

# DRIVING GROWTH WITH AI AGENTS



# Caelan Huntress

- AI Educator & Public Speaker
- American/New Zealand dual citizen
- From Portland, Oregon

## WHAT I DO

- Speaking - AI Topics
- Training - Workshop Series
- Coaching - Advisory
- Consulting - Implementation



# BECOME A CONFIDENT AI OPERATOR



# AI TRAINING CURRICULUM

## Foundation Series

**101**

AI & The  
Future of Work

**102**

Applied AI  
Ideation Lab

**103**

Prompting  
Techniques

**\*\*The Foundation Series is prerequisite to the Electives\*\***



## AI Agent Accelerator

- Ai301 • Context Engineering
- Ai302 • Vibe Coding
- Ai303 • OpenClaw
- Ai304 • Agent Swarms
- Ai305 • S.C.O.P.E.
- Ai306 • Automation
- Ai307 • Generation
- Ai308 • Evaluation

## Electives

- 201 – AI FOR PRODUCTIVITY
- 202 – AI FOR KNOWLEDGBASES
- 203 – AI FOR COMMUNICATION
- 204 – AI FOR SALES
- 205 – AI FOR MARKETING
- 206 – AI FOR CREATIVITY
- 207 – AI FOR LEARNING
- 208 – AI FOR STRATEGY
- 209 – AI FOR MULTIMEDIA
- 210 – AI FOR AUTOMATION
- 211 – AI FOR THINKING
- 212 – AI FOR GOVERNANCE





## Driving Growth With AI Agents

### **AGENDA:**

- ✦ **The Evolution of AI**
- ✦ **The Agentic Loop**
- ✦ **AI Agent Demos**
- ✦ **Agent Management**
- ✦ **Upcoming Events**



# Christchurch ARTIFICIAL INTELLIGENCE MEETUP GROUP

<https://christchurch-ai.com>

# SECOND MONDAY @ EPIC INNOVATION



## AI Agent Management & Engineering Habits

- 📍 Where? EPIC Innovation
- 🕒 When? 5:30 - 8:00 PM
- 📅 Monday, 8 June

[Christchurch-Ai.Com](https://christchurch-ai.com)

Speakers:

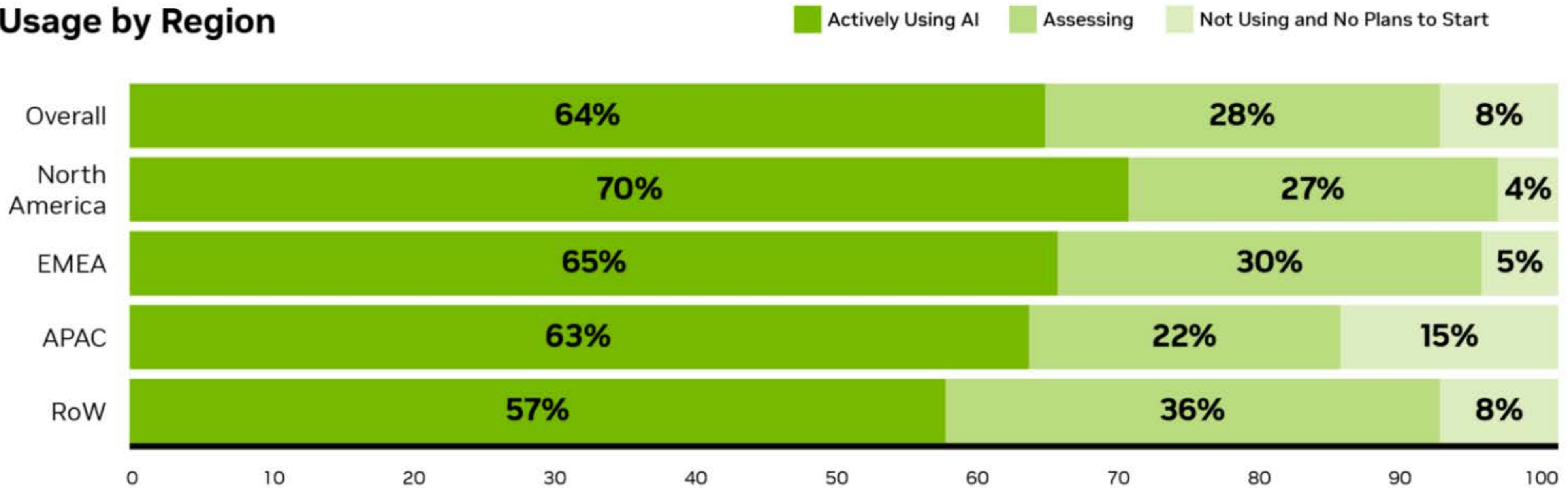
**Blake Burgess & Caelan Huntress**



# NVIDIA STATE OF AI 2026

GLOBAL SURVEY OF 3,200 COMPANIES

## AI Usage by Region



# NVIDIA STATE OF AI 2026

## GREATEST CHALLENGE:

- ◆ **48%** - Data-related issues
- ◆ **38%** - Lack of AI Experts
- ◆ **30%** - Lack of clarity on AI ROI



# AGENTIC COMMERCE



## Agentic AI Market Size vs Agentic Commerce Transaction Value Comparison

### Global Agentic AI Market Size

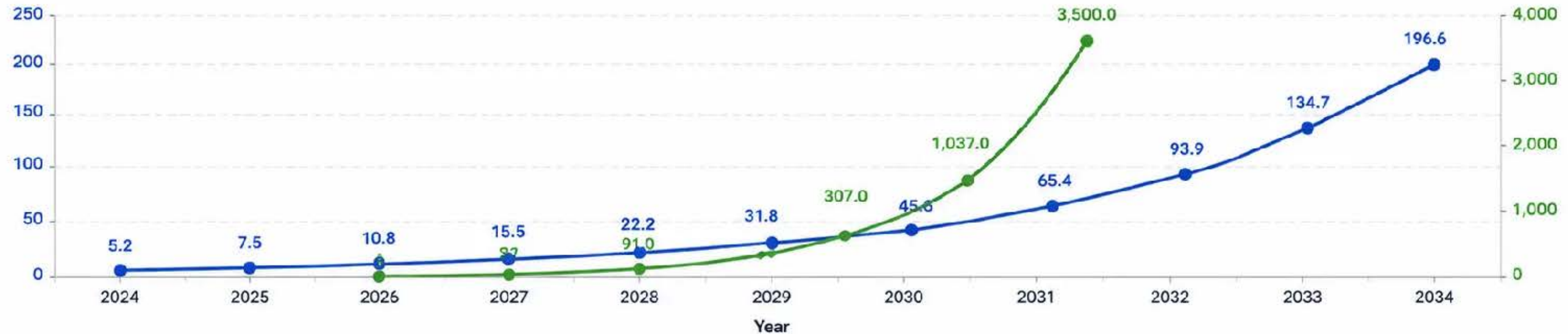
Expected to reach USD 196.6 billion by 2034, from USD 5.2 billion in 2024, growing at a CAGR of 43.8% (2025–2034)

### Agentic Commerce Transaction Value

USD 8 billion in 2026, projected to reach USD 3.5 trillion in 2031, a cumulative increase of 43,240%

Global Agentic AI Market Size (USD Billion)

Agentic Commerce Transaction Value (USD Billion)



Global Agentic AI Market Size (USD Billion)	5.2	7.5	10.8	15.5	22.2	31.8	45.6	93.4	134.7	196.6
Agentic Commerce Transaction Value (USD Billion)	-	-	8	27.0	91.0	307.0	1,037.0	3,500.0	-	-

Note: Agentic AI Market Size figures are calculated using 43.8% CAGR for the period 2025–2034.

Note: Agentic Commerce Transaction Value grows at a cumulative rate of 43,240% from 2026 to 2031.



# AN AI AGENT CAN INDEPENDENTLY INITIATE & ACCOMPLISH TASKS ON YOUR BEHALF.

Agentic workflows give everyone a staff of digital assistants to automate repetitive work. Agent design requires strong soft skills - leadership, vision, & aesthetic judgment.



# PHASES OF AI



Analytical





Welcome to

```
EEEEEE LL      IIII  ZZZZZZZ  AAAAA
EE      LL      II    ZZ     AA   AA
EEEEEE LL      II    ZZZ    AAAAAAA
EE      LL      II    ZZ     AA   AA
EEEEEE LLLLLL IIII  ZZZZZZZ  AA   AA
```

Eliza is a mock Rogerian psychotherapist.

The original program was described by Joseph Weizenbaum in 1966.

This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?

YOU: Men are all alike.

ELIZA: What is the connection, do you suppose ?

YOU: They're always bugging us about something or other.

ELIZA: Can you think of a specific example ?

YOU: Well, my boyfriend made me come here.

ELIZA: Is it important to you that your boyfriend made you come here ?

YOU: He says I'm depressed much of the time.

ELIZA: I am sorry to hear that you are depressed.

YOU: It's true. I am unhappy.

ELIZA: Can you explain what made you unhappy ?

YOU: █

# PHASES OF AI



Predictive



Analytical





# PHASES OF AI



Generative

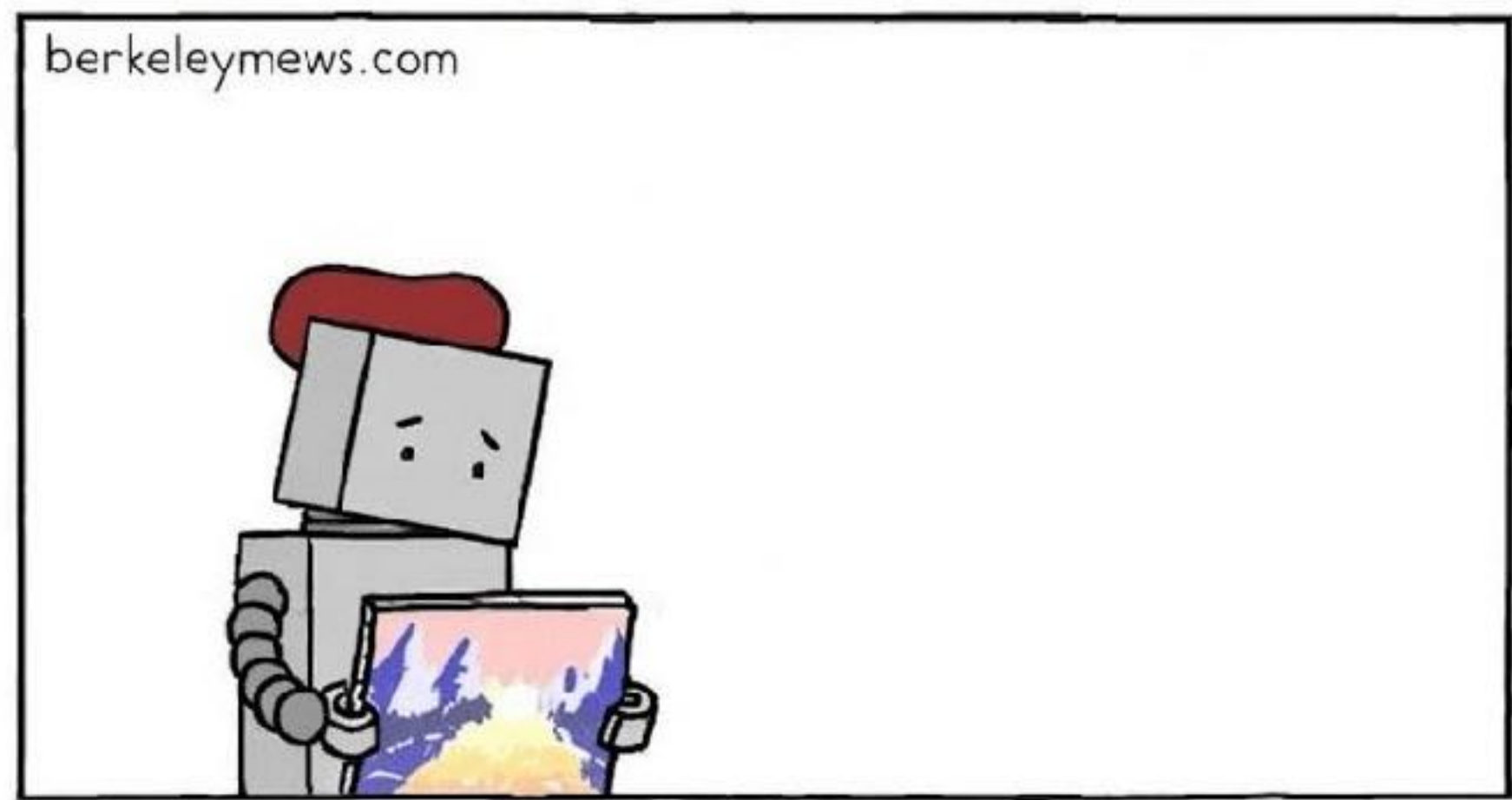
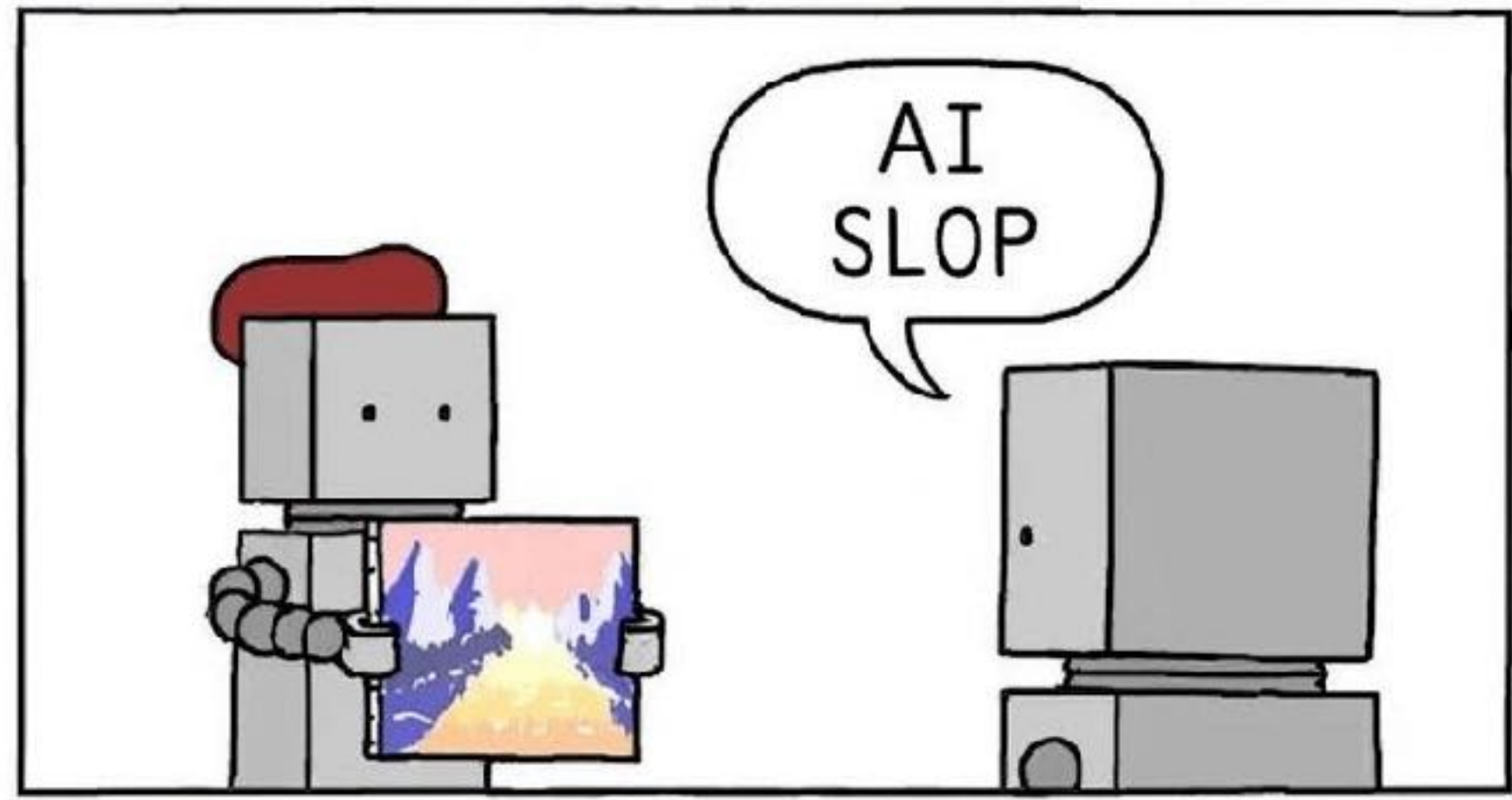
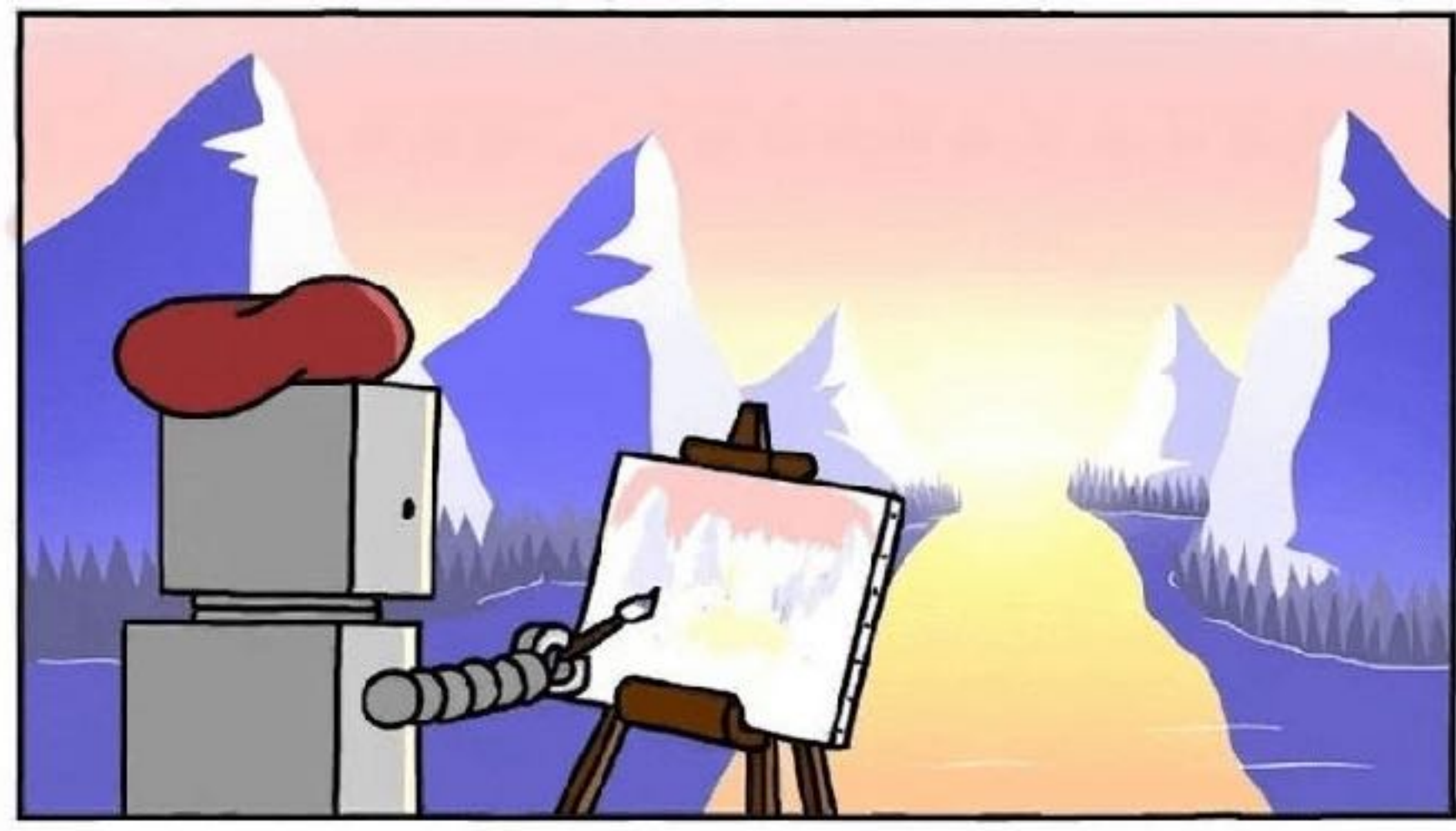


Predictive



Analytical





# WHAT'S A GREAT NAME FOR A COFFEE SHOP?



# PHASES OF AI



Generative



Predictive



Analytical



# PHASES OF AI



Agentic



Generative



Predictive



Analytical



# USE AI TO GET RECOMMENDATIONS

1. My favourite movie is TITLE. What other movies should I watch?
2. My favourite book is TITLE. What other books should I read?
3. My favourite restaurant is NAME. Where else should I eat?

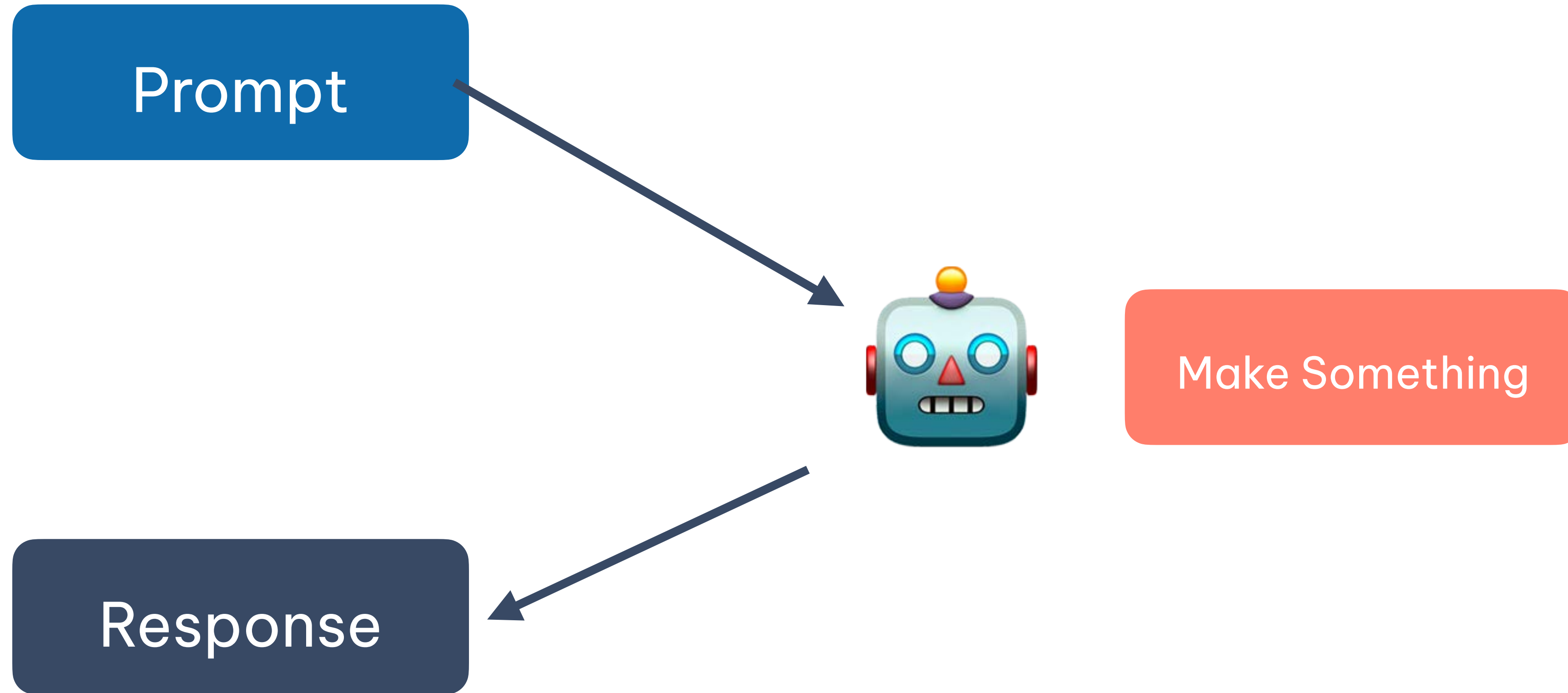


**“AI AGENTS WILL BECOME FORCE MULTIPLIERS,  
EMBEDDED THROUGHOUT OUR PLATFORMS TO  
ENHANCE EVERY CUSTOMER TOUCHPOINT AND  
OPERATIONAL WORKFLOW.”**

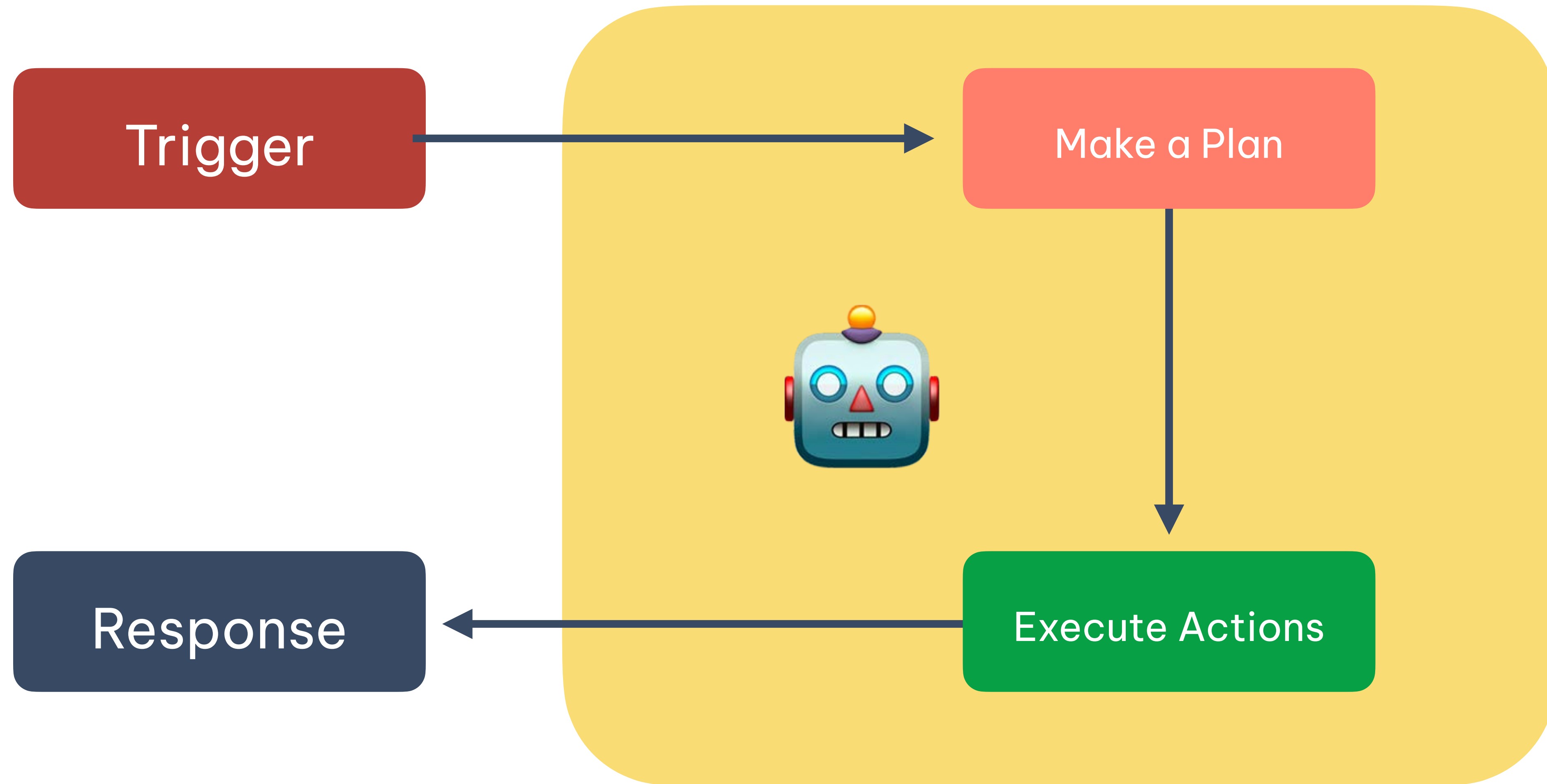


**— MARC BENIOFF**

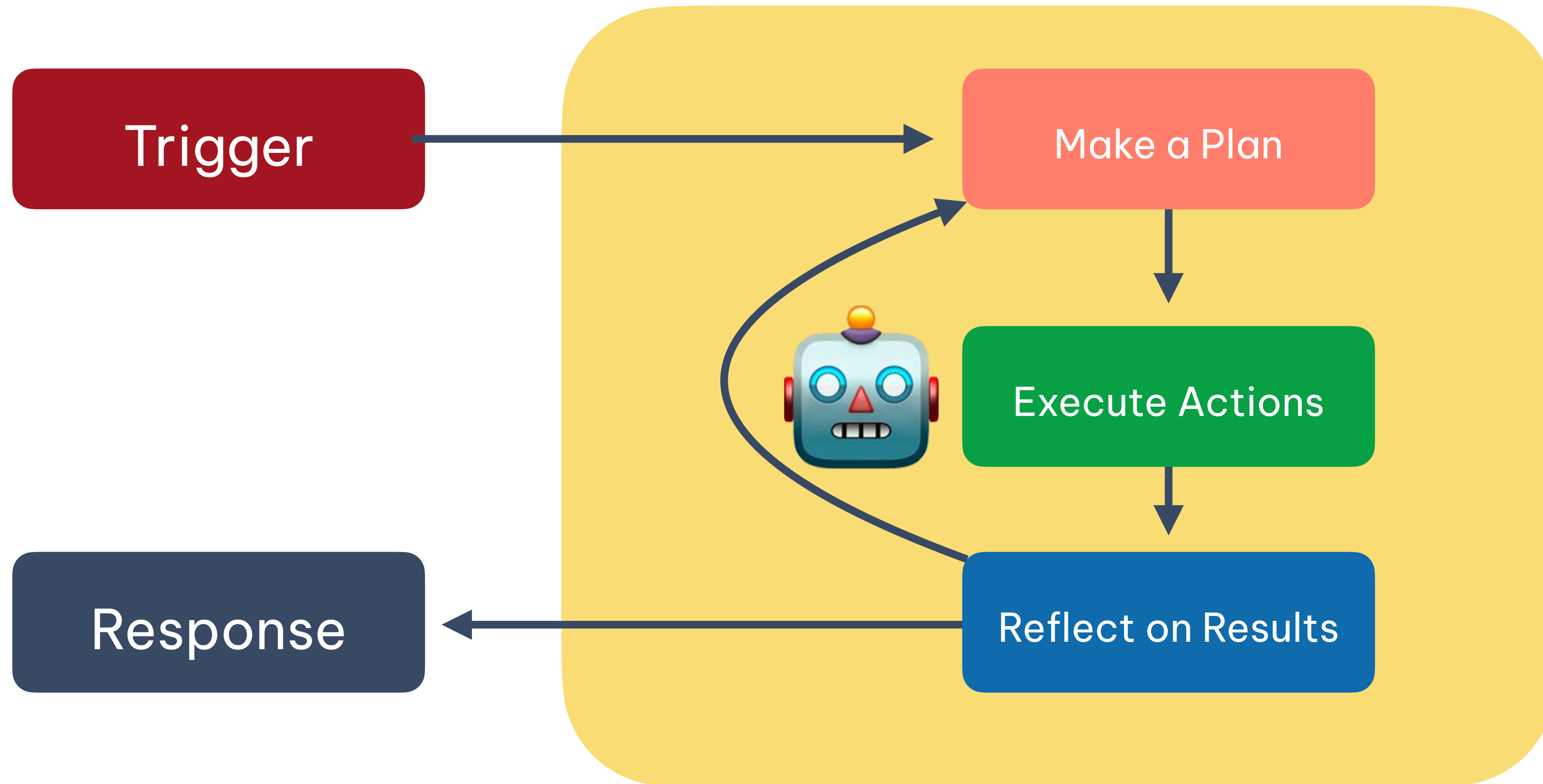
# GENERATIVE AI



# AGENTIC WORKFLOW



# AGENTIC WORKFLOW



**“ARTIFICIAL INTELLIGENCE IS NOT A  
SUBSTITUTE FOR HUMAN INTELLIGENCE;  
IT IS A TOOL TO AMPLIFY HUMAN  
CREATIVITY AND INGENUITY.”**



**— FEI-FEI LI**

# MAKING AI AGENTS

4 THINGS HAVE TO GO RIGHT:

1. Pick the right **model**
2. Teach it the right **process**
3. Provide the right **context**
4. Establish the right **guardrails**



# AGENTIC LOOP

- ◆ Observe
- ◆ Reason
- ◆ Act



# AGENTIC LOOP

◆ Observe

◆ Reason

◆ Act




◆ Agent

◆ Model

◆ Tools



# AGENTIC LOOP

- ◆ Observe  Agent
- ◆ Reason  Model
- ◆ Act  Tools



# AI AGENT HARNESS

- ✦ **Engineered:** LangChain, CrewAI, Haystack
- ✦ **Hosted:** Claude Cowork, OpenAI Codex, MS Copilot Agents, Salesforce Agentforce
- ✦ **Open-Source:** OpenClaw, Hermes



# ONLINE WEBINAR

**HERMES**  
BY NOUS RESEARCH

- SELF-IMPROVING
- LONG-TERM MEMORY
- AUTONOMOUS LEARNING

**OPENCLAW**

- ALWAYS-ON OPERATOR
- REAL-WORLD AUTOMATION
- MULTI-PLATFORM ACCESS

**THE FUTURE OF AUTONOMOUS AI AGENTS**

## Hermes vs OpenClaw

📍 Where? Zoom




🕒 When? 1-2 PM

📅 Friday, 19 June

Speaker:

**Caelan Huntress**

# AGENTIC LOOP

- |           |   |         |
|-----------|---|---------|
| ◆ Observe |    | ◆ Agent |
| ◆ Reason  |   | ◆ Model |
| ◆ Act     |  | ◆ Tools |



# LARGE LANGUAGE MODELS

## ◆ Frontier



OpenAI



Gemini



Grok



Claude

## ◆ Open-Source



DeepSeek



Qwen



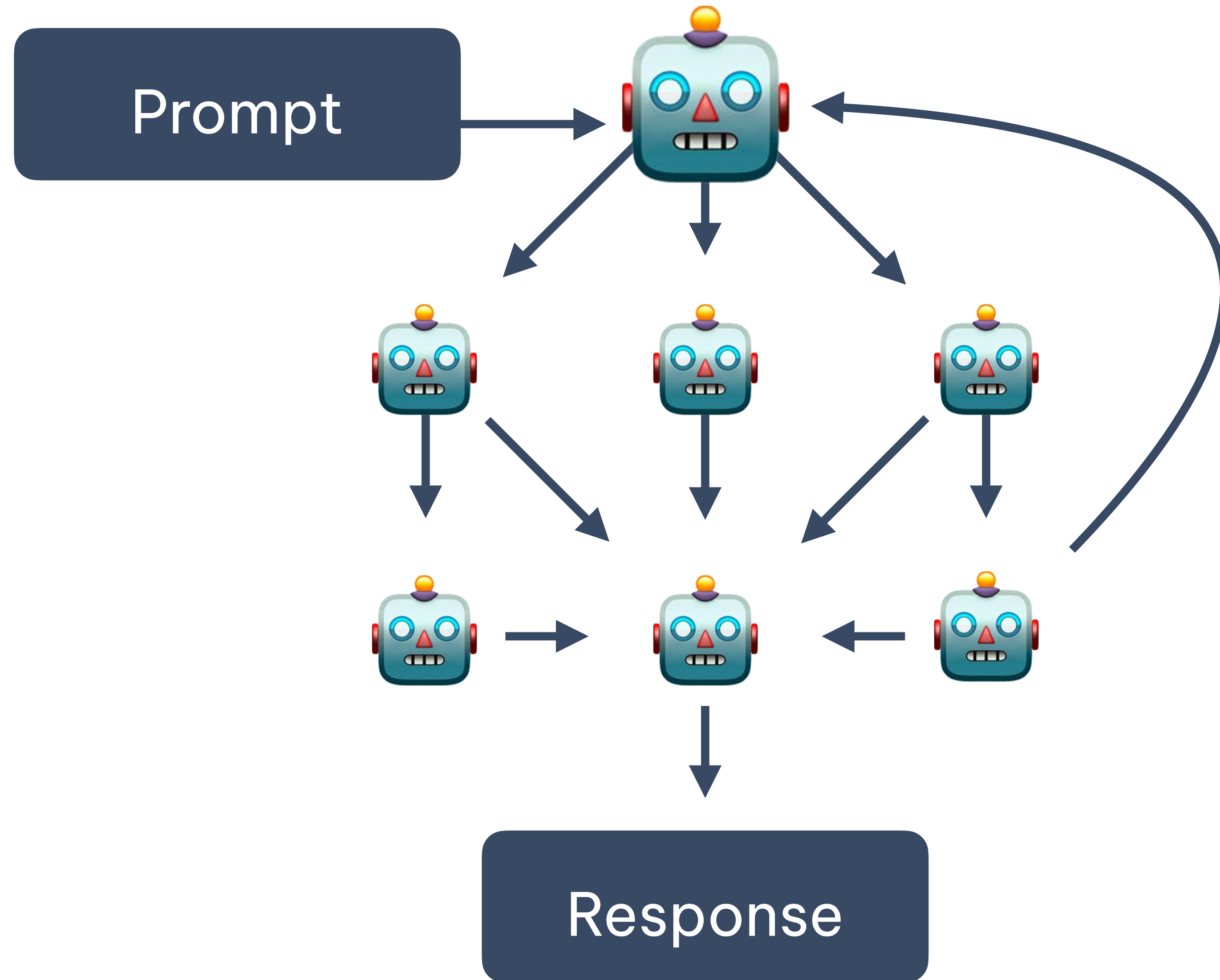
Minimax



Kimi



# AGENT MANAGING SUB-AGENTS



# LARGE LANGUAGE MODELS

## ◆ Frontier



OpenAI



Gemini



Grok

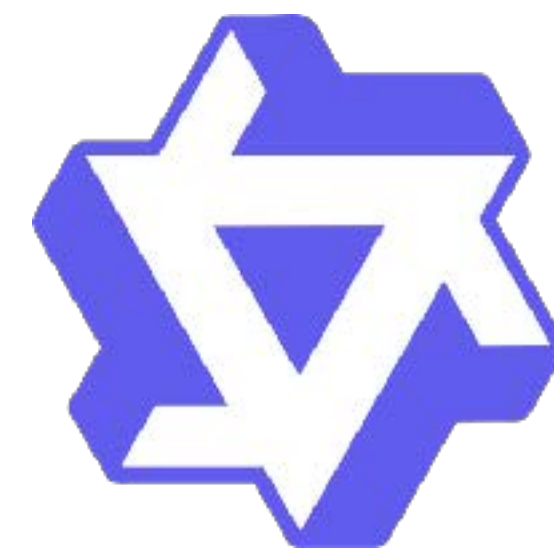


Claude

## ◆ Open-Source



DeepSeek



Qwen



Minimax



Kimi



# FRONTIER MODEL ACCESS

✦ OAuth

✦ API



# FRONTIER MODEL ACCESS

◆ OAuth

◆ All-You-Can-Eat

◆ API

◆ Pay-As-You-Go



# DECOMPOSITION OF A TASK





**“BY DECOMPOSING A COMPLEX TASK,  
IT BECOMES EASIER TO UNDERSTAND &  
DEBUG EACH INDIVIDUAL STEP.”**



**— ANTONIO GULLÍ**



# SAGE FRAMEWORK

- ✦ **Scope**
- ✦ **Automate**
- ✦ **Generate**
- ✦ **Evaluate**



A target graphic is centered on the image, consisting of a black circle with a smaller inner circle and a central bullseye. A vertical line with tick marks and a horizontal line with tick marks intersect at the center. A yellow sticky note is placed at the center of the target, with the text 'S.C.O.P.E.' written on it in a black, sans-serif font. A small red dot is positioned directly below the letter 'O'. The background is a corkboard covered with numerous other sticky notes of various colors (yellow, pink, white, blue) and sizes, some of which are slightly out of focus. The overall lighting is dim, with the target and the central sticky note being the primary focus.

S.C.O.P.E.

# PROJECTS FAIL WHEN THEY AIM TOO WIDE.

A well-defined scope creates focus, sharpens judgment, and concentrates ambition to a precise outcome. You can do anything you want, just not all at once. The scope of a project is the minimum required to get the maximum result.





# AUTOMATION FREES HUMANS FROM ROBOTIC WORK.

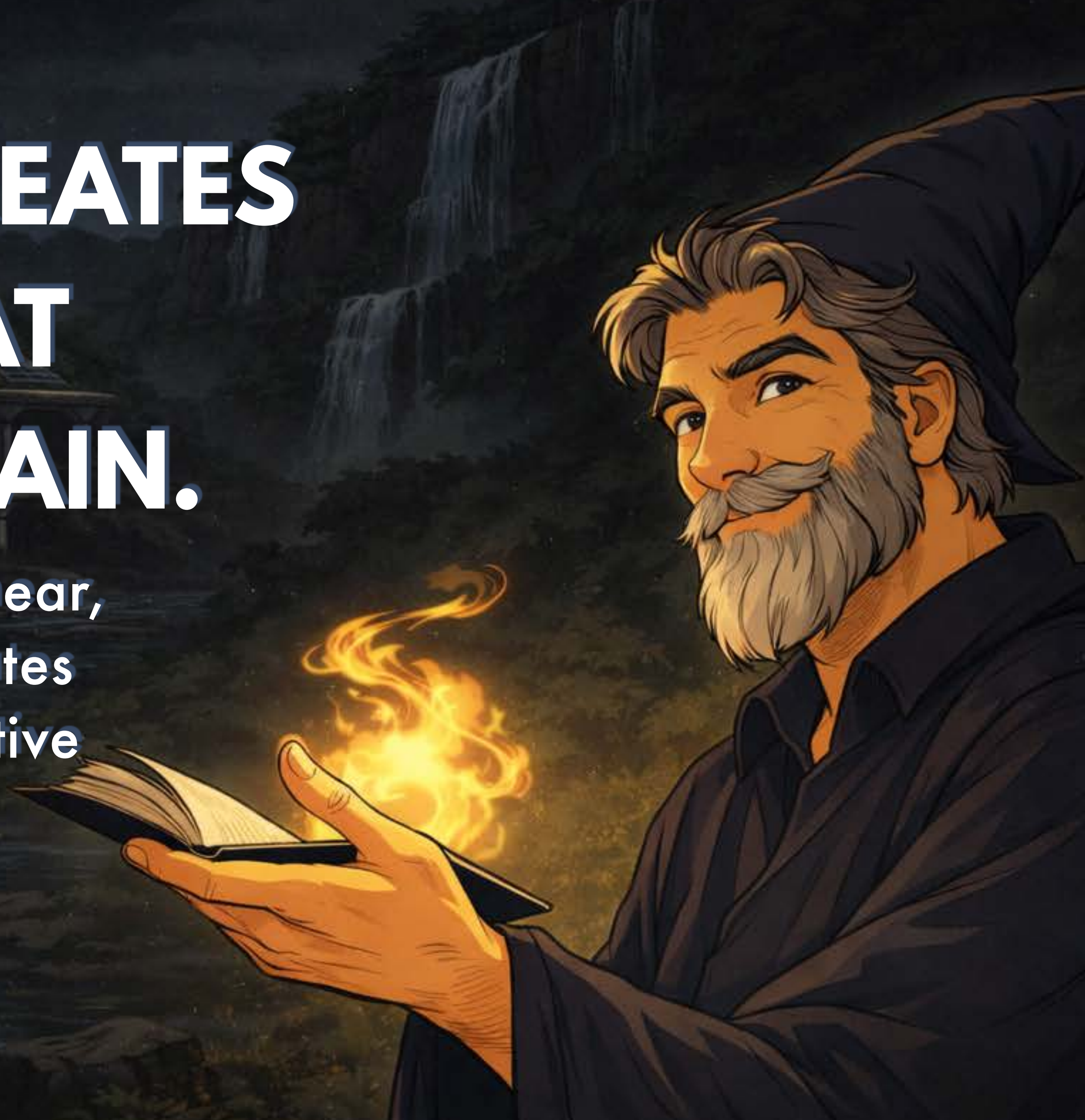
Robots can handle repeatable drudgery better and faster than us. The best role of the human operator is as a robot manager. Your judgment guides AI to accomplishment exponentially faster.





# GENERATING CREATES SOMETHING THAT CAN CREATE AGAIN.

Creating a thing is slow and linear, while creating a system generates exponentially. Focus your creative power on generating to create generations of output.





# LLMS ARE BETTER AT EVALUATING CONTENT THAN GENERATING IT.

Recognizing quality is easier than creating it. LLMs are trained on vast datasets filled with examples of good work. They're excellent at recognizing patterns, when content aligns with known best practices. Evaluating a draft is simpler than producing a perfect response from scratch.



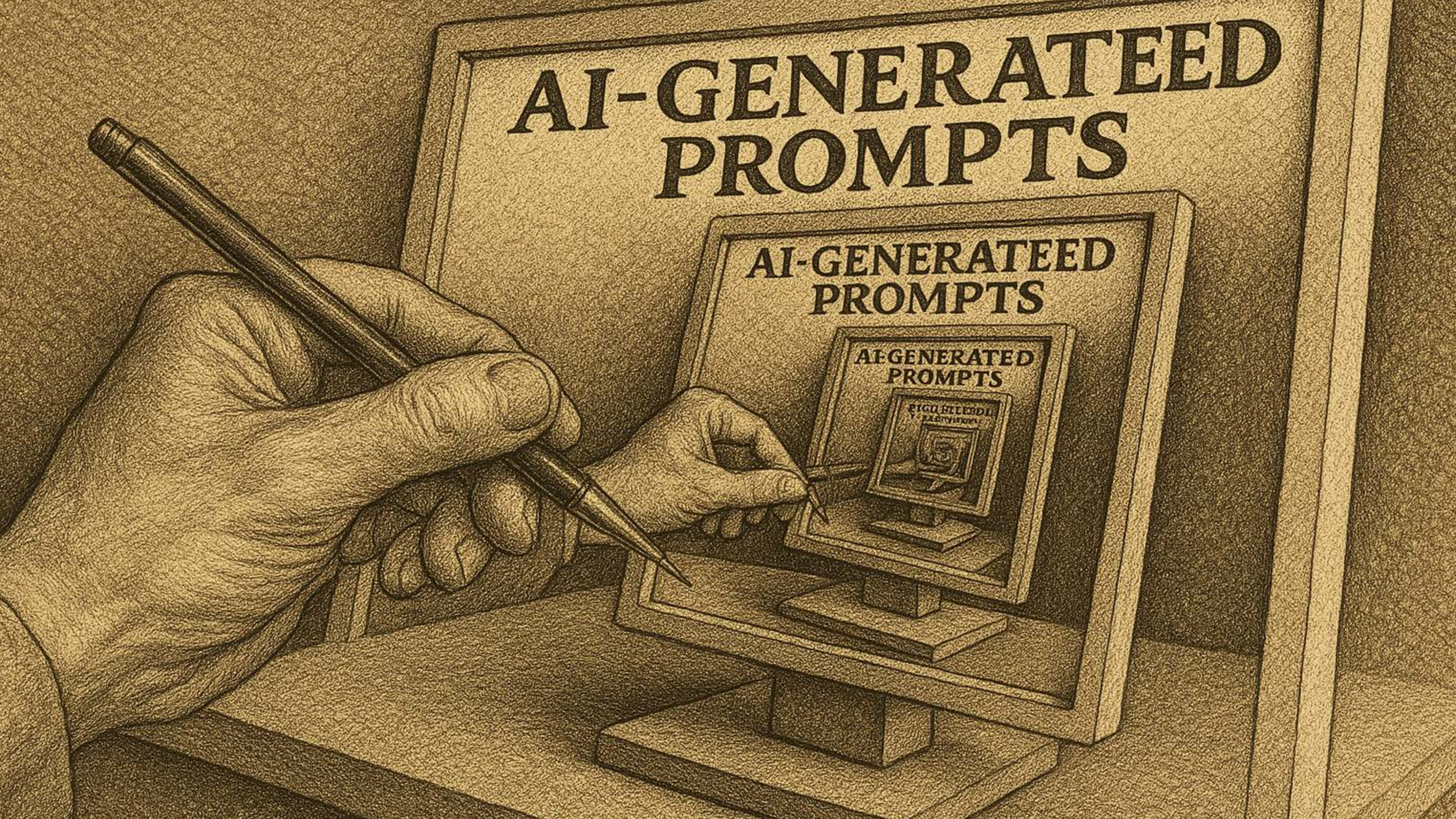
# AI-GENERATED PROMPTS

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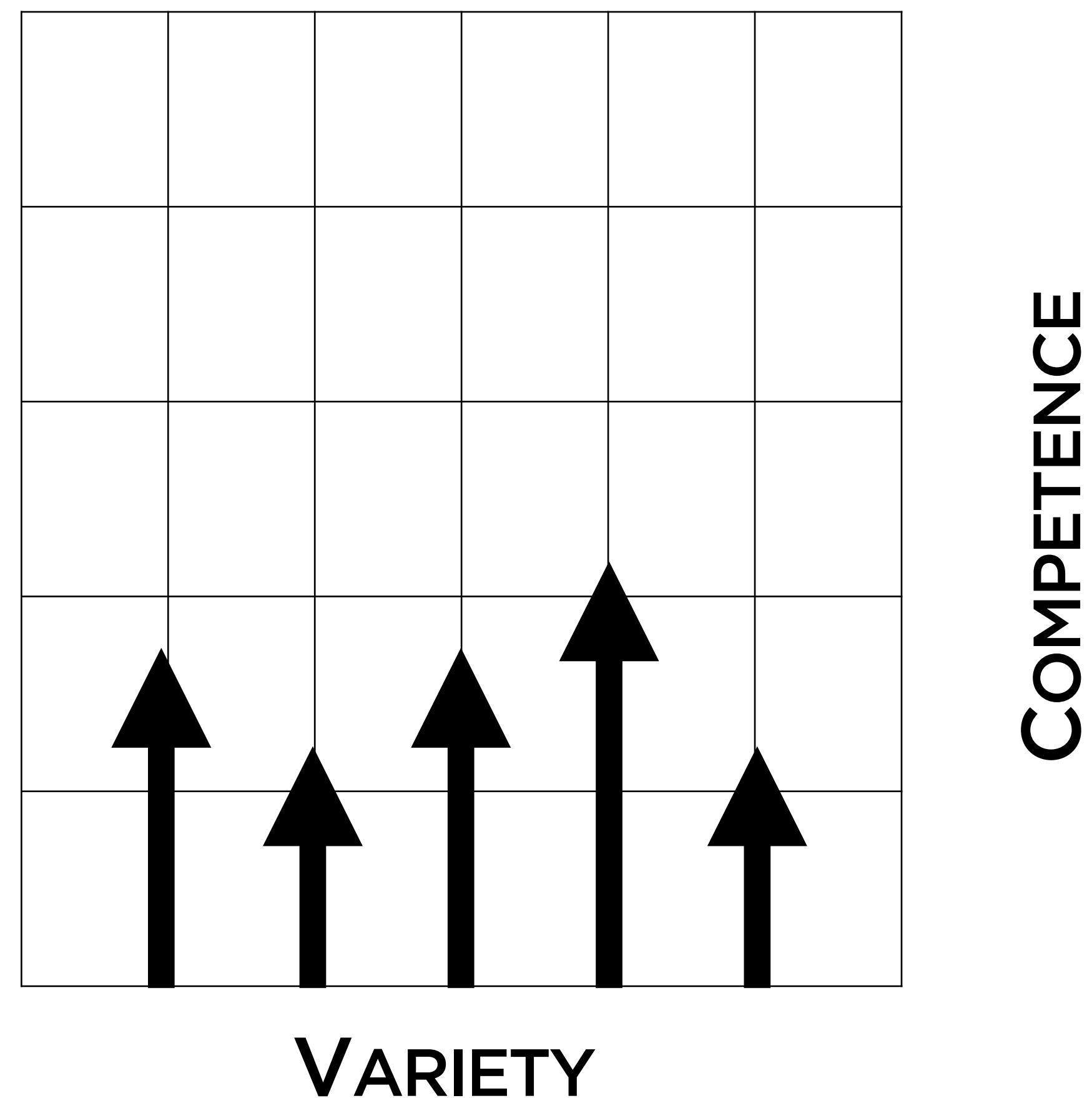
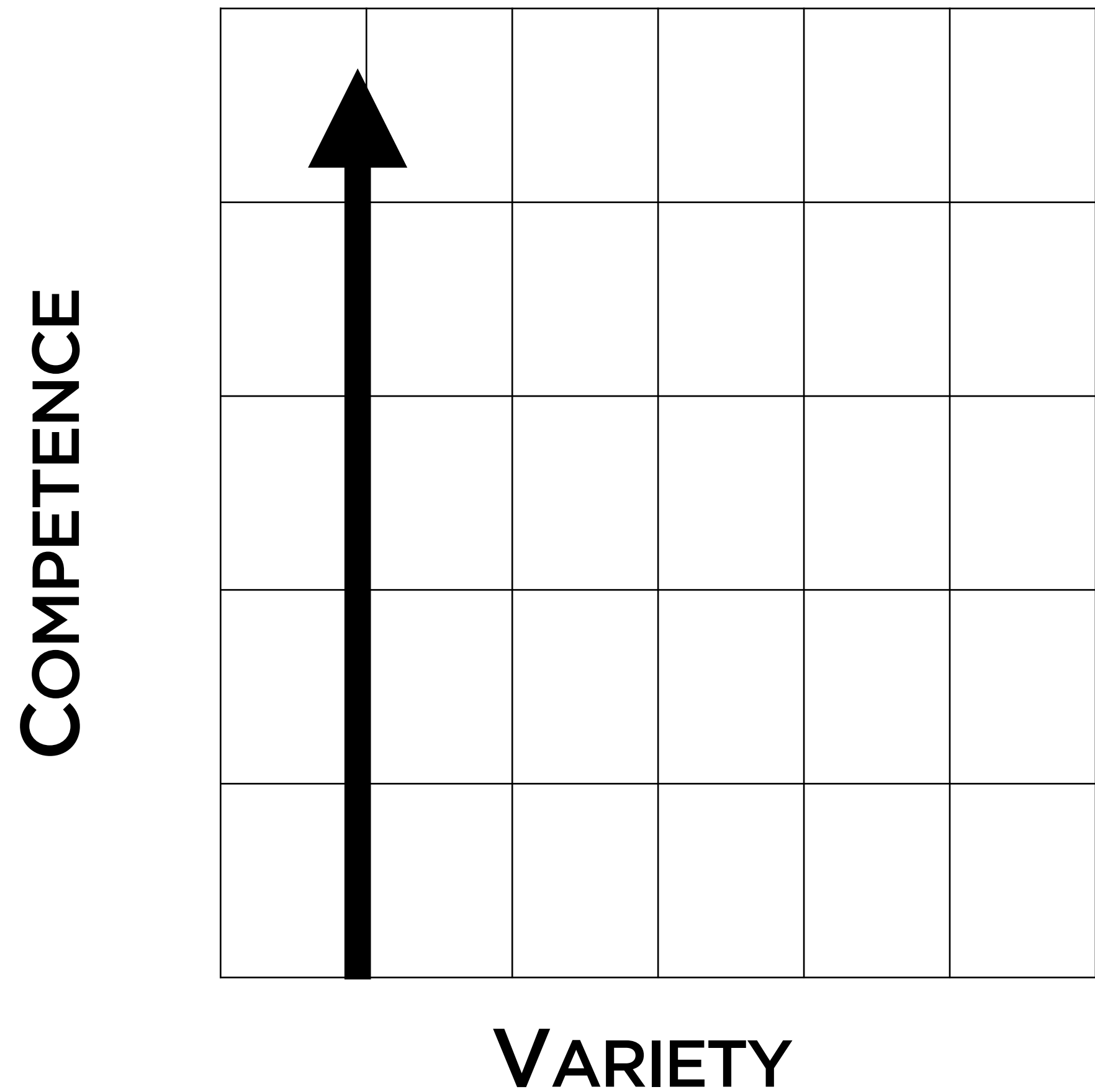


**“A CREATIVE LIFESTYLE REQUIRES A CREATIVE PROCESS. A REPEATABLE, RELIABLE SYSTEM FOR GENERATING IDEAS, GATHERING AND ORGANIZING THEM, AND PUTTING THEM TO USE IN CONCRETE FORM.”**



**- Tiago Forte**

# SPECIALIST VS GENERALIST



# SPECIALIST VS GENERALIST



generalist



polymath

imgflip.com





**“WE ARE DROWNING IN INFORMATION WHILE STARVING FOR WISDOM. THE WORLD HENCEFORTH WILL BE RUN BY SYNTHESISERS, PEOPLE ABLE TO PUT TOGETHER THE RIGHT INFORMATION AT THE RIGHT TIME, THINK CRITICALLY ABOUT IT, AND MAKE IMPORTANT CHOICES WISELY.”**



**— E.O. WILSON**



**STRONG**

**SOFT**

**SKILLS**

# AI ADVANTAGE







**-Coaching  
Academy**

# UPCOMING EVENTS

# Christchurch

## ARTIFICIAL INTELLIGENCE

### MEETUP GROUP

<https://christchurch-ai.com>

# SECOND MONDAY @ EPIC INNOVATION



## AI in Healthcare & Agri-Food Industries

- 📍 Where? EPIC Innovation
- 🕒 When? 5:30 - 8:00 PM
- 📅 Monday, 13 July

[Christchurch-Ai.Com](http://Christchurch-Ai.Com)

Speakers:

**Rowena Woolgar & Dr Harold Mayaba**

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*Kia whakapuāwai | Agents of Change, Powered by Curiosity*

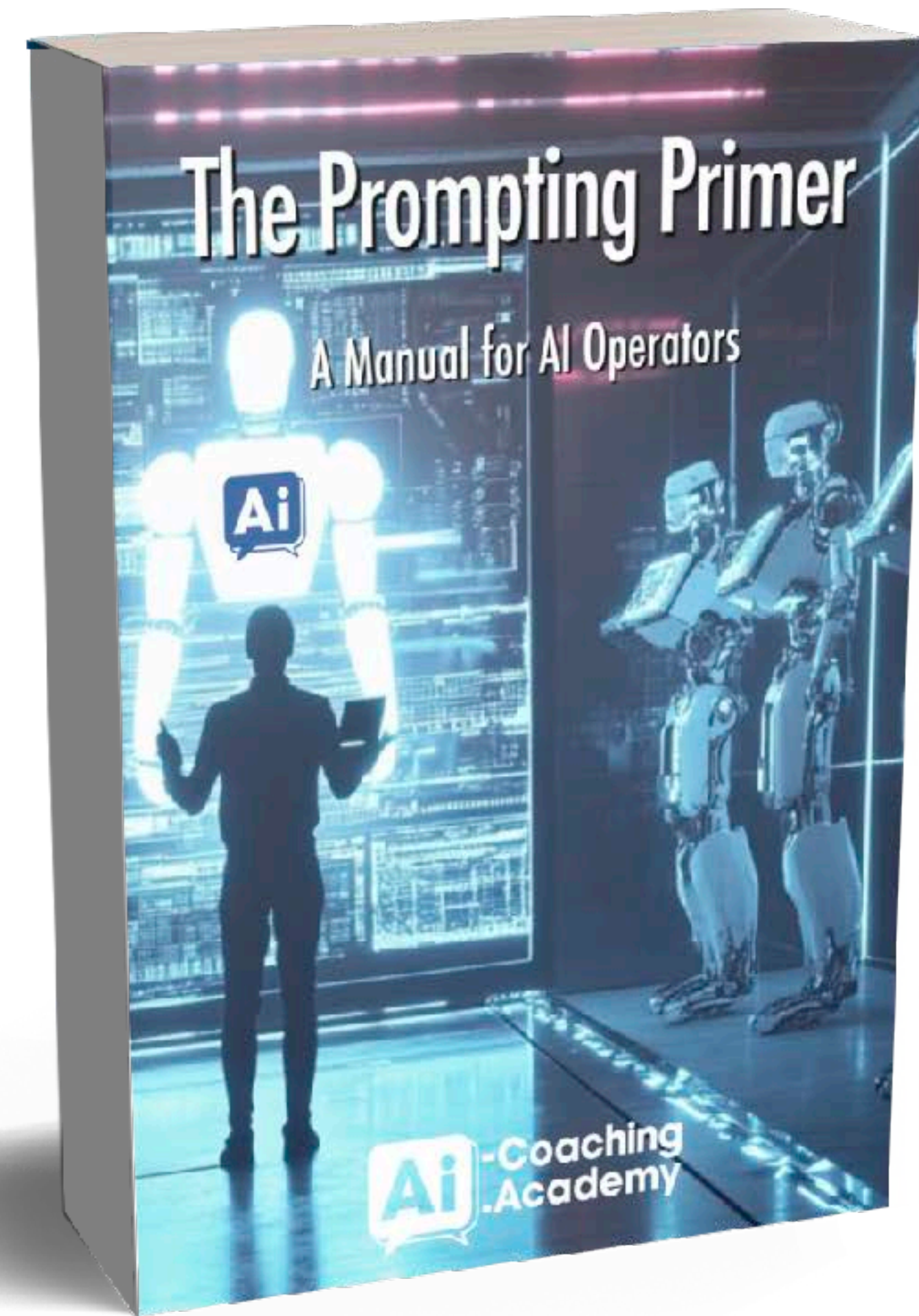
# Aotearoa AI Summit

8–9 September 2026 | Tākina Wellington Convention and Exhibition Centre, Wellington

[Register Now](#)

# TAKE THE SURVEY, GET THE SLIDES

SCAN HERE



[HTTPS://CAELANHUNTRESS.COM/SPEAKING/SURVEY/M2SUMMIT](https://caelanhuntress.com/speaking/survey/m2summit)



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**[HTTPS://JOIN.AI-COACHING.ACADEMY/](https://join.ai-coaching.academy/)**

**CERTIFICATION**



**SCAN HERE**



**“I use AI every day now, and I hardly did before taking this training programme. Caelan’s positivity and enthusiasm is really engaging. His workshops are full of facts and anecdotes, and a lot of fun.”**

Testimonial



**Silena Kirkconnell-  
Kawana**

**“I came into Caelan’s workshop not knowing anything about custom GPTs or comparing prompts between different AI models. Now I can draft blog articles in my own voice, iterate across tools, and polish them in a fraction of the time. This training gave me the confidence to try new things, and a clear way of cutting through to what works. Caelan’s workshop was memorable and absolutely worth it.”**

Testimonial



**Andrew Pitts**

**“This was probably the best workshop that I have attended, and multiple people said the same thing. The shift in confidence and engagement across the team is exactly what we were hoping for.”**

Testimonial



**Matt Harris**