

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.

Anthropic Launches Claude Fable 5 — The Most Capable Public AI Model Ever

On June 9, 2026, Anthropic launched Claude Fable 5 — its first Mythos-class model available to the general public — alongside Claude Mythos 5, a restricted cybersecurity model for government-adjacent organizations.

Fable 5 immediately set state-of-the-art benchmarks across software engineering, knowledge work, vision, and scientific research, outperforming Opus models by more than 10% on longer, complex tasks.

[Read More](#)



Microsoft Launches Frontier Company — \$2.5 Billion and 6,000 Engineers to Fix Enterprise AI

On July 2, 2026, Microsoft announced Microsoft Frontier Company — a new operating business backed by \$2.5 billion and 6,000 industry and engineering experts, embedded directly inside enterprise customers to co-design, co-innovate, deploy, and continuously improve AI systems at scale. Early clients include the London Stock Exchange Group, Unilever, Novo Nordisk, Land O'Lakes, and Accenture.



[Read More](#)

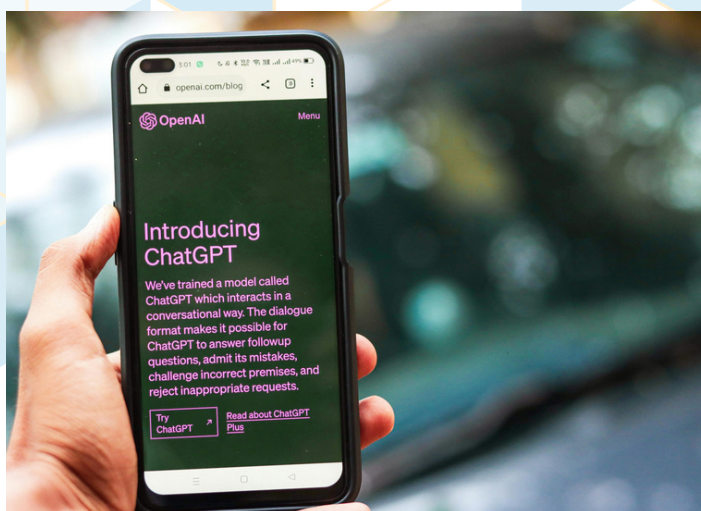


The Profit Minds Podcast

Knowing how to stand out in a crowded market is the single most valuable skill any entrepreneur, CEO or founder can develop in 2026. In Episode 139 of The Profit Minds Podcast, Dr. Steven Kirch sits down with David Newman — bestselling author of Market Eminence and founder of Do It Marketing.



YouTube [Click here to watch the podcast](#)



OpenAI Launches GPT-5.6 and ChatGPT Work

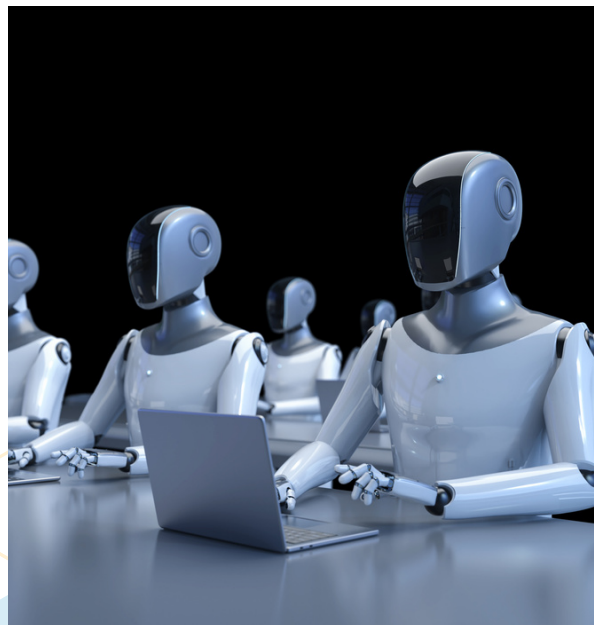
On July 9, 2026, OpenAI launched the GPT-5.6 family — three model variants with tiered pricing — alongside ChatGPT Work, an enterprise AI agent designed to operate autonomously for hours across complex business tasks. The launch followed a dramatic three-week delay after the Trump administration restricted GPT-5.6's initial release on June 26 to a "small group of trusted partners"

[Read More](#)

Gartner: 40% of Enterprise Apps Will Embed AI Agents by End of 2026

Gartner confirmed in its July 2026 enterprise forecast that 40% of enterprise applications will have embedded task-specific AI agents by the end of 2026 — up from less than 5% in 2025. The firm simultaneously issued its starkest warning yet: more than 40% of agentic AI projects will be canceled by end of 2027.

[Read More](#)



Why Profit Minds?

At Profit Minds, AI isn't the threat. Falling behind is.

We help **business owners**, **career coaches**, and **professionals** adopt AI effectively, efficiently, and ethically no matter where you're starting.

Our approach is hands-on, not theoretical. We assess where you are, train your team with real workflows, and support you as AI continues to evolve. Every step delivers measurable, lasting results.

Through three pillars

- ✓ Higher Productivity
- ✓ Competitive Advantage
- ✓ Real ROI from Day One

We don't want AI to replace your brain. You still gotta think.



MIT Research: 95% of Enterprise AI Pilots Deliver Zero Measurable P&L Impact

MIT's Project NANDA released findings during this period confirming that 95% of enterprise generative AI pilots deliver zero measurable impact on profit and loss. The research, drawn from production deployments across industries, identified the specific patterns that separate the 5% achieving real scale from the majority that stall between a successful demo and any verifiable business result.

[Read More](#)