

# AI Inherits the Environment

## Designing AI in Customer Experience That Actually Works

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### WHAT THIS IS

A half-day, vendor-neutral workshop for leadership teams making AI decisions in customer experience. Built on two decades of CX strategy and the frameworks from *Designing AI Conversations at Scale*. Your team doesn't just hear ideas — they do structured exercises that surface what your AI has actually inherited, reframe your ROI model, and leave with concrete actions for Monday morning.

### THE HALF DAY

Act 1 · 40 min	<b>The Reframe</b> Why AI in CX underperforms. The 3 structural problems. Demand revelation. Perceived incomprehension. The peak-end rule.
Act 2 · 45 min	<b>The Framework</b> Design moves from the book: intent backwards, voice AI, RAG, the containment illusion, autonomy as delegation, environment inheritance.
Break · 15 min	<b>Reset</b> Structured pause. Side conversations by design.
Act 3 · 40 min	<b>Application</b> Table exercises: inheritance audit, demand question, ROI reframe. Facilitated share-back with real-time coaching.
Act 4 · 15 min	<b>What Changes Monday</b> Three things to stop. Three things to start. Open Q&A. AI Health Check diagnostic as next step.

### WHAT'S INCLUDED

- ✓ Half-day facilitated workshop, tailored to your industry
- ✓ Workshop deck, inheritance audit worksheet, ROI reframe template
- ✓ AI Archetype Diagnostic access for all participants
- ✓ A copy of the book for each participant (digital or physical)
- ✓ Post-workshop summary with themes, insights, and next steps

### FORMAT

#### In-person across APJC

Sydney · Singapore · Manila · Bangkok · Seoul

#### Virtual globally

Webex, Zoom, or Teams. Any timezone.

### WHO THIS IS FOR

- CX leaders and contact centre heads
- AI and digital transformation leads
- CTO / CIO teams
- Financial services, telco, BPO, government
- 15 to 40 people (scales to 100+)

### WHY THIS THINKING LASTS

The concepts are deliberately upstream of any specific model or platform. Perceived incomprehension doesn't go away when the model gets smarter. Containment is still an illusion with a better LLM behind it. **The faster AI capability advances, the more these decisions matter.**