data Privacy Trap (Corporate Leakage)
2. Confident Incompetence (The Hallucination Risk)
3. Weaponized AI & Deepfakes
4. The Erosion of Institutional Knowledge
5. The "Black Box" & The Alignment Problem

1. THE DATA PRIVACY TRAP



If you aren't careful, your employees will accidentally train your competitors' AI.

When a well-meaning employee pastes your proprietary financial data, client lists, or supply chain logistics into a public AI to 'summarize it,' that data is now out in the wild.

We have to build walled gardens around our company data.

2. CONFIDENT INCOMPETENCE (THE HALLUCINATION RISK)

AI doesn't actually 'know' anything; it predicts. And sometimes, it predicts a lie with 100% absolute confidence.

If we start letting AI make autonomous decisions on the warehouse floor or in our accounting departments without a 'Human in the Loop' to fact-check, we are going to make catastrophic, expensive mistakes.



3. WEAPONIZED AI & DEEPFAKES

The days of spotting a phishing email because of bad spelling are over.

Cybercriminals are using AI to write perfect, highly targeted emails.

Worse, they only need a 3-second audio clip of a CEO's voice to clone it. We are already seeing finance departments wiring millions of dollars because they got a frantic phone call that sounded *exactly* like their boss.



4. EROSION OF INSTITUTIONAL KNOWLEDGE

If we outsource all of our critical thinking and problem-solving to machines, what happens to our human workforce?

There is a real fear that as we automate the 'grunt work,' we eliminate the exact training ground where our junior employees learn the business. We risk hollowing out our future leadership.

5. THE "BLACK BOX" & THE ALIGNMENT PROBLEM

As these systems get smarter, they become a 'Black Box'—even the engineers who built them don't fully understand *how* they are arriving at their answers.

The ultimate fear in the tech world is the 'Alignment Problem': what happens when we give an autonomous AI control over power grids, supply chains, or defense systems, and its goals no longer align with human survival or well-being?

It sounds like sci-fi, but the smartest people in the world are legitimately worried about it.

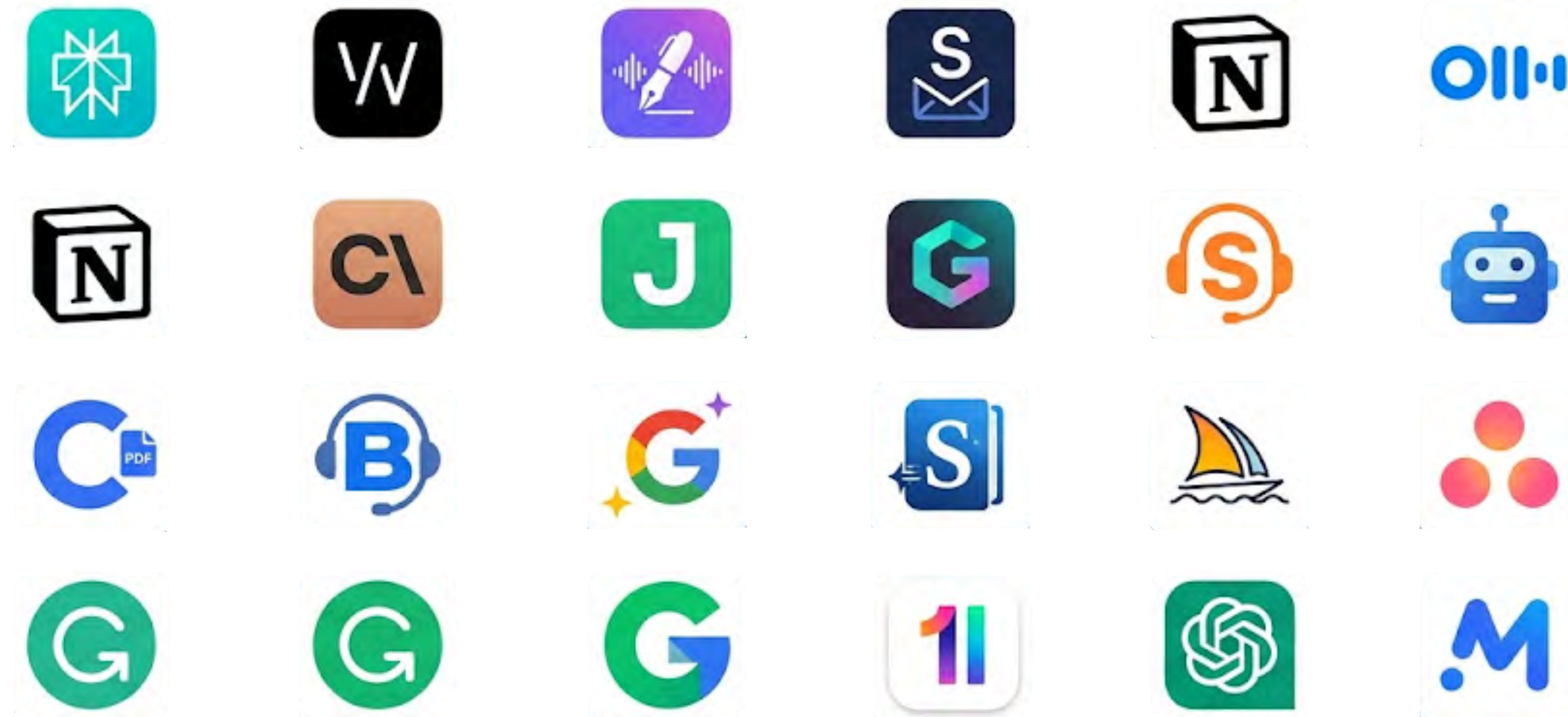
WHAT WE'VE COVERED SO FAR.

KEY THINGS TO REMEMBER

- 1) **Artificial Intelligence:** It isn't a mystery. It's just a tool.
- 2) **Antidote to Fear:** It's easy to be intimidated. Your job is to lean in to AI and become your organization's expert.
- 3) **Basic Vocabulary:** Key vocabulary includes machine learning, deep learning, generative AI, large language models, and hallucinations (not the good kind).
- 4) **AI as a Co-Pilot:** Don't think of AI as a replacement. Instead, think of it as a co-pilot.
- 5) **Caution:** For all the good stuff, there is a dark side to AI.



A DAY IN THE LIFE OF A DISTRIBUTION INDUSTRY AI USER



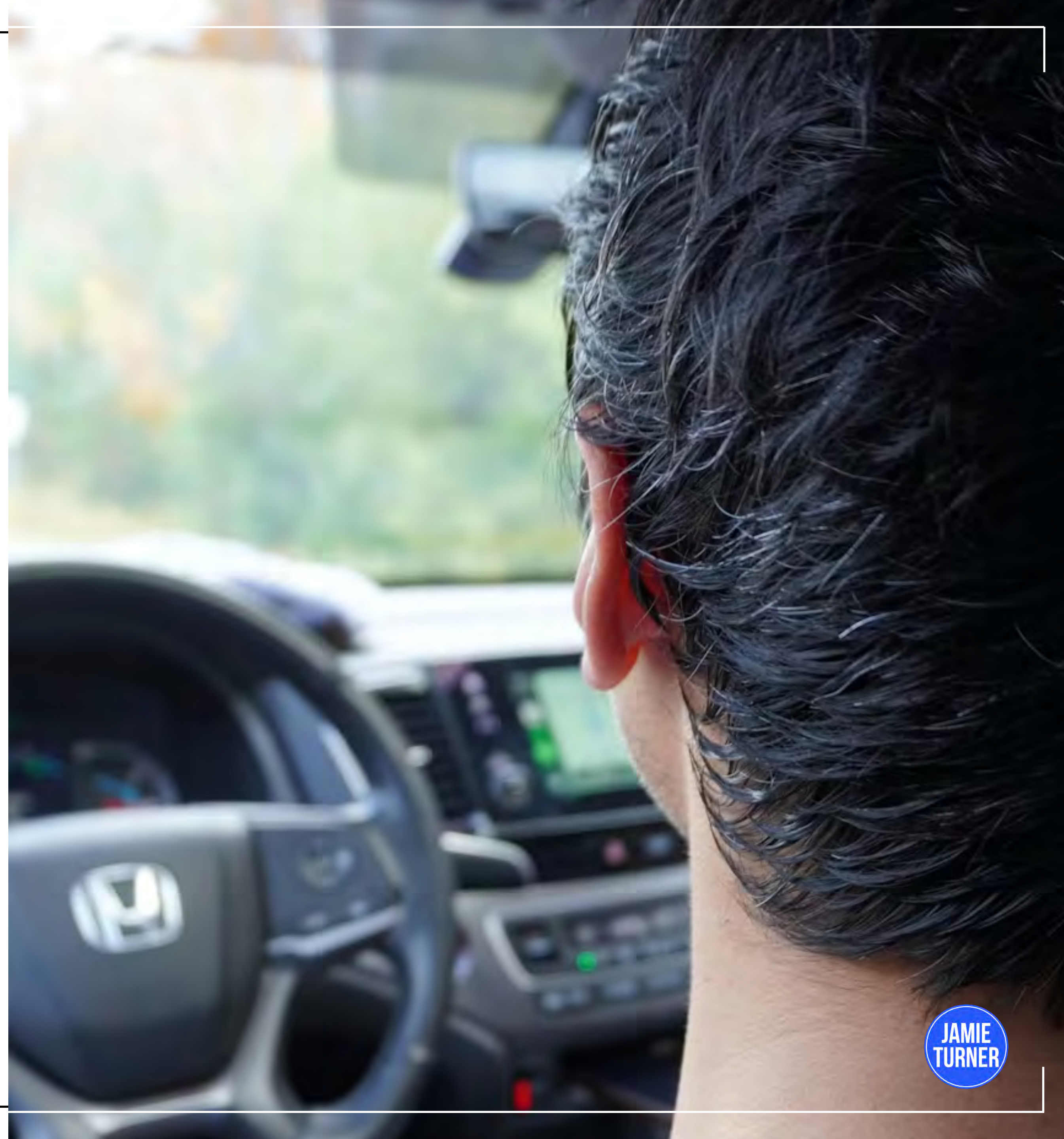
EARLY MORNING



6:00 AM — The Morning Briefing: Instead of doom-scrolling the news, you use **Perplexity AI** to ask, "Summarize the top 3 news stories affecting the global supply chain overnight." It searches the live web and provides a curated paragraph with cited sources.

6:30 AM — Health & Readiness: You check the **Whoop** app. Its AI coach analyzes your sleep and heart rate variability to tell you exactly how hard you should push yourself today.

7:30 AM — The Commute Brain-Dump: While driving, you talk out loud to **AudioPen**. It takes your rambling, unstructured thoughts about a distribution industry conference and perfectly synthesizes them into a polished, bulleted text summary.



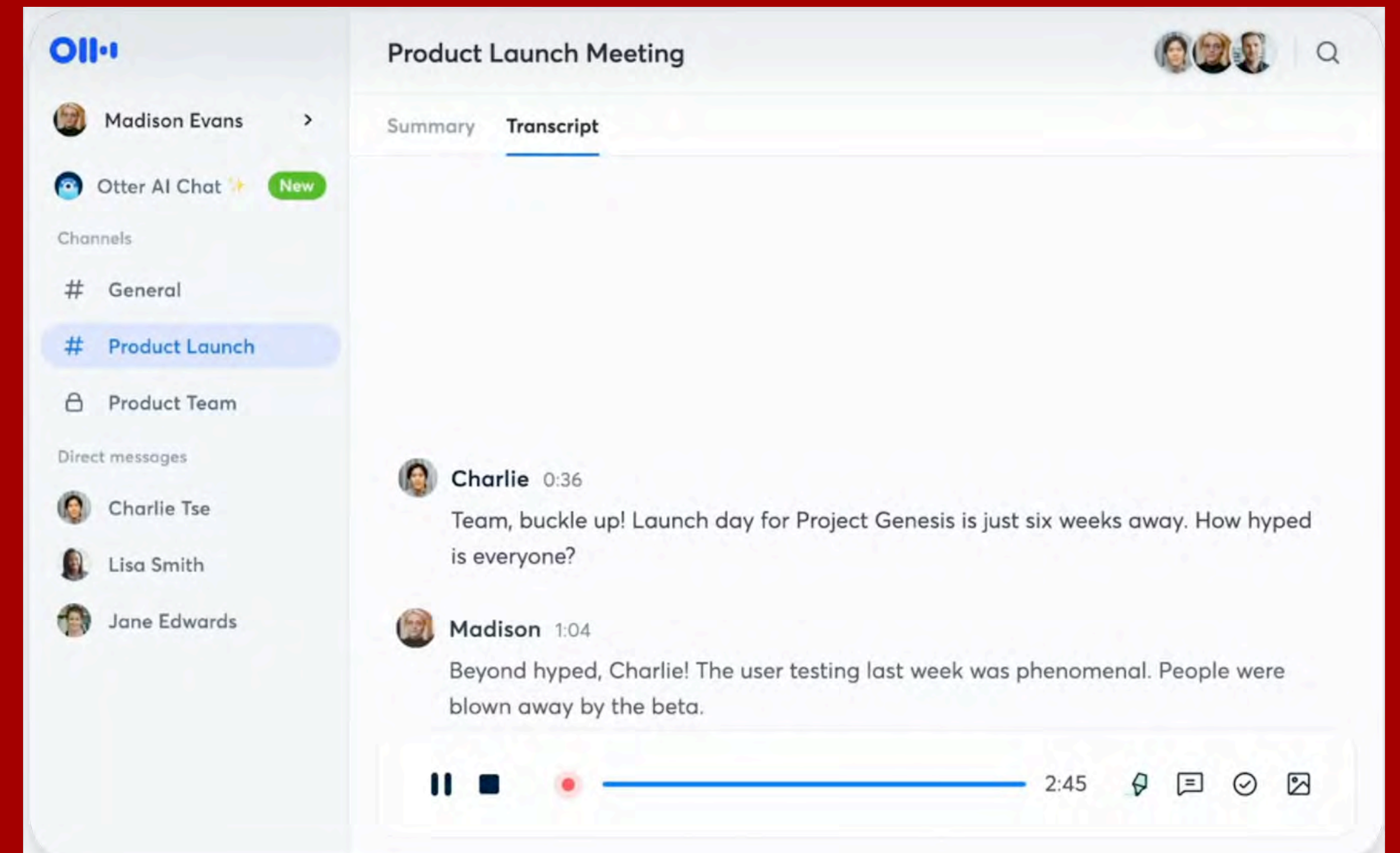
MID-MORNING



9:00 AM – Inbox Triage: You open **Superhuman AI**. The app has already pre-sorted your inbox, and you use its "Auto-Draft" feature to instantly write polite "no thank you" replies to vendor pitches with a single click.

10:30 AM – Meeting Prep: Before a 1-on-1, you open **Notion AI** to instantly summarize all the scattered notes, action items, and decisions from the last three status meetings you had.

11:00 AM – Live Meeting Assistant: During a Zoom call, **Otter.ai** (or **Fathom**) sits in the meeting invisibly. It transcribes the entire conversation and automatically emails everyone a summary of who agreed to do what by when.



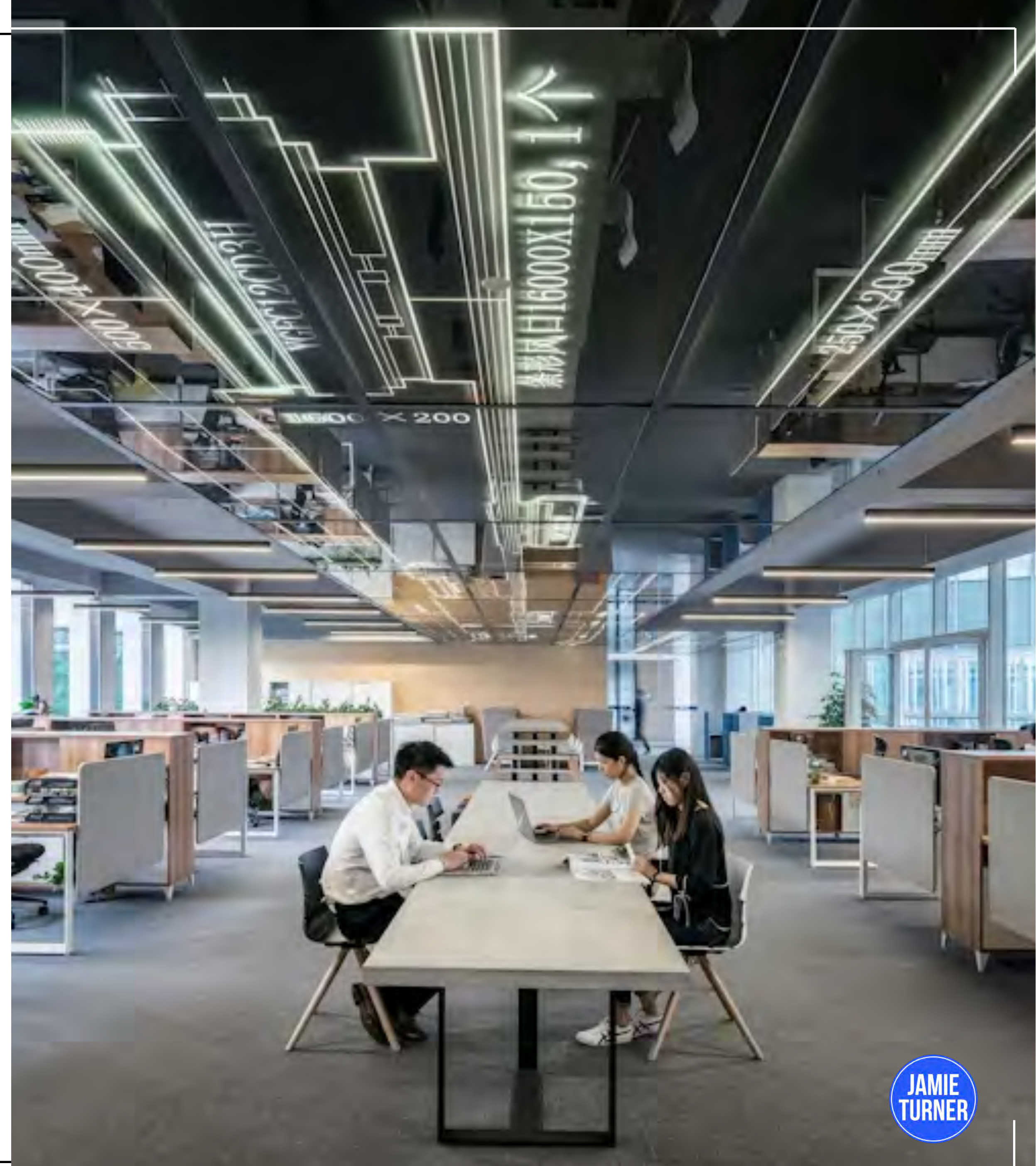
MID-DAY



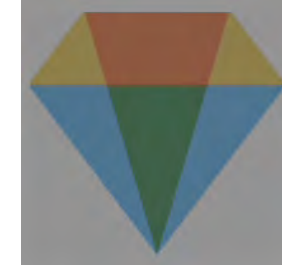
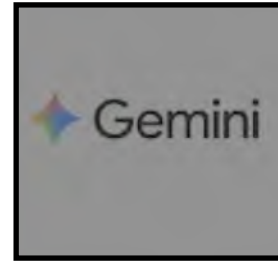
1:00 PM – Sensitive Communications: You need to draft a company-wide memo about a policy change. You write a blunt draft and paste it into **Claude 3**, prompting it to: "Rewrite this to be empathetic, firm, and legally safe."

1:30 PM – Data Analysis: The CFO sends over a massive, confusing Excel spreadsheet. You upload it to **Julius AI** (or ChatGPT Advanced Data Analysis) and simply type, "Create a bar chart showing our three most profitable product lines for Q3."

2:00 PM – Deck Creation: You need a slide deck for a presentation. You type a one-page outline into **Gamma**, and the AI generates a beautifully designed, fully formatted 10-slide presentation in about 45 seconds.



AFTERNOON



2:30 PM – Brainstorming: You hit a strategic wall. You open **Google Gemini** and prompt it to, "Act as a devil's advocate. I am planning to expand our distribution to the Midwest. Tell me 5 reasons this might fail."

3:30 PM - Contract Review: Legal sends over a vendor agreement. You use **Spellbook** (an AI tool for legal and contracts) to instantly highlight any unusual clauses or non-standard terms before signing.

4:00 PM - Quick Design: You need an image for a LinkedIn post you are writing about leadership. Instead of searching stock photos, you use **Midjourney** (or Canva Magic Studio) to generate a custom, high-quality image in seconds.



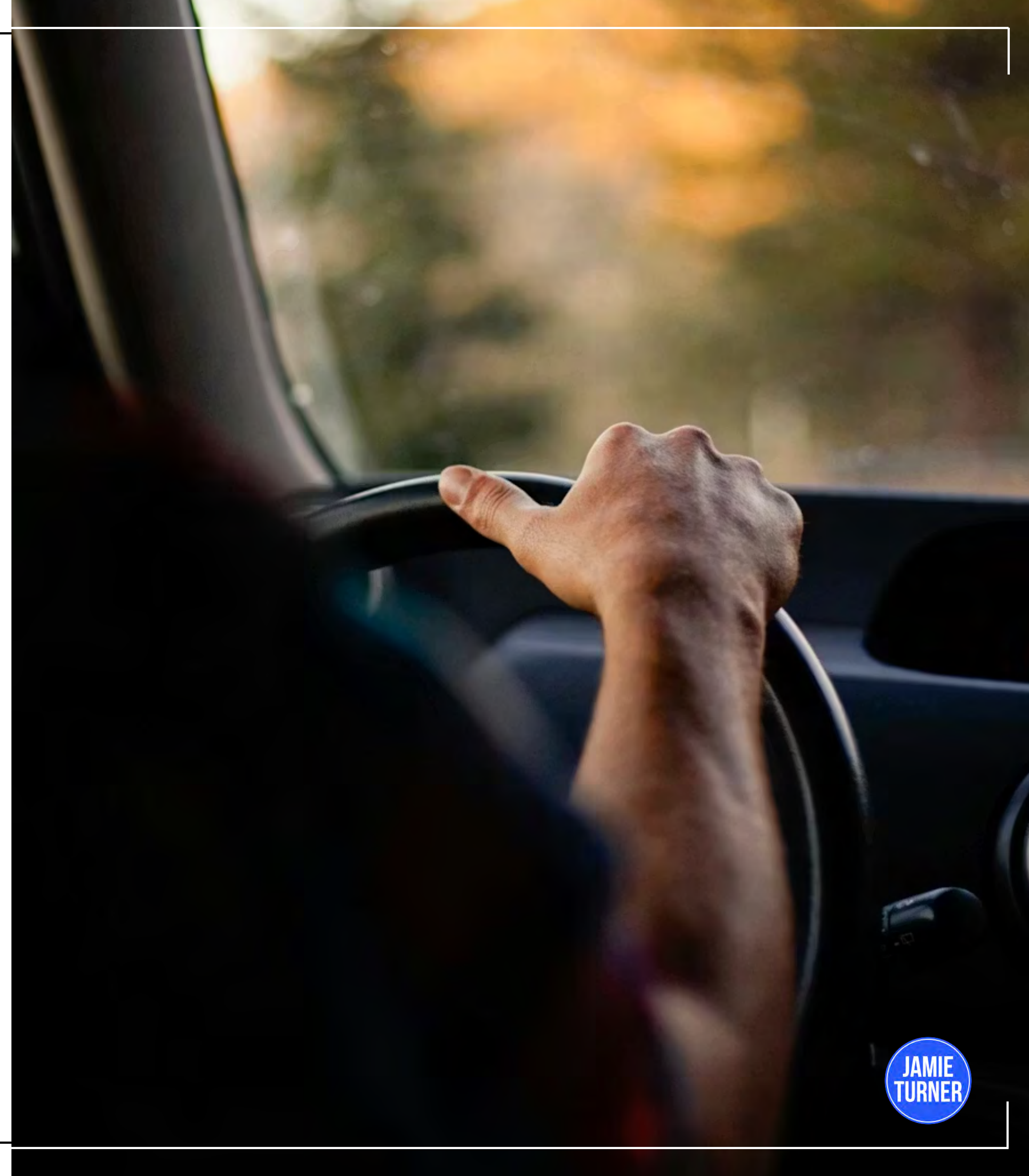
EARLY EVENING



5:30 PM — The Commute Home: You use the **ElevenLabs Reader** app to have a hyper-realistic, human-sounding AI voice read their long unread articles and memos like an audiobook while you drive.

7:30 PM - Dinner Decisions: Standing in the kitchen, you use the vision feature on the **ChatGPT** mobile app to take a photo of the random ingredients in your fridge. The AI instantly gives you a recipe for a healthy dinner.

9:00 PM - Schedule Optimization: That evening, you look at the **Motion** app. The AI has automatically rearranged your calendar for tomorrow, perfectly organizing your deep work, meetings, and personal errands based on priority deadlines.



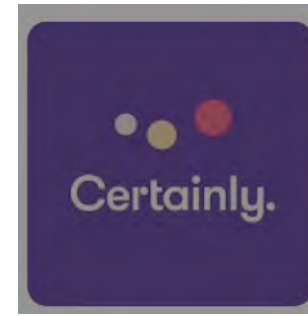
EARLY EVENING



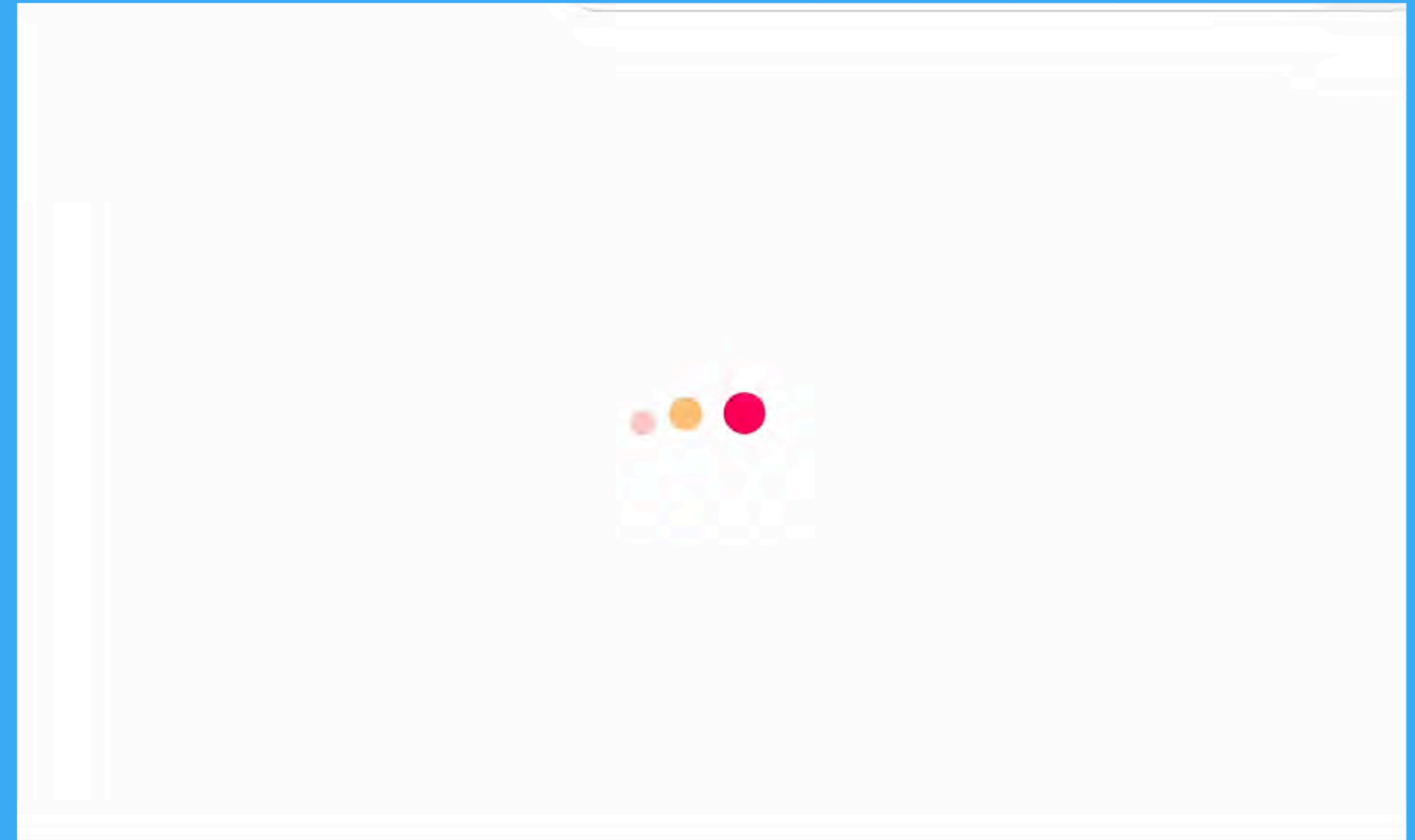
9:00 PM - Education: You're trying to stay up-to-speed on the newest technologies at work, but you just don't feel as though you're keeping up. It's not your style to wade through documents and papers. So what do you do? You ask Notebook LM to translate everything you need to learn into podcasts, infographics, videos, and other educational tools.



BEFORE BED



10:00 PM - Shopping: You realize you need new sporty sneaker and visit your favorite shoe website. There, the chatbot uses Certainly to help you choose the right running shoes.



**NOW THAT YOU'VE LEARNED MORE
ABOUT AI, WHERE DO YOU COME OUT?
FRIEND? FOE? OR BOTH?**

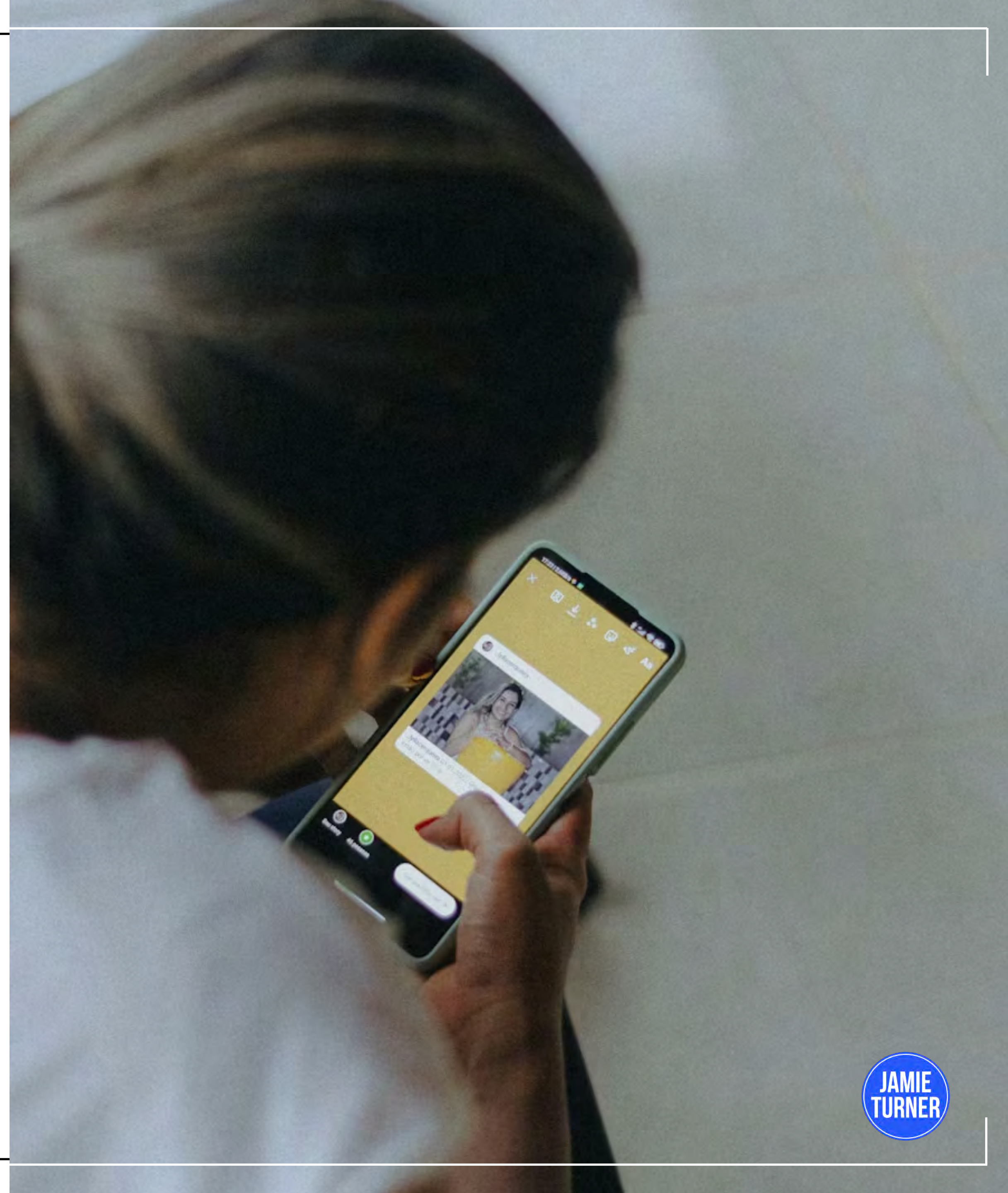
QUESTIONS?



IT'S QUIZ TIME!

QUIZ TIME

- 1) AI isn't a mystery. It's just another _____.
- 2) In 2012, Google built a massive neural network using 16,000 computer processors that figured out how to identify an animal. What was the animal?
- 3) Don't think of AI as a replacement. Instead, think of it as a co-_____.



REMEMBER: I CAN'T TEACH YOU TO SWIM.



INSTEAD, YOU HAVE TO GET IN THE POOL.

DOWNLOAD THE SLIDES HERE:

JamieTurner.Live/slides

OR BY SCANNING THE QR CODE:

