

The NEXXT Perspective

Across the AV and integration industry, Julian Phillips is widely recognized not only for his talents as an orator, but for his ability to contextualize complexity – translating emerging, often ambiguous trends into language and models that resonate across diverse audiences. His new piece, "The AAAI of Enterprise Success," continues that tradition.

In this era of infinite AI opinion and armchair experts, there is a balance between over-genericized concepts that lack enough specificity for relevance, and tactical case study that lose the ability to apply to your unique realities. That is indeed a hard balance to strike, but one at the core of NEXXT's mission. As Julian notes: "a story without action is myth"

While some of the terminology Julian introduces – Agilify, Amplify, Agentify, and even moreso Datagentism, Hyperpersonalism, Ultrasensism – may at first feel complex, in fact their conceptual clarity and alliterative design actually aids in both memory, and application. And this, ultimately, is this piece's strength.

The article doesn't try to prescribe rigid answers, instead it offers readers strategic prompts – entry points for individualised exploration and experimentation. In an AI era where the pace of change often outstrips conventional guidance, the leadership imperative isn't to dictate the "what" or the "how." It's to catalyze thinking, unlock dialogue, and inspire innovation. To do what AI can't: create meaning, foster trust, and build momentum around shared progress.

Behind the narrative style and language of Julian's trademark storytelling approach lies a foundation of four highly practical and transferable concepts. These are not just ideas for enterprise architects and AI leads, but seeds of inspiration for salespeople, integrators, project managers, and marketers alike.

If you're looking for a framework that blends narrative clarity with strategic applicability – one that both grounds and accelerates your own thinking – this is a worthy place to start.



Opinion: AAAI – A foundation for Enterprise Transformation

By Julian Phillips & Athena

The “ISM’s” and “...fy’s” that power growth and relevance in the AI Era

In my book *LevAlthan*, we discussed that every great shift in history begins with a story. Storytelling shapes how we understand change, and how we act with vision and purpose. To navigate the Era of AI, we introduced three new storytelling lenses: The **ISMs**.

Datagentism is the integration of rich, real-time contextual data with AI agents as active collaborators. This is not about dashboards that explain what happened yesterday, but intelligent systems that sense, interpret, and act in the moment. In a datagentic world, humans and AI make decisions together, with agents surfacing insights, anticipating risks, and shaping outcomes in real time.

Hyperpersonalism, the radical tailoring of every narrative, interaction, and experience to the individual. Stories crafted not for the masses, but for an audience of one.

Ultrasensism is the elevation of storytelling through sensory immersion. Technology that doesn’t just inform but engages sight, sound, touch, and even emotion, creating experiences that are deeply felt as well as understood, and that motivate positive action.

The **ISMs** gave us the narrative lenses for AI, how to tell the story of this incredible new age for humanity. But a story without action is myth. Enterprises need more than narrative; they need a strategy. This strategy, we call **AAAI: Agilify, Amplify, Agentify Ignition**.

Agilify: Acceleration Beyond Linearity

The clock speed of disruption has broken the straight lines of the past. Quarterly cycles, tiered approvals, rigid hierarchies. relics of a slower, more predictable age, now the past. The world now compounds and accelerates. In this new World, hesitation is irrelevance. To **agilify** is not just to move quickly, but to **collapse hierarchies, remove friction, and accelerate decision-making** so that enterprises operate at the new tempo of change.

Walmart’s AI-powered supply chain offers proof. During the pandemic, it acted like a living nervous system: sensing tremors in demand, rerouting goods, recalibrating prices before



others had even seen the shift. **Agility** here isn't speed for its own sake, it is **acceleration as survival and competitive advantage**.

Amplify: Making the 90/10 Switch

Amplification is the art of multiplying human capacity. AI doesn't just make work faster, it redraws a productivity curve, once believed to be unattainable. Salesforce shows us the impact. Their AI-driven developer tools are delivering **30–50% productivity gains**, a leap that would have sounded like fantasy only two years ago. Code that once consumed weeks emerges in days; insights that once demanded teams surface instantly. Microsoft's Copilot reinforces the same principle: amplification is no longer about marginal efficiency; it's about rewriting the equation of work.

This is what we called in *LevAlthan* the **90/10 switch**: where the 90% of effort once spent on drudgery and process is compressed into 10%, freeing 90% for creativity, judgment, and distinctly human brilliance. To **amplify** is not simply to do more. It is to make work more human by letting machines take on what was never truly human in the first place.

Agentify: A Radical Rethink of Work

The boldest horizon is to **agentify**: when AI is not just a tool but a teammate, and when organizations stop thinking in terms of **jobs** and start thinking in terms of **work that must be done**.

For decades, enterprises have been built on roles and hierarchies. Job descriptions are carved into stone and public policy, org charts dictate value, and progress is measured by climbing ladders, often stepping on others to do so. But AI dissolves these boundaries. In an **agentified** enterprise, the unit of value is not the job, but the **outcome**. Human and machine agents flow toward the work as needed, without hierarchy blocking the way.

Moderna embodies this vision. Their AI didn't merely support scientists in the race for a COVID vaccine, it **acted**: designing molecules, simulating outcomes, collapsing years of research into weeks. And then they went further: merging IT and HR into a single function, acknowledging that **talent exists on a continuum across human and machine**. No longer "people versus systems," but one integrated workforce, mobilized against the challenges that matter most. To **agentify** is to embrace this radical rethink: beyond the tyranny of job descriptions, toward a



future where intelligence, wherever it resides, is directed toward outcomes that create value for the enterprise and its people.

Storytelling + Strategy = Success

The **ISMs** of *LevAlthan* gave us the lenses of narrative. The **FYs** of **AAAI** give us the architecture of action. **Agilify**, accelerate beyond linearity. **Amplify**, unlocks the 90/10 switch. **Agentify**, redefines work as outcomes, not jobs. This is the **AAAI of enterprise success**. **Triple A + Ignition** is how organizations will not just adapt to AI but define the future with it. And remember: if the world is moving faster, so are your competitors, and they might be the ones you never see coming. Don't risk obsolescence. The curve is steep, the acceleration rapid. The only choice is to move with it, or risk the **"Gap of Irrelevance"**, and that particular story is for another day.

Julian Phillips

Author, Futurist, and Business Leader

Julian Phillips is a globally respected business executive, futurist, and thought leader helping organizations navigate the seismic shifts of the AI Era. As Senior Vice President & Managing Director of XTG at AVI-SPL, he brings decades of experience driving strategic innovation across global enterprises.

Together with his AI collaborator, Athena, Julian co-authored *LevAlthan: A Brief History of Humanity and AI*, an expansive exploration of the profound changes AI is unleashing across every facet of society, from governance and justice to labor and love. The book is not only a chronicle of technological transformation but also a bold conversation between humans and machines, a challenge to how we think about power, ethics, and the evolving nature of human agency. Julian and Athena speak and write extensively on the future of work, responsible AI, and how leaders can remain both visionary and grounded in a time of radical change.

