



“Accelerate, Don’t Replace”

Dan Martell

Author, entrepreneur, coach and
Humanity’s Biggest Cheerleader

The *End* of “Business as Usual”

Right now, leaders everywhere feel the same knot in their stomach: *AI is moving so fast... am I about to be left behind?*

If you feel that, you’re not broken — you’re tuned in. This is what an inflection point feels like.

Take the home security business owner who once shrugged:

“AI is for people like you. Not for me.”

Six months later, panic crept into her voice:

“We’re gonna be left behind if we don’t use it, aren’t we?”

That shift — from denial to urgency — is happening across industries.

In this guide, entrepreneur and investor **Dan Martell** offers a reframing: **AI isn’t here to replace you. It’s here to magnify you.**

This isn’t about cutting people. It’s about freeing people to do the high-value, human-first work only they can do.

The *Core* Philosophy: From *Replacement* to *Magnification*

Marie Forleo and Dean Graziosi say it best:

*“I don’t see it as replacement. I see it as acceleration
and magnification.”*

Dan Martell builds on that by breaking intelligence into
three types:

Analytical Intelligence.

Data, logic, calculations. Let AI run wild here
— it’s better than us.



Creative Intelligence.

Asking the right questions, imagining new futures. This is
human territory. Train your team to be directors, not doers.



Emotional Intelligence.

Connection, empathy, presence. As automation rises,
the value of humanity skyrockets.



Leadership Lesson

Stop training your team to “do.” Start training them to *direct*. Their value
isn’t in keystrokes — it’s in vision.

The *Four Steps* for AI Integration

Here's Martell's framework for turning philosophy into practice:

1. Adopt an AI-First Mindset

Ask: "What would an AI-first [insert your business] look like if I built it from scratch today?"

2. Identify Your Biggest Constraint

Apply the *Theory of Constraints*. Pick the one bottleneck — marketing, sales, or delivery — and start there.

3. Empower Directors, Not Doers

Teach your team to "program" AI with plain English. It's the first coding language we can all speak.

4. Target the 92% Rule

Challenge: 92% of the work gets done by AI. The remaining 8%? That's the human magic — personalization, empathy, nuance.



Blueprints In *Action*:

BLUEPRINT 1

The Confident Home Builder

Story: Dan's brother feared AI would "run him over." After experimenting, he now feels confident and future-proof.

Tactics: Custom GPTs, AI for admin, project management.

Win: "I'm not gonna be run over."

BLUEPRINT 2

The Liberated Tow Truck Owner

Story: A 24/7 tow operator was chained to his phone, never off duty.

Tactics: AI call system that captures location, pings nearby trucks, dispatches instantly.

Win: "I have my life back."

BLUEPRINT 3

The AI-Powered Receptionist

Story: Receptionist role reimaged from answering phones → driving sales.

Tactics: AI voice agent answers FAQs, books calls, frees staff for deeper relationships.

Win: Receptionist now has *time for meaningful conversations*.

The Cultural *Shift*: Weaving AI into Your Team's DNA)

Tools don't change companies. **Culture does.**

Dan introduced the **92/8 Rule** in his own venture studio: 92% of work must be done by AI, 8% by humans. The result? People stopped ignoring AI and started delegating by default.

Martell also models curiosity himself. Every week, he hosts "AI Roundtables" with 5–6 strangers from social media just to share notes.



Leadership Lesson

Don't just tell your team to use AI. Show them. Curiosity is contagious.

05

Your First Move: The “What Are You Pretending Not to *know*?” Challenge

Time to stop spectating and start experimenting.

Your Exercise
1. Download the free ChatGPT app.
2. Tap the voice feature.
3. Say this prompt out loud: <i>“I run a [your type of business]. I need the simplest, highest-impact way I can use AI this week. What do you recommend?”</i>
4. Write down ONE idea it gives you.
5. Do it within 7 days.

This small action **builds** the momentum that **shifts cultures**.

Conclusion: Your Journey *Starts* Now

AI isn't about machines rising. It's about **humans rising**.

It's your chance to:
Strip away drudgery
Free your team for creativity
Build businesses anchored in empathy

As Dan reminds us:

“When you make it about other people, everything changes.”

And as Dean asks:

“What are you pretending not to know?”

Your first step isn't to master AI. It's to ask better questions
— **of AI, and of yourself.**

Write down 3 repetitive tasks you or your team hate doing. Circle ONE. Test it in ChatGPT this week. Report the time saved.