

AI “Deep Dive” with Sam Richter – hosted by Minnesota ERA
Wed., Sept. 3, 2025
8:30 a.m. – 1:30 p.m. CDT

Mindset Shift™: Generative AI and Your Future

Transform Your Business, Your Communications, Your Job, and Your Life

Generative AI is reshaping our world at a pace never before seen in history. For the first time, everyone has unprecedented access to harness and shape data, redefining how we live, work, compete, and connect. In this dynamic, high-impact presentation, you'll discover...

- **The difference between AI and Generative AI** and in a clear, non-technical way, how they work, and how embracing platforms like ChatGPT can give you a competitive edge.
- **How Generative AI creates a Mindset SHIFT**, by streamlining work, harnessing your expertise, and freeing you to focus on strategic thinking, innovation, and authentic human connections.
- **Practical AI tools you can start using immediately**, demonstrated through real examples across all areas of business, including the ERA SearchLink.ai application.
- **A view into our Generative AI future**, the ethical considerations, personal moral dilemmas, and leadership decisions that will shape tomorrow's business landscape.

This motivating, practical, and highly entertaining program will leave you inspired, empowered, and ready to lead in your AI-powered future.

About the Presenter:

Embark on a transformative journey with Sam Richter, a Hall of Fame speaker and bestselling author celebrated for his mastery in harnessing digital insight to uncover opportunities, foster genuine connections, build trust, and communicate with authenticity. Recognized as one of the World's Top 30 Global Gurus as an Internet thought leader, Sam has also won a Codie Award - the 'Oscars' of the software industry, a Gold Award at the International Film Festival, and he's been inducted into both the Minnesota and the National Speaker Hall of Fame. He's recognized as a Top 100 Motivational Speaker, Top 50 Sales Keynote Speaker, Top 15 Virtual Presenter, IES Speaker of the Year, and he was a Finalist for Inc. Magazine Entrepreneur of the Year. He's been featured in Forbes, CNN, USA Today, and newspapers and online publications around the globe, and he's also the creator of the AI-powered Intel Engine, used by top organizations worldwide to gain a competitive edge. That's why executives and meeting planners call Sam's programs "must-attend events."