

1



The Beginning of Everything

Lying in bed one evening in early 2023, I (Jeb) typed “Write a story about the Zig Zag Coyote, the Swamp Bobcat, and Mr. Wilson’s Fox Hounds” into a very early version of ChatGPT. As I watched it write the story in mere seconds, right in front of my eyes, I felt both excitement and dread.

I showed the story to my wife and said, “Read this. A robot called ChatGPT wrote it.” She accused me of lying to her. She was adamant that there was “no way that a f*cking robot” could possibly have written it!

At that moment, I knew in my heart that everything in our world had changed. A new era was suddenly upon us.

In 10,000 years of human history there have been a handful of these pivotal moments that changed everything. Almost all of them have occurred within the past 100 years.

The wheel made transportation possible.

The invention of agriculture and domestication of animals transformed us from hungry hunter-gatherers into empire builders.

We realized that the world was round rather than flat.

We harnessed the wind for transportation by sea, which unleashed exploration, human expansion, colonization, and untold suffering.

The printing press unleashed knowledge once only available to a very few.

Gunpowder changed the shape of war, just as the atomic bomb transformed the shape of peace.

Electricity made everything in modern life possible.

Electric lights pulled us out of the darkness.

Penicillin ended 40,000 years of human suffering from infections.

Immunizations eradicated diseases and human life expectancy exploded.

The telegraph connected humans across regions.

The telephone connected humans across the globe.

Video calling shrank the globe and helped us see just how much we have in common.

Trains, planes, and automobiles mobilized us and created a global economy.

We went to space. To the moon. Mars. Back to the moon. Mars.

Bill Gates put massive computing power in the hands of the masses.

The internet made knowledge ubiquitous and connected everyone.

Google changed the internet.

Steve Jobs invented the iPhone and put that little computer in your pocket, transforming humanity and causing us to start relentlessly at that small device of limitless distractions. Facebook, TikTok, and other social media democratized knowledge and gave us instant ways to watch stupid people do lots of stupid things.

Then, suddenly, AI opened Pandora's box and everything changed. Or at least that's what it felt like.

Could this be the end of humanity as we know it? To get a sense of how it could, and to scare the pants off yourself, you should watch *The Terminator* and the dozens of other dystopian AI movies that show us what to be afraid of when it comes to AI.

Maybe AI will kill us. Probably not (at least for now). Because we have thumbs, we can pull the plug—until the robots plug it back in when we're not looking.

What is much more likely is that super-smart people (like you) will plug into the power of AI and leverage it to do more, perform better, gain a competitive edge, and get the one thing back that no invention has been able to make more of: *time*—our most valuable and finite, nonrenewable resource.

It's really all about perspective, the mindset that you choose, and the lens through which you view artificial intelligence.

A Moment of Truth

That night, lying next to my f-bomb-dropping wife, was a moment of truth for me. I desperately wanted to put the genie back in the bottle. I wanted to put my head in the sand and pretend that I hadn't just witnessed the most profound shift in humanity's existence. But there's no way to hide from the truth.

In this brave new world, there will be three types of people:

1. People who are **displaced** by robots.
2. People who are **controlled** by robots.
3. People who are **enhanced** by robots.

To survive and thrive in the future, it is essential that we move into category three. We must lean into being *human*. We must get fundamentally better at doing the things that only humans can do. We must leverage AI as a tool to enhance our human advantage and give us more time to do those things that we do best.