got mortgages?

BRICK CHAMBER OF COMMERCE
LUNCH & LEARN

NAVIGATING MODERN MARKETING

Real-world AI. Better judgment. Practical execution.

SEPTEMBER 22, 2026 | 11:30 AM–1:00 PM

Hackensack Meridian Ocean University Medical Center
425 Jack Martin Boulevard, Brick, NJ

> **“AI has not replaced my judgment. It has made the work around my judgment faster, deeper and more consistent.”**

7 RULES FOR REAL-WORLD AI

1 **AI is the analyst. I'm still the advisor.**
Use AI to organize options. You own the recommendation, the context and the relationship.

2 **Start with questions, not prompts.**
Choose the business question first: what decision, obstacle or next step needs clarity?

3 **Control the evidence.**
Use approved sources. Verify dates and claims. Label assumptions and missing information.

4 **Research first. Opinion last.**
Review what was said and done before assigning a reason. Look for another explanation.

5 **Explain the why, not just the what.**
Connect the facts to the customer’s goal, explain uncertainty and offer one useful next step.

6 **Use AI to prove yourself wrong.**
Ask for the strongest counterargument. Test one assumption before expanding the plan.

7 **Compress the work. Never compress the thinking.**
Streamline repetitive preparation. Keep human review. Reinvest the time in people.

DAILY / FOLLOW THROUGH

Review due commitments.
Make a personal next step.
Log the outcome.

WEEKLY / IMPROVE THE SYSTEM

Verify records and read the scorecard.
Choose one change to keep, fix or stop.
Name an owner and a date.

Question → Evidence → Draft → Human review → Personal action → Measure

Automate the work around the relationship. Never automate the relationship.

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