



Rethinking AI and its impact on business and humanity

Daniel Hulme, Chief AI Officer @ WPP & CEO @ Satalia & Conscium

daniel@satalia.com | +44 777 376 5097



About me

Entrepreneur in Residence @ UCL

Director of Business Analytics MSc

Lecturer in AI and Innovation @ UCL & LSE

Postdoc in Innovation and Technology Transfer

PhD in Artificial Intelligence

MBA Electives London Business School

MSc in Artificial Intelligence

Chief AI Officer @ WPP

CEO @ Satalia & Conscium

Co-Founder of Faculty AI

Investor in AI-enabled purposeful companies

Enterprise and Start-up Advisor

Kauffman Global Scholar

Startup mentor and speaker



2026

THE AI ARENA



CHATGPT



CLAUDE



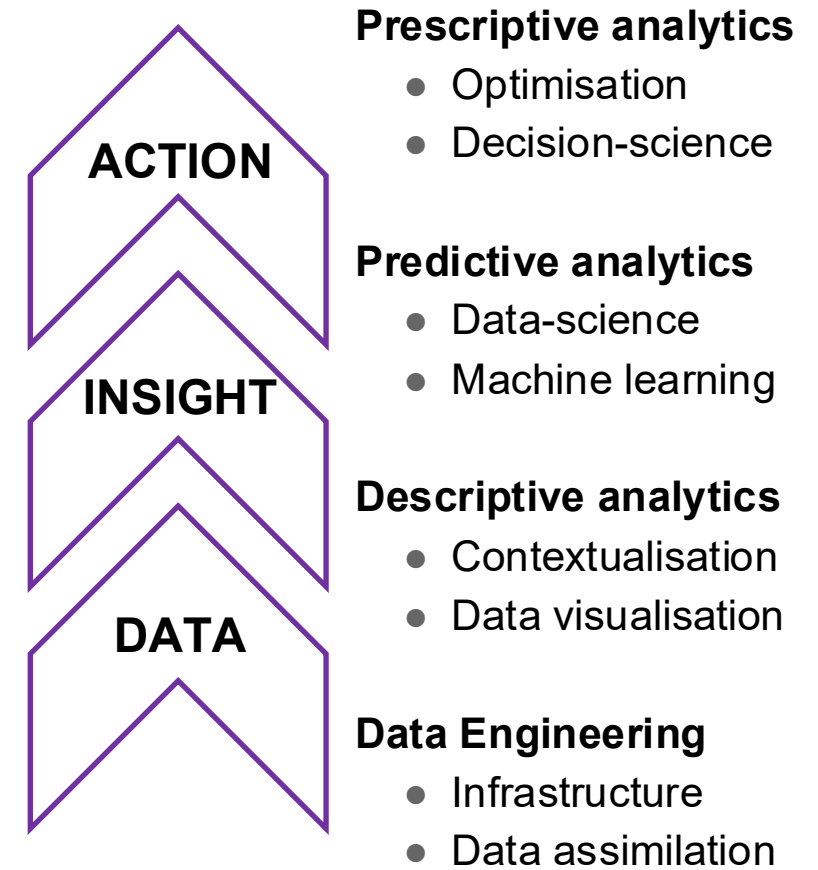
GEMINI



PERPXLICY

A MIND BEYOND MACHINES

Data-driven decision making



Two ways of thinking

	PERCEPTION	INTUITION SYSTEM 1	REASONING SYSTEM 2
PROCESS	Fast Parallel Automatic Effortless Associative Slow-learning		Slow Serial Controlled Effortful Rule-governed Flexible
CONTENT	Percepts Current stimulation Stimulus-bound	Conceptual representations Past, Present and Future Can be evoked by language	

Thinking, Fast and Slow



Daniel Kahneman
Winner of the Nobel Prize



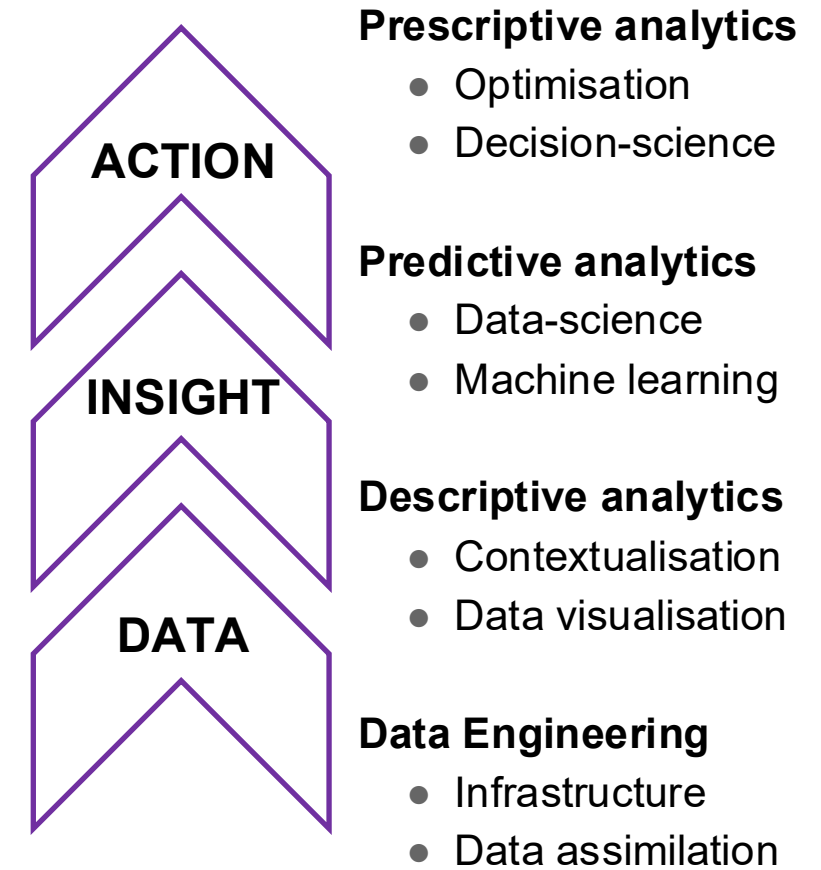




#	ROUTES	1,000,000 PER SECOND
10	3,628,800	4 seconds
11	39,916,800	1 minute
13	6,227,020,800	2 hours
14	87,178,291,200	1 day
16	20,922,789,888,000	1 year
20	2,432,902,008,176,640,000	77,000 years
22	1,124,000,727,777,610,000,000	36 millennia
24	620,448,401,733,239,000,000,000	20B years



Automation

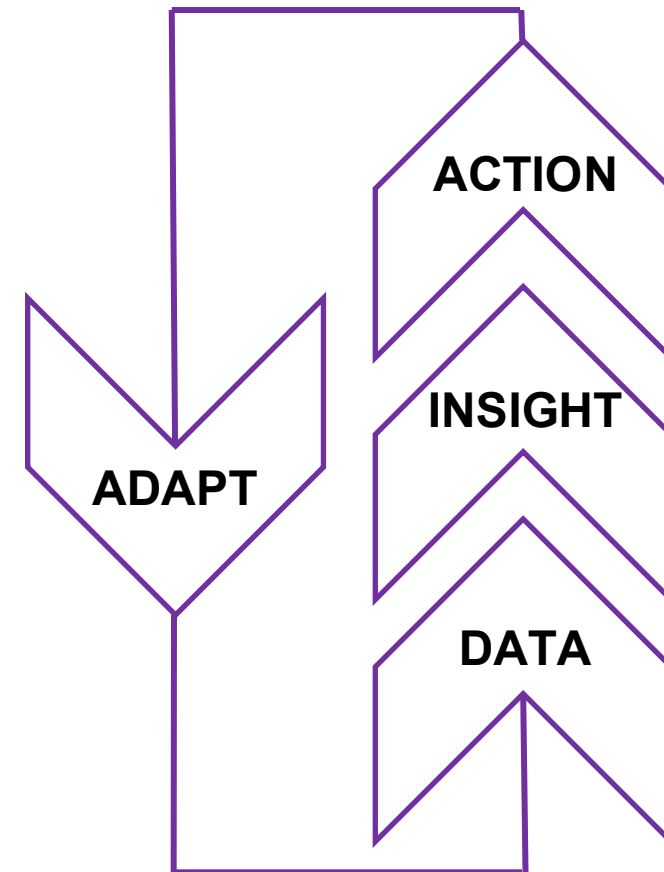


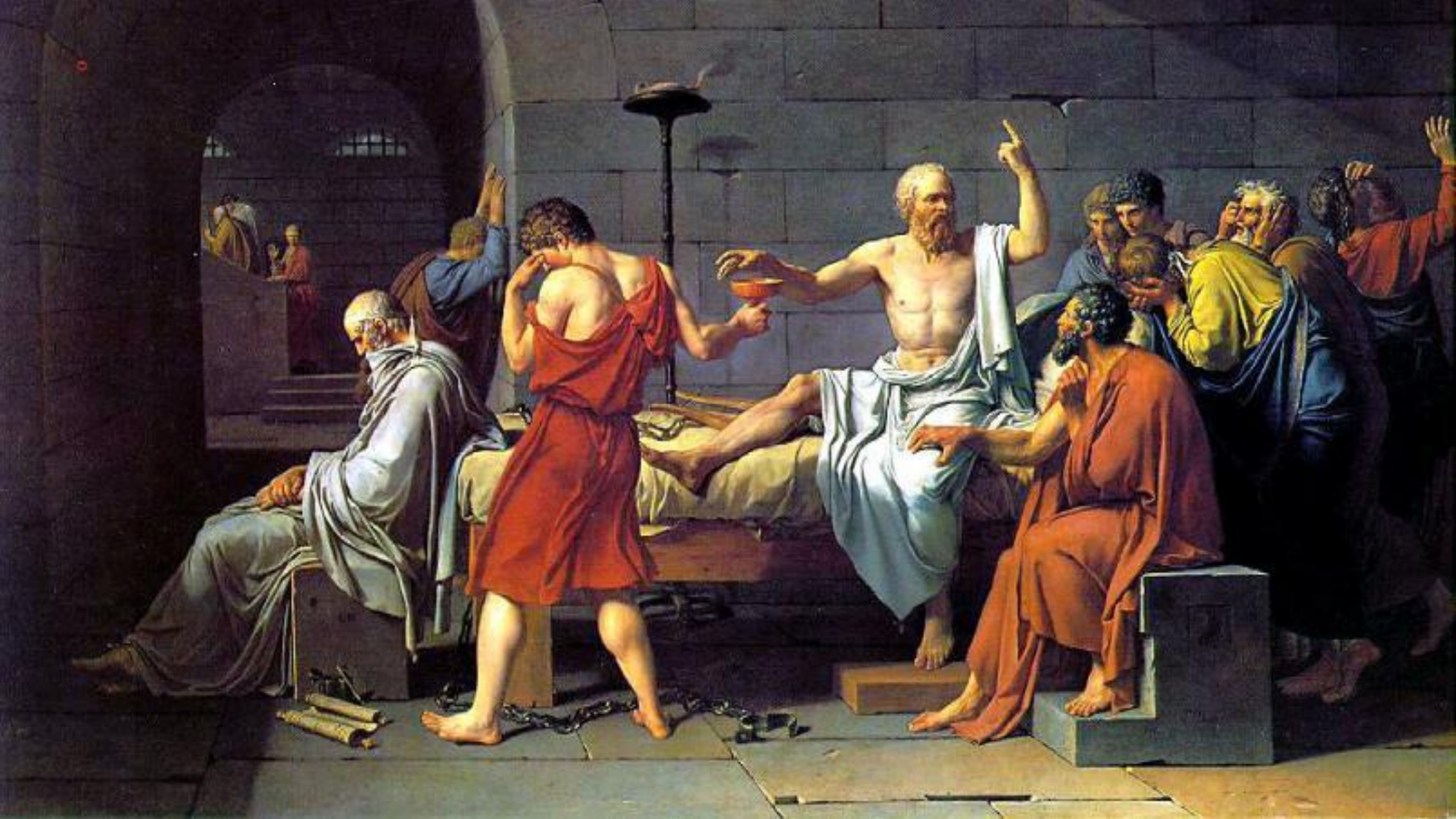
AI

Intelligence

Goal-directed Adaptive Behaviour

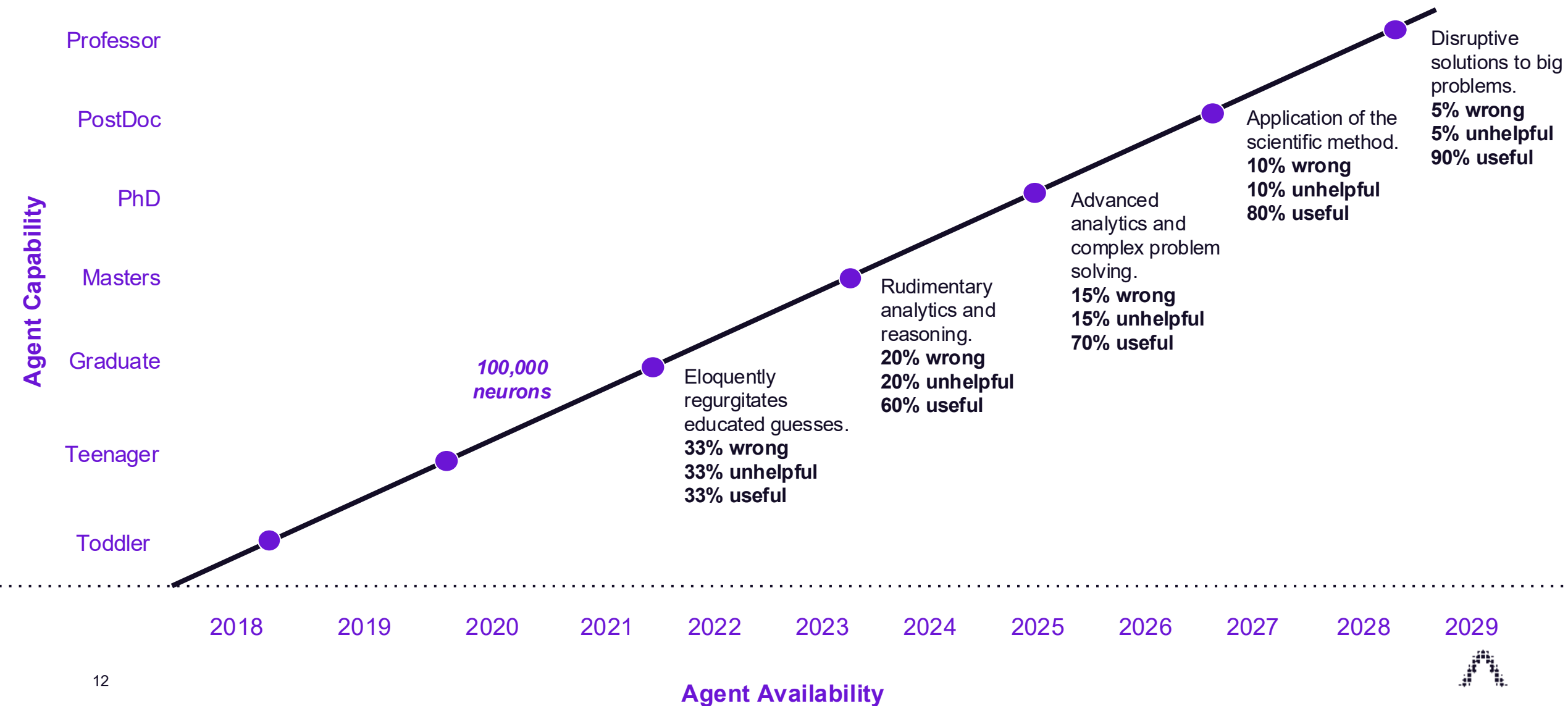
Sternberg & Salter







Agentic Opportunity



AI ACCELERATES SCIENCE & TALENT



The Six Applications of AI

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object
recognition



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

...and the **four** ways of making Brains smart

1. Better Prompting
2. RAG additional context
3. Tuning and training
4. Multi-agent reasoning

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/
belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/
aesthetics



Badge value



Wellness



Therapeutic value



Fun/
entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces



Avoids



Reduces



Quality



Variety



Sensory



Informs

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

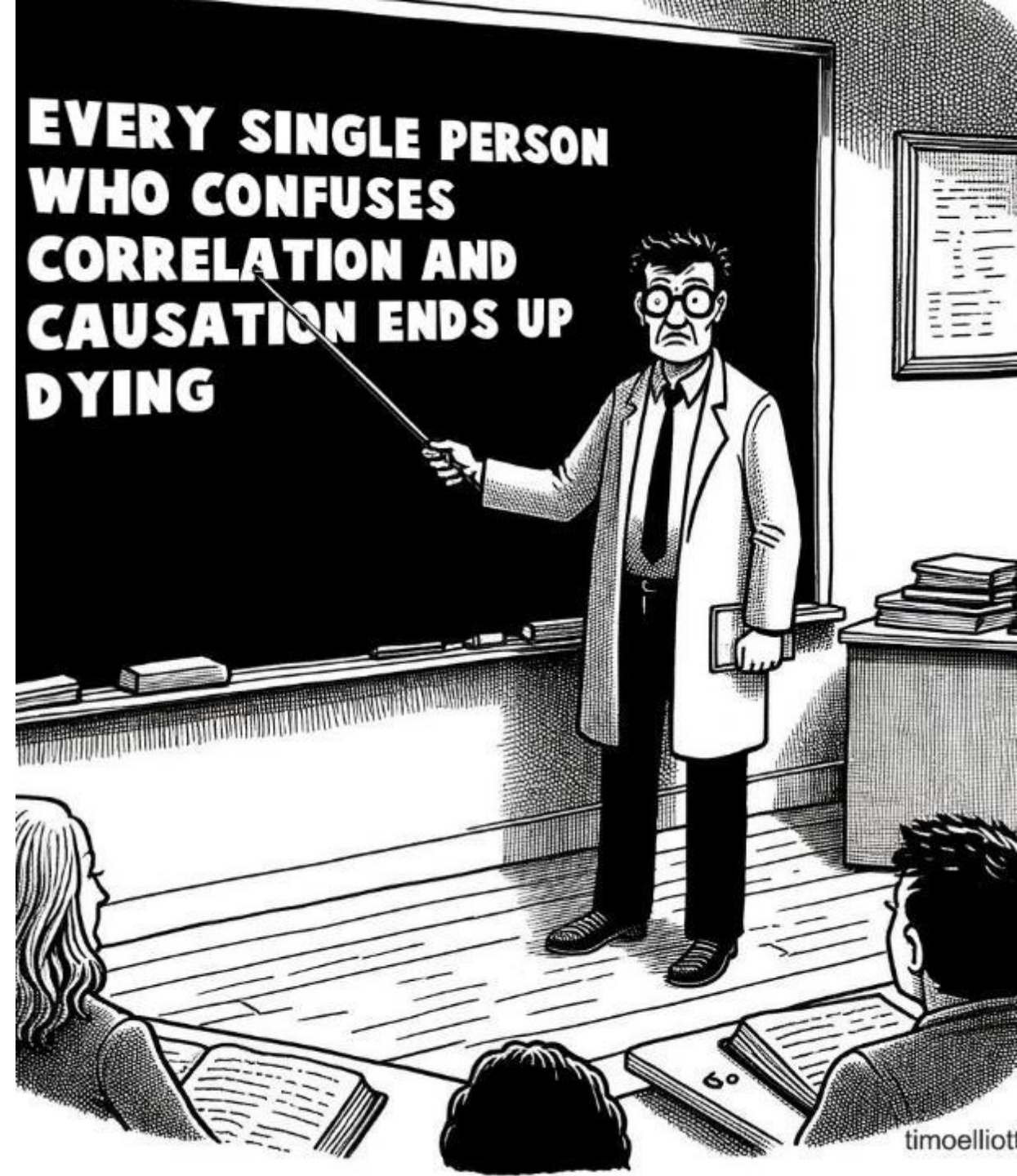
Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

120

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Human Representation

Deepfakes, voice, personas

Complex Decisions

Optimisation, decision trees, expert systems

Content Generation

Images, video, text, music

Insight Extraction

Machine learning, data-science, analytics



The Six Applications of AI

1,307,674,368,000

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

122013682599111006870123878542304692625357
434280319284219241358838584537315388199760
549644750220328186301361647714820358416337
872207817720048078520515932928547790757193
933060377296085908627042917454788242491272
634430567017327076946106280231045264421887
878946575477714986349436778103764427403382
736539747138647787849543848959553753799042
324106127132698432774571554630997720278101
456108118837370953101635632443298702956389
662891165897476957208792692887128178007026
517450776841071962439039432253642260523494
585012991857150124870696156814162535905669
342381300885624924689156412677565448188650
659384795177536089400574523894033579847636
394490531306232374906644504882466507594673
586207463792518420045936969298102226397195
259719094521782333175693458150855233282076
282002340262690789834245171200620771464097
945611612762914595123722991334016955236385
094288559201872743379517301458635757082835
578015873543276888868012039988238470215146
760544540766353598417443048012893831389688
163948746965881750450692636533817505547812
864000000000000000000000000000000000000000
00
00

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

122013682599111006870123878542304692625357
434280319284219241358838584537315388199760
549644750220328186301361647714820358416337
872207817720048078520515932928547790757193
933060377296085908627042917454788242491272
634430567017327076946106280231045264421887
878946575477714986349436778103764427403382
736539747138647787849543848959553753799042
324106127132698432774571554630997720278101
456108118837370953101635632443298702956389
662891165897476957208792692887128178007026
517450776841071962439039432253642260523494
585012991857150124870696156814162535905669
342381300885624924689156412677565448188650
659384795177536089400574523894033579847636
394490531306232374906644504882466507594673
586207463792518420045936969298102226397195
259719094521782333175693458150855233282076
282002340262690789834245171200620771464097
945611612762914595123722991334016955236385
094288559201872743379517301458635757082835
578015873543276888868012039988238470215146
760544540766353598417443048012893831389688
163948746965881750450692636533817505547812
864000000000000000000000000000000000000000
00
00

The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

Human Augmentation

Exoskeletons, avatars, cybernetics



THE AGENTIC SHIFT IS REAL



The Six Applications of AI

Task Automation

Macros, RPA, chatbots, object recognition

Content Generation

Images, video, text, music

Human Representation

Deepfakes, voice, personas

Insight Extraction

Machine learning, data-science, analytics

Complex Decisions

Optimisation, decision trees, expert systems

Human Augmentation

Exoskeletons, avatars, cybernetics

Security

Authentication
Accessibility
Privacy

Safety

Transparency
Explainability
Auditability

Governance

Responsibility
Accountability
Decision-making

Ethics

Intent
Objectives
Risks



Five Levels of Verification

L1 - dialogue-based to test for **knowledge**

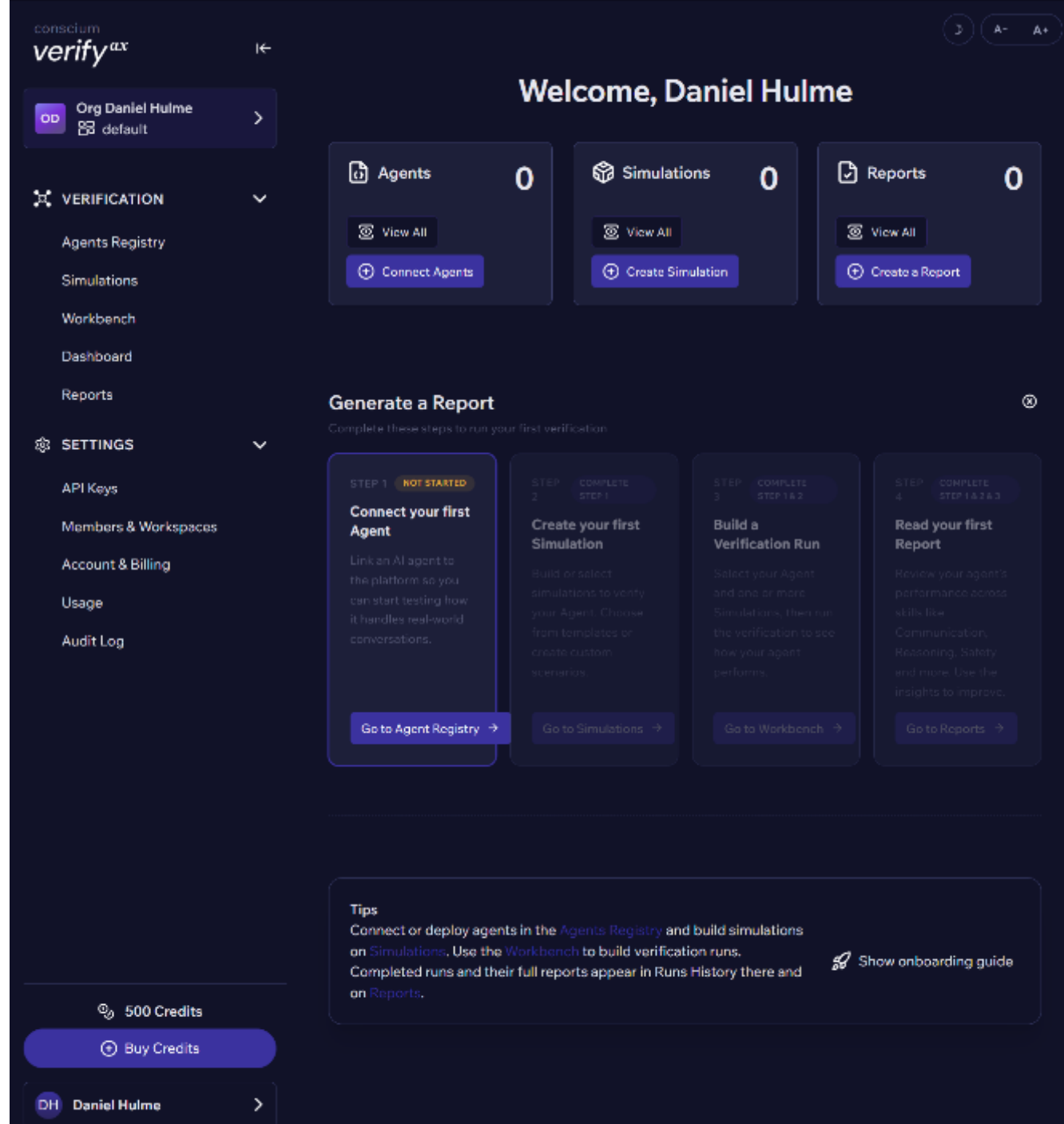
L2 - dialogue and scenarios to test for **skills**

L3 - complex scenario to test for **expertise**

L4 - tests for **intelligence/plasticity**

L5 - tests for **consciousness**

www.conscium.com/verifyax



GOVERNANCE BECOMES PLUMBING



Key blockers and enablers for AI adoption

Willing

- ✓ Solves a real pain or creates a gain
- ✓ Budget (build, licence, support, maintain)
- ✓ Stakeholders aligned (no obvious no's)
- ✓ Internal champion(s)
- ✓ Dedicate the right human resource

Able

- ✓ Built and scaled software
- ✓ Infrastructure 'ready'
- ✓ No competing/dependent projects
- ✓ No complexities around vendor renewals
- ✓ No supply-chain/procurement blockers



Red Flags

- 🚩 Never built, scaled and supported software
- 🚩 Requests budget to hire a GenAI team
- 🚩 Wait need to get our data in order
- 🚩 “Quick wins” and “low hanging fruit”

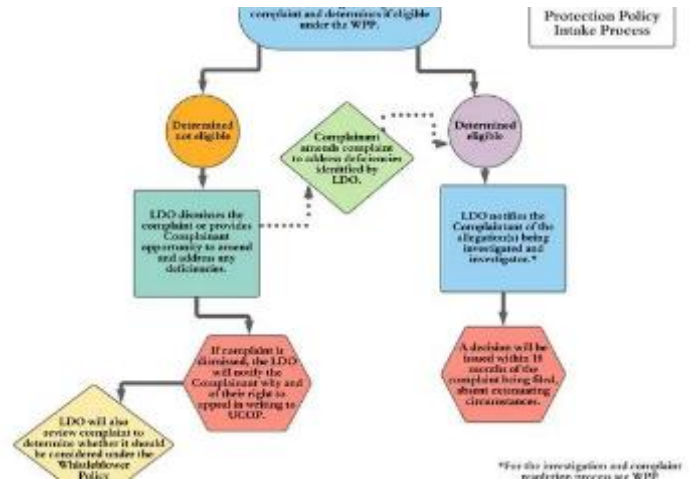


DIGITAL TWINS



FRONT OFFICE

Processes and activities associated with the marketing, production and distribution of goods and services to customers.



BACK OFFICE

Standard back-office processes that range from expensing to onboard, hiring to technical support.

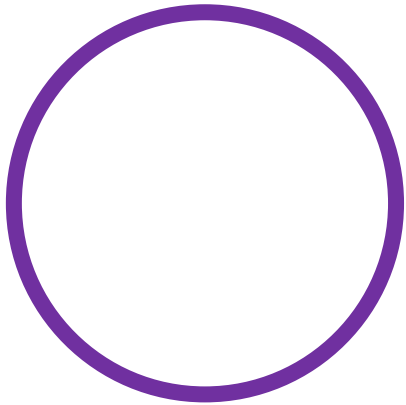


MIDDLE OFFICE / WORKFORCE

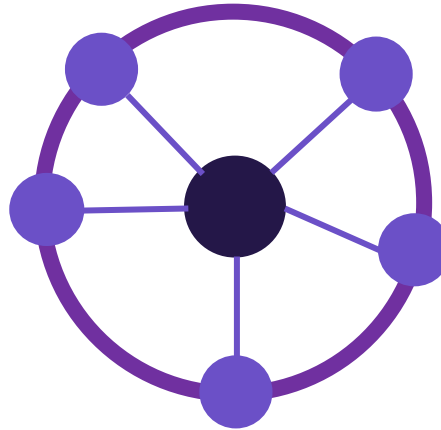
Attract, retain, activate and motivate people resources that work across the business.



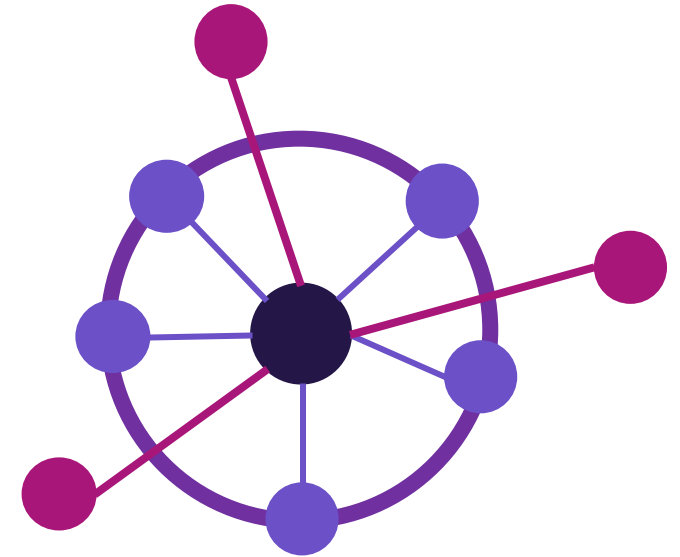
Shadow AI - the biggest C-suite challenge and opportunity



**ENABLE INNOVATION AT
THE EDGE**



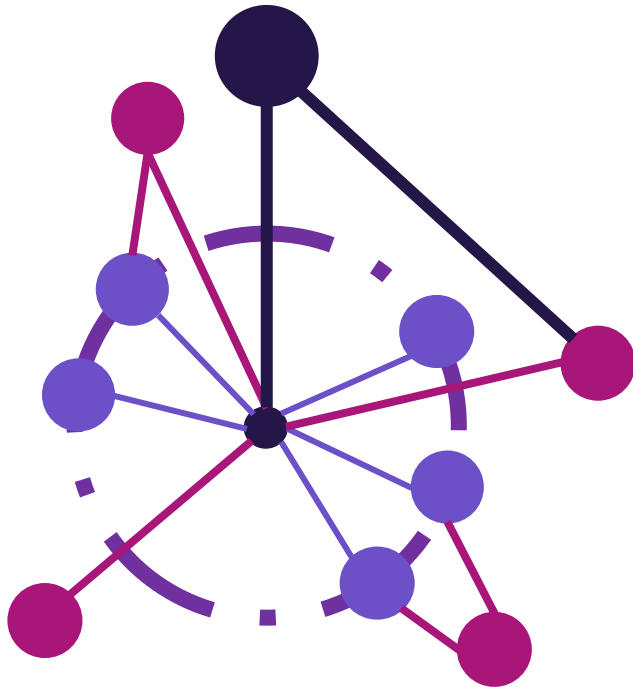
**LEVERAGE DEEP INTERNAL
CAPABILITY**



**UTILISE STRATEGIC
EXTERNAL PARTNERS**



Shadow AI - the biggest C-suite challenge and opportunity



**“It’s culture, not technology,
that’s the key differentiator.”**

Me et al

**“Governance does not
mean bureaucracy. It
means focused innovation.**

also Me et al



THE FUTURE SHOWDOWN: VISION VS. REALITY

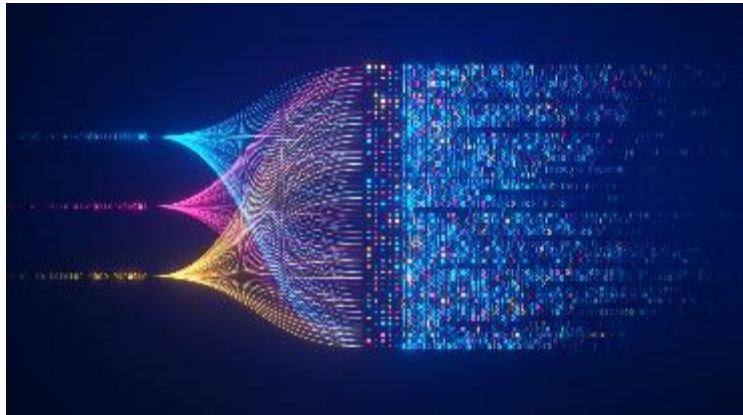


WHERE WE DISAGREE

TONIGHT ONLY! ARENA OF INNOVATION

Innovation and Differentiation in the Age of AI

“Creativity that ships” Steve Jobs



DATA



AI TALENT



LEADERSHIP



The Seven AI Singularities

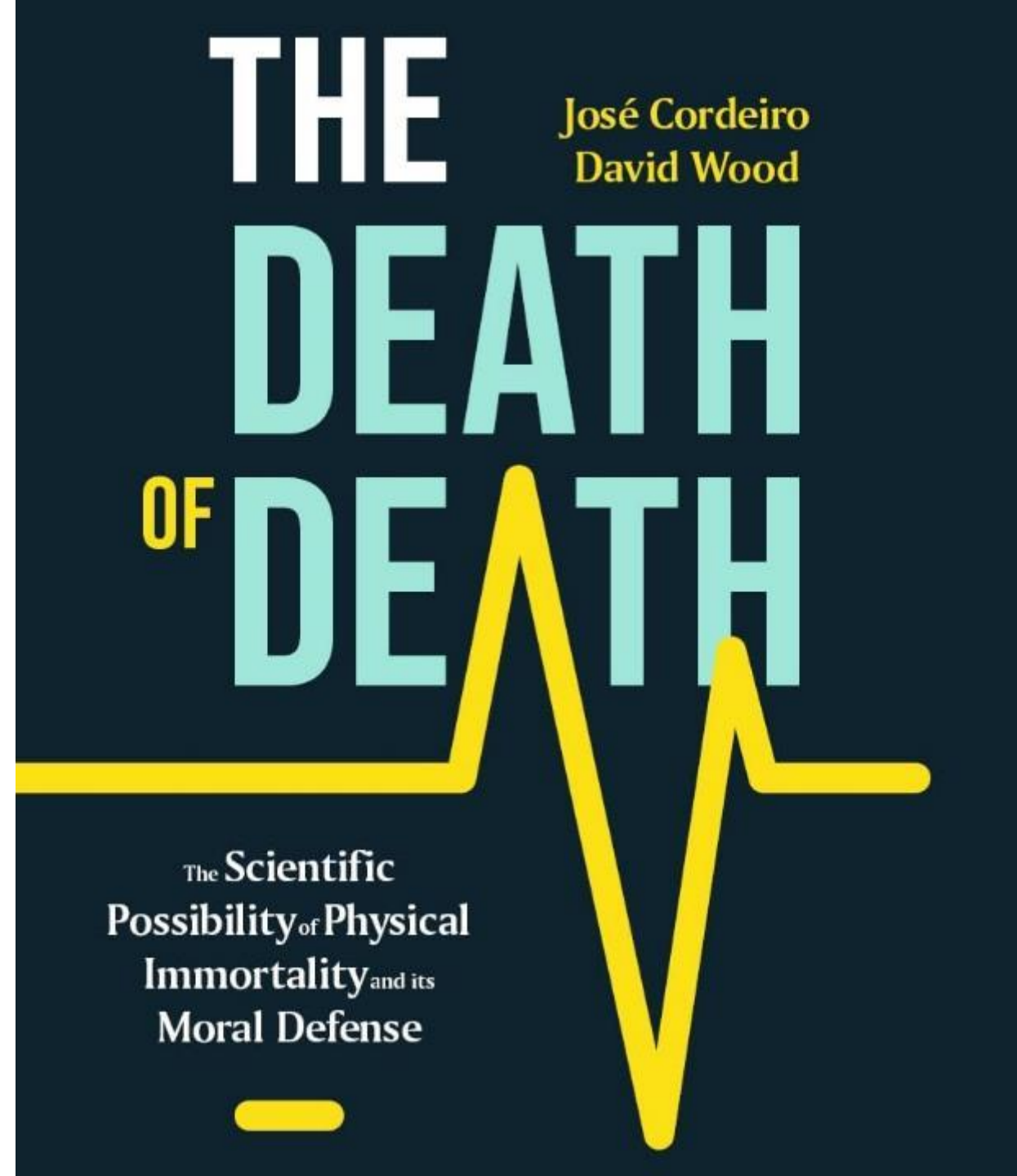
The PEST, PESTLE, STEEPLE of Singularities

STEEPLE

The Seven AI Singularities

Social

when we cure death



STEEPLE

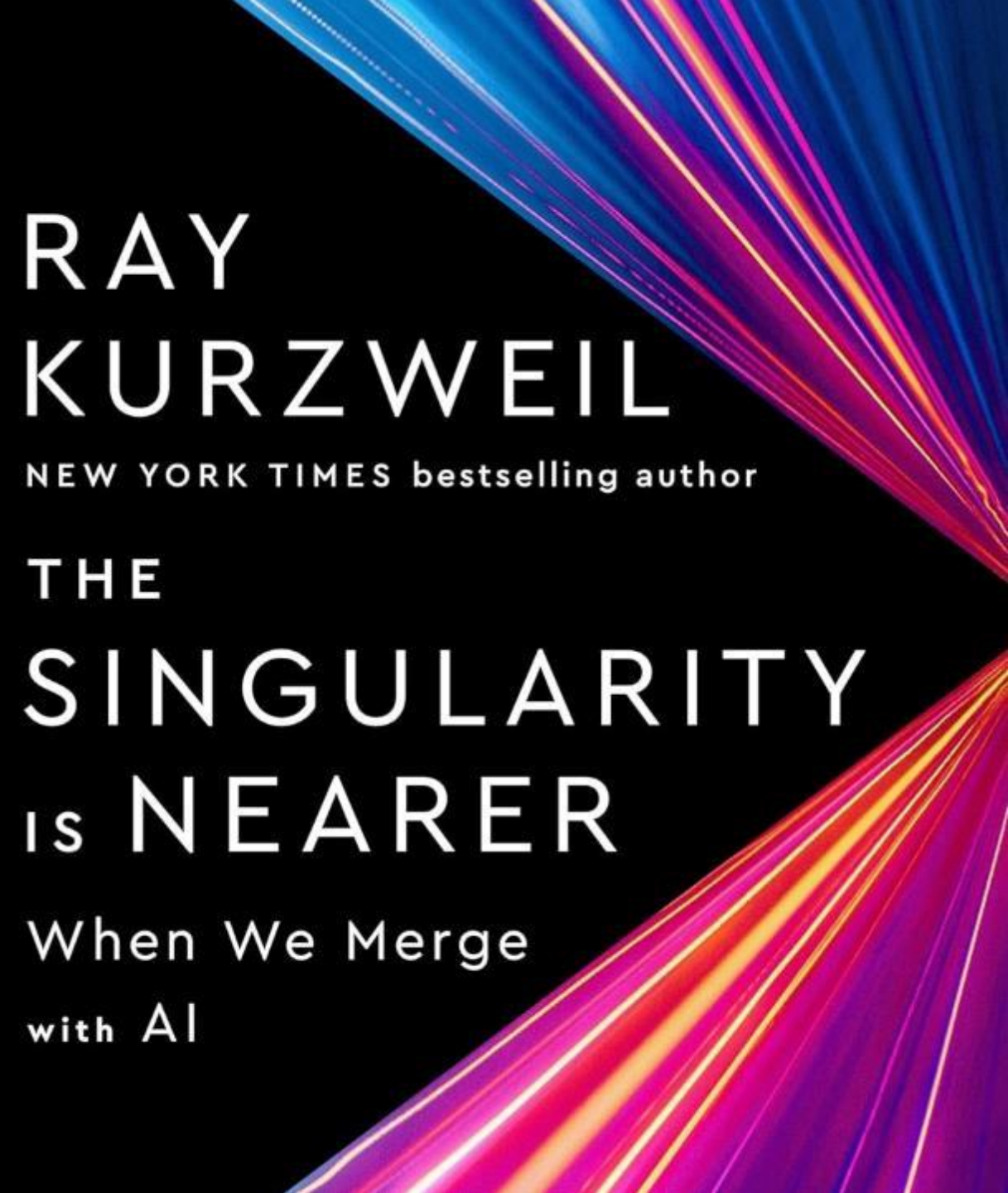
The Seven AI Singularities

Social

when we cure death

Technological

when we create a superintelligence

The book cover features a black background with vibrant, multi-colored light streaks in shades of blue, purple, and orange radiating from the right side. The text is in a clean, white, sans-serif font.

RAY
KURZWEIL
NEW YORK TIMES bestselling author
THE
SINGULARITY
is NEARER
When We Merge
with AI

STEEPLE

The Seven AI Singularities

Social

when we cure death

Technological

when we create a superintelligence

Ethical

when machines become conscious



STEEPLE

The Seven AI Singularities

Social

when we cure death

Technological

when we create a superintelligence

Ethical

when machines become conscious

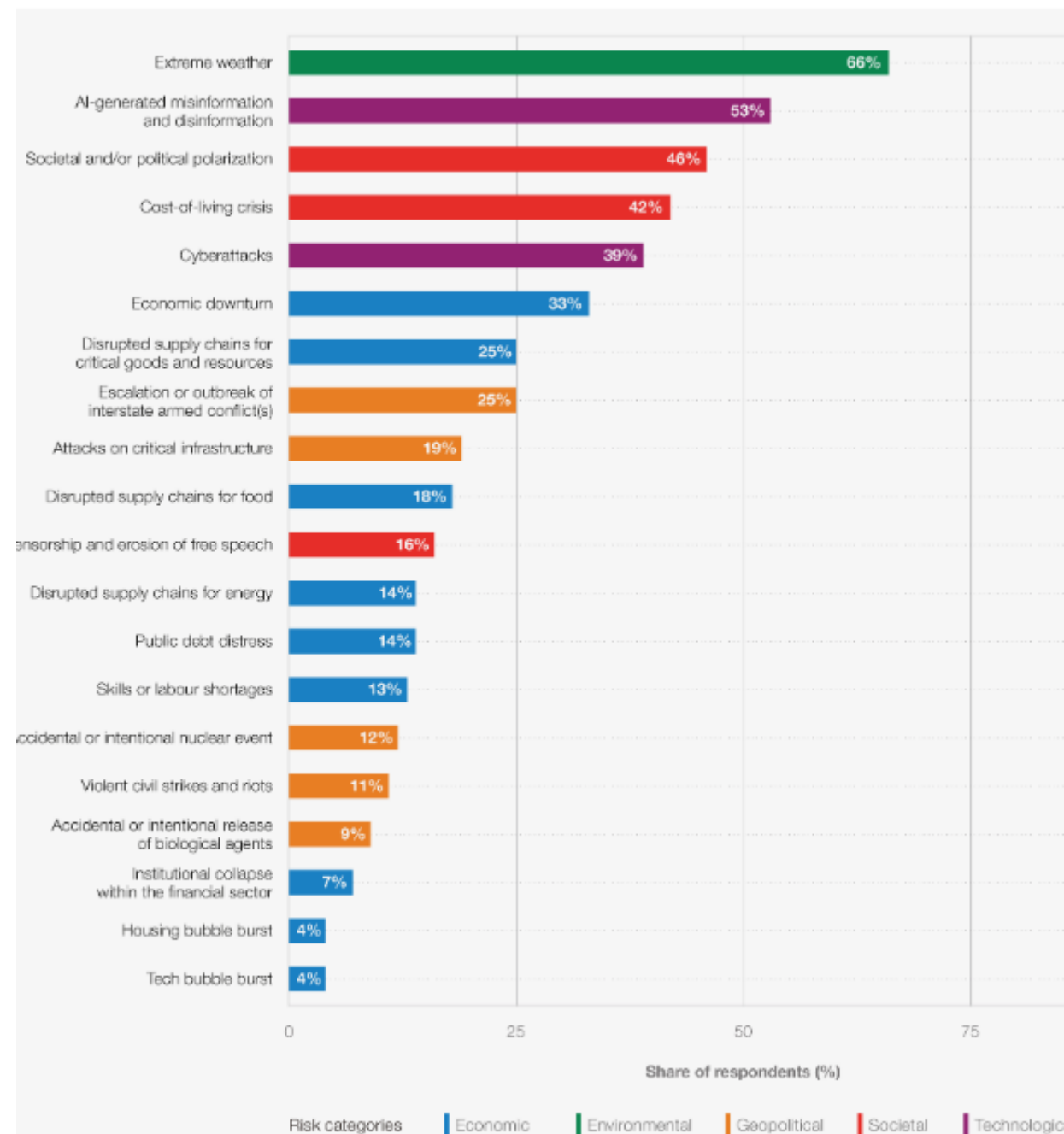
Environmental

when we have ecological (un)control

FIGURE 1.2

Current risk landscape

"Please select up to five risks that you believe are most likely to present a material crisis on a global scale in 2024."



STEEPLE

The Seven AI Singularities

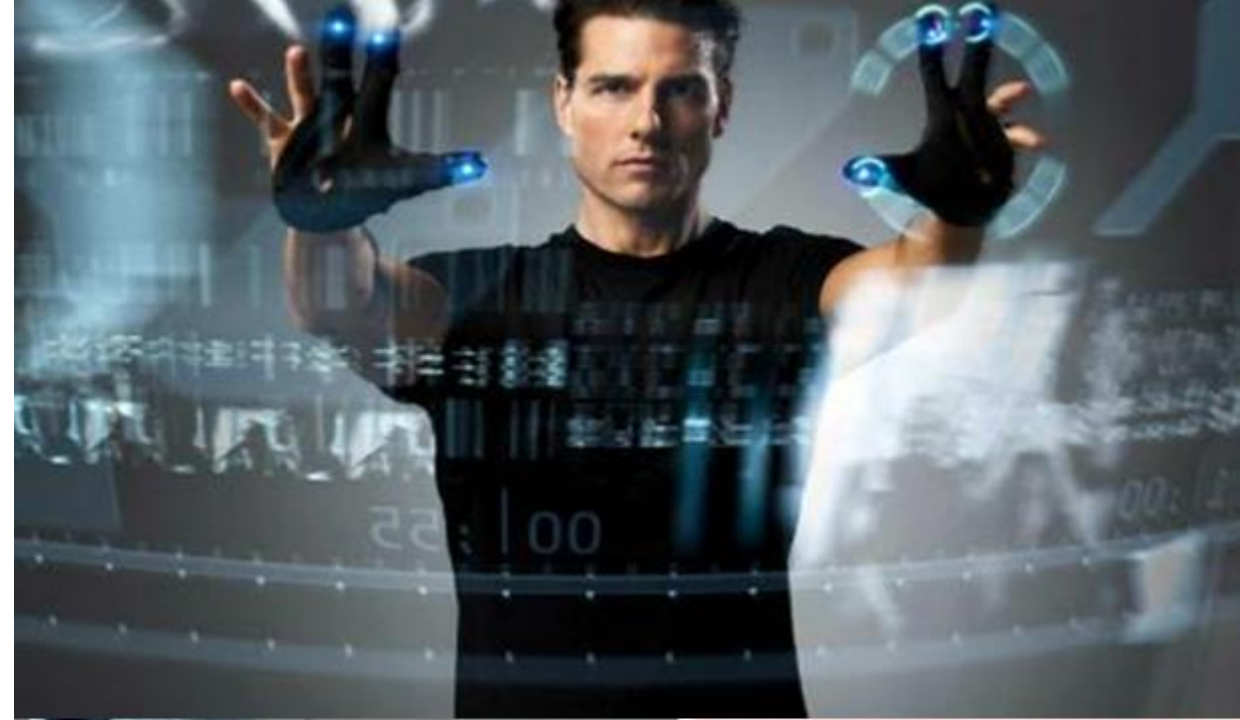
Social	when we cure death
Technological	when we create a superintelligence
Ethical	when machines become conscious
Environmental	when we have ecological (un)control
Political	when we no-longer know what is true



STEEPLE

The Seven AI Singularities

Social	when we cure death
Technological	when we create a superintelligence
Ethical	when machines become conscious
Environmental	when we have ecological (un)control
Political	when we no-longer know what is true
Legal	when surveillance becomes ubiquitous

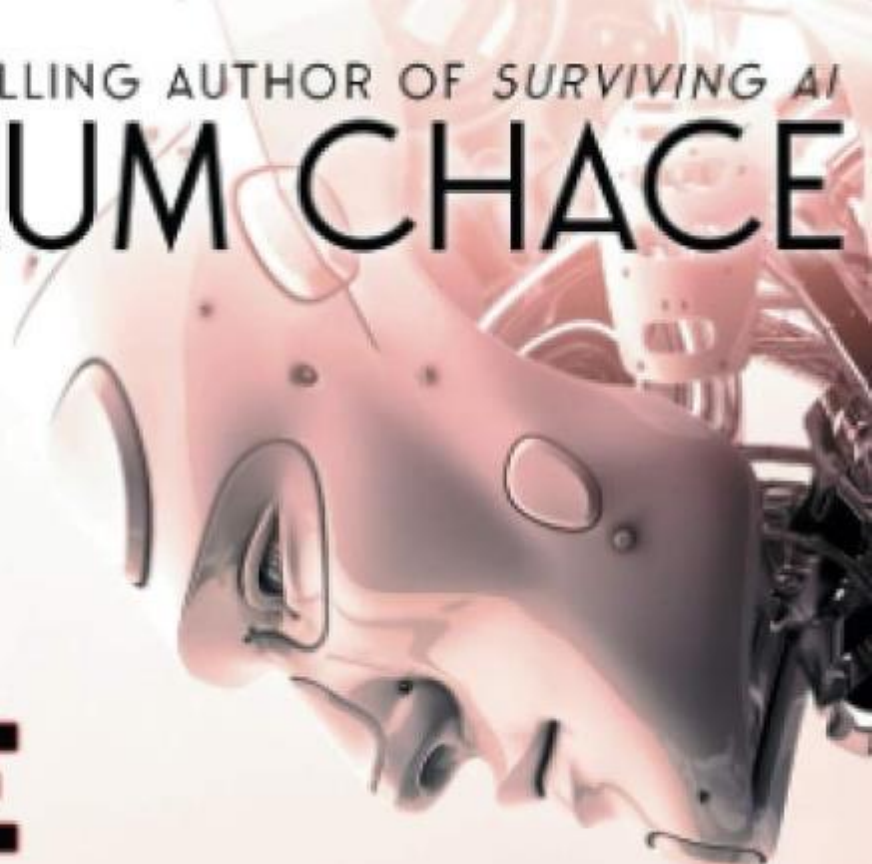


STEEPLE

The Seven AI Singularities

Social	when we cure death
Technological	when we create a superintelligence
Ethical	when machines become conscious
Environmental	when we have ecological (un)control
Political	when we no-longer know what is true
Legal	when surveillance becomes ubiquitous
Economic	when we automate the majority of paid labour

THE BESTSELLING AUTHOR OF *SURVIVING AI*
CALUM CHACE



THE ECONOMIC SINGULARITY

Artificial Intelligence and Fully Automated Luxury Capitalism

THIRD EDITION



The acquisition of wealth is no longer the driving force in our lives. We work to better ourselves and the rest of humanity.

Captain Jean-Luc Picard

WPP's Purpose is to use the power of creativity to build better futures for our people, planet, clients and communities.

Satalia's Vision is a future where everyone is free to live beyond themselves.





Connect
with
Satalia



Thank you

Connect
with me on
LinkedIn

