

THE 10 AI MANDATES FOR THE NEW ERA OF BUSINESS

Adopt or Fall Behind: 10 AI Rules Modern Businesses Can't Ignore



ARTIFICIAL INTELLIGENCE
RESOURCE PROGRAM

UAA BUSINESS ENTERPRISE INSTITUTE

Inspired by CEO Tobi Lutke, Shopify

01



AI IS NO LONGER OPTIONAL

AI is no longer optional—it's as vital as email or the internet.

02



AI AS A MULTIPLIER, NOT JUST A TOOL

Used well, AI delivers 10X–100X output. It fills gaps and boosts performance across teams.

03



INTEGRATE AI INTO EARLY STAGES OF WORK

Use AI from the start—brainstorming, prototyping, and planning—to speed up validation.

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EVALUATE PERFORMANCE WITH AI IN MIND

Include AI skills in performance reviews. Are teams applying AI where it counts? Are staff members leveraging AI to enhance their work?

05



LEARNING BY DOING IS MANDATORY

AI proficiency comes from practice, not theory. Consistent hands-on use is key.

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DEVELOP AI SKILLS

Start by learning prompt engineering and understanding what AI can and can't do.

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RETHINK HIRING

Use AI before adding headcount. Justify hires by proving AI can't do the job first.

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EVERYONE IS RESPONSIBLE FOR AI—EVEN ADMINISTRATORS

No one is exempt from AI adoption. AI isn't just for tech teams. Leaders must model adoption for a full organizational shift.

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COMMUNITY LEARNING IS ESSENTIAL

Share to grow by creating internal spaces to swap prompts, skills, and use cases—build collective knowledge.

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AI + ENTREPRENEURSHIP = THE NEW NORMAL

Entrepreneurship now means using AI to create, scale, and compete.