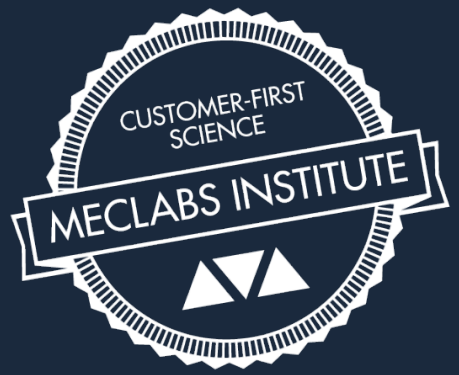
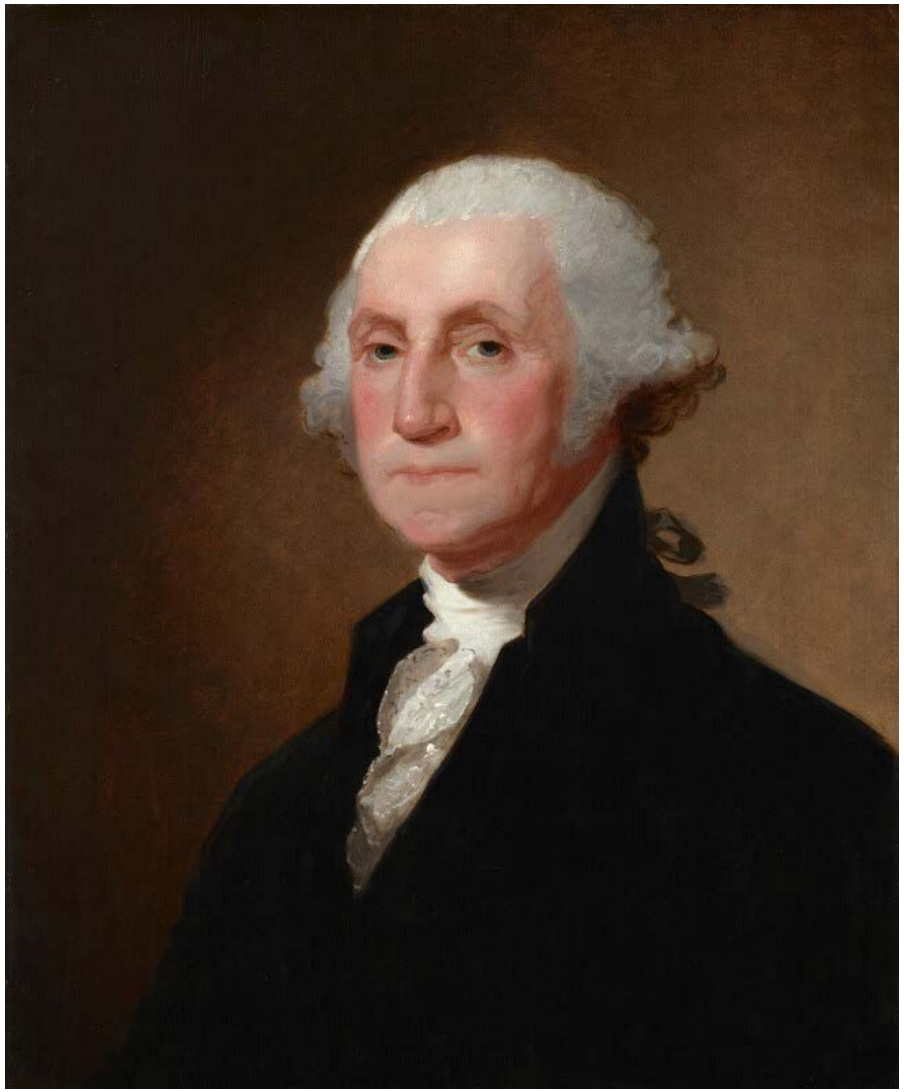


MECLABS
INSTITUTE

What human skills should you hone in an AI era?

A roundtable discussion

Who’s this guy?



Who’s this guy?



What human skills were needed to create a portrait?

“Stuart was noted for the naturalness of his work. As Hannah R. London wrote in her 1926 book *Portraits of Jews by Gilbert Stuart and Other Early American Artists*, Stuart’s “portraiture was enhanced by **his capacity to create an environment which banished self-consciousness in his sitters**, a feat he achieved largely through his personal charm.” In order to put his subjects at ease and capture their personalities, Stuart liked to involve them in conversation. Washington was apparently not easy to engage while posing, which he found torturous, but the story goes that when Stuart hit on the topic of horses, the president perked up.”

– Diane M. Bolz in Moment Magazine

And then everything changed



The human skills changed in the camera era

Portrait painters:

- **Manual rendering craft** (drawing, paint handling, constructing likeness by hand)

Early camera portraitists:

- **Camera + process mastery** (exposure, optics, chemical/printing workflow)

But not everything changed



Created by MECLABS AI

But not everything changed

3 biggest skills that stayed the same:

- **Directing the sitter (rapport + posing + expression control)**
  You still had to *get a human to present a self*—and keep them cooperative and confident.
- **Composition (framing + status cues + storytelling through props/wardrobe)**
  The medium changed, but the portrait's job (identity/status/memory) didn't.
- **Lighting judgment (modeling the face to flatter and signify character)**
  Painters "designed" light with brush; daguerreotypists had to engineer it physically – either way, it's human judgment about what the light should *say*.

Your facilitators today



Daniel Burstein
Director, AI Guild



Kristi Linebaugh
AI Guild facilitator

Purpose of today's roundtable

- To share the vision for where the AI Guild should go next
- To get your insights to build a robust framework around this next iteration
- This isn't really meant to be a presentation, it's meant to be a dialogue. So feel free to jump in with your thoughts at any point

We’ve come a long way

- The nexus of the AI Guild started 240 days before ChatGPT
- Along the way, MECLABS AI was built
- We now talk about how the AI Guild will help you ‘Prepare For The AI Marketing Revolution.’ But that revolution is now here.





What’s next

- No longer marketer vs. machine.
- The reality today is marketing + machine.

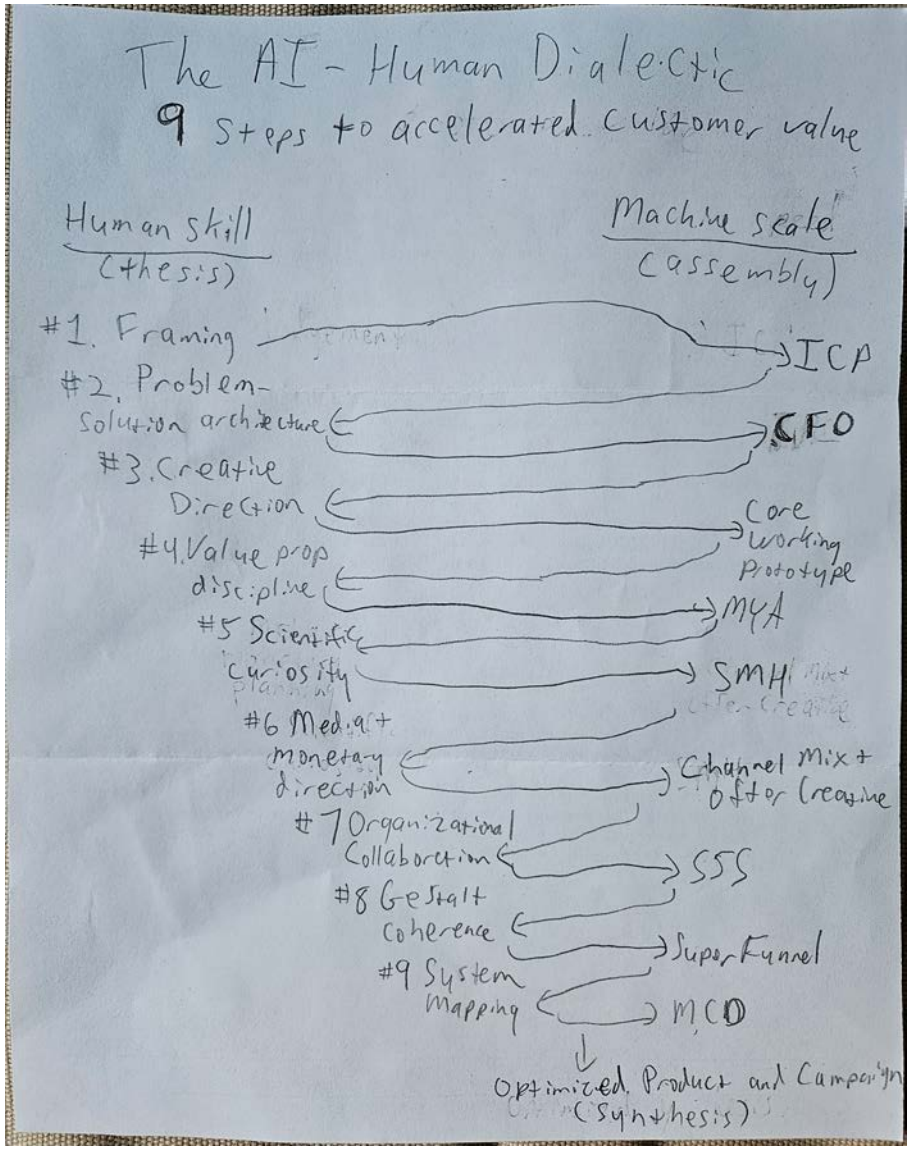
While the world re-tools business processes for AI, the AI Guild re-tools the humans who run it.

Which leads us to the essential question…

What human skills should you hone for the AI era?

A few thoughts. And please share your ideas as well...

We’re scribbling and thinking and invite your ideas as well



What this roundtable will explore

Some questions to help get you thinking. Feel free to share your real AI questions and stories

- Which decisions should always stay human?
- How do we avoid over-trusting AI output?
- How do we frame better questions?
- How do we preserve wisdom and judgment?
- How do teams build practical AI workflows without losing the human edge?

Why this matters now

AI is changing work. It is not replacing human wisdom.

- “Doesn’t eliminate the need for human wisdom.”
- AI can draft, summarize, organize, and detect patterns
- Humans still define the problem, judge the answer, and own the outcome
- The real challenge is not using AI – it is using AI without losing discernment

The core insight from our interviews

Across 14 interviews, one theme repeated: AI should amplify human judgment, not replace it.

- AI is strongest in repetitive and structured work
- Humans remain responsible for context, ethics, trust, and final decisions
- The best teams will build systems where AI supports human decision-making

The human skills that matter most

The AI era rewards stronger human skills

- Judgment – decide what is wise, useful, and ethical
- Curiosity – ask better questions
- Empathy – build trust and human connection
- Communication – reduce confusion and improve execution
- Self-awareness – know your strengths, limits, and biases
- Discernment – separate signal from noise
- Accountability – stay responsible for outcomes
- Leadership – set priorities and standards

All those skills lead up to one big thing – providing proper context

AI will answer the wrong question very confidently

- “Problem framing is a human skill”
- Better prompts begin with clearer goals
- The human’s job is to define the real problem before asking AI to solve it
- Better questions produce better output, better decisions, and better results

Define the value and the outcome. Frame the customer-first solution and the problem/goal. Amplify with AI.

Why AI Guild

01

Peer Learning

Learn from peers facing the same AI questions to enhance understanding.

02

Practical Sharing

Share practical use cases and and workflows to improve improve real-world application.

03

Skill Development

Explore human skills that improve AI results for better better outcomes.

04

Guided Methodology

Get guidance grounded in in MECLABS methodology for methodology for effective effective strategies.

05

Focused Community

Join a human-centered community built for customer-first marketers and entrepreneurs.

Join the AI Guild at https://guild.meclabsai.com/

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