

Towing the Fleet Forward



Bringing AI and LLMs aboard, under governance, starting now. Here's what we'll cover, what you'll do, and what you'll walk out with.

~30 minutes

START TO FINISH

Bring a laptop

THE LAST THIRD IS HANDS-ON

No prep needed

COME AS YOU ARE

Zach Geller

YOUR PRESENTER

WHO THIS IS FOR

Leaders and managers at every comfort level — daily Copilot users and people who've never opened it. No technical background assumed either way.

WHAT YOU'LL LEAVE WITH

A printed worksheet with every prompt word for word, one routine task of your own picked out to try, and a shared vocabulary for your team.

HOW IT RUNS

About twenty minutes of talk, then ten live in the tool — I drive, you follow on your own screen. Interrupt whenever something doesn't land.



Getting under way

FIRST COUPLE OF MINUTES

Who's talking, and where the next thirty minutes go.

1 **Towing the Fleet Forward** — The title card — bringing AI and LLMs aboard, under governance, starting now.

2 **Welcome aboard** — Your presenter, the foundation this is built on, and the course in four legs.



Why now, and not later

~4 MINUTES

The honest objection first: a better version is always coming, so why start today?

3 **The generation-ship paradox** — A ship launched today gets passed by one launched decades later. So you wait — and you never leave. Same story with AI models.

4 **We can't out-wait it, so we tow** — Keep the hull — our people, our operations, what we know how to do. Swap the engine as better ones arrive. Never bet the fleet on one model.

WHY IT MATTERS TO YOU You don't have to pick the winner. You just have to start.



What AI actually is

~4 MINUTES

Plain language. Enough to follow any conversation about this without nodding along.

5 **AI didn't arrive, it accelerated** — Seventy years in one picture, from rule-based systems to the tools on your desk — and where we sit on that line.

6 **Two kinds of AI, and a gap that's closing** — The governed tools we're cleared to use versus the frontier models you read about — and why the trade-off is shrinking.

7 **Where this goes next** — AI that acts rather than just answers is coming — and what separates organizations then won't be access to the tools.

WHY IT MATTERS TO YOU The advantage goes to whoever's already fluent when it lands.



What we're actually asking for

~5 MINUTES

Not a transformation program — one of three lines, and it runs through this room.

8 **Tow the fleet** — Software, operations, people — three lines on one cable. Nothing gets ripped out and replaced. Today we pull on exactly one: people.

9 **A shared language is on us** — Newer hires arrive fluent in the tools. We know the waters — compliance, safety, trust, judgment. Two different languages today.

10 **The tow line runs both ways** — They teach us the how; we teach them the what and why. It doesn't split neatly by generation.

11 **Small cost now, compounding return** — What starting costs, drawn to scale against what it returns. What you can't buy later is two years of your team already using it.

WHY IT MATTERS TO YOU The expensive choice isn't starting — it's waiting.



Doing it safely

~4 MINUTES

The rules, stated plainly — what goes in, where it runs, what comes out.

12 **Governance is what lets us go fast** — Three checkpoints and a simple test: if it couldn't leave the boundary in an email, it doesn't leave in a prompt.

13 **Start with a pilot you can measure** — Pick one routine task in week one. Decide how you'll measure it first. Prove it and share it by day thirty.

14 **Choosing a tool: capability, cost, and fit** — Buying a car, essentially — make, model, trim, drive mode, fuel. Every row reads left to right, least to most capable.
WHY IT MATTERS TO YOU You'll be able to tell which tool fits a job, and say why.

The human part

~4 MINUTES

Where the work still belongs to a person — more of it than people expect.

15 **How I actually use it** — Three things in this room were built with AI — this deck among them — with an honest split of what the AI did and what I did.

16 **Confident and wrong looks exactly like confident and right** — What to check before anything goes out with your name on it, and why the polished-sounding answer is the one to distrust.

17 **Your part starts this week** — Three days, three moves — all of it on the worksheet, so there's nothing to memorize.
WHY IT MATTERS TO YOU A person owns every output. The work carries your name, not the AI's.

Hands on — the live demo

~10 MINUTES · LAPTOPS OPEN

This is the part to come for. Today I drive; this week, you do.

19 **The same task, ten years apart** — A short film to open it — one job done the 2016 way and the 2026 way, back to back.

21 **Two worked examples** — Real prompts from building this deck, typos and all, with the before and after each one produced.

23 **The live tow — eight moves** — Eight steps in the governed tool, start to finish. Every prompt is printed on your worksheet, word for word.
WHY IT MATTERS TO YOU You'll have done it once before you're asked to do it alone.

Questions, and five habits to keep

LAST ~3 MINUTES

24 **Q&A — including the skeptical ones** — Pushback is welcome and expected. If nobody goes first I'll put a few honest questions up myself.

25 **Five habits that do most of the work** — Not tricks. The five that show up in almost every prompt worth writing, and the ones that built what you just watched.

To take away

PAGES 26-27 · PLUS THE WORKSHEET

26 **Glossary: the working vocabulary** — Every term used in the session, one line each, for whenever you come back to the deck.

27 **Where the claims come from** — Sources for every number, labeled honestly where something is an estimate — plus three things worth reading.

 **The First Tow Worksheet** — Handed out on the day and yours to keep — the eight moves in full, printed on the last page of this sheet.
WHY IT MATTERS TO YOU Nothing to memorize and nothing to transcribe — you leave with the whole session in your hand.

What we're asking of you afterward

Three days, three moves. Nothing to install, nothing to sign up for — and all of it is printed on the worksheet.

DAY ONE

One routine task

Pick something you already do every week. Not the hardest thing on your plate — the most repetitive one.

DAY TWO

One honest prompt

Say what you actually want in plain words. No formula, no keywords. Then ask it to critique the result instead of editing it yourself.

DAY THREE

Tell someone

Share what worked and what didn't with one person on your team. That's how the practice spreads past this room.

Come with questions — especially the skeptical ones. Concerns about accuracy, about data, about what this means for people's jobs, or whether it's worth the energy it burns — those are fair questions and they get real answers, not a sales pitch. Bring them.

The live tow — eight moves

≈ 9 MINUTES · GOVERNED TOOL ONLY

These are the real prompts, printed word for word. Type them exactly as written, then swap one noun so the task is yours — "status email" becomes your thing, and the loop doesn't change. Run it with me on your screen, or just watch and run it at your desk this week.

THE LOOP — EVERY TASK, EVERY TIME

0 Pick the task

No prompt yet — the weekly update you already send your leader.

1 Draft — one honest prompt

Draft the weekly status email I send my director: what shipped, what slipped, what I need, next.

2 Critique, don't edit — x3

Too corporate and too long. Cut it by half. You buried the ask — put it in the first two lines.

3 Meta-prompt — the jaw-drop

Rewrite my original prompt so it gets a better first draft on the first try - then run it.

4 Verify before it ships

List every factual claim as bullets so I can check each one, and flag anything you inferred.

GEAR SHIFTS — SAME DRAFT, THREE MORE GEARS

5 Flip the audience

Rewrite that update for my team instead of my director - same facts, their language.

6 Flip the format

Now turn it into a five-bullet summary I can paste at the top of a slide.

7 Red-team it

Argue against this update. What's weak, risky, or missing? Rank the top three.

Eight moves, one draft, zero hand-edits

The same loop runs on your task at your desk this week — swap one noun and start at move 0.

While we fly

Governed tool only · nothing sensitive goes in · nothing ships until a human verifies it.