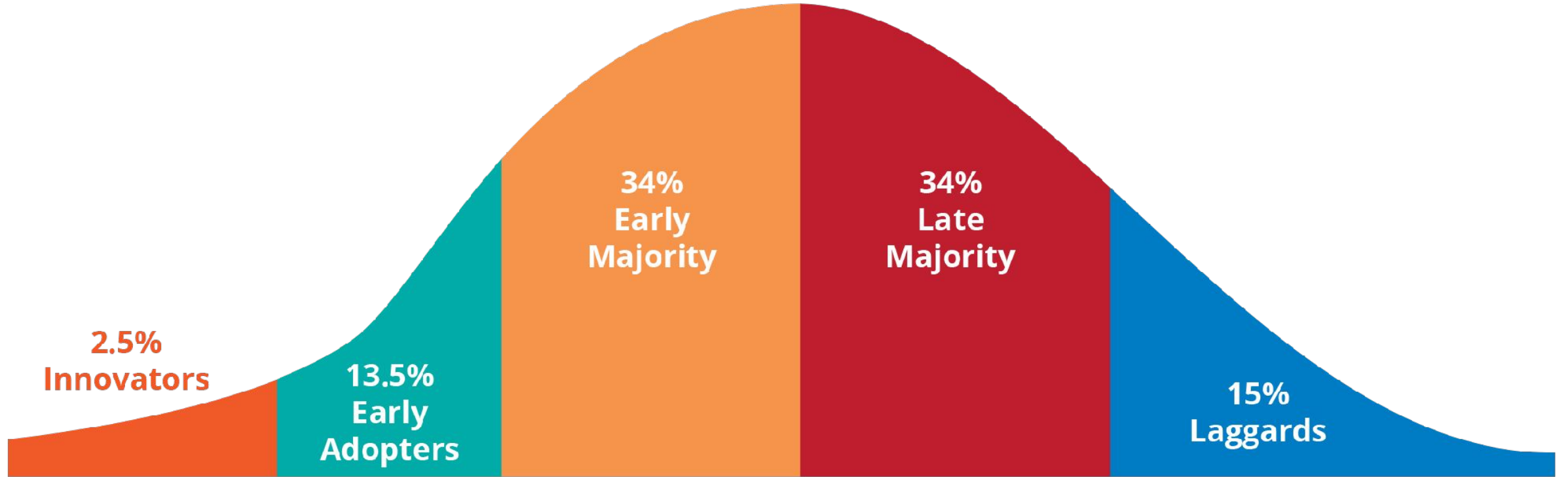


# Lessons from AI Early Adopters

**Nick Petrie**



# How Technologies Spread

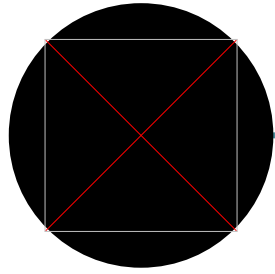


# Microsoft 2025 Workplace Findings

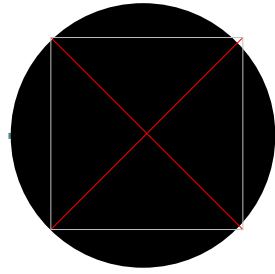
- **275 interruptions per day** - workers are interrupted every 2 minutes on average
- **117 emails per day** per person
- Approximately **153 Teams messages per day**
- **After-hours work is surging:** Evening meetings up 16% year over year. Work carrying into the weekends
- **40%** of employees check **email before 6 a.m.**
- **29%** check email **at 10 p.m.**



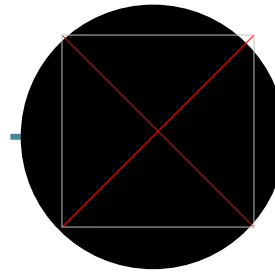
# Organisational challenges for knowledge workers



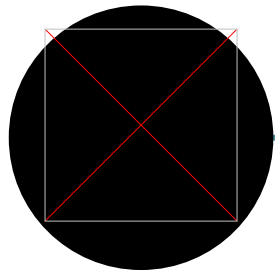
Meeting overload



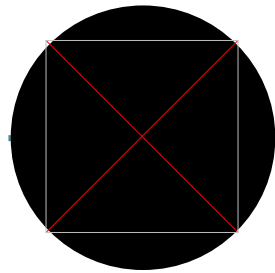
No time for deep work



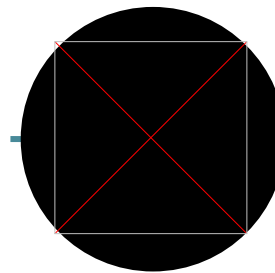
Work in the evenings



Interruptions



No offline time



Hard to prioritise

# AI and Work Intensification

**Increased Workload:** There are more tasks, often with shorter deadlines.

**Faster Pace:** The required work speed increases, demanding higher levels of efficiency and focus.

**Reduced Downtime:** There's less time for breaks or periods of rest between tasks.

**Multitasking:** Employees are managing multiple tasks simultaneously.

**Blurring Boundaries:** The lines between work and personal life blur, with work spilling into non-work hours.





# What's changing

- Work is speeding up
- No more backfills
  - “Have AI cover that”
- Roles are collapsing and merging



# How people are using time

On average saving 11 hours a week (Glean, 2026)

## **Botsitting**

- 6.4 hours a week "botsitting" AI - feeding it, checking outputs, debugging mistakes, and cleaning up errors

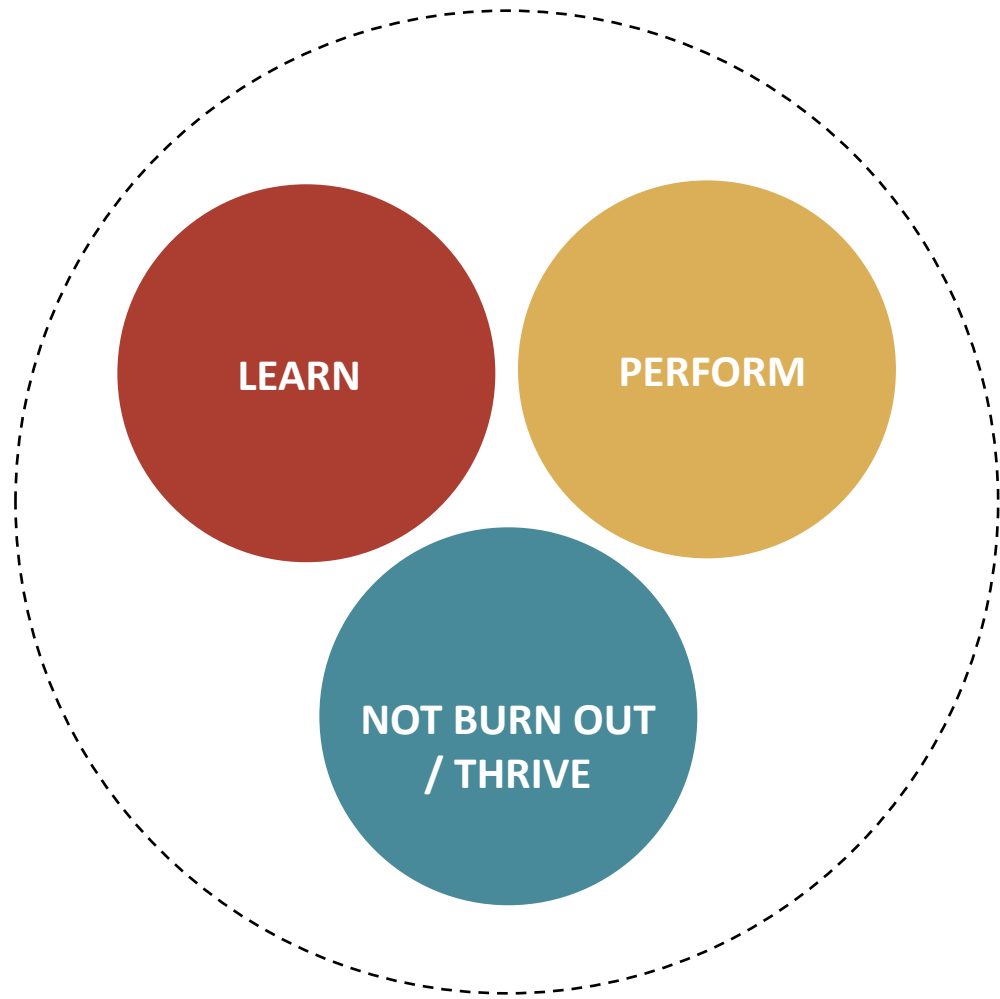
## **Botshitting**

- Submitting, shipping, or sharing AI-generated work without reviewing, understanding, or verifying it



# High vs Low Achievers

- High adopters save on average 11 hours a week
- Low achievers fill it with more work
- High achievers are taking a different path



# Lessons from the High Achievers

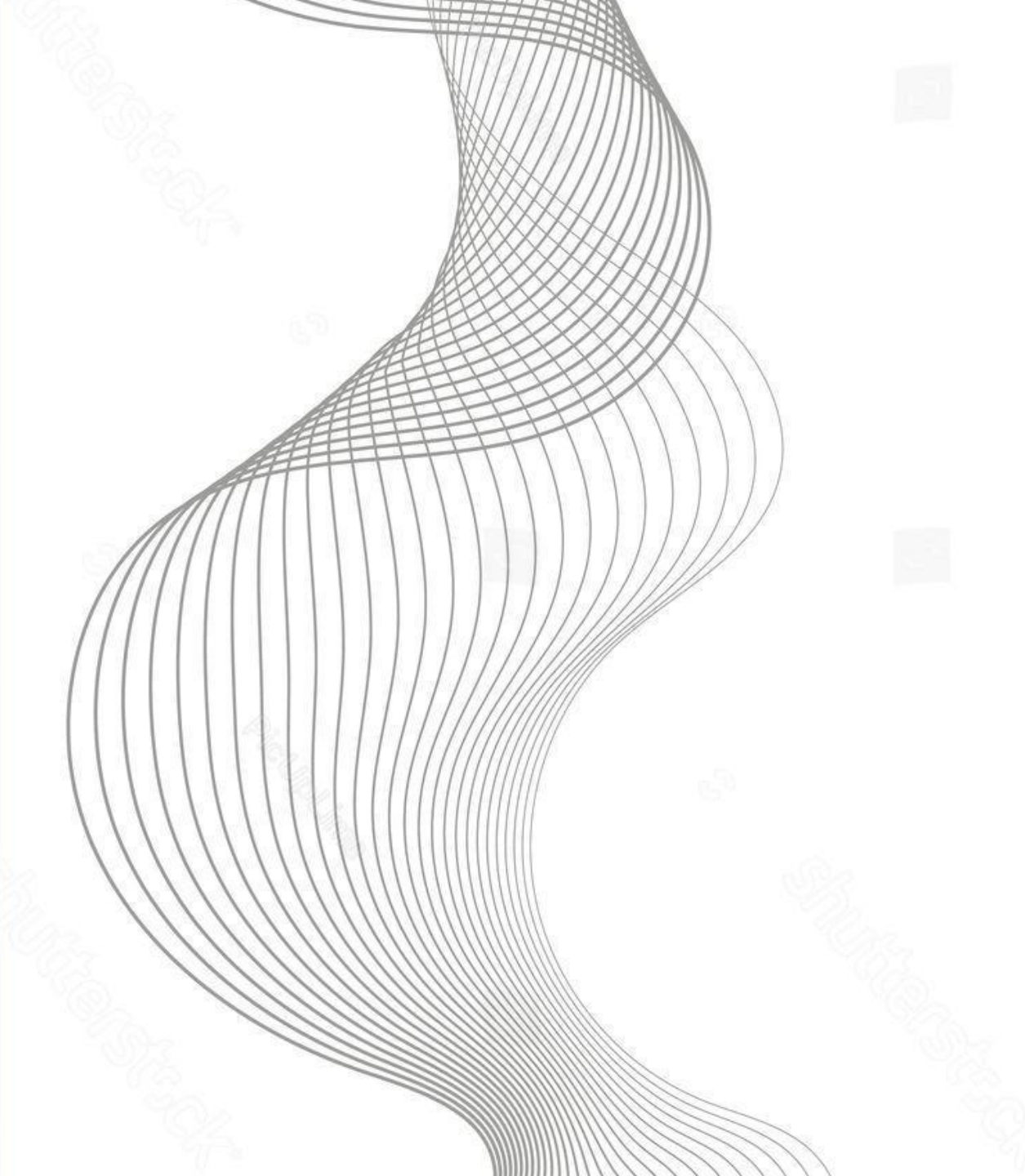
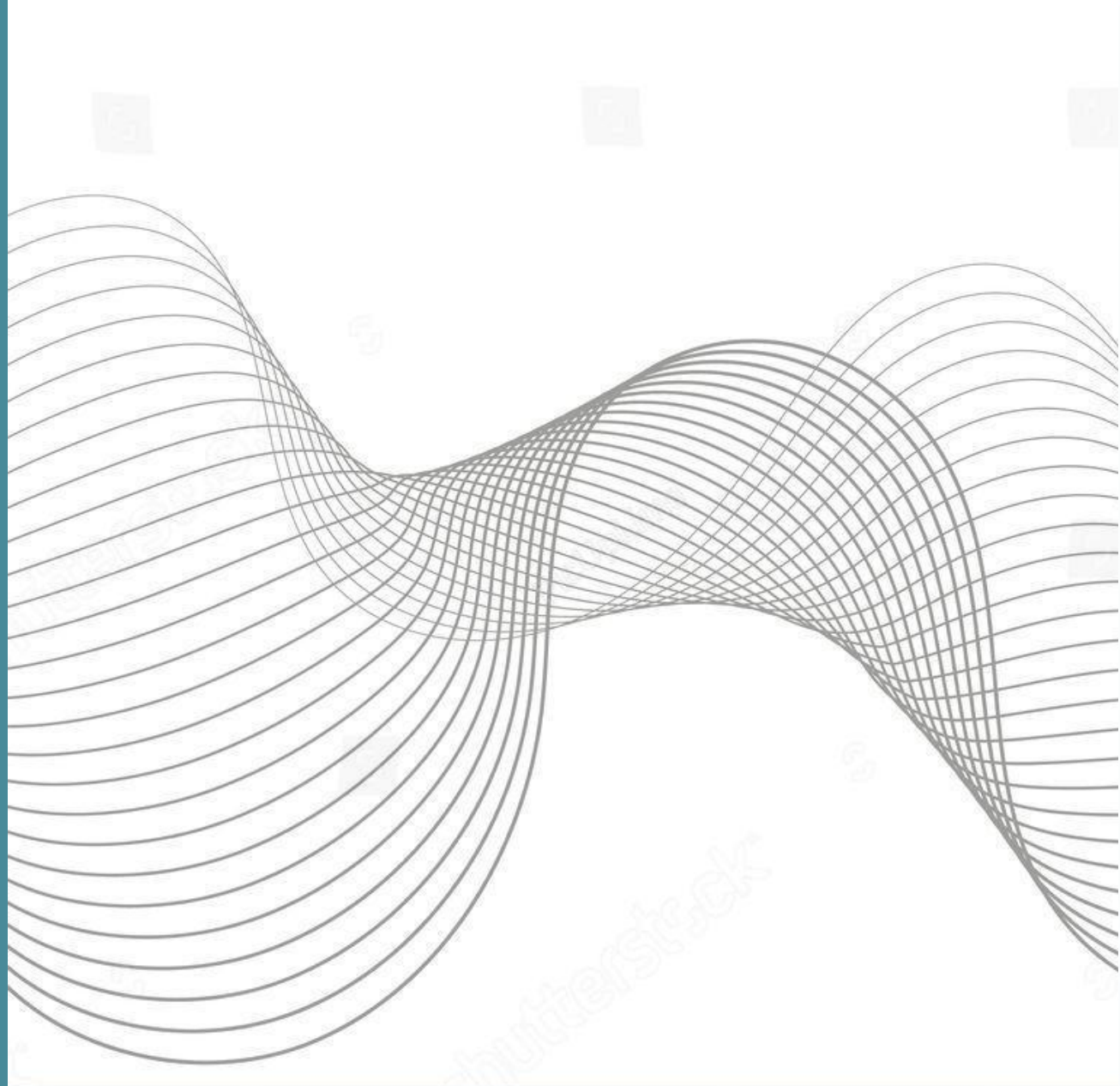


*Once you outsource the simple, repetitive work, what is left?*

## Schedule 'Deep Work'

- Uninterrupted
- Cognitively straining
- High value





# Don't outsource the core of your craft to AI

If you don't use it, you lose it

Marketing: Brand storytelling, emotional hooks

Management: Strategy, resolving conflicts, mentoring talent

Finance: Risk assessment, corporate strategy



# Have a bias for Grow Mode

## Grow Mode: Explore “Learn new skills and tools”

- Exploring new territory
- Doing things you are not yet good at
- Taking on first time experiences
- Low confidence and creates doubt
- Long term focus

### The Tradeoff:

- Performance is often low initially
- Grow capabilities for future performance



## Perform Mode: Exploit “Deliver results, right now”

- Exploiting what you already know
- Doing things you are good at
- Using your strengths
- Gives a feeling on confidence and certainty
- Short term focus

### The Tradeoff:

- Leads to good results right now
- You don't learn or grow

Be at peace with not  
getting everything done



© Nicholas Petrie



Find your  
“Opposite World”



© Nicholas Petrie



Physical



Artistic



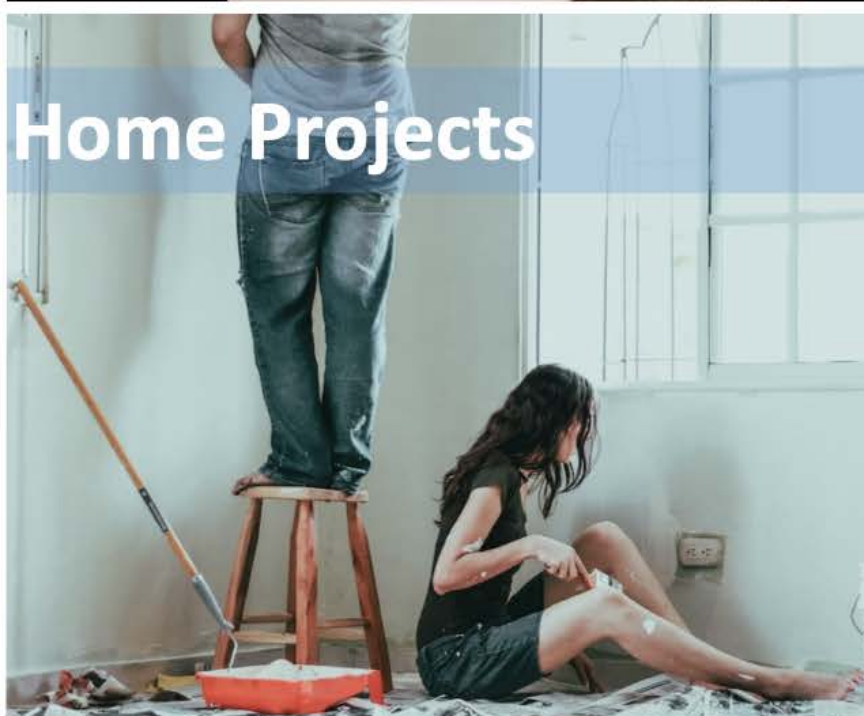
Animals



Nature



Home Projects



Volunteering



Find your  
"Opposite  
World"



# 6 Types of “Opposite Worlds”

## Physical

- Dancing (23)
- Sports (14)
- Biking (7)
- Skating (7)
- Martial Arts (6)
- Running (6)
- Cardio / Crossfit (5)

## Artistic

- Musical instruments (19)
- Cooking / baking (13)
- Painting (11)
- Sewing / crochet (5)
- Arts and crafts (5)
- Singing (3)
- Quilting (3)

## Animals

- Horseback riding (8)
- Training dogs (2)
- Beekeeping (1)
- Walking dogs (1)

## Nature

- Hiking in nature (11)
- Hunting / fishing (4)
- Surfing (4)
- Farmwork (4)
- Ocean swimming (3)
- Mountaintaineering (2)
- Scuba diving (2)
- Nordic skiing (2)
- Paddle boarding (2)

## Home Projects

- Gardening (4)
- Fixing things (2)
- Mowing lawns (2)
- Working on car (1)
- Renovation (1)
- Cleaning (1)
- Washing dishes (1)

## Volunteering

- Samaritans (1)
- Visiting dementia ward (1)
- Dental work in Africa (1)
- Coaching kids (1)

Available now



Scan to order



# BURN BRIGHT

10 Habits to Sustain  
High Performance in  
an Always-on World

NICK PETRIE