

# Strategic AI Adoption for Kansas

Kansas Economic  
Outlook Conference

2025



# AI Predictions for 2075

## Kansas and the Double Underdog Effect

Kansas has an opportunity, as an underdog, to benefit the most from the equalizing effect of Artificial Intelligence and surrounding softwares.



Small Business  
VS  
Corporate Giants



Flyover States  
VS  
Coastal Tech



AI  
=  
The Great Equalizer



# Miles Bassett

Entrepreneur, Developer, Father, Kansas Native

**WILDMAN**  
WEB SOLUTIONS



  
**prairie**  
**code.ai**

# Today's Mission

To help you to take advantage of this unique opportunity through practical advice, real examples, and tactical instructions

To give you the roadmap to go from AI beginner to AI pro, so you can level the playing field. Not just against your competitors or bigger businesses, but so **Kansas** can show the coasts what real innovation looks like.

**To empower a room full of leaders who will drive Kansas forward in adopting transformative AI and capturing the massive opportunity before us**



# The Truth About AI Adoption



**You don't need to be technical**



**You DO need to start now**



**You don't need a huge budget**



**You DO need to be strategic**

*If AI doesn't take your job, someone using AI will.*

# Artificial Intelligence

## From Beginner to PRO

Follow this four step program to upgrade your AI abilities and surpass your competitors.



### 01 Choose Your Weapon

Selecting a lean set of tools to bring your business into the AI Era

### 02 Prompt Like a Pro

Beyond the basics.  
Using your AI tools like a power user

### 03 Create Your Learning Rhythm

Back to School!  
We need to re-learn how to learn.

### 04 Become a Director, Not a Doer

The secret sauce that AI can never replace: Vision, taste, care.

# Step 1: Choose Your Weapon

Focus Before Scale





# The Problem?

## Tool Overwhelm



Most Die from Indigestion,  
Not Starvation

- New AI tool launches every day
- Chasing every shiny object
- Never actually applying anything
- Result: Same problems, more confusion



# The Solution:

## Go a Mile Deep, Not a Mile Wide



## The Strategy

- Audit your tasks
- Pick TWO tools per task
- Commit to 7 days
- Make it a habit

# Step 2: Prompt Like a PRO

Speak the Language of AI





# Beyond the Basics

## Stop using AI like a search engine



### Basic:

""What's the weather tomorrow"

### Pro:

"Act as an investor. Analyze this board packet and give me the 5 critical questions I should ask the CEO."

# 4 Step Prompting Formula

## Every Great Prompt Has 4 Parts

### Role

"Act like..."

### Context

Give it  
EVERYTHING

### Command

Tell it what  
you want

### Format

Specify the  
output



# Example: The AI CEO

## See The Formula In Action



### Role

"Act like me: CEO of tech company, expert developer, leader who knows our systems and clients"

### Context

[Access to my emails + calendar + recent client conversations + project details]

### Command

"Answer my team's questions while I'm on paternity leave as if I were responding myself"

### Format

"Provide detailed responses with specific technical guidance, links, resources, and necessary context"

# THE REVERSE ENGINEERING HACK

**STEP 1:** Use AI until you get a great result

**STEP 2:** Ask: "Write the prompt that would have gotten me here faster"

**STEP 3:** AI teaches YOU better prompting

**Result:** You're learning while working



# Step 3: Create Your Learning Rhythm

Stay Ahead of the Curve



# Constant Evolution

## Schools Don't Teach This.



- AI evolves weekly, not yearly
- Schools ban it, markets demand it
- Once you stop learning, you start dying
- Your kids will compete against AI-savvy peers



# Feed Your Mind With Your Feed Turn Scroll Time Into Learn Time



- STEP 1: Open TikTok/YouTube
- Search: "AI + [your industry]"
- STEP 2: Comment "FYP" on relevant videos, Like/Follow
- STEP 3: Algorithm learns and feeds you AI education
- **Result: Learn while you scroll**

# Your AI Learning System

## Four Habits That Keep You Competitive

### Daily (5 mins)

Feed your social media with AI content

### Weekly (30 mins)

Mastermind with other AI users

### Monthly (1 hr)

Audit tools for your tasks

### Quarterly (4 hrs)

Attend AI-focused events



# Step 4: Become a Director, Not a Doer

## Lead the Future



# What AI Won't Replace

## Three Things AI Can Never Take From You



### **Vision**

Seeing  
futures that  
SHOULD exist



### **Taste**

Knowing the  
difference between  
good and GREAT



### **Care**

Genuine human  
connection  
(Emotional intelligence)



# How to become a Director

## From Busy to Strategic



### Stop Being Busy

If your day is all task work, you're doing tomorrow's AI job

### Upgrade Your Taste

Study world-class mastery  
Understand what great output looks like

### Simplify Your Thinking

Learn to explain complex problems simply  
If you can explain to a child, you can explain to an AI

### Practice Self-Reflection

Ask: Is my calendar getting better? Am I more effective? Is AI giving me more time back?

# The Kansas Advantage: Revisited

## How We Win the AI Revolution

### What Coastal Cities Have:

- Higher costs
- More hype
- Same AI tools

### What Kansas Has:

- Lower costs = more AI investment
- Results over hype = better adoption
- Community that shares fast
- Work ethic + AI = unstoppable



# Next Steps

## Your AI Adoption Journey Starts Now

*The opportunity isn't just to use AI – it's to help others adopt it.*

### This Week

Pick 1 tool for your biggest pain point

### This Month

Practice daily prompting (habit stack it!)

### This Quarter

Connect with (or help to build) the Kansas AI community

### This Year

Become the AI leader in your industry

# Download Your Free AI Adoption Guide

