



# EMBRACING FUTURE TECHNOLOGY

**PRACTICAL STRATEGIES USING AI  
FOR DRIVING BUSINESS GROWTH AND EFFICIENCY**

*Raelbricker.com*

# USING AI

## PRACTICAL STRATEGIES FOR DRIVING BUSINESS GROWTH AND EFFICIENCY

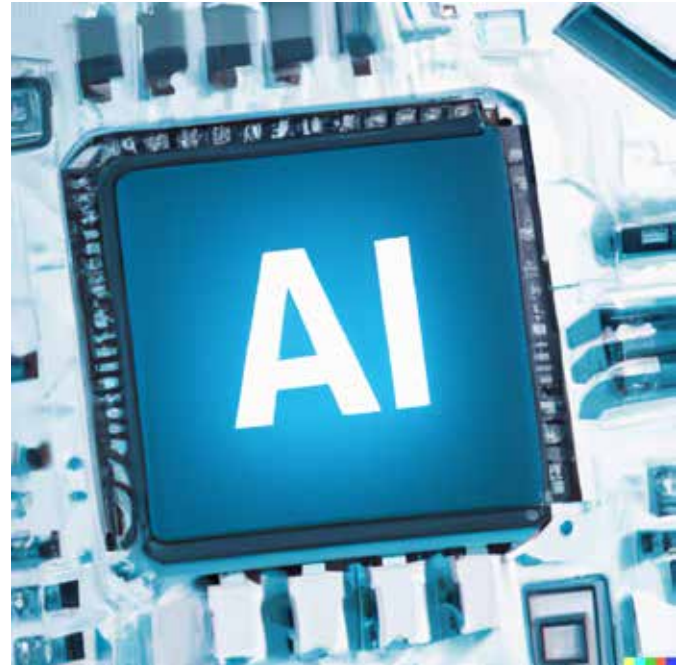
**“AI is the key to unlocking efficiency, accuracy and new possibilities for companies, enabling them to stay ahead in a rapidly evolving business landscape.”**

In the ever-evolving landscape of Artificial Intelligence (AI), 2023 has emerged as a pivotal year. As we stand amid a plethora of innovative ideas and concepts, it's clear that the future is brimming with potential. While I'm excited about these future possibilities, I also appreciate the immediate, pragmatic solutions that AI offers today.

In my professional sphere, I've built a reputation for delivering practical solutions to my clients. This ethos is rooted in my belief, as shared in my book, that business is fundamentally simple—start the journey and adjust your sails as you navigate.

This ethos extends to my approach to AI. While I'm an advocate for visionary ideas that will shape our future, I'm equally committed to harnessing the power of AI to deliver immediate results. To bridge this gap, I've designed an exciting workshop, “Embracing Emerging Technologies: A Practical Approach to AI.”

This workshop is your roadmap to identifying and implementing AI tools that can instantly amplify your team's productivity and efficiency. Amid the bustling AI market—with more than 6000 tools available as of August 2023—our focus is on identifying the key tools that deliver immediate, tangible solutions.



Leveraging my business acumen, a Master's in Software Engineering, and an MBA, I've created a unique blend of practical knowledge and technical expertise. This isn't about concentrating on one tool, like ChatGPT, but about exploring the vast AI landscape to discover the best tools for your business needs.

Importantly, this workshop is always current. As the AI market evolves and new tools are introduced, we assess and incorporate them if they prove their worth in boosting productivity and efficiency. This dynamic, adaptable, and personalized approach sets our workshop apart—it's your key to unlocking the practical benefits of AI today. Don't wait for the future—embrace AI now!



# Adapting to the current world requires agility.

Embracing Emerging Technologies: A Practical Approach to AI" is a dynamic, adaptable workshop designed to help teams leverage AI tools for immediate productivity gains. This workshop, grounded in my extensive business knowledge and technical expertise, explores the expansive AI landscape to identify key tools that provide immediate, effective solutions. Continuously updated to reflect the evolving AI market, this workshop offers a personalized approach to harness the AI boom of 2023, bridging the gap between future-facing AI aspirations and tangible, present-day applications. It's not just about one tool, it's about finding the best AI solutions for your unique needs.



*Hi, I'm Rael Bricker*

*From being 6000ft underground in a mine, to starting an education business (that grew to have 4000 plus students) to spending years working in venture capital, I have has seen it all. I have listed companies on multiple international stock exchanges, and my financial services group has settled more than \$3bn in loans over 21 years.*

***The common linkage between all these experiences has been the use of the best available technology to maximize growth and efficiency.***

*In 2013, I was given a rude awakening when after, a season of triathlons, I decided to run a marathon as part of my plan before I turned 50. Each time I ran, I experienced neck pain and it was discovered that I had two blocked arteries.*

*I was the lucky one as I managed to dodge a bullet and ended up with two cardiac stents. Today I am probably back to close to my fitness and strength from 2013, but I have much more self awareness of listening to my body.*

**This experience helped me to find my purpose in life; sharing the experiences of journeying and achieving excellence with business owners and entrepreneurs around the world.**

*My diverse work history combined with unique global research interviews with companies in more than 25 countries makes me perfect to work with leaders and managers on achieving excellence, as I have experienced the rollercoaster myself, and know how to navigate the twists, turns and loops.*

*If you need me to have academic qualifications, I hold two Masters degrees; an MBA and an MSc (Software Engineering) and am currently a Fellow of the MFAA, a Certified Speaking Professional (CSP) and a Member of AICD.*

*My first book - "Dive In - Lessons learnt since business school" was published in 2018*

**I partner with organizations who are looking to optimize people and processes to maximimze profitability and productivity.**

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# OTHER WORKSHOPS /KEYNOTES FROM RAEI

## **DEVELOPING A STRATEGY FOR TEAM and BUSINESS GROWTH**

A critical aspect of organizational success is having a group understanding and buy in to the strategic plan and process. This workshop can run from half a day to two days and incorporates understanding all the elements of a strategy and alignment with values and purpose for the entire team to move forward together.

## **TURNING THE PLAN INTO A PAGE (POP)**

All aspects of developing a strategic plan that is dynamic and flexible form the bulk of this program. This includes a detailed analysis of the three critical business areas - the resources required to deliver on the value proposition to the customer base and deep understanding of each area.

## **COMMUNICATING (MARKETING AND SELLING) IN FULL COLOUR**

This program focuses on dealing with different personalities and behaviors. Participants will learn how to consider each person's behavior and modify their communication style to match the behavior. We will learn to stop selling and create an environment that makes it easier for people to buy.

## **TEAM DYNAMICS**

Teams are the basic building block of successful organizations. Team dynamics is fundamentally about creating the elements of those blocks. Many leaders believe they could be losing control and need to simplify systems and processes. Additionally they want a strong culture with communications and ethics as core elements.

## **CREATING YOUR RICH AND ROBUST CULTURE**

This program features unique global culture research and provides a future view of culture and the future of work. This program includes the use of the exclusive BEI (Business Excellence Indicator) tool that allows organizations to quickly determine areas of excellence and concern in three critical non financial measures - being Culture, Strategy and Leadership.

## **STRATEGIC AND CHANGE LEADERSHIP**

Leading self, leading other and leading teams are the three fundamental cornerstones of developing great leaders. This program is an intensive look at organizational leadership development. The program focuses on a few key fundamental areas such as understanding one self before leading others and teams and understanding communication styles and behaviors.

## **SUPERCARGE YOUR BUSINESS**

Business owners and managers face multitudes of challenges daily. Sometimes the solutions are clouded by the emergence of other problems. These challenges are not unique. This program utilizes 30+ years of business building, coupled with the ideas explored in "Dive in" (Published in 2018) to develop the tools to supercharge your business.



# WHAT DO PEOPLE SAY ABOUT RAE ?

*"Rael brought a thoughtful, intelligent and heartfelt address to the Vow Financial Conference in Whistler Canada. Rael's ability to present and weave stories that are thought provoking and motivating is artistry in motion. We were compelled by Rael's business and management insights and the message of following your dream and staying true to yourself. Rael has made a lasting impact on my life, and am sure many others as well."*  
Stephen Lambert Senior Financial Planner – Crown Wealth Group.

*Rael gave a brilliant thought-provoking talk that encourages one to do a daily introspection to continuously align oneself with one's own moral compass. His presentation skills were superb and one walks away feeling that this advice can change one's life*  
Malcolm Rabson - CEO Dariel - Johannesburg

*"What makes Rael a brilliant leader apart from his intelligence and business knowledge is his ability to bring out the greatness in others. Few leaders have this unique trait."*  
Candice Mama - CEO AIME / Vogue Paris Most Inspiring Woman 2020 - Cape Town

*"We engaged Rael to facilitate the annual strategic planning process that we undertake at Supervision Group. Rael did a fantastic job in preparing, facilitating and ensuring we achieved our desired outcome from the strategic planning day and subsequent follow up session. As an experienced businessman, Rael was able to utilise his own experiences and extensive knowledge to add value to Supervision Group."*  
Clinton Reid Managing Director - Supervision Group - Perth

*"Rael is a billion dollar business man who cares about leaders. His strategic sense is staggering. As someone who has also built a successful educational enterprise, when he speaks - leaders act. That is a gift."*  
Louise Karch – Award Winning Brand Expert – Melbourne

*"Rael Bricker is a passionate business leader, with a strong strategic focus. He has successfully run his own business for over 16 years, and due to his insights and strategic vision was invited to join the CEO Advisor Group during my tenure as the MFAA CEO, the peak industry body for mortgage and finance brokers in Australia. Rael has always been willing to give up his time, so that others can learn and succeed."*  
Siobhan Hayden - Board Advisor - Sydney

*"The amount of sincerity, hard work and customization he did for a talk he delivered in Chennai is beyond words. He took all the content he had and gave us the best to all of us. You don't come across such a nice giver in your life. He is not The Excellence Guy, He is... An Excellent Guy."*  
Lokesh Rajendrababu - The Profit Maximizer - Chennai

*"We hold an annual conference to bring our large membership together. We are very grateful that Rael Bricker has provided his MC services to us for each of the seven years. This is a vital role to see that the conference runs smoothly and with the right amount of humour. Rael handles this difficult job with professional ease. Rael continues to earn this task by popular demand from our members. No matter which city we hold the event in Rael always makes himself available and is a font of knowledge on assisting in the organisational effort prior to the event. I am more than happy to recommend Rael as an MC for any event."*  
Kevin Young - President of Property Club. - Gold Coast

*"Rael has this incredible gift that sets him apart from everyone else - he is an amazing listener. He has this natural ability to truly understand people and their stories. What really makes Rael stand out is his amazing talent for helping others shape their stories in a way that truly connects with people. He has this uncanny knack for crafting narratives that allow others to effectively share their message. I have no doubt that he will continue to touch lives and create meaningful narratives."*  
Tali Goldman - CEO Market for Good - Singapore

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