

THE AI ADVANTAGE

PRACTICAL PATHWAYS TO BUSINESS TRANSFORMATION WITH PROFIT MINDS



Empowering Business Owners with Insights, AI Innovations, and Growth Strategies

Welcome to this week's edition of The AI Advantage: Practical Pathways to Business Transformation with Profit Minds, your trusted source for the latest developments in generative AI and the implications for your business. Let's explore the transformative power of AI.

Mondelez moves GenAI into ad production, 30–50% cost cuts

A Fortune 500 CPG is operationalizing GenAI to generate short ads, social content, and ecommerce assets shifting spend from agencies to internal, AI-augmented creative ops while tightening brand controls. Expect faster cycles, more variants, and personalization tied to retail pages.

This is enterprise-grade content ops, not a pilot. Turn one hero ad into 50+ on-brand variants for channels/segments; measure lift in ROAS and production cycle time.

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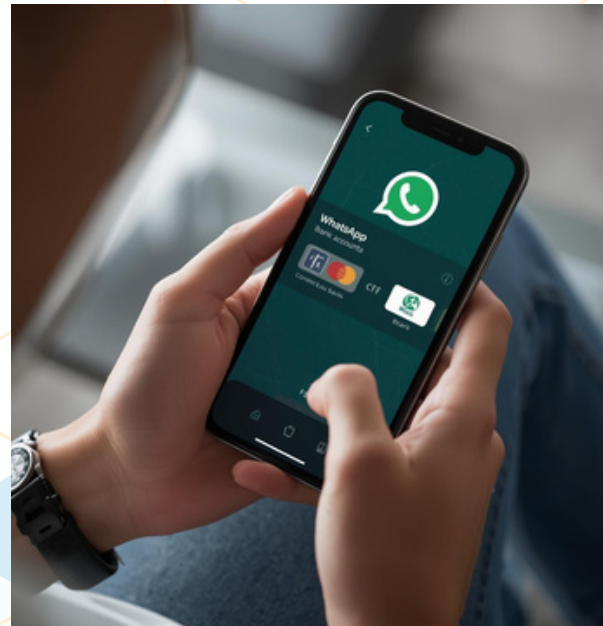


Brazil's banks let customers move money inside WhatsApp

Chat-native banking collapses search → decision → transaction into one thread. GenAI interprets intent, validates, and executes turning messaging apps into commerce rails. Expect rapid adoption in high-messaging markets.

Pilot “in-chat” actions (balance, bill pay, transfers) with GenAI verification and fraud checks.

WhatsApp order/care flows with GenAI triage + payments.



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THE PROFIT MINDS™ PODCAST

YOUR HOST
Dr. Steven Kirch

TODAY'S GUEST
Leslie Hassler

The Profit Minds Podcast

In this episode, Dr. Steven Kirch sits down with Leslie Hassler to discuss Scale Rich Business Resilience and how to build predictable profits without hustle culture. Leslie reveals how CEOs can move beyond hustle culture, balance defense and offense strategies.

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IKS Health launches agentic GenAI platform for claims & prior auth

Multi-agent workflows prep charts and documentation, attacking healthcare's administrative drag. This is a concrete cycle-time and denial-rate play in revenue cycle management.

Start with prior-auth packets and appeal letters; measure days-to-payment and staff time reclaimed.

Use GenAI for utilization review summaries with human adjudication.

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Palo Alto Networks targets AI-agent security

As generative AI moves from simple copilots to fully autonomous agents that can execute tasks across apps, APIs, and internal systems, the security perimeter has shifted. Traditional controls (firewalls, endpoint protection) don't catch prompt injections, hidden instructions in data, or malicious tool calls. Palo Alto's move highlights a new class of risks: adversarial prompts, sensitive data exfiltration via LLM responses, and agent misuse of credentials.

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Why Profit Minds?

At **Profit Minds**, we're not just watching the AI Revolution, we're leading it.

We help **entrepreneurs** from **solopreneurs** to **CEOs** navigate the rise of the AI-powered economy with our AI Transformation Method™ and Profit Minds™ Growth System.

Our proven approach equips every employee to work better, faster, and easier with AI, while delivering a guaranteed ROI.

Through three pillars

- ✓ Expanding Profits
- ✓ Accelerating Productivity
- ✓ Building Scale

We empower businesses to grow smarter and stronger in the new era of AI.



State of LLMs in Late 2025

By October 2025, the AI landscape has evolved from "one model does everything" to a hyper-specialized ecosystem where each LLM has distinct strengths. Training compute is doubling every five months, datasets expand every eight months, and performance continues hitting new benchmarks. Yet challenges are emerging: diminishing returns on scaling, massive energy consumption, and the rise of smaller specialized models (SLMs) are reshaping the field.

The question isn't "Which AI is smartest?" It's "Which AI is the right tool for this job?"

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