

## **The Future of Entrepreneurship in an AI World: Integrating Technology with Human Touch**

### **Executive Summary**

In an era where AI is increasingly prevalent, understanding its role and limitations in entrepreneurship is crucial. This session, led by a distinguished Executive Coach and AI integration specialist, explores the evolving landscape of entrepreneurship in the context of AI advancements. The speaker will introduce participants to **Enzo**, a cutting-edge AI coaching tool designed to augment the non-directive coaching process, demonstrating live how AI can support entrepreneurs. The discussion will pivot to the indispensable qualities of human leaders—presence, identity and elevation—and how these can be nurtured to maintain entrepreneurship efficacy and authenticity in the digital age. Attendees will leave with actionable insights on integrating AI into their entrepreneurship practices while preserving the essential human elements that inspire and motivate teams. This session is ideal for entrepreneurs, and business owners and anyone interested in the future interplay between technology and human entrepreneurship.

This proposal aims to capture the innovative blend of technology and development requirements of entrepreneurs, emphasizing both coaching tools and the enduring value of human insight and empathy in entrepreneurship.

### **Objectives**

1. **Explore AI Integration in Entrepreneurship:** Understand how AI tools like Enzo enhances entrepreneurship and supports development.
2. **Highlight Human Leadership Qualities:** Identify the essential qualities of human entrepreneurs—presence, identity, and elevation—that remain crucial in an AI-enhanced world.
3. **Formulate Leadership Strategies:** Gain strategies to effectively incorporate AI into entrepreneurs while maintaining the human elements critical for team motivation and engagement.

### **Tools and Takeaways**

1. **Coach with Sprout App:** Participants can download the "Coach with Sprout" app, featuring AI Coach Enzo, which integrates AI technology into coaching entrepreneurs to enhance decision-making, growth and self-reflection.
2. **"The Leader as COACH" book:** Each participant can purchase a copy, providing understanding of taking a coach approach to entrepreneurs through Sprout, a simple and accessible coaching model. Participants will gain deeper insights into sustaining human relevance in leadership within an AI-driven world and serving as a resource for ongoing learning and development.

### **Speaker Bio**

Edward is an acclaimed keynote speaker, distinguished author, and a pioneering coaching futurist, recognized for his over 10 years of expertise in coach training and leadership development. As the creator of the innovative AI coaching tool, **Enzo**, Edward integrates cutting-edge technology with traditional coaching methods to enhance entrepreneurship capacities and strategic thinking. His unique approach has guided business owners, entrepreneurs and senior executives from across various industries—

## **Speaker Proposal**

### **May 2024**

including technology, communications, energy, banking, and the public sector—to achieve heightened effectiveness and realize their potential.

Holding the prestigious MCC credential—a distinction earned by only 4% of coaches globally with the International Coaching Federation (ICF)—Edward is committed to excellence in coaching. His method emphasizes strength-based coaching, enabling leaders to thrive in demanding and complex environments by fostering entrepreneurial creativity and robust strategic insight.

In addition to his professional endeavors, Edward is a passionate advocate for operational excellence and innovation, dedicated to driving bottom-line growth and adapting to rapidly changing business landscapes. His coaching philosophy is deeply rooted in fostering strong relationships that are fundamental to business success, underpinned by a coaching approach enriched with relationship awareness theory. Edward serves as the Program Chair for the Lethbridge College "Leader as Coach" program and is the past President of the ICF Calgary Chapter.

Edward also exemplifies being a fierce servant, actively participating on multiple charitable boards, currently serving as the Board Chair for CAUSE Canada and spearheading significant fundraising initiatives, such as a microfinance project in Honduras that raised over \$2.3 million. His social innovation is further highlighted through the successful launch of the SEEDS program in Alberta, which has equipped over 300 charitable leaders with crucial coaching skills. Through his multifaceted role as a speaker, author, innovator, and creator, Edward continues to shape the future of coaching and leadership across diverse sectors.

### **Speaking Samples**

1. [Live coaching demo](#) | Webinar | CPHR Alberta with President Rod Miller
2. [The Future of Coaching with AI](#) | Podcast | Hire, Lead Chill with Shawn Day
3. [The Leader as Coach](#) | Podcast | Culture Hack with Adam Kolozetti