

**THE**  
**10X**  
**SHIFT**

# Welcome to The 10X Shift—a journey to uncover what it means to think exponentially and become a true driver of transformation.

Before we begin, take a moment to check in with yourself.

## My current mindset is mostly...

- Linear
- Incremental
- Exponential
- Not sure yet

## Why I'm here (circle all that apply):

- To future-proof my career/business
- To understand exponential technology
- To unlock new growth opportunities
- To lead meaningful innovation
- To think bigger
- Other: \_\_\_\_\_

## What does 10X mean to me right now?

## My Intention for this Workshop:

## Self-Assessment

(1–5 scale)

I'm open to challenging how I've always done things

I believe technology is moving faster than I can keep up

I'm ready to take bold action for exponential growth



# Decade of the ExO

2020 - 2030

## THE ORGANIZATIONAL SINGULARITY

*How AI Collapses Coordination and Rewrites the Firm*

Revised Full Outline — March 2026

Salim Ismail

# Organizational Singularity Exercise

**Choose ONE area of your organization to work on:**

- Sales
- Marketing
- Operations
- Finance
- Customer Experience
- Other: \_\_\_\_\_

\_\_\_\_\_

**What is the core outcome of this function?**

# CURRENT STATE (THE REALITY)

Map how this function works TODAY

## Intelligence Layer

Environmental  
Intelligence

## What exists today?

How do you track market, competitors, signals?

## How manual is it?



Strategic  
Architecture

How do you make decisions and plans?



Change  
Orchestration

How do you drive adoption and alignment?



Autonomous  
Operations

How is work executed day-to-day?



Governance &  
Sentinel

How do you manage risk, compliance, control?



# FRICION & GAPS

**Where is the biggest friction today?**

**Which layer is weakest?**

- Environmental
- Strategic
- Change
- Operations
- Governance

**Why?**

# REBUILD (AI-NATIVE DESIGN)

If you rebuilt this function TODAY using AI...

## Intelligence Layer

## What would it look like?

Environmental  
Intelligence

Strategic  
Architecture

Change  
Orchestration

Autonomous  
Operations

Governance &  
Sentinel

# OPPORTUNITY

**What is the single biggest opportunity you see?**


**What is ONE decision or workflow that could be automated?**

**What would stop you from implementing this?**

# Notes

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A staircase with colorful, textured steps against a blue background. The steps are illuminated with a gradient of colors from purple to red. The background is a solid blue color.

**Remember:  
Small exponential steps,  
taken consistently, create  
massive shifts.**

A blue background with a white ripple effect at the bottom.

**Let's build the future - today**