

September Smith

AI KEYNOTE SPEAKER · STRATEGIST & EDUCATOR · FOUNDER, OF COURSE AI

Most experts know AI matters but can't tell the hype from what actually moves the needle. **September gives them the third thing:** hard evidence on what's real, what's noise, and what it takes to pull ahead.

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SIGNATURE KEYNOTES

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Same Hours. Same Prices. 30% More Revenue.

"Why some consultants are pulling ahead — and it isn't more hours."

Some established consultants and coaches are charging the same and working the same hours as their peers — while taking in as much as 30% more. The difference isn't talent or hustle; it's that they fired themselves from one job: being the bottleneck in their own business. September shows the room how the top 5% put AI to work — an owned system that clears the grunt work and amplifies their expertise — and why it's learnable without becoming technical.

Best for: professional associations, industry and alumni conferences, women's and executive networks, small-business groups and chambers, and consulting or coaching communities.

DELIVERED AT MERIDA TECH WEEK 2025

Lack of AI Proficiency Is Why AI Fails — Not the Technology

"95% of AI initiatives fail. What's going on? Hint: it's not the tech."

An evidence-led look at why AI adoption stalls — and what the top 10% do differently. September walks the real failure data and the proficiency gap almost no organization is addressing. Authority without alarmism; every room leaves smarter and clearer on what works now.

Best for: tech conferences, professional associations, and business audiences navigating AI adoption.

SIGNATURE AI WORKSHOP · HANDS-ON & EXPERIENTIAL

Let AI Find Your Top 3 Business Bottlenecks

The audience doesn't watch a demo — they do it. In real time, September guides each person to use AI to pinpoint exactly where their own business is leaking time and money — the spots where AI pays back fastest. Experiential by design: seeing your own bottlenecks named is the thing you can't get from watching.

60–90 min · virtual or in person · September's highest-impact format. Best for professional associations, consulting & coaching communities, entrepreneurship networks, and mastermind groups.

SPEAKING TOPICS

- **Stop being the bottleneck in your own business**
- How to be in the 5% who get real ROI from AI
- Grow your revenue without hiring a team you have to train
- The engine vs. the chatbot: why most AI use never moves the needle
- Amplify your expertise with AI — without replacing what clients pay you for
- What the top 5% of AI users do that the other 95% don't

WHY SEPTEMBER

5,000+ hours building inside AI models over 3.5 years — a builder, not a commentator. Most "AI experts" teach which buttons to push in an app; September teaches by co-building the real thing with the room. Audiences who arrive worried AI will replace them leave with the opposite conviction.

P.Eng

MA, Adult Education

8+ yrs online business

3.5 yrs building with AI

AI for non-technical audiences

WHAT AUDIENCES SAY

"You just don't even know what you don't know — and this is gonna open your eyes."

— Andelyn N.R., Compliance & Training Specialist

"I went from using AI as a glorified Google to having a business partner in my pocket."

— Dylan D., Independent Sound Engineer · Music Industry

"For two or three years I thought I knew what I was doing with AI — turns out I was in the dark... Now I feel powerful. I know something most people don't."

— Laura, Property Development Startup