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## ***If you're not using AI in your exercises, what are you doing?!***

Artificial Intelligence (AI) is rapidly transforming industries, and the field of exercise design and facilitation is no exception. But what exactly happens when AI meets your exercise program? Many professionals are still unsure about the potential of AI in this space, and that's perfectly normal — AI in exercises is a relatively new frontier. However, understanding its capabilities and learning how to leverage AI can revolutionize the way exercises designed executed and experienced.

AI's impact on exercise design will be profound, enhancing productivity, personalization, and creativity. It can rapidly generate scenarios, timelines, and activities, delivering results in a fraction of the time it takes to do this manually.

Beyond speed, AI can use specific company, operational and location data to craft exercises that are tailored to directly address unique challenges and objectives.

AI's access to large data models enables exercise designers to be more creative – beyond creating time to think, it can reveal previously hidden insights and suggest new ideas and approaches. Designers can create richer, more engaging exercises that resonate with participants on a deeper level.

AI doesn't stop at design; it makes exercise facilitation more impactful as well. One of the most exciting ways AI can be applied is through the creation of dynamic and adaptive injects.

We invest in exercises to prepare teams to respond for real... but many exercises struggle to emulate the feeling and pressure of responding. AI can help - imagine the reaction of exercise participants to hyper-realistic deepfake injects that respond in real-time to their decisions and actions... And imagine the possibilities when an AI-supported sim-cell can generate injects like this at a pace and volume akin to real-life... Participants get a far more immersive experience that leaves a deeper impression and leaves them better prepared for a real event.

For participants, AI puts powerful capabilities at their fingertips. For example AI-powered translation tools that eliminate language barriers – achieving common understanding more quickly and enabling inclusivity collaboration in diverse teams.

Exercise participants can use an AI assistant to quickly understand the most significant technical details and gain insights from large datasets – allowing for more thinking time and higher quality decision making.



Additionally, AI's speech and body language analysis tools help participants prepare for effective communication, whether with their teams or in media encounters, by providing insights and immediate feedback to convey messages confidently and with clarity. AI's language abilities allow for near simultaneous translation. Using these tools can foster confident and authentic communication, essential in today's globally connected and media-conscious world.

While the benefits of AI are compelling, adopting it into exercise programs raises some natural questions: What tools should be used? How do they integrate with existing practices? What risks do these tools present to our current structure and to the security of our sensitive data? While the array of AI tools may seem daunting, they each offer distinct capabilities, and the field is rapidly evolving to meet the needs of exercise designers and participants alike.

In this presentation, we'll explore the possibilities AI offers and share highlights from our research and practical implementation of AI to elevate the design, facilitation, and engagement of our own exercises. Our goal is to broaden your horizon of what's possible with AI, opening the door to new ways of thinking and operating. Whether you're a designer or participant, AI offers a compelling opportunity to expand and enhance traditional practices, and we're here to start a conversation on how this can be achieved. AI is a game changer — and now is the time to embrace it.