

My New Book, Infinite, Is Now Available: The Age of the Infinite Company Begins Now

4 MIN • YOUTUBE • [HTTPS://YOUTU.BE/PBUQ0JX0IF0](https://youtu.be/pBUQ0Jx0IF0)

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SUMMARY

The speaker introduces their new book, "Infinite: How Visionary Leaders Transform Today's Businesses into AI Forward Companies," co-authored with Dave Wright. The book aims to guide leaders in leveraging AI not just as a tool for automation but as a means to innovate and unlock new opportunities for their organizations.

- The book is inspired by extensive discussions with executives across various industries, particularly since the rise of ChatGPT in 2022.*
- It documents learnings from AI-native companies and explores their growth, challenges, and innovative practices.*
- The concept of an "infinite company" is introduced, emphasizing the need to look beyond traditional processes and embrace new possibilities.*
- The book provides frameworks, lessons, and case studies to help organizations at any stage of their AI journey.*
- It targets a wide audience, including CEOs, COOs, CFOs, and anyone influencing decision-making within companies.*
- The goal is to unlock competitiveness and discover untapped opportunities through AI integration.*

Speaker 1: Foreign. Hello, everyone. I am so excited to share this moment with you. It's been a long time in the making. This is the brand new book that is going live. As you watch this, let's jump in and break the suspense.

Speaker 1: Okay, let's move this out of the way. Ah. And here she is. I am so proud to be holding this right now. I'm so proud to be sharing this with you right now. This is infinite. How visionary leaders transform Today's businesses into AI Forward companies. It is written with my boss, Chief innovation officer at ServiceNow, Dave Wright.

Speaker 1: Say my boss, but my colleague, my friend in the development of this book and the launch of this book. And also a very big thanks goes out to our partner in this and our sponsor, Nick Sitson, who is the vice chair of ServiceNow. And a big, big, big reason I'm even at the company. So thank you, Nick. Thank you, Bill. Can't thank you enough. It's been a long journey to get here and Dave and I were inspired by the countless, dare I say infinite number of meetings that we've had with executives in every industry all around the world we've had over, especially since the launch of ChatGPT in 2022, that we continue to have today.

Speaker 1: The questions they ask, the questions that they don't ask inspired us. And also the work we've been doing with AI native companies, paying attention to how they're forming their companies, how they're

evolving, how they're growing, where they're hitting roadblocks and challenges, and then working with companies to just experiment, to innovate, to explore. And what we ended up doing was just documenting all of the things that we were learning, all of the things that were making impact, all of the answers to the questions that were both unasked and not asked or asked and not asked.

Speaker 1: And it turned in through infinite. And we hope it's a book that you will find not just enlightening but helpful and actionable. The concept of an infinite company is one that doesn't just think about AI as an automation tool or to scale yesterday's work, yesterday's processes, yesterday's systems. We think about that as sort of a finite roadmap.

Speaker 1: We see the opportunity for an infinite company, one that sees what yesterday deserves to move forward to tomorrow, and also what wasn't possible yesterday to unlock new opportunities for tomorrow. And those are the frameworks, those are the lessons, those are the case studies that we explore so that you can create an infinite company no matter where you are in your journey, whether you're the CEO, coo, cfo, cio, Chief AI Officer.

Speaker 1: Whether you're someone who influences decision makers at every level. This is a way forward. This is a way forward while unlocking competitiveness and untapped opportunities to automate and augment your way forward to become an infinite company. I can't wait for you to share this moment with me to join me in this journey.

Speaker 1: Please let me know how we can help and also please let me know what you learn and unlearn. Thank you. It.