

You Made the Mess **Faster**

Why adding AI to your business didn't change anything — and what a company founded this year does differently.

Corey Frasure

the AI Mad Genius · founder of Conefer



“Show of hands. Who bought an AI tool last year? Keep it up if the work takes less time now.”

The talk opens there. Hands go up, then they go down, and the room has proved the point on itself before Corey has made a claim.

THE ARGUMENT

Most owners in the room already bought something. Most got nothing structural back, and they think that's their fault or the technology's. **It's neither.**

BCG surveyed nearly twelve thousand workers this year. **Forty-seven percent spend more time directing AI than doing the actual work.** This isn't a you problem. It's the default outcome.

BCG, *AI at Work*, June 2026 · n=11,749 across 14 markets.

They attached AI to one step of a process nobody examined. The step got faster. The process didn't.

WHAT THE ROOM LEAVES WITH

A name for what happened to them. Not a vague sense AI underdelivered — the specific reason.

Bolting AI on versus bolting it in — and which one they did.

One free thing to do that night that tells them more than the talk did.

15–25_{min}

CHAMBER & LUNCHEON

The full argument, tightened.
Educational only — nothing sold from the podium.

45_{min}

KEYNOTE

Adds the five ways AI changes the shape of a process, and what does not move.

5_{min}

PANEL OR OPENER

One argument, delivered and gone. Needs a microphone and nothing else.

A microphone is the only requirement. A screen is welcome, not needed — optional slides exist for the 15 and the 45. Room lights up rather than down: the opening depends on people seeing each other's hands.

Corey tells prospects not to buy. If an owner can't describe how their process runs on a Tuesday, no consultant should be automating it yet — including him. Twenty-one years military, fourteen in corporate operations: process first, technology second.



21 years military · 14 corporate
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