

# AI in Action.

Putting AI to work in your business.

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CCCT TOURISM SUMMIT & AGM · LILLOOET · OCTOBER 22, 2026

# FARPOINT- SHAPED PROBLEMS



Overwatch

PRESENT

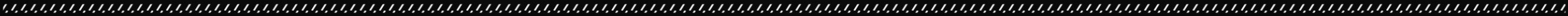
# In Defence of Peace.

FARPOINT / OVERWATCH  
THE RESCUE CHAIN,  
BUILT AS SOFTWARE.

EST. 2023 / VANCOUVER, BC  
HQ

DEMONSTRATION  
ALL DATA IS NOTIONAL.

→ [FARPOINTHQ.COM](https://farpointhq.com)



# Overview

ABOUT TODAY

You've probably seen the headlines about what AI can do. But between running a business and everything else, you haven't had the time to find out how much of it is real.

At the end of this session, AI should be doing real work for your business.

And you should know what it takes to get from there to something you'd trust every day.

WHO IS IN THE ROOM

HOW FAR AI HAS COME

FIVE LEVELS, ONE PROBLEM

FROM PILOT TO PRODUCTION

THINGS WE'RE THINKING ABOUT AT FARPOINT

QUESTIONS

# Hands up. Where are you with AI today?

Never

used an AI tool for the business

Once or twice

tried ChatGPT or similar, then stopped

Every week

it is part of how I run the business

Whatever your answer, the session is built so you leave with the same two things: one working tool you made yourself, and a clear picture of what is now possible if you decide to go further.

# The tools moved from answering to acting

In four years AI went from a chatbot you ask, to a helper inside your tools, to an agent that plans, acts and follows through on a whole task.

THREE ERAS OF AI AT WORK, 2022 TO TODAY



Most of what the media shows is the first era.  
Most of what changes a business is the third.

Everything in this session is available today  
on an ordinary laptop, without a developer.



# One business. One request. Five ways to ask.

If someone in the room volunteers their business, we use theirs. Otherwise we use the lodge on the right.

The request is deliberately ordinary. The point is the gap between level 1 and level 5, not the task.

We will run the same request through five levels. The business and the request never change. What the AI can see and do changes at every step.

THE DEMO BUSINESS

## Lillooet Lake Lodge

On Lillooet Lake · 2½ hours from Vancouver · family-run

THE PLACE

Five lakefront cabins with woodstoves, plus  
creekside tent sites

THE PITCH

"Solitude and rest." Lamps, woodstoves, eras  
past when life was simpler

BOOKINGS

By phone only. Facebook and Instagram for  
everything else

REPUTATION

#1 of 4 specialty lodgings in Pemberton on  
Tripadvisor

FOR THE DEMO

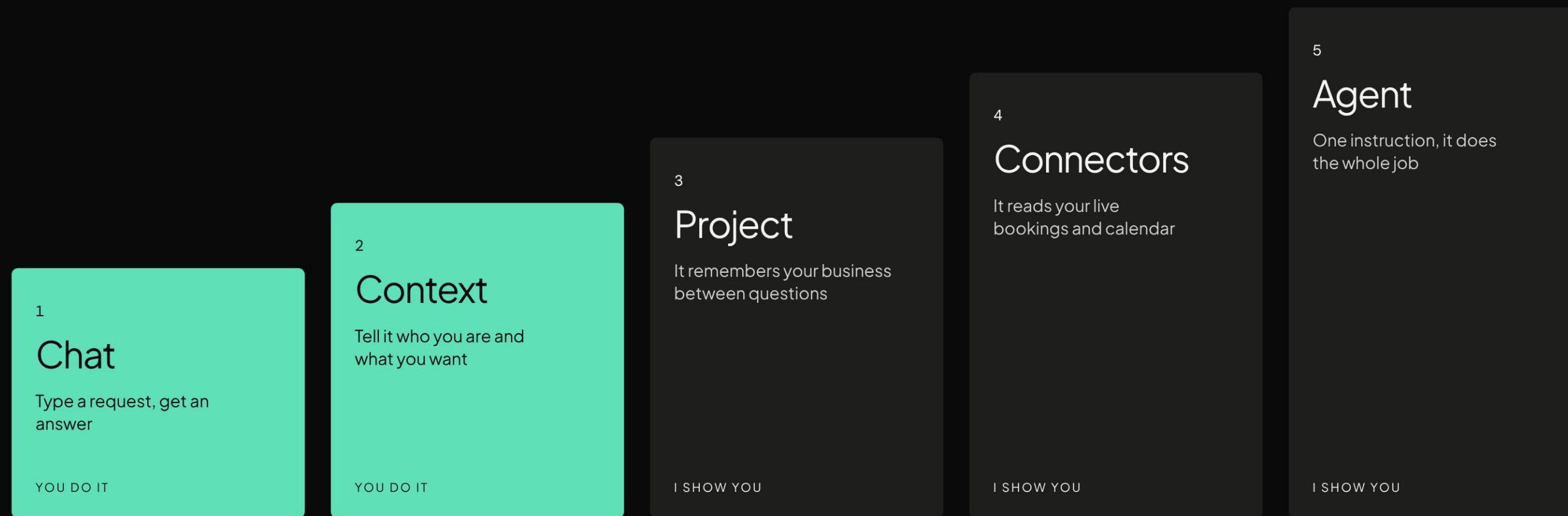
We assume bookings in a spreadsheet and  
enquiries in email

THE REQUEST, EVERY TIME

- 01 Plan November's social media content  
for the business.
- 02 Shortlist the funding programs the  
business could apply for before  
year-end.

Pick one of the two for the hands-on rounds; the  
demo runs both so you can see the Project remember  
the business between questions.

Five levels. You do the first two on your own laptop. I show you the other three from the front.



■ HANDS ON, IN THE ROOM

■ LIVE DEMO FROM THE FRONT



# Level 1

## Just ask

Open ChatGPT, Claude or Gemini on your laptop. Type the sentence on the right exactly as written. Read what comes back.

TYPE THIS

"Write social media posts for my  
tourism business for November."

WHAT YOU WILL GET

Generic autumn posts. Pumpkin spice, cozy season, "book your getaway". Nothing a guest would recognise as your place. That is not a failure of the AI. It had nothing to work with.

Two volunteers read theirs aloud. Notice how similar they are, and how little they know about you.

This is the AI most people have met. It is also the one the media talks about.

# It only knows what is in the window

Nothing about you exists for the AI until it is on this screen. The media calls that a limitation. It is the whole job.

Write November posts for my tourism business.

- Cozy season is here! Book your autumn getaway and enjoy pumpkin spice by the fire...  
Fall into relaxation this November...  
Escape the everyday...

Lillooet Lake Lodge, five lakefront cabins with woodstoves, 2½ hours from Vancouver.  
Our line is "solitude and rest." Nov 11 long weekend, Nov 17-23 is slow. Guests are  
Lower Mainland couples booking 3 weeks out. Now plan November.

- Nov 1 · Instagram · "The lake is quiet, the woodpile is full. Call us for November."  
Nov 11 · Facebook · "Long weekend. Two cabins left for Remembrance Day."  
Nov 17 · Instagram · "The quietest week of the year. Midweek rate for couples who need it."

Message

THE SAME AI. YOUR CONTEXT IN. YOUR ANSWER OUT.

# How we used to prompt

Most people never write prompts like this. Crafting them was a skill called prompt engineering, and for a while it mattered a lot. The AI got better, and so did we.

You are the marketing lead for a small lakeside lodge near Pemberton. We  
have five lakefront cabins with woodstoves and creekside tent sites,  
about 40% repeat guests, mostly couples from the Lower Mainland. Our  
line is solitude and rest. Write our November social media posts. Give  
me a table: date, platform, post text, image idea. No pumpkin spice.  
No exclamation marks. Under 60 words each. Plain and warm, like a note  
from the owner.

PERSONA CONTEXT TASK FORMAT RULES

~90 WORDS, RETYPED EVERY TIME



# How we prompt today

Four lines. Say what you want, how you want it, what to avoid, and who you are.

GOAL



What do you want? Be specific about the output.

"November posts for the lodge"

FORMAT



How should the output be structured?

"Table: date, platform, post, image idea"

WARNINGS



What should the AI avoid or watch out for?

"No pumpkin spice, no exclamation marks"

CONTEXT



Background that shapes the output.

"Five lakefront cabins with woodstoves, 2½ hours from Vancouver, couples"

YOUR TURN

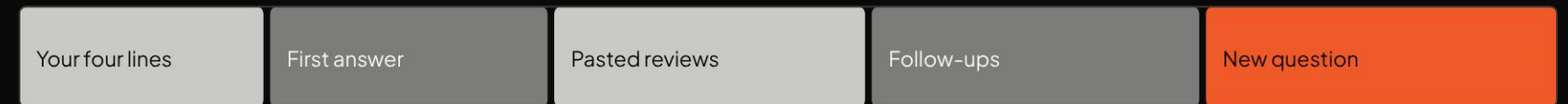
Write your four lines, paste them above your request, and run it again.



# Chat fills up. Then it forgets.

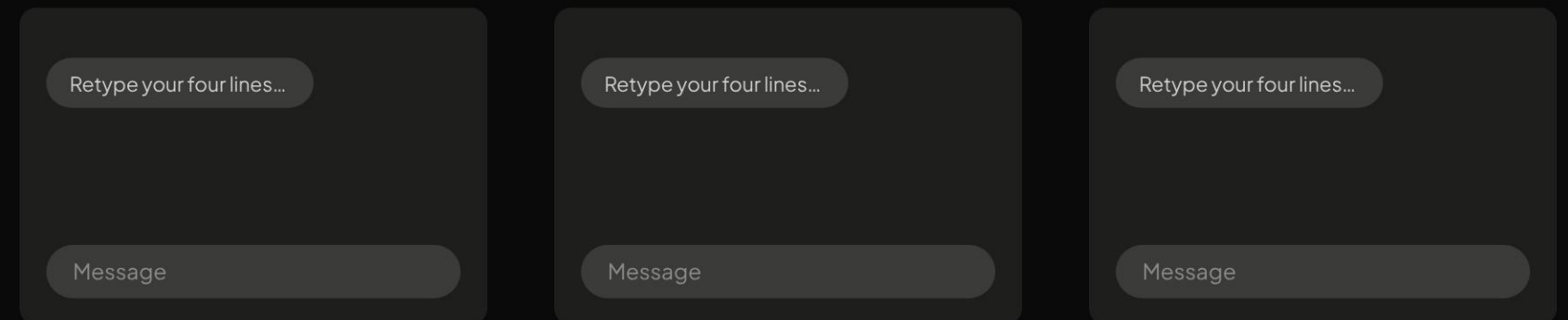
A chat has a fixed memory. Everything you paste, every answer, every follow-up takes a slice. When it is full, the beginning falls off and you start over.

ONE CHAT, OVER AN AFTERNOON



THE START OF THE CONVERSATION IS GONE. SO ARE YOUR FOUR LINES.

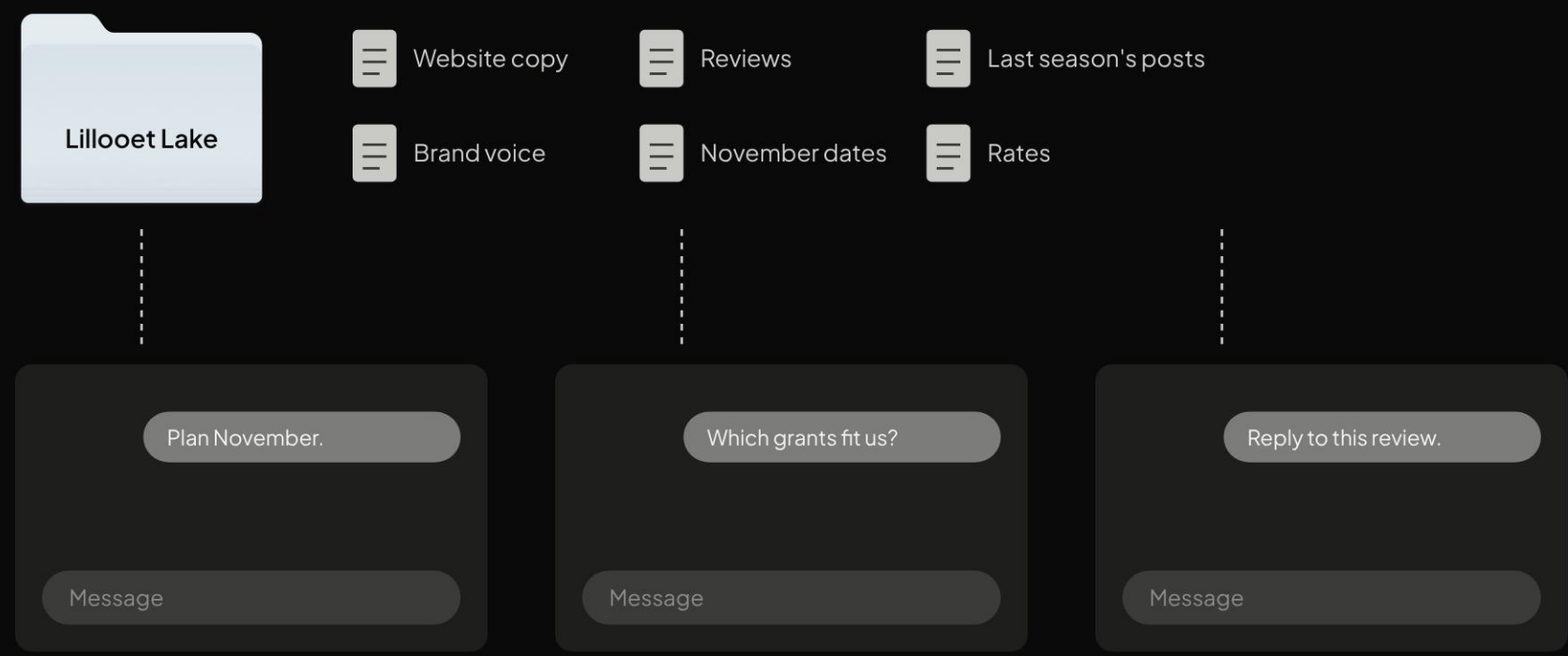
AND EVERY NEW CHAT STARTS EMPTY



THREE CHATS. THREE RETYPES. NOTHING CARRIES OVER.

# A Project remembers for you

A Project is a folder the AI reads before every conversation. Fill it once, then every chat starts already knowing the business, with the whole window free for the work.



THREE CHATS. ZERO RETYPES. IT ALREADY KNOWS.

THE WINDOW, SIDE BY SIDE





# Level 3

## It remembers the business

Watch the second question. I never say what the business is. The funding shortlist already knows the season, the size and the region.

Setting this up took about twenty minutes. It is the single highest-return thing in this session.

A Project is a folder the AI reads every time you talk to it. Put the business in once and stop retyping your four lines.

WHAT IS IN THE PROJECT

- Website copy and the About page
- Three recent Google reviews
- Last season's posts (the ones that worked)
- Brand voice: plain, warm, no exclamation marks
- November dates and local events
- Rates and cabin descriptions



TWO QUESTIONS, NO CONTEXT RETYPED

- 01 "Plan our November posts in a table."

Output: dated posts in the lodge's voice, tied to the real dates and the real reviews.
- 02 "Which funding programs could we apply for before year-end?"

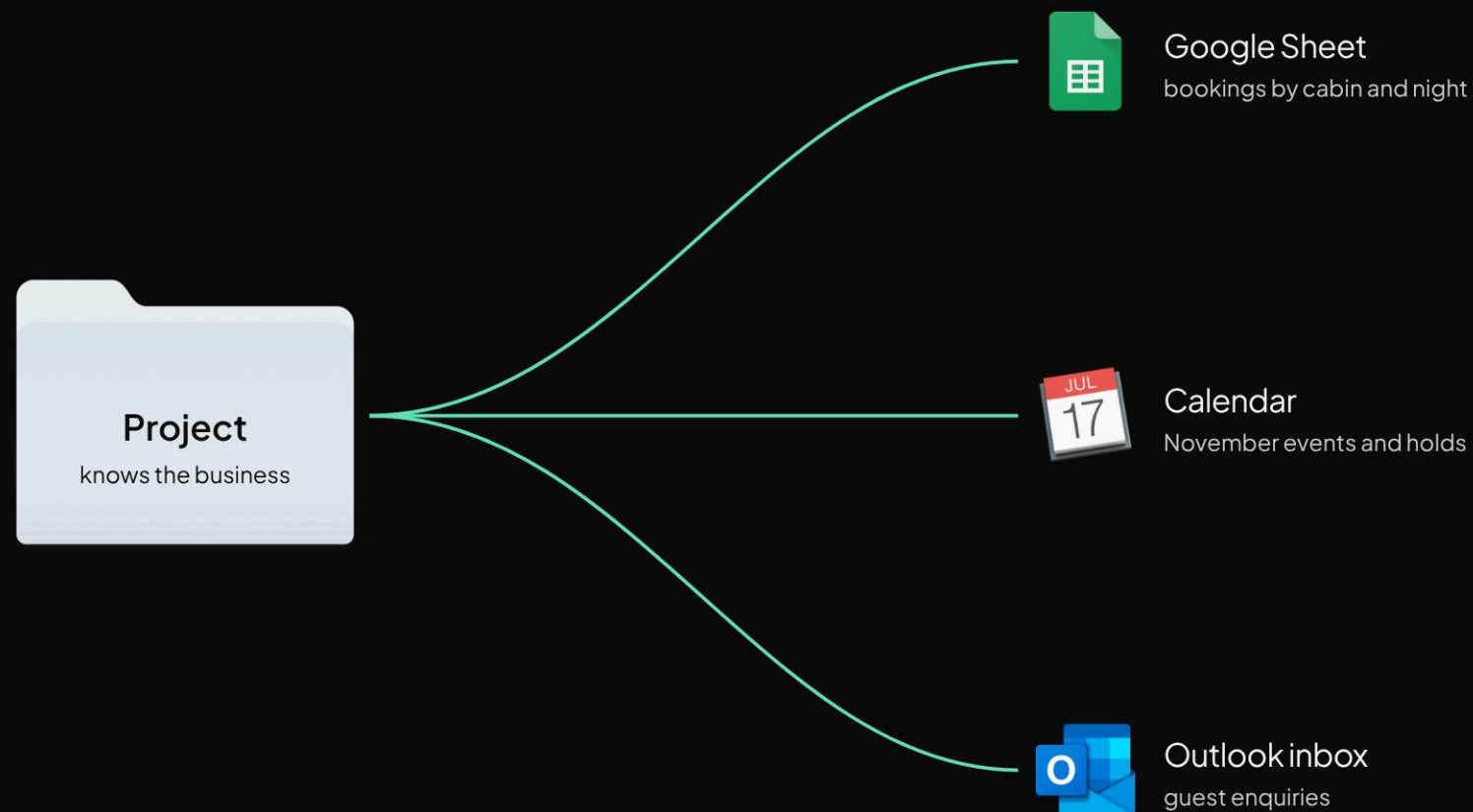
Output: a shortlist filtered for a BC accommodation business of this size, with deadlines. It never asked what the business was.

WHAT CHANGED FROM LEVEL 2

Nothing about the model. The context now persists instead of being typed in once and lost. Every question from here on starts informed.

# A Connector reads your tools, live

Instead of pasting last week's numbers, you give the AI permission to look inside a tool you already use. It reads the current version, under your login, and you can unplug it any time.



~~Paste last week's sheet~~

STALE THE MOMENT YOU PASTE IT

Read the sheet as it is now

LIVE • WITH YOUR PERMISSION • UNPLUG ANY TIME

# Level 4

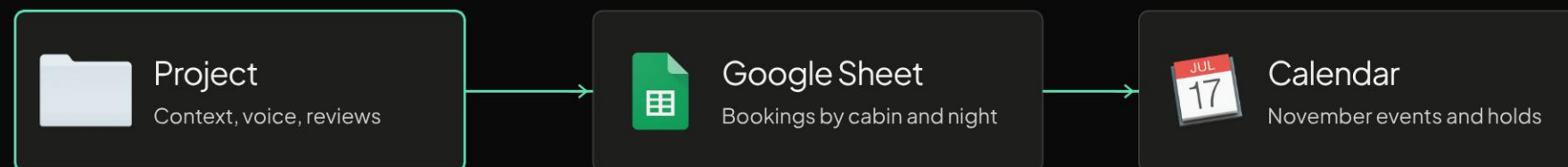
## It reads your live numbers

This only works because the lodge keeps bookings in a spreadsheet and events in a calendar. A paper diary has nothing to connect to.

The AI reads these with your permission, under your login. You can switch it off any time.

A Connector plugs the AI into a tool you already use. Now it can read the bookings sheet and the calendar instead of what I pasted in last week.

WHAT THE AI CAN NOW SEE



ASK

"When are my slow weeks in November, and what should I post to fill them?"

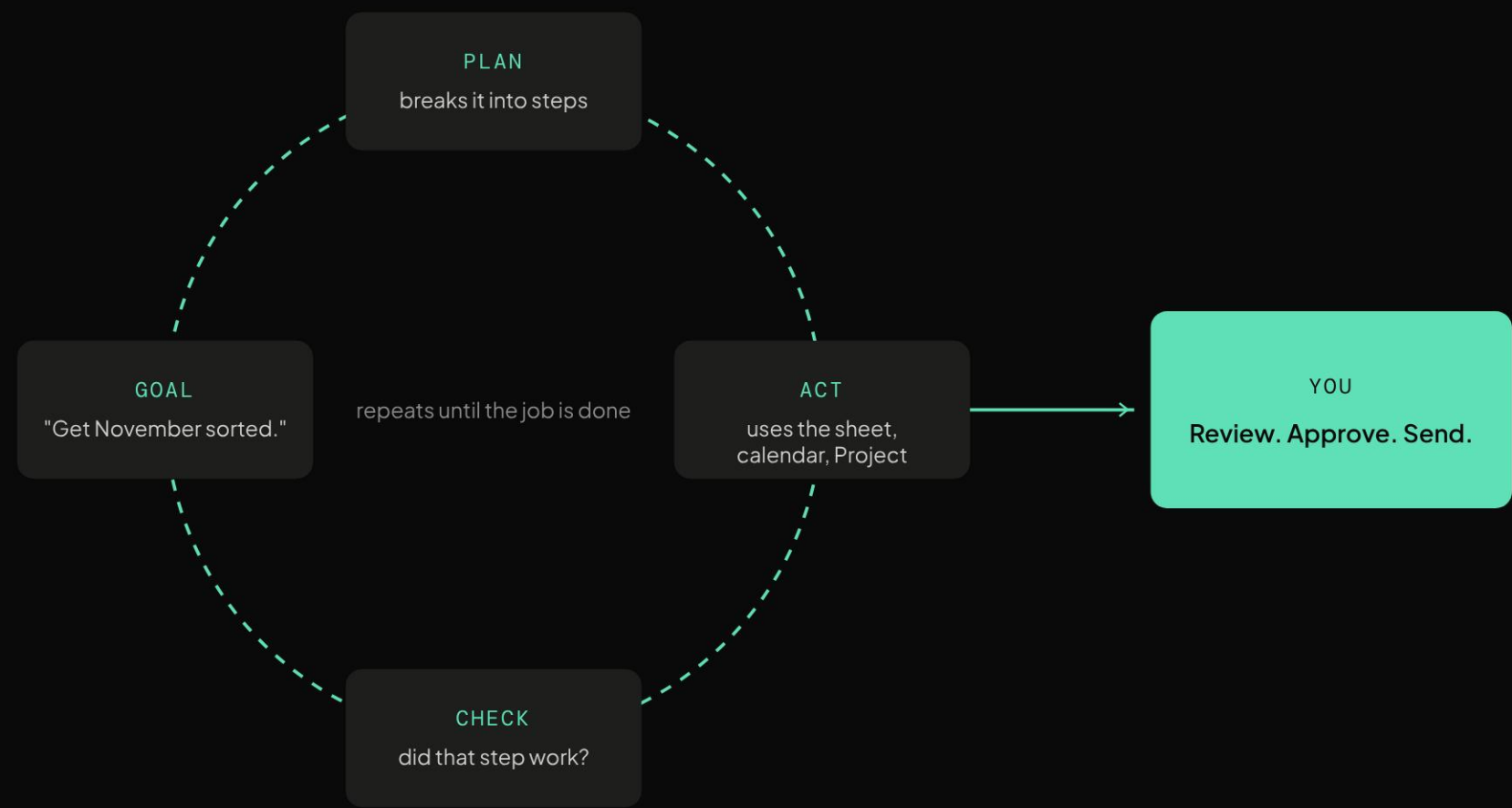
WHAT COMES BACK

It names the two weeks with the most empty cabin-nights from the actual sheet, checks them against the events calendar, and writes the posts to fill them. The numbers are the lodge's own.

The AI did not get smarter between level 3 and level 4. It got access. Access only exists where the data has been digitised and the operator owns it. That is the whole argument for the second half.

# An Agent is given a goal, not a question

You describe the finished thing. It plans the steps, uses the Project and the Connectors, does the work, and brings the result back for you to approve.



THE AI DOES THE STEPS. THE JUDGEMENT STAYS WITH YOU.



# Level 5

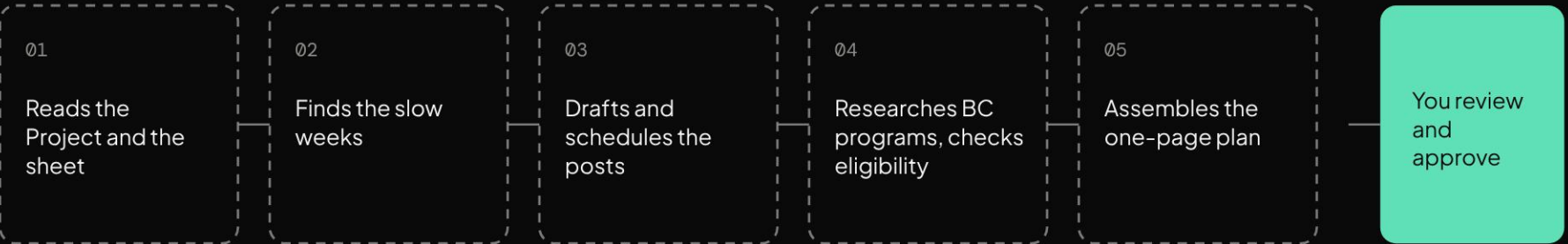
## One instruction, the whole job

An agent takes a goal, breaks it into steps, uses the tools, and comes back with the finished thing. You review at the end instead of steering at every step.

THE INSTRUCTION

"Build November's content calendar, draft every post in our voice, find the three BC funding programs we qualify for with deadlines, and give me a one-page plan I can hand to the team."

WHAT IT DOES, IN ORDER



While it runs I will talk through what it is doing. The steps on the right are the same ones a person would take. It just does not wait between them.

The last box is the one that matters. The human review is where judgement lives, and it stays with you.

ABOUT 6 MINUTES, UNATTENDED

YOU: 5 MIN

Five answers to one request. The model was the same at every level.  
What changed is what you gave it.

| LEVEL        | WHAT THE AI COULD SEE                    | WHAT CAME BACK                                                | YOUR EFFORT EACH TIME              |
|--------------|------------------------------------------|---------------------------------------------------------------|------------------------------------|
| 1 Chat       | Nothing about you                        | Generic autumn posts                                          | Type one sentence, every time      |
| 2 Context    | What you typed in this once              | Posts that sound like your place, for this month              | Retype your four lines, every time |
| 3 Project    | Your business, saved once                | On-voice posts and a funding shortlist that already knows you | Ask the question                   |
| 4 Connectors | Your live bookings and calendar          | Posts aimed at the actual empty weeks                         | Ask the question                   |
| 5 Agent      | All of the above, plus permission to act | The finished plan, posts and shortlist, ready to review       | State the goal, review the result  |

# The AI did not change. You did.

This is the slide to photograph. Everything in the second half is about getting the bottom two in place.

Four things moved between level 1 and level 5. None of them is the model. All four are things an operator controls, today, without a developer.

## LEVEL 2

### Context

What it knows about you

Your four lines. Who you are, who your guests are, how you sound.

## LEVEL 3

### Memory

Whether it keeps that

The Project. Context saved once, used every time.

## LEVEL 4

### Access

What it can look at

Connectors. Your bookings, your calendar, your inbox, with your permission.

## LEVEL 5

### Permission to act

Whether it can do the steps

The agent. A goal instead of a question; review instead of steering.

# Levels 3 to 5 are a data problem

The lodge could do level 4 because its bookings were in a spreadsheet it owned. Most operators' bookings live in someone else's system.

Twenty minutes on this now saves the whole climb later.

Getting from what you just did to what I just showed is not about buying smarter AI. It is about where your business information lives and who controls it.

WHAT YOU JUST DID, AND WHAT YOU JUST SAW

YOU DID

## A pilot

One person, one request, information typed in by hand. Works today for everyone in this room.

YOU SAW

## Production

The business described once, data read live, steps carried out. Works only if the data is digitised and reachable.

THE GAP BETWEEN THEM

Four questions decide whether you can get there: Where does each piece of your business information live? Can you export it? Does a connector reach it? Who else can see it? The next slides take them in order.



Most of an operator's customer data sits in someone else's system.  
Some of it you can get out. Some of it you can only look at.

| WHERE IT LIVES                                 | WHAT IS IN IT                                   | CAN YOU EXPORT IT?                                   | CAN A CONNECTOR REACH IT? | VERDICT |
|------------------------------------------------|-------------------------------------------------|------------------------------------------------------|---------------------------|---------|
| Your own spreadsheet or booking engine         | Bookings, rates, guest contacts                 | Yes, it is yours                                     | Yes                       | Own     |
| Channel manager (Cloudbeds, Lodgify, Hostaway) | Every booking from every platform, in one place | Yes, most export or sync                             | Yes, via a sheet or API   | Own     |
| Gmail or Outlook                               | Guest enquiries, confirmations                  | Yes                                                  | Yes                       | Own     |
| Google Business Profile                        | Reviews, calls, direction requests              | Partly                                               | Partly                    | Shared  |
| Instagram and Facebook                         | Followers, posts, messages                      | Posts yes, audience no                               | Limited                   | Rent    |
| Booking.com and Expedia                        | Your guests' names, dates, spend                | Names, dates, spend: yes.<br>Email and phone: masked | No                        | Rent    |
| Airbnb                                         | Your guests' names, dates, reviews              | Names, dates, reviews: yes.<br>Email: masked         | No                        | Rent    |

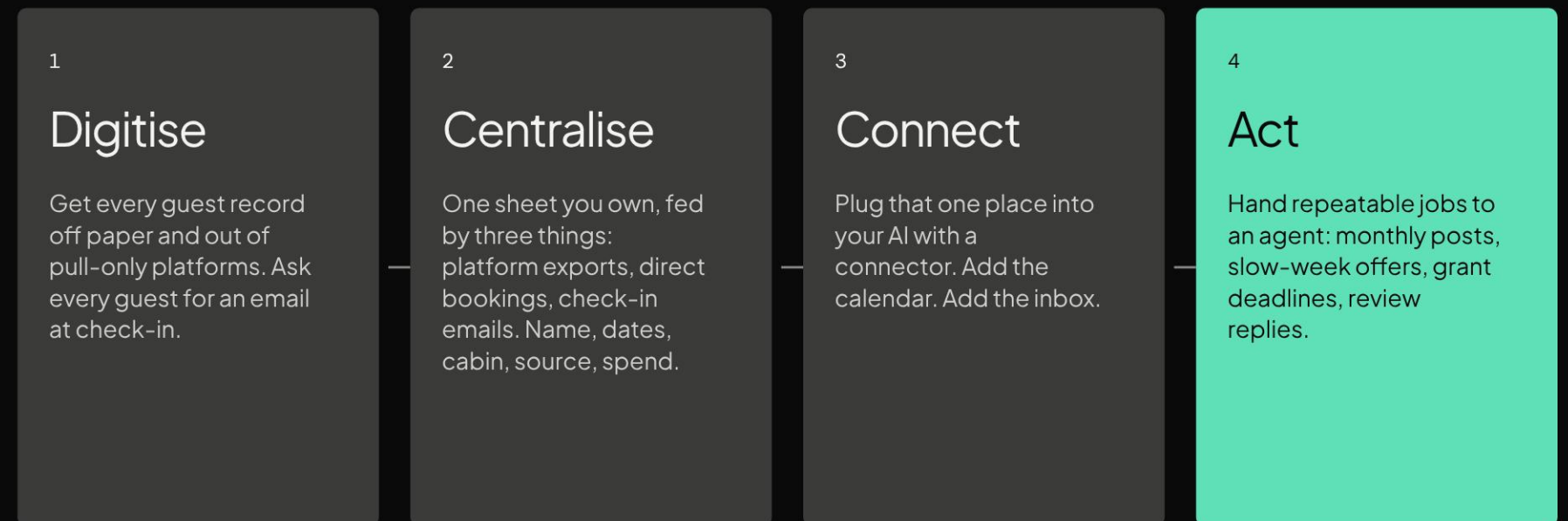
You don't leave the platforms. You stop letting them be your only record. Pull the bookings into one sheet you own, capture the email at check-in, and let the agents work from there.

# Digitise. Centralise. Then connect.

Each step is a weekend of work for a small operator, not a project. The first one is the one nobody wants to do.

A spreadsheet is enough. You do not need a CRM to get to level 5.

Most operators try to connect first and stall. The order that works is boring: get the information out of paper and platforms, put it in one place you own, then plug the AI in.



WHERE MOST OPERATORS ARE TODAY

Somewhere between step 1 and step 2, with the most valuable data sitting in step zero: inside a platform they rent.

A simple rule for what you type into any AI tool. It takes ten seconds and removes most of the risk.

| Fine to use                                                                                                                                                                                                                                                                                      | Use with care                                                                                                                                                                                                                                                                                                     | Keep out                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Anything already public, or about the business itself.</p> <ul style="list-style-type: none"><li>■ Your website copy and listings</li><li>■ Published reviews</li><li>■ Your rates, season, cabin descriptions</li><li>■ Your own posts and photos</li><li>■ Local events and dates</li></ul> | <p>Your own business records. Fine in a tool you control, under your login, with training switched off.</p> <ul style="list-style-type: none"><li>■ Booking totals and occupancy</li><li>■ Revenue and costs</li><li>■ Supplier contracts</li><li>■ Staff schedules</li><li>■ Internal plans and drafts</li></ul> | <p>Other people's personal information. Not in a chat window, not in a Project, not in a prompt.</p> <ul style="list-style-type: none"><li>■ Guest names tied to dates or spend</li><li>■ Phone numbers and home addresses</li><li>■ Payment card or banking details</li><li>■ ID documents, passport numbers</li><li>■ Health or accessibility notes about a named guest</li></ul> |

The right column is also what your guests expect of you under BC privacy law. Connectors are different: they read records under your login with your permission, which is why the route to levels 4 and 5 is through a connector, not through pasting.

# Three settings worth five minutes

Ask your vendor where the model runs. Canadian-hosted options exist and the federal strategy is pushing more of them.

If a tool will not tell you the answer to any of these, that is your answer.

Before you put the business into any AI tool, check three things. All three are in the settings menu. None of them need a technical person.

## 01 Does it train on my data?

Look for "improve the model" or "training" and switch it off. Business and team plans usually have it off by default; free plans often do not.

## 02 Where does my data sit?

Ask which country the servers are in and whether a Canadian region is available. Matters more once connectors are on.

## 03 What does it remember, and can I delete it?

Memory and Projects are useful because they persist. Know how to see what is stored and how to clear it.

# Agents act. Someone still signs off.

For this region this is not a formality. Content about Indigenous communities, culture and land should be reviewed by, or with, the community it describes, every time.

An agent that posts without review is the fastest way to lose a relationship it took years to build.

The level 5 demo ended with a review box for a reason. The more the AI does on its own, the more the review step matters, and the more it has to be a named person.

|                                                       |                                                                                              |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Posts and marketing copy                              | Owner or marketing lead reads every post before it goes out. Ten minutes a month at level 5. |
| Anything about a community, culture or place name     | Reviewed with the community or Nation it describes. No exceptions, no shortcuts.             |
| Guest replies and review responses                    | Drafted by the AI, sent by a person. Tone is the brand.                                      |
| Funding applications and anything with your signature | AI drafts, you verify every number and deadline against the program page.                    |

# Thoughts and questions at the frontier

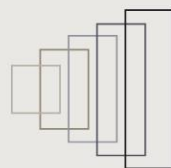
01



## Security

OPTIONALITY, THEN CONTAINMENT

02



## Data governance

WHERE YOUR DATA GOES IN TRANSIT

03



## Local and global maximums

FINDING MORE ALPHA

04



## Quantifying the ROAI

MEASURED LIVE IN LATTICE

# Optionality, then containment



ANTHROPIC

Fable and Mythos access

[anthropic.com/news/fable-mythos-access](https://anthropic.com/news/fable-mythos-access)



OPENAI

The Hugging Face incident and the road ahead

[openai.com/index/hugging-face-incident-and-the-road-ahead](https://openai.com/index/hugging-face-incident-and-the-road-ahead)

Canadian data residency tells you where your data sleeps. It says nothing about where it is processed, or under whose law. For AI, processing is the question.

“

The CLOUD Act lets US authorities compel US-based providers to produce data in their possession, custody or control, regardless of whether the data is located inside or outside the United States. For defence, health and critical infrastructure, this is the governing constraint on which models can be used, and how.

→ CLARIFYING LAWFUL OVERSEAS USE OF DATA ACT, 2018

For an operator: guest names and November dates are not mission critical. Payroll, SINS and card numbers are. Know which bucket you are typing from.

Most businesses polish what they have because experiments are expensive. That is a local maximum: real gains, small hill. Our job is to change the shape of the hill, not to push harder up the same one.

### 3.1 WHERE MOST CLIENTS ARE

## The local maximum

- ↳ Constrained by what they can afford today
- ↳ Few experiments, because each one costs time, money and a result
- ↳ So they polish: a better prompt, a cleaner template
- ↳ Real gains on the same job
- ↳ The ceiling is the job itself

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### 3.2 WHERE WE TAKE THEM

## The global maximum

- ↳ Pick one task, not the whole business
- ↳ Benchmark the AI against your own best completed work
- ↳ Choose the smallest model that clears the bar every time
- ↳ Reinvest the saving into the next task
- ↳ Each round pays for the next experiment

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How do you know your AI is paying for itself? Most companies have not worked out how to see that number. This is how we measure it.

A



45 minutes to 11 seconds

Per claim. Claims processing at a public insurance agency, adjuster baseline against the agent.

B

80%

Success set at 80% of the fully loaded adjuster cost, not at "faster"

C

4.5 years

Backlog the agent was pointed at first

D

4 steps

Discovery · Implementation · Measurement · Reinvestment



LIVE DEMO · LATTICE



# Think big. Start small.

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Questions

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