

# THE AI ADVANTAGE

## PRACTICAL PATHWAYS TO BUSINESS TRANSFORMATION WITH PROFIT MINDS



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

Welcome to 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.

It didn't work. Critics labeled the ad "soulless" and "cheap," signaling that the backlash is now about the principle of using AI in emotional storytelling, not just the visual quality.

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### Coca-Cola's AI Holiday Ad: The "Uncanny" Pivot Fails

For the second year running, Coca-Cola faced significant consumer backlash for its AI-generated "Holidays Are Coming" campaign. After 2024's criticism of "creepy" AI humans, Coke pivoted to AI-generated animals (polar bears, penguins) to avoid the uncanny valley.



## LSEG Partners with OpenAI: Financial Data Meets LLMs

The London Stock Exchange Group (LSEG) has integrated its massive repository of financial market data directly into ChatGPT. This partnership allows financial professionals to query live markets, regulatory filings, and historical data using natural language, with a layer of accuracy previously impossible in "hallucination-prone" models

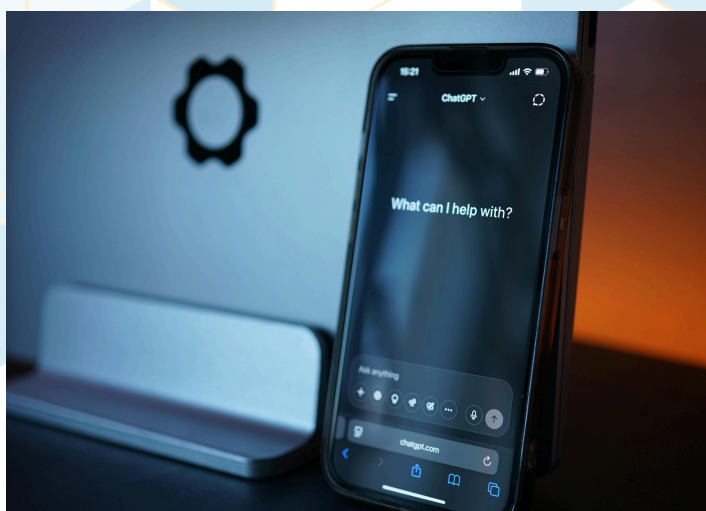
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## The Profit Minds Podcast

In this episode of The Profit Minds Podcast, eCommerce expert Neil Twa reveals how he built multiple 7-figure Amazon FBA brands using AI-driven decision making and designed them for successful exits.

[Click here to watch the podcast](#)



## ChatGPT Usage Growth Turns Negative

For the first time since its launch, ChatGPT's month-over-month user growth turned negative in late 2025. While traffic remains massive (over 5 billion visits), the decline correlates with a massive surge in API usage. Users are no longer going to chatgpt.com to work; they are using tools powered by GPT (like Notion, Office, or Salesforce) embedded in their workflow.

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## 90% of Commercial Leaders Want GenAI. 55% of Staff Use Unapproved Tools

While 90% of commercial leaders plan to use GenAI heavily in the next two years, most teams still lack the tools and policies to do it safely. Real-world wins prove the potential. Unity’s GenAI support assistant deflected 8,000 tickets and saved \$1.3 million, but without clear guidance and employee training, most companies won’t reach that level of impact.

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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.**



### Don’t Be the 95%: The Real Path to Successful AI Implementation

Everyone loves quoting the MIT statistic that “95% of AI pilot projects fail to deliver ROI.” The number is exaggerated but the problem it points to is very real. Most AI pilots fail because they’re implemented top-down. Leadership picks the tools, sets the goals, and declares the initiative but the people who actually do the work are never part of the process. And those front-line employees are the only ones who truly know what “good” looks like.

[Watch to learn more](#)