

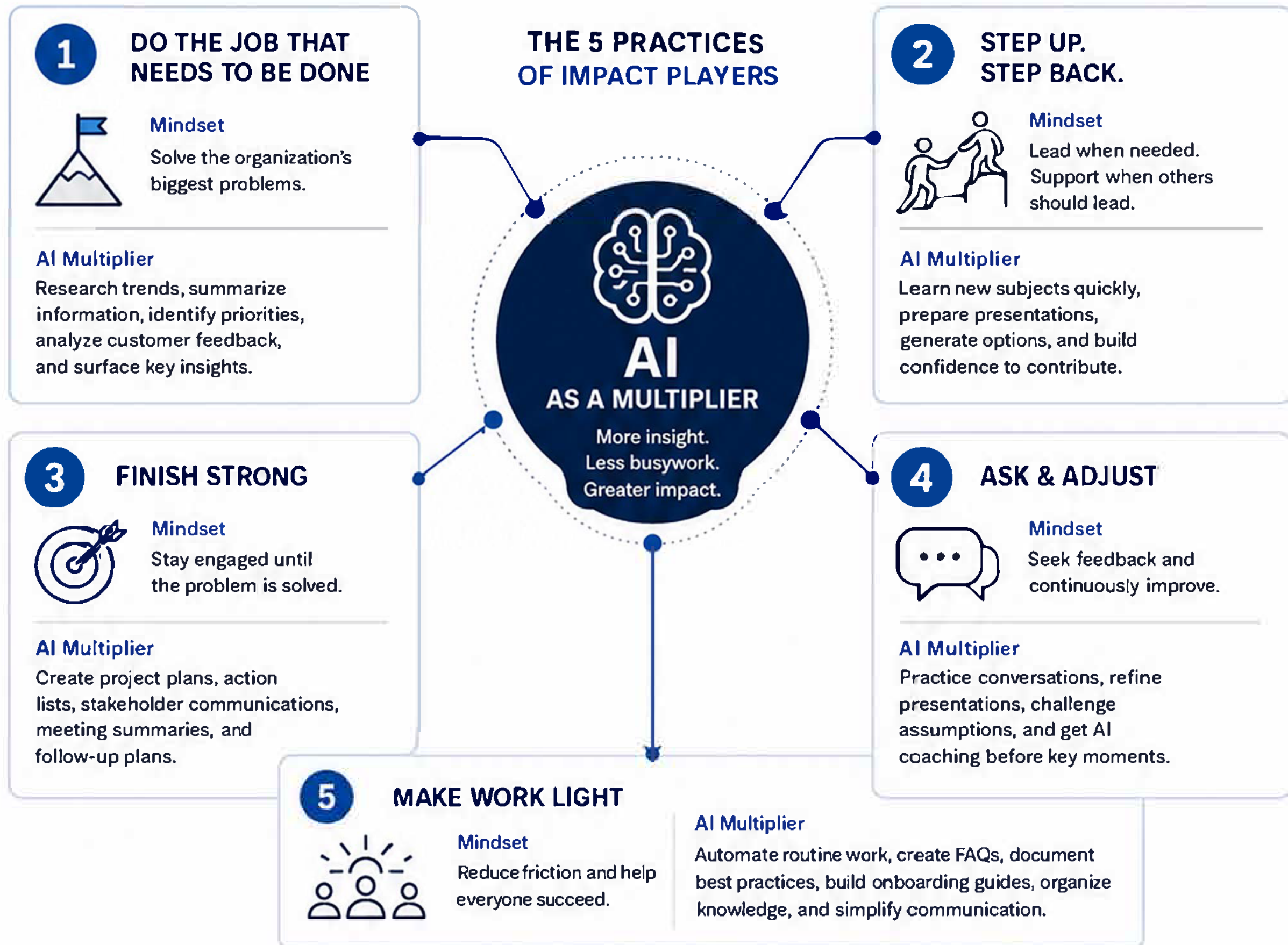
THE AI-ENABLED IMPACT PLAYER

Accelerate AI ROI with Impact Lab, based on Liz Wiseman's *Impact Players*

"Don't simply do your job. Do the work that matters most."



AI doesn't replace great employees—it amplifies initiative, judgment, ownership, and contribution.



TYPICAL CONTRIBUTOR vs. IMPACT PLAYER

TYPICAL CONTRIBUTOR		IMPACT PLAYER
Waits for direction	→	Creates clarity and takes initiative
Protects role boundaries	→	Focuses on organizational priorities
Identifies problems	→	Solves problems
Focuses on personal success	→	Elevates the entire team
Completes tasks	→	Delivers meaningful results
Accepts feedback occasionally	→	Seeks feedback continuously

HOW AI AMPLIFIES IMPACT

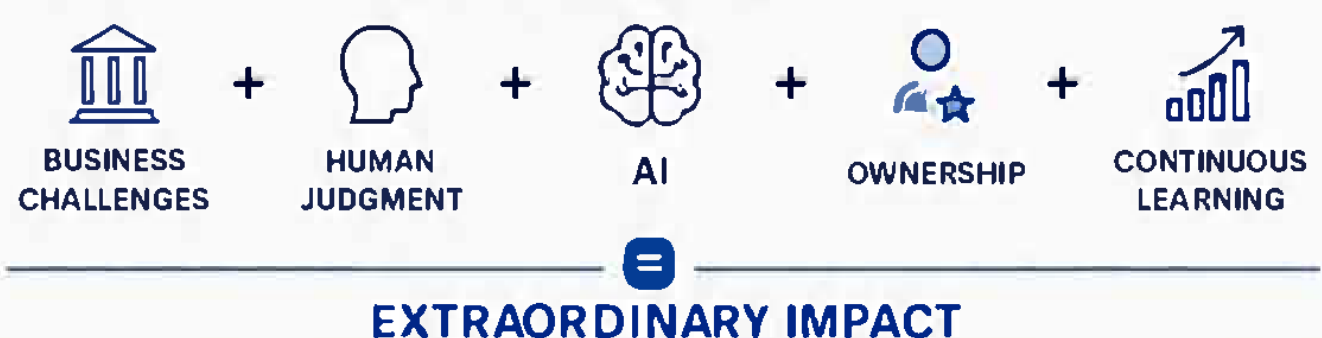
- BETTER DECISIONS**
Access and synthesize more information to focus on what matters most.
- FASTER LEARNING**
Understand new topics, industries, and challenges in a fraction of the time.
- STRONGER EXECUTION**
Accelerate planning, communication, and follow-through with AI support.
- CONTINUOUS COACHING**
Use AI as a thinking partner to refine ideas and accelerate growth.
- GREATER IMPACT FOR OTHERS**
Use AI to remove friction and make your team more successful.



REFLECTION QUESTIONS

- Where can I create the greatest value today?
- Am I solving the most important problems?
- How can AI help me think more and search less?
- What repetitive work could AI help eliminate?
- How can I use AI to make my teammates more successful?
- What feedback will help me grow this week?

THE IMPACT FORMULA



Impact Players don't wait for the future. They shape it—using AI to multiply their impact today.

Advantage

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For more information about bringing **Impact Lab** to your organization:
email contact@advantageperformance.com • visit advantageperformance.com • call (415) 925-6832

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Hi
Harness
Intelligence