

# **Artificial Intelligence Strategies to Scale & Defend Your Business**

Kirk J. Hulett

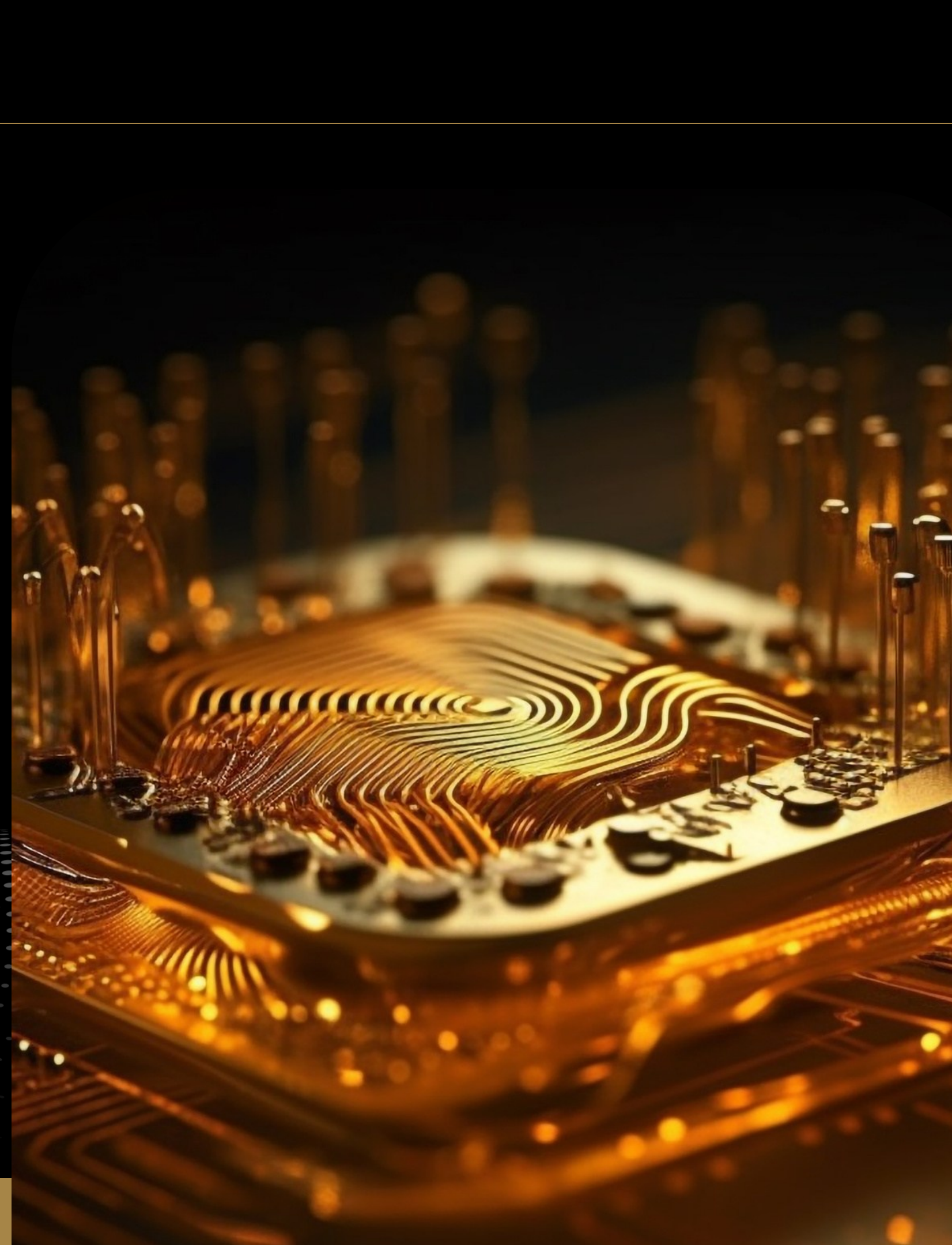
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# What You'll Learn Today

- Apply a practical AI adoption framework
- Identify AI-driven opportunities and risks
- Select and deploy the right AI partners





# AI Is No Longer Optional

- AI drives efficiency, scale, and elite client experiences.
- AI improves how you deliver value, not just what you do.
- **92%** of Advisors utilize AI in some way (CEG Insights)
- Convergence of exponential technologies: AI, networks, robotics, AR/VR, Biotech, etc.





# Investors Are Both Cautious & Hopeful

- **46%** say advisors lag digitally
- **34%** are skeptical of AI
- **43.9%** are very open and **43.7%** are somewhat open to Advisors using cutting-edge technology for investment selection and wealth management.
- **HNW** and **younger clients** expect real-time, AI-enhanced insight.

*(CEG Insights, 2025)*





# AI Adoption in Wealth Management

- **85%** say AI helps their practice (Advisor360°)
- **92%** of firms use AI—but often without a strategy (Practifi)
- **48%** believe AI will redefine their role (Interactive Brokers)
- **62%** say AI makes them more efficient (Interactive Brokers)
- **51%** use it directly in client advice. (Interactive Brokers)





# Challenges & Obstacles

- MIT: **95% of AI pilots fail**—lack workflow integration.
- Cybersecurity is a differentiator
  - Visible, proactive protection builds trust
  - **55%** of Millennials would move assets after a breach (CEG Insights)
  - Regulation and compliance lags behind adoption.
- “AI SLOP”: Generic AI output can damage credibility
- Data integrity determine output quality





# Cycle of AI Deployment





# Real-World Use Cases

- **Operations:** automate meetings, notes, and compliance
- **Advice Delivery:** scenario modeling, portfolio analytics
- **Marketing:** target client research and AI-assisted content
  
- **Onboarding:** seamless digital experiences
- **Partnerships:** integrate with CPAs and COIs





# HOW ADVISORS ARE USING AI WITH CLIENTS

Personalized recommendations	44.6%
Enhanced security	39.8%
Provide proactive in	35.4%
Efficient	33.8%
Data visual	28.8%
Advanced portfolio management	28.3%
Educational content	25.5%
Predictive modeling	10.7%

CEG Insights , 2025





# Partner Due Diligence Questions

- How are recommendations generated?
- What data sources are used, and how are they secured?
- Are outputs auditable and explainable?
- Does it integrate natively with your CRM and tech stack?
- What is the daily effort for your team?





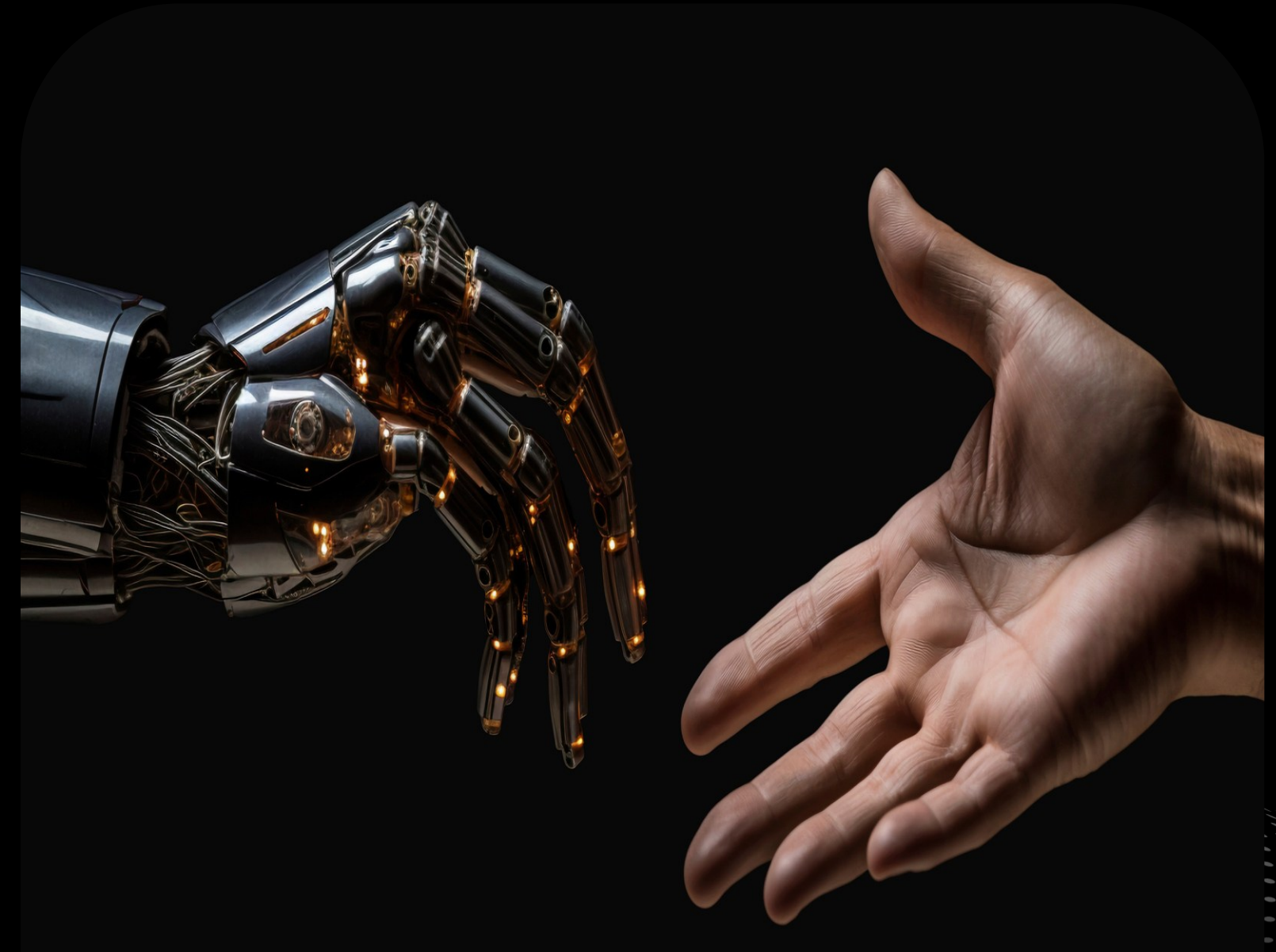
# AI Best Practices

## Do's

- Play around with it!
- Appoint a tech champion.
- Compare multiple AI engines to refine insights.
- Treat AI as a co-strategist.
- Configure privacy settings.

## Don'ts

- Ignore your firm's AI compliance rules.
- Forget the human side—leadership and mentorship matter.
- Use AI to replace your judgment.





# Final Thoughts

- Educate yourself
- AI is not a competitive threat; another Advisor adept at using AI is a competitive threat.
- Launch an AI pilot in 90 days
- Use AI both strategically and tactically
- Empathy and human connection cannot be digitized





# Q & A

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