

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.

By enabling approved Disney characters and worlds inside Sora under defined rules. Disney keeps creative control while unlocking entirely new forms of audience engagement.

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Disney + OpenAI: Licensed creation goes mainstream

Disney's partnership with OpenAI represents one of the clearest signals yet that major IP holders are shifting strategy. Instead of trying to block AI-generated content or fight an endless enforcement battle, Disney is moving toward licensed, governed creation.



Microsoft Copilot Is Becoming How Work Gets Done

Microsoft’s rollout of GPT-5.2 inside Microsoft 365 Copilot marks a major transition point: AI is no longer an add-on it’s becoming the primary interface for knowledge work. Writing, analysis, planning, summarization, and execution now flow through AI-assisted workflows embedded directly in daily tools like Outlook, Word, Excel, and Teams.

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The Profit Minds Podcast

In this episode of The Profit Minds Podcast, Dr. Steven Kirch interviews Bob Furlong, CExP, who lost nearly \$5 million during the 2008 crash and rebuilt a thriving practice helping business owners avoid the same mistakes. These business exit planning lessons show why planning early is essential — not optional.



YouTube

[Click here to watch the podcast](#)



Instacart inside ChatGPT: Chat becomes checkout

Instacart launching a fully integrated shopping plus “Instant Checkout” experience inside ChatGPT is a direct warning to every brand: your customer journey can be absorbed into someone else’s interface. This is not just a new sales channel. It changes the sequence of marketing: discovery → evaluation → decision may happen inside a single conversation. That compresses funnels and raises the value of structured product data, clear policies, and fast fulfillment integration.

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Cresta Introduces the AI Supervisor Role for Customer Experience Teams

Cresta has launched the Agent Operations Center, a unified command hub designed to manage customer interactions handled by both human agents and AI agents in real time. As automation takes on a larger share of customer conversations, Cresta's new platform gives enterprises something they've been missing: visibility, control, and accountability across a hybrid workforce.

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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.



BBVA Expands AI Across 120,000 Employees

BBVA is accelerating its transformation into an AI-native bank by rolling out ChatGPT Enterprise across a huge portion of its workforce, embedding advanced language models into everyday banking operations. This is a strong example of a traditional financial institution using next-generation AI tools for productivity, knowledge workflows, and customer experience at scale.

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