THE THIRD DIGITAL DISRUPTION IS HERE, AND YOUR BUSINESS IS _ALREADY_ BEHIND.

FUTURE PROOF

TRANSFORM YOUR BUSINESS **WITH AI** (OR GET LEFT BEHIND)

DR. MICHAEL HOUSMAN
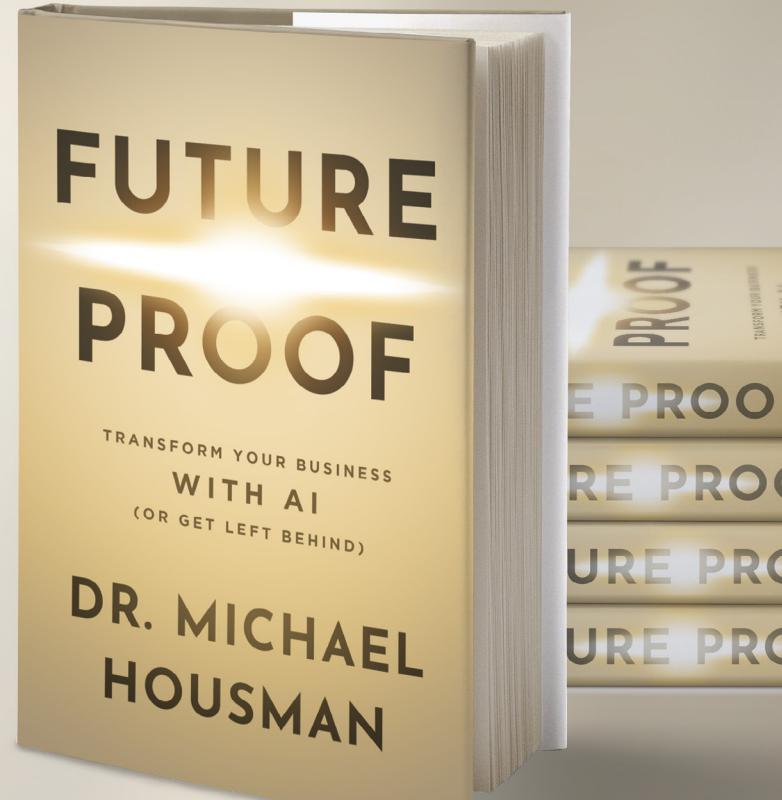
DON'T PANIC. _Future Proof_ is your guide to riding the AI wave, not getting crushed by it.

The internet connected information. Social media connected people. Artificial Intelligence is connecting intelligence, and it's reshaping every industry at a speed that dwarfs all previous technological shifts. For business leaders, the choice is simple: adapt or become obsolete.

In _Future Proof_, veteran data scientist and AI expert — Dr. Michael "House" Housman — demystifies AI, stripping away the jargon and hype to deliver a practical, actionable roadmap for business transformation. Packed with real-world case studies, hard-won lessons from a 15-year career, and a touch of humor, this book provides a clear path for leaders to leverage AI for immediate productivity boosts and long-term strategic reinvention.

Beyond the boardroom, _Future Proof_ also explores the bigger questions AI forces us to confront: the future of our jobs, the nature of human connection, and what happens when machines become smarter than us.

WHO SHOULD READ _FUTURE PROOF_?

Leaders & Executives

C-Suite, VPs, and Directors seeking to understand AI's strategic implications.

Entrepreneurs & Founders

Business owners and startup founders looking for a competitive edge.

Professionals & Teams

Managers and team members in Marketing, Sales, HR, & Operations looking to integrate AI into their workflows.

Curious Minds

Anyone interested in understanding the profound technological and societalshifts we are living through.

WHAT YOU'LL DISCOVER IN *FUTURE PROOF*:

A Jargon-Free Guide for Everyone:
Translates complex AI concepts (Machine Learning, LLMs, Agentic AI) into plain English that anyone can understand and apply.

A Proven, Step-by-Step Roadmap:
Moves beyond theory with a practical framework for using AI to gain a competitive edge, whether you're a founder, a leader, or a professional.

How to Balance Incremental Wins with Transformative Vision:
Shows leaders how to secure immediate productivity gains while simultaneously preparing to reinvent their business models before competitors do.

Stories from the Trenches:
Features compelling stories from the author's 15-year career building and deploying machine learning platforms for companies ranging from high-growth startups to Fortune 500 giants.

The "People Problem" Solved:
Addresses the single biggest barrier to AI adoption—human resistance—with proven strategies for creating an AI-first culture and reskilling your workforce.

The Big Picture:
Dives into the societal impact of AI, from the future of work and human relationships to the mind-bending possibilities of Artificial General Intelligence (AGI).

ABOUT THE AUTHOR

Dr. Michael "House" Housman is a leading expert in data science and artificial intelligence. For over 15 years, he has built and deployed machine learning platforms that are reshaping industries. With a PhD from The Wharton School, Dr. Housman has served as CTO and Chief Data Scientist at startups including Evolv and Doma, helping Fortune 500 and high-growth companies drive measurable results.

As founder of AI-ccelerator, he has spent the past eight years training executive teams worldwide and delivering keynote talks on how to navigate the AI revolution and gain a competitive edge.

MEDIA & SPEAKING

Dr. Housman is an experienced international keynote speaker, presenting to tens of thousands of executives each year at Fortune 500 companies and major industry events. He's also a frequent guest on business, technology, and leadership podcasts and shares practical insights on AI trends through LinkedIn and other platforms.

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