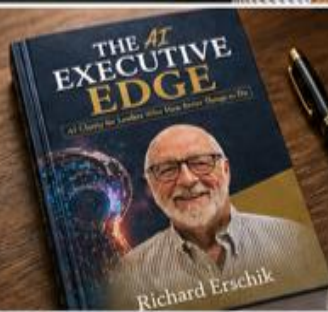


AI DOESN'T  
CREATE VALUE.  
CLARITY DOES.



# How to Think About Rich

*(And Why What He Has Built Matters to You)*

## How I Think

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I look at AI the way I have looked at every complicated thing I have ever had to learn or use or explain — through the eyes of someone who just figured it out. That is not a weakness. That is the whole point.

My experience includes 22 years as a founder, president, and CEO. I built a \$10 million company from nothing by identifying a problem everyone in the trade show industry knew existed and nobody had bothered to fix. Poor lead follow-up. Eighty percent of trade show leads were/are never followed up on and fall through the cracks. Companies would spend \$50,000, \$500,000, even millions to exhibit at a major show and then abandon the results. I saw the gap. I built the process. I made it work.

That instinct — see the gap, fill the gap — has never left me. It is how I approach everything. Including AI. I even write books about it.

When AI started coming up in conversations, I did what most people do at first. I nodded along like I understood. Used the right words. Hoped nobody asked me to explain it. And then I got tired of that and sat down and figured it out — not to impress anyone, but because I saw what was coming and wanted to understand how to use and explain it before I started teaching it.

**I learned AI at 80 years old.** Not surface-level familiarity. I mean I rolled up my sleeves and figured out how these tools actually work — well enough to use them daily and build an entire consulting and teaching practice around them, well enough to train professionals in India who found me on LinkedIn, well enough to stand in front of a room full of skeptical beginners and seniors in Southwest Florida and watch the moment it

clicks for them. Every single time. I personified the adage that the best way to learn something is to teach it.

That is my lens. Not a technologist. Not a vendor. A former company CEO who has been in the chair, made payroll, led people through change, and now knows how to explain the most important business tool of our generation in plain English — without the jargon, without the hype, and without wasting your time.

## **What I See — and Who I Work With**

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My teaching and work now includes CEOs and senior leaders who know AI keeps coming up and are not entirely sure what to do about it. The common thread is not industry or company size. It is a specific kind of discomfort that most executives will not admit out loud.

They are sharp. They are accomplished. They have built real things like I did and lead real people. They understand P&L. And they are sitting in meetings where someone mentions machine learning or large language models or AI or ChatGPT — and everybody nods. The conversation moves fast. It sounds smart. And nobody stops to ask the obvious questions.

### **How does it work? What does it actually do? Why do I need to know it?**

Nobody asks that. Because nobody wants to be the one person in the room who does not get it. I see this now in boardrooms. In country clubs. At chamber meetings. At HOA's and community events in Southwest Florida. In the companies in India that found me on LinkedIn. Sharp, accomplished people trying to perform confidence they do not actually have — because the alternative is admitting they are uncertain, confused, and that feels worse than staying confused.

Here is what I know after training more than 45,000 professionals across multiple countries: these people and leaders are not slow. They are not behind. They are not too old or too set in their ways. They just got handed a lot of noise and not much signal. The hype traveled faster than the explanation. The buzz arrived before the basics. And they got caught up in it all.

That is not their fault. That is just how this particular wave broke. And it is exactly the gap I was built to fill.

## The Teaching Background — Where This Comes From

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People who have deep experience usually cannot teach. And people who can teach usually do not have deep experience. I have spent a career being the exception to that rule. Brian Tracey said, “People with ideas are a dime a dozen – while people who can implement ideas are as rare as diamonds.” I’m one of the rare ones. An implementer.

I made more than 350 international in person presentations over my career. I was a roundtable moderator and featured speaker at the Exhibitor Show in Las Vegas for 18 consecutive years. I was named in Trade Show Executive Magazine's Who's Who in Exhibitor Education. Exhibit City News magazine wrote a cover article about my path. Not because I had the fanciest slides in my presentations. But because I could take something complicated and make it land for a room full of people who had never thought about it the way I was about to show them.

When COVID shut down the trade show world overnight, I did what I have always done. I pivoted from providing a service to teaching. And I found out very quickly that the skill transfers completely. It does not matter whether the subject is trade show lead handling or iPhone basics or artificial intelligence or teaching new Tesla owners how to drive the car they just bought — going right to their homes in Southwest Florida, sitting in the car with them, walking them through every confusing and intimidating feature hands-on until they were comfortable.

**Same gap. Same instinct. Same solution. Every single time.**

I have now trained tens of thousands of professionals across multiple industries and countries. I teach AI workshops at chambers of commerce, rotary’s, HOA communities and clubhouses throughout Southwest Florida — positioned simply as a senior teaching seniors. No jargon, no condescension, just honest peer-to-peer education. I work virtually with four career improvement education companies in India. And I consult with corporate leadership teams — CEOs and senior executives — who need a plain-English introduction to AI from someone who has actually been in the chair.

I am also the author of 16 books. The most recent — The AI Executive Edge — is the one I wish someone had handed me when I was in the CEO chair. Because I sure could have used it.

## The Book — The AI Executive Edge

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The AI Executive Edge: AI Clarity for Leaders Who Have Better Things to Do is not a technical manual. It is not a how-to guide for engineers. It is a plain-English conversation between one former CEO and another about the most important business tool most of us will ever see in our lifetimes. Even bigger than the internet.

It covers what AI actually is — and what it is not. It addresses the three misconceptions I hear in every room I walk into: that AI will replace all your employees overnight, that it knows everything and is always right, and that it can run your business without you. All three are wrong. All three are worth addressing directly.

It explains where AI can help your business right now — communications and writing, research and summarization, customer service, operations, training and onboarding, and employee review. And it is honest about where AI can hurt you if you are not careful — the confidence problem, the privacy problem, the over-reliance problem, the trust problem.

Most importantly, it tells the story of how I learned it at 80. Not because I had to. Because I saw a gap between what people understood and what they needed to understand — and I have never once in my life been able to walk past a gap like that without wanting to fill it.

The book is available on Amazon in paperback (\$12.99) and Kindle (\$0.99). And it is available free — no form, no follow-up, no strings — to anyone who reaches out to me directly and simply asks for it. Because the book is not the product. The book is the calling card. The 60-90 minute personal, informational, and instructional one on one briefing is the product. And the executives who read it and decide they want to go deeper know exactly how to find me.

## How the Work Gets Delivered

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I work with leadership teams in two formats. In person for organizations in Southwest Florida. Fully virtual via Zoom for everyone else — geography is never a reason not to have this conversational briefing presentation.

A typical executive briefing session runs 60 to 90 minutes. Not a half day. Not a full day. Not a long-term consulting engagement. One session. One price. One clear outcome.

I walk leaders through a live presentation — real demonstrations of AI and ChatGPT in action, with examples that apply directly to their business. They leave with a clear picture of what AI is, how it works, where it fits, and what to do next. Plain English. No tech jargon. No theory. We even talk about who they should hire for AI rollout in their company.

I also recommend that leadership and employee teams be briefed separately. Executives think about strategy and competitive positioning. Employees think about their jobs, their families, and their futures. Both conversations matter and both deserve their own space. Many executives bring me back a second time — not for themselves, but for their key people. Having the same voice deliver both sessions means the whole organization starts from the same foundation with the same language.

The briefing session fee is \$795. That is the whole commitment. No retainer. No ongoing long-term engagement. No ongoing billing in the background. Just one experienced person, in plain English, helping leaders understand what they actually need to know about the tsunami of AI technology that's coming at them at light speed.

## **Why Right Now Matters**

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Your competitors are not waiting. While you are deciding whether to take AI seriously, someone in your industry is already using these tools — producing more content, raising the bar, analyzing more data, responding to customers faster, and making decisions with better information.

The gap between where you are today and where you need to be is not fixed. It is growing. Every month or quarter you wait, the organizations that are moving are getting further ahead and the work of catching up is getting harder.

AI is not staying in separate apps you have to go out and find. It is moving directly into the software your organization already depends on — Microsoft 365, Google Workspace, Salesforce, HubSpot, and virtually every major enterprise software platform. The organizations that find experts or get their people trained now are going to have a meaningful head start over the ones that wait until it is unavoidable and then scramble.

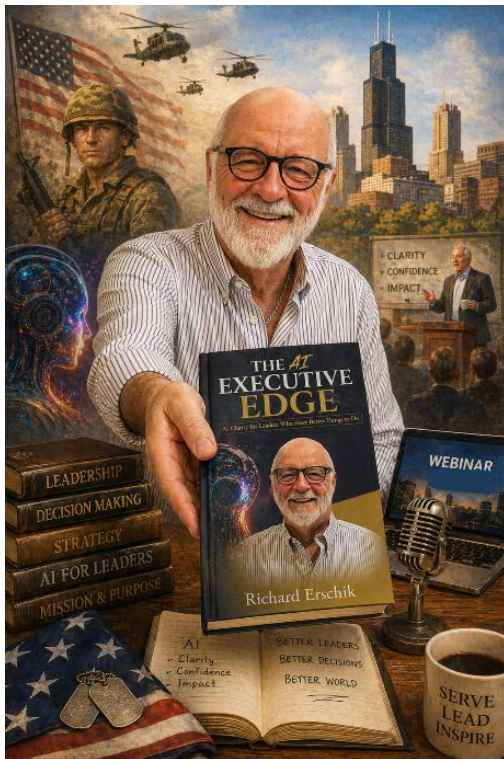
The leaders who engage with AI & ChatGOT now, on their own terms, with time to be thoughtful and deliberate, are going to have a much better experience than the ones who are forced into it by circumstances they did not see coming.

I learned AI at 80. I did not do it because I had to. I did it because I saw what was coming. And then I wrote the book. And then I started teaching it to every CEO and senior leader I could reach. Because I know how it could have improved my company.

If all that sounds worth doing — if you want to stop nodding and start understanding — here is what to do next.

## The Next Step

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Plain English. No tech jargon. No judgment. Let's do this.

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**Former CEO. Plain English. No Tech Jargon.**

First get the free book. The AI Executive Edge is yours at no cost. No form. No follow-up. No strings. Just reach out and I will send you the PDF directly. I will not burden you with follow-up.

Read it. It will take you about an hour. By the time you finish the last page you will know more about AI & ChatGPT than most of the executives you will sit across from this year. And you will have a very clear picture of whether a one-on-one briefing session makes sense for you and/or your team.

If it does, the session is \$795. Sixty to ninety minutes. Live online via Zoom. Conversational. One to one. Real demonstrations, real examples from your industry, real answers to the questions you have been sitting on or never knew to ask.