Indistinguishable

Introduction

Firestorm Global | Incinerate Risk | Illuminate Strategy

- Appointed Cyber Risk Consultancy to SAFER JPA
- Cybersecurity and Emerging Technology services firm
- Specialized in Public Education
- Data-driven insights and findings

Tim Femister, Managing Principal

- Prior CEO of private equity-backed IT services firm
- Former corporate executive for $2B IT solutions provider
- Appearances in Forbes, NBC, Lifetime, CRN, CIO Dive
- Forbes: The Rising Threat of Cyberattacks on K-12 Schools
- Frequent speaker on cybersecurity, AI and technology

5 Things I Want You To Know

1 This is significant, important, and requires strong leadership

2 Everyone here can solve real, material problems with intentional use
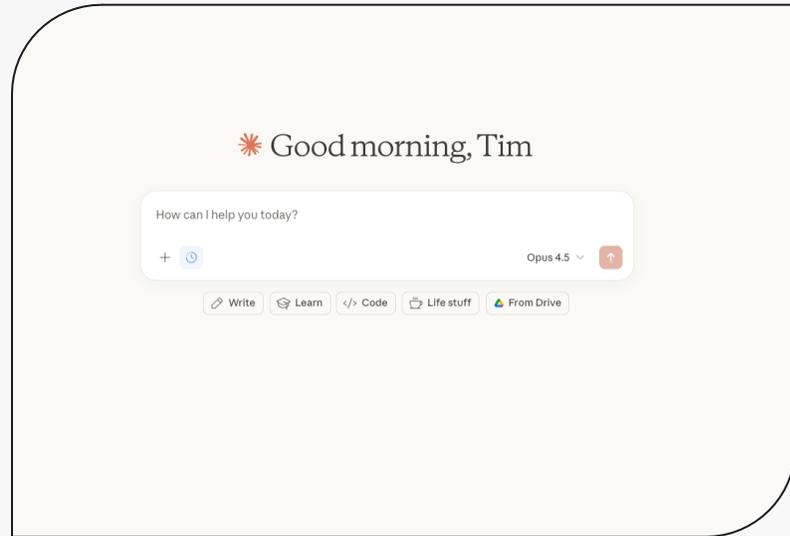
3 Your creativity and critical thinking will expand, not contract

4 Risk exists alongside reward and requires active management

5 Important to communicate a story of hope and opportunity

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314 Years. 4 Major Innovations. 3-Years In.

The AI Paradox

INCREDIBLE USE

LIMITED RETURN?

ChatGPT Nears 900 Million Weekly Active Users But Gemini is Catching Up

By Sri Muppidi

AI promised a revolution. Companies are still waiting.

By Deepa Seetharaman, Supantha Mukherjee and Krystal Hu

December 16, 2025 1:04 PM PST · Updated December 16, 2025

OpenAI CEO Sam Altman speaks to media following a Q&A at the OpenAI data center in Abilene, Texas, U.S., September 23, 2025. REUTERS/Shelby Tauber/Pool/File Photo Purchase Licensing Rights

- 16% of global population utilize Generative Artificial Intelligence (Microsoft, Jan 2026)

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Workslop Epidemic

Generative AI

AI-Generated "Workslop" Is Destroying Productivity

by Kate Niederhoffer, Gabriella Rosen Kellerman, Angela Lee, Alex Liebscher, Kristina Rapuano and Jeffrey T. Hancock

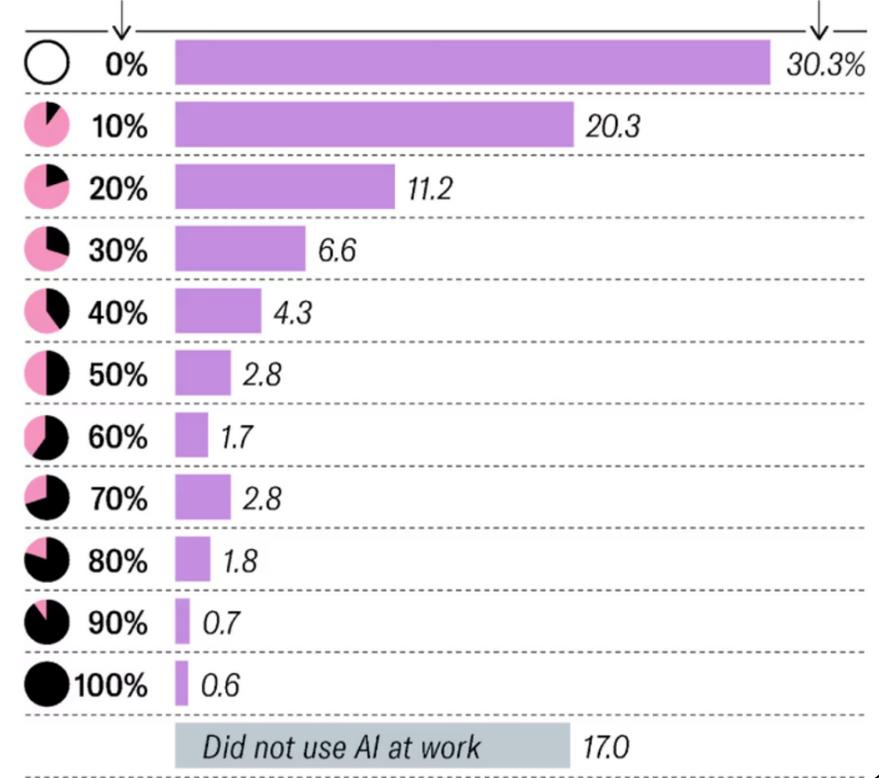September 22, 2025, Updated September 25, 2025

HBR Staff/AI

Do You Send Colleagues Workslop?

How much of the AI-generated work that you send to colleagues do you think is actually unhelpful, low-effort, or low-quality?

PERCENTAGE OF RESPONDENTS

0%	30.3%
10%	20.3
20%	11.2
30%	6.6
40%	4.3
50%	2.8
60%	1.7
70%	2.8
80%	1.8
90%	0.7
100%	0.6
Did not use AI at work	17.0

- Encouraging AI use without proper training can be devastating

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AI Advancements

Mathematics

Since Christmas, 15 Erdős problems moved from open to solved with 11 credited to AI

Chemistry

Nobel Prize in Chemistry awarded for an AI model that solves 50-year-old problem around protein structure

Coding

Claude's latest tool, Cowork, was predominantly built by its own AI systems in ~10 days

Photography

Boris Elgagsen entered PSEUDOMNESIA in Sony World Photography Awards and won (2023)

Music

Velvet Sundown went viral on Spotify with 1M+ monthly listeners

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Teaching The Art of Being Indistinguishable

Important: Indistinguishable ≠ invisible. We are not trying to hide our use of AI. We're trying to seamlessly integrate and amplify our agency.

1 **Indistinguishable**
Your voice, thinking, and standards are reflected

2 **Intentional**
Deliberate choice about when and why to use AI

3 **Iterative**
Excellence through multiple passes

4 **Informed**
Your expertise guides AI

5 **Investigative**
Verify what matters

6 **Integrated**
Seamless workflow, not separated

My Rules

AIFM	AI Is Smart	Be Curious	Builder Mindset	ΔX
"AI Is For Me" (And You).	Work With AI Like A Business Pro	Model Selection Is Critically Important	Think in Terms of Building Solutions	Validation Aligns To Use Case Criticality

Important: Don't try to be an expert where you're not an expert.

3-Levels of AI Adoption

LEVEL 3

Operating Partner
- Think through our risk
- Help design a strategy
- Co-develop our vision

"Help me think through this challenge."

| Infrequent | Major Impact |

LEVEL 2

Problem Solver
- Build a new tool
- Create a microsite
- Overhaul our documentation

"I know what I need. Go build it."

| Less Frequent | High Impact |

LEVEL 1

Task Tool
- Write an email
- Summarize a document
- Answer a question

"Do this thing for me."

| Most Frequent | Low Impact |

Vendor Management Example

LEVEL 3

Help me think through our strategy to manage student data privacy, especially with AI features being auto-enabled.

LEVEL 2

Create a student data privacy rubric that incorporates AI feature inclusion

LEVEL 1

Review this contract for student data privacy concerns

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Model Selection Deeply Matters

ChatGPT 5.2 Thinking >

Auto
Decides how long to think

Instant
Answers right away

Thinking ✓
Thinks longer for better answers

Pro
Research-grade intelligence

Legacy models ⌄

🖉 Temporary Chat

Opus 4.5 ⌄

Opus 4.5 ✓
Most capable for complex work

Sonnet 4.5
Best for everyday tasks

Haiku 4.5
Fastest for quick answers

More models >

Pro ⌄

Gemini 3

Fast   New
Answers quickly

Thinking
Solves complex problems
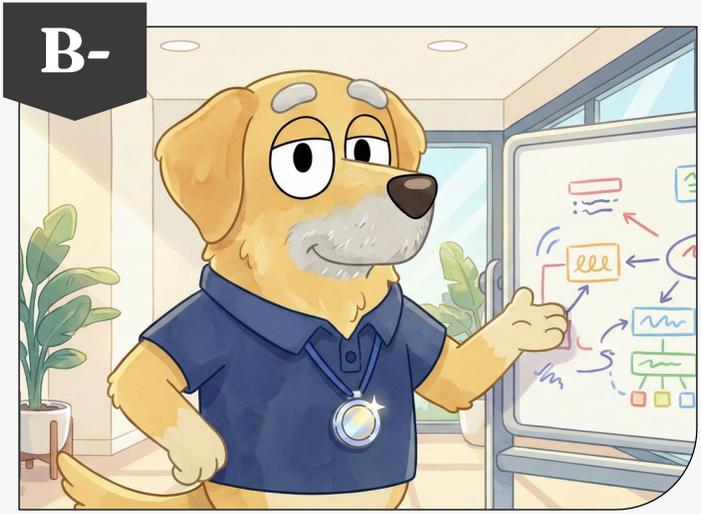
Pro ✓
Thinks longer for advanced math & code

Model Selection Deeply Matters

A-

Model
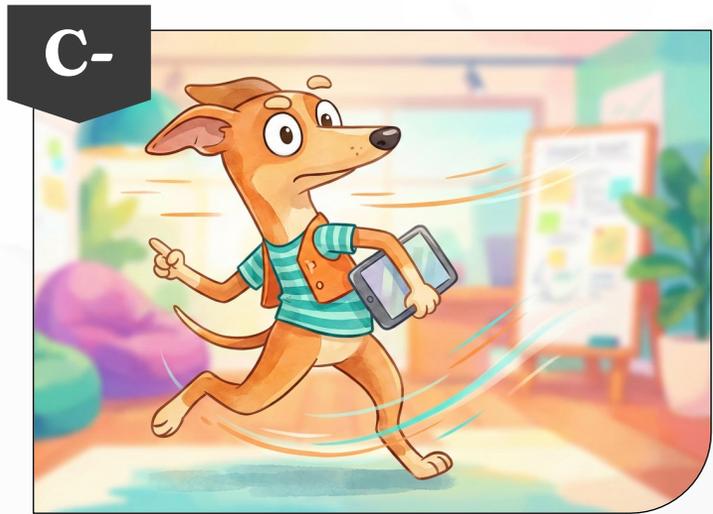- 5.2 Pro, Opus 4.5 Extended, Gemini 3 Pro

PhD Level
- ~90% GPQA
- ~80% SWE

B-
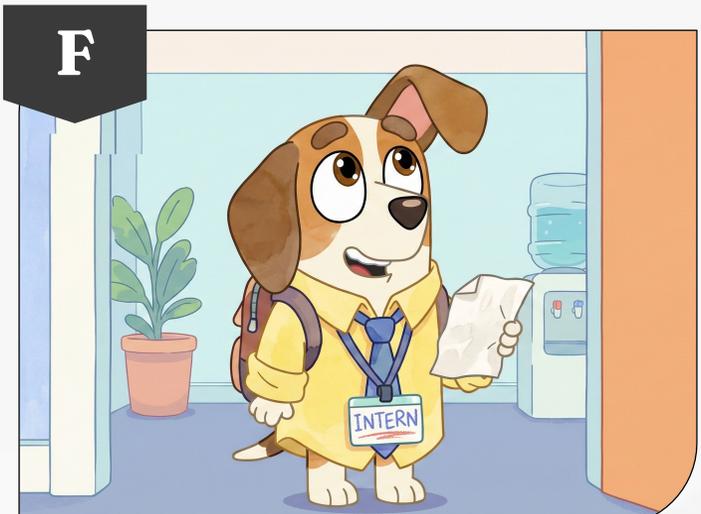

Model
- Sonnet 4.5, Gemini 3 Thinking

Sr Professional Level
- ~83% GPQA
- ~77% SWE

C-

Model
- Haiku 4.5, GPT 5.2 Instant, Gemini 3 Fast

Junior Professional
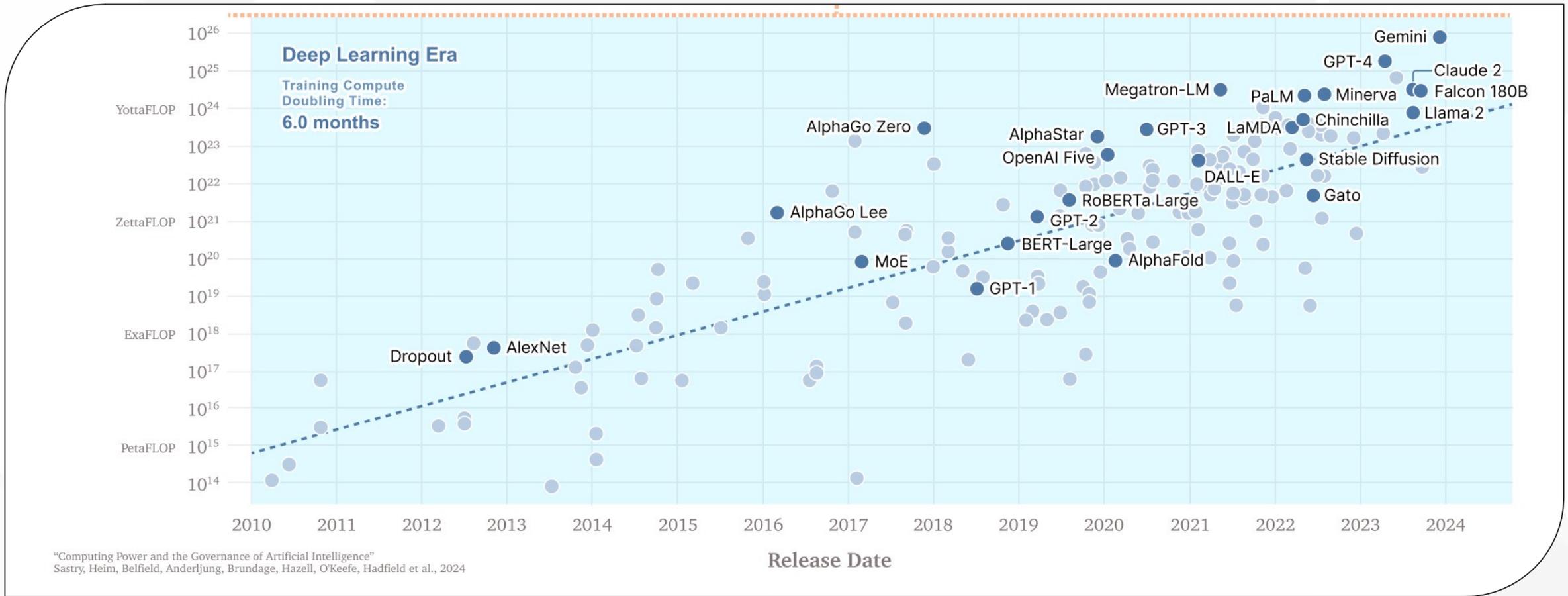- ~73% GPQA
- ~73% SWE

F

Model
- GPT 4o, Sonnet 3

Intern
- ~53% GPQA
- ~22% SWE

GPQA: Graduate Level Reasoning | SWE: Coding Benchmark

Model Selection Deeply Matters

"Computing Power and the Governance of Artificial Intelligence"
Sastry, Heim, Belfield, Anderljung, Brundage, Hazell, O'Keefe, Hadfield et al., 2024

Training Compute Doubling Time: 6.0 Months

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Personas, Skills, and Subagents

Personas

- Assign personas to generate customized perspectives
- "You are an innovative CBO"

Subagents

- Delegate specific tasks to specialized AI instances
- "Research this topic, then summarize findings"

Skills

- Teach AI specific workflows, formats, or domain knowledge
- "Follow our incident response documentation style"

Integrations and MCPs

- Connect AI to external tools and data sources
- "Check our Google Drive for the latest policy template"

Current Capabilities

1. Text Chat

2. File and Document Creation

3. Deep Research

4. Voice Mode

5. Live Video and Screen Sharing

6. Image Creation

7. Video Creation

8. Autonomous Browser Control

9. Memory and Personalization

10. Document and Image Analysis

11. Code Execution and Data Analysis

12. Projects

13. Artifacts

14. Audio Generation

My Preferred Tools (Today)

Platform	Model	Use Case
Claude Code	Opus 4.5	Overall Development
Claude.ai	Opus 4.5	General AI
ChatGPT	5.2 Thinking	Voice Mode, Deep Research
Gemini	3 Pro	Image Creation, Deep Research
NotebookLM	Deep Research	Research Collection
Eleven Labs	V3	Audio Generation

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My Preferred Tools (Today)

Platform	Model	
Gemini	Gemini	3 Pro
Gemini	NotebookLM	Deep Research	Research Collection

Bloomberg

Why the Tech World Is Going Crazy for Claude Code

Odd Lots

January 19th, 2026, 7:20 AM PST

In the AI industry, there's always a hot new thing. First it was ChatGPT. Then it was the image generators. There was the DeepSeek moment. In the latter half of last year, everyone was excited about how good Google's Gemini was. In January 2026, the new hot thing everyone is talking about is Claude Code. But of course, the AI models have been able to generate lines of code for a long time now. So what is it about Claude Code that has people so excited? Why is it that people are asking: "Is this AGI?" On this episode, we speak with Noah Brier, the co-founder of Alpehic, a consultancy firm that helps large organizations implement AI technology. Noah has been using the Large Language Models for longer than just about anyone, since before ChatGPT existed. He explains to us the evolution of AI-assisted coding, what Claude Code actually is, and why it is that traditional software firms have been getting destroyed in the stock market lately. (Source: Bloomberg)

THE WALL STREET JOURNAL.

TECHNOLOGY | ARTIFICIAL INTELLIGENCE   [Follow]

Claude Is Taking the AI World by Storm, and Even Non-Nerds Are Blown Away

Developers and hobbyists are comparing the viral moment for Anthropic's Claude Code to the launch of generative AI

By *Bradley Olson* [Follow]

Jan. 17, 2026 at 12:00 pm ET

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Identifying and Managing AI Risk

Area of Risk	Likelihood	Impact	Action
Utilizing Hallucinated Data	High	Critical	Policy and training for content ownership
Workslop	High	Moderate	Policy, training, and culture for way of working
Working Dual Jobs	Moderate	Low	Clear policy and manager training
Always On Recording	High (*)	High	Outlaw, if you can, or highly limit
PRA: Organizational Use	High	High	Training for PRA awareness
PRA: Data Analysis	High	Moderate	Stress test PRA submissions for risk
Mental Health Issues	High	High	Consistent training, monitoring, & communication
Personal Health Information	High	Moderate	Consistent training, monitoring, & communication
Homegrown Apps	Moderate	Moderate	Clear policy and governance pipelines
Staff Developed Apps	Moderate	Moderate	Clear policy and governance pipelines
Deepfake Audio, Video, and Docs	High	High	Establish verification procedures

Note: These apply whether you formally adopt GenAI or not

Consider: Running AI Risk Tabletop Exercises.

My Best Advice

1. Overcommunicate, train extensively, and set clear policy

2. Leaders should model and display mature AI habits

3. Actively manage your AI risk

4. Develop a center of excellence (COE) and identify internal change agents

5. Start on paper: Write out what you are trying to accomplish

6. Actively utilize, experiment, and test boundaries

7. Stay current on latest releases and news

8. Focus on the potential, not the limitations

9. Focus on amplification and growth more than efficiency

10. Communicate hope and opportunity