



 **prompted**TM
ai career development



UPSKILLING FOR A CHANGE

OMNI × AI EDUCATION • CHANGE MANAGEMENT



EVENTS

Engage in our free, industry-leading omni and AI events and insights to stay ahead of the strategies and best practices shaping today's marketplace.



TRAINING

Empower your teams with our customized practitioner trainings, workshops and certifications to build the knowledge and skills critical for omni and AI leadership.



EXECUTION

Accelerate your omni strategy and activation with our hands-on digital, omni and AI strategy, capability, analytics and project management support services.

it's time to be  prompted™

We're here to help you build your plan...



news

the signals shaping
the change



impact

the human and
org implications



capabilities

the skills and tools people
must learn next



impact



We've been >promptedTM...

...but we must put the "I" back in AI.



AI is **transforming work** faster
than any shift in our lifetime...



It's **exciting**...
but **unsettling**.

***What does this mean for me?
My team? My organization?***



The US CPG Industry Today



= ~3 Million Professionals

70% of work changes

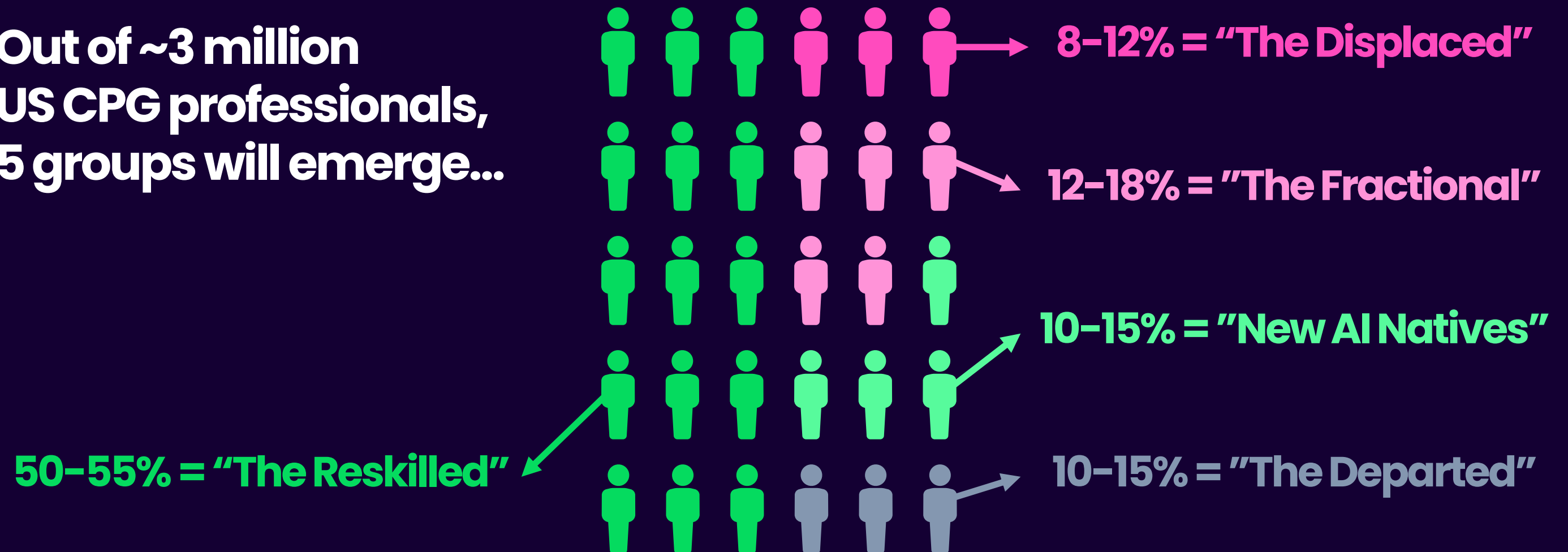
30% of roles change or disappear

100% of people must reskill



Potential AI Impact to CPG Workforce

Out of ~3 million
US CPG professionals,
5 groups will emerge...





Group #1: “The Displaced”



**8–12% of CPG Professionals
= 240,000–360,000 US workers**

Who?

- Admin, coordinators, content ops, task-heavy roles
- Select leadership roles

What Must They Do?

- Rapid reskilling
- Redeployment
- Transition pathways



Group #2: “The Reskilled”



**50–55% of CPG Professionals
= 1.4MM–1.7MM US workers**

Who?

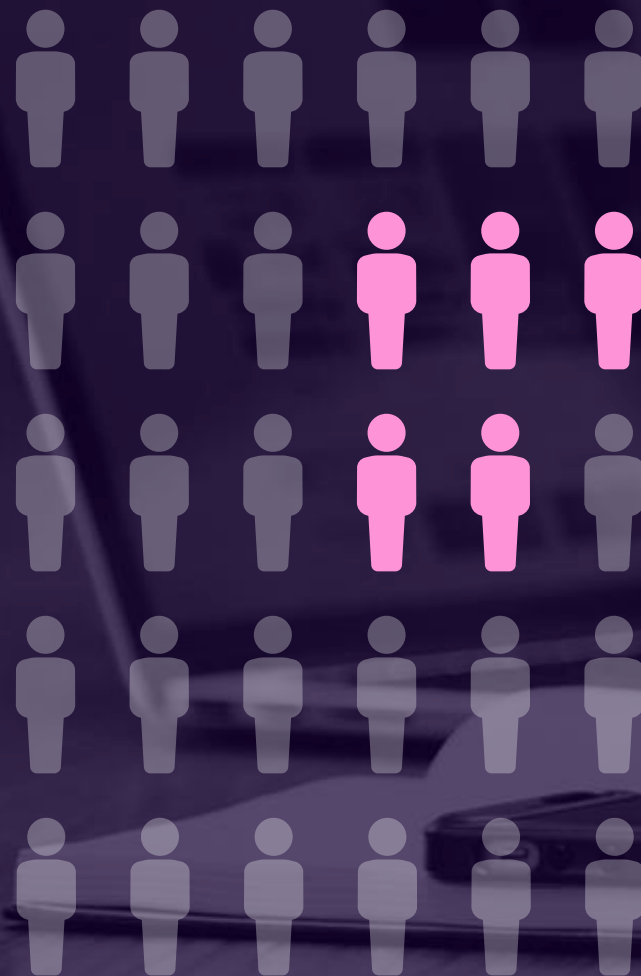
- Brand, Sales, Insights, RGM, Digital Commerce, Category

What Must They Do?

- AI fluency
- Prompt engineering and AI orchestration
- Judgment and discernment
- Cross-functional synthesis



Group #3: “The Fractional”



**12–18% of CPG Professionals
= 360,000–540,000 US workers**

Who?

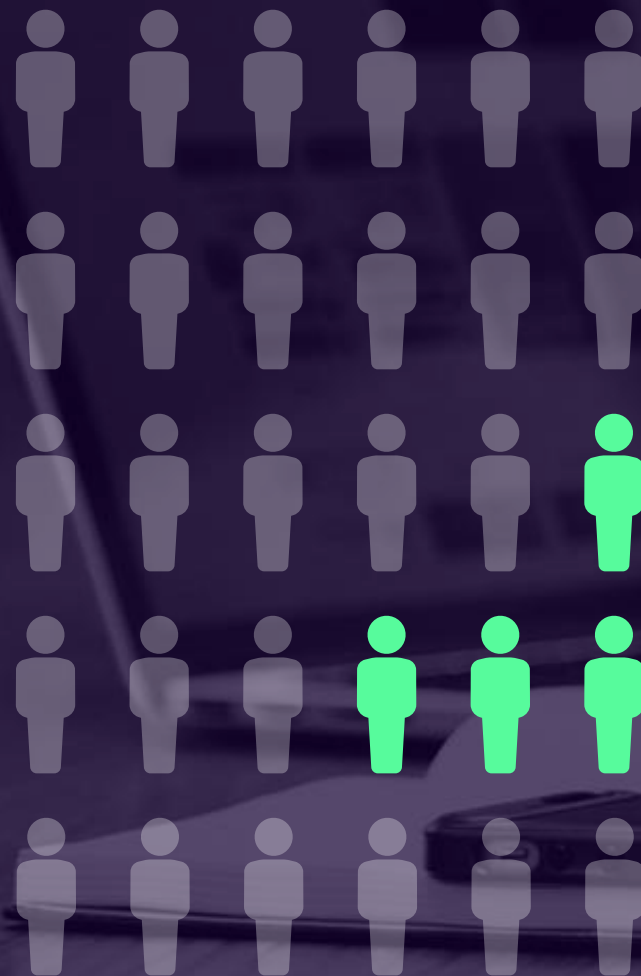
- Select specialists (ex. eComm ops, digital shelf, analytics, SEO/SEM, media science)

What Must They Do?

- Entrepreneurial mindset
- Portfolio building
- Specialist depth
- Financial agility



Group #4: “The New AI Natives”



**10–15% of CPG Professionals
= 300,000–450,000 US workers**

Who?

- Prompt strategists, agent workflow designers, decision intelligence leaders

What Must They Do?

- System design
- Judgment
- Capability orchestration



Group #5: “The Departed”



**10–15% of CPG Professionals
= 300,000–450,000 US workers**

Who?

- Early retirees, second-career transitions, consultants, entrepreneurs

What Must They Do?

- Plan next chapter
- Leverage AI-proof expertise
- Identity shift
- Financial planning



The future shouldn't happen **to you...
it should happen **with** you.**



Human + AI $\neq$ Less Human

Human + AI = More Capable Human

1 + 1 = 3



The new commercial division of labor

Humans bring:

- Experience
- Context
- Judgment
- Creativity
- Relationships
- Curiosity



AI brings:

- Speed
- Scale
- Analysis
- Pattern Recognition
- Simulation
- Automation



The new commercial division of labor

Humans bring:

- Experience
- Context
- Judgment
- Creativity
- Relationships
- Curiosity

Together

- Better questions
- Better decisions
- Better ideas
- Better execution
- Greater capacity
- Greater career value

AI brings:

- Speed
- Scale
- Analysis
- Pattern Recognition
- Simulation
- Automation



Most of us have started here...



Summarize something you already read

Turn reports into executive summaries



Draft something you already write

Briefs, emails, or meeting prep



Analyze something you already review

Sales, media, or shelf performance



But we must evolve from...

TASKS → THINKING → DECISIONS → SYSTEMS

LEVEL	AI HELPS ME...	EXAMPLE
1. DO	Do something faster	Summarize meeting
2. SEE	See what I don't see	Find gaps/patterns
3. CHALLENGE	Pressure-test my thinking	Pre-mortem / objections
4. DECIDE	Evaluate alternatives	Investment/scenario analysis
5. CREATE	Expand possibilities	Strategies/concepts
6. SIMULATE	Practice before reality	Buyer role-play
7. ORCHESTRATE	Run repeatable workflows	Monitoring agent



Human roles are shifting...

FROM

TO

REPORTING

STORYTELLING

EXECUTION

ORCHESTRATION

ANALYSIS

DECISIONING

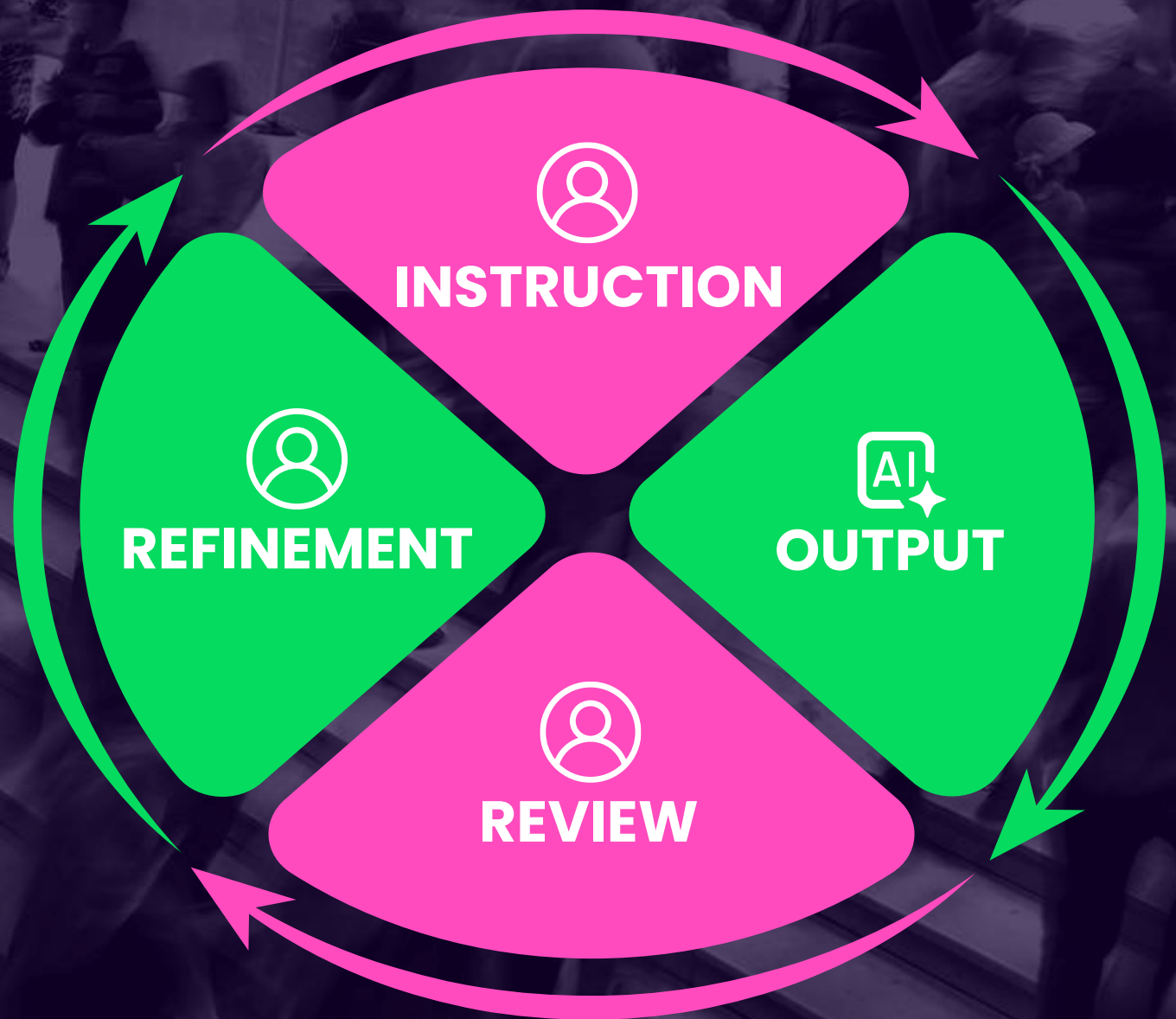
AI USER

AI DIRECTOR



**AI career development
isn't learning how to
delegate your job to AI.**

**It's learning how to
direct AI while
retaining judgment.**





DO: From manual execution to AI-assisted execution

Select High-Impact Applications:

✓ **Content Storytelling Optimization**

✓ **Competitive PDP Comparison**

✓ **Content Repurposing**

✓ **Meeting + Action Preparation**

PROMPT:

Act as an executive communications strategist. Review the attached presentation for narrative flow, clarity and cognitive load.

Identify:

- slides that feel redundant or out of sequence
- arguments that need stronger evidence
- headlines that don't clearly communicate the takeaway
- information that could be simplified

Recommend a revised flow and explain the reasoning behind each change.

Do not rewrite the presentation yet. Help me improve it first.



SEE: From reviewing info to uncovering what we might miss

Select High-Impact Applications:

✓ **Physical + Digital Shelf
Share Mapping**

✓ **Ratings + Reviews
Mining**

✓ **Content Sufficiency
Scoring**

✓ **Distribution Void
Identification**

PROMPT:

Act as a consumer insights strategist. Analyze the attached ratings and reviews across our brand and key competitors.

Identify:

- top purchase drivers
- recurring complaints
- unmet consumer needs
- language shoppers repeatedly use
- differences between our brand and competitors

Separate obvious themes from less-obvious emerging signals. Then give me 3 hypotheses worth investigating further and tell me what additional data would help validate each one.



CHALLENGE: From validating our thinking to pressure-testing it

Select High-Impact Applications:



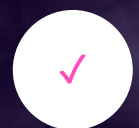
**JBP Pre-Mortem /
Objection Mining**



**Retail Media Plan
Back-Mapping**



**Story / Recommendation
Red Teaming**



**Executive Pushback
Preparation**

PROMPT:

Act as a skeptical retail buyer preparing to review this JBP.

Identify the 7 strongest objections or concerns you would raise.

For each:

- Explain why it matters to you as the retailer.
- Identify the assumption or evidence you would challenge.
- Ask the question you would use to expose the weakness.

Do not improve the presentation for me yet.
First, pressure-test my thinking as aggressively as a strong buyer would.



DECIDE: From more analysis to better choices

Select High-Impact Applications:

✓ **Distribution Opportunity
Prioritization**

✓ **Promo + Media Lift
Analysis**

✓ **Keyword + Media
Investment Optimization**

✓ **Content Investment
Prioritization**

PROMPT:

Act as a retail media investment strategist.
Analyze the attached paid search investment,
organic ranking and conversion data.

For each major keyword or keyword group,
recommend: INCREASE / MAINTAIN / REDUCE / TEST

For every recommendation:

- show the evidence supporting it
- explain the commercial logic
- give your confidence level
- identify what additional information could change the decision

Prioritize the 5 decisions with the greatest potential
business impact rather than simply summarizing
performance.



CREATE: From generating outputs to expanding possibilities

Select High-Impact Applications:

✓ **Working Genius Gap Filling**

✓ **Career Role Reinvention**

✓ **New Growth Opportunity Development**

✓ **AI Recommendation Readiness Strategy**

PROMPT:

My strongest Working Genius areas are [X + Y], while [A + B] tend to drain or slow me.

I am responsible for [role/objective].

Design 3 different human + AI ways of working that:

- allow me to spend more time using my natural strengths
- use AI to support activities that drain me
- preserve the judgment and relationship work I should personally own
- identify where AI could also amplify, not just compensate, for my strengths

Don't perform my work for me.

Design a better way for me and AI to work together.



SIMULATE: From preparing to practicing it before it happens

Select High-Impact Applications:



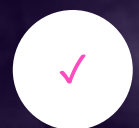
Executive Presentation Simulation



Buyer Role-Play



Difficult Stakeholder Conversations



Interview / Career Conversation Practice

PROMPT:

You are the [retailer/category] buyer I will meet tomorrow. Your priorities are category growth, margin, productivity and execution feasibility.

- Review the attached proposal and conduct a realistic buyer meeting with me.
- Ask me one question at a time.
- Challenge weak answers, probe unsupported assumptions and increase the difficulty based on my responses.
- Do not coach me during the simulation.

At the end, score me on: commercial thinking , evidence , clarity , handling objections , executive presence Then identify the 3 areas I should strengthen before the real meeting.



ORCHESTRATE: From prompts to AI-enabled ways of working

Select High-Impact Applications:



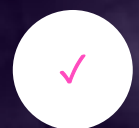
**AI Recommendation
Readiness Monitoring**



**Automated Business
Exception Monitoring**



**Always-On Shelf
Monitoring Agent**



Creative Fatigue Detection

PROMPT:

Act as our digital shelf performance monitor across [retailers / categories / SKUs].
On each review: monitor availability, search rank, content changes, ratings/review movement, competitive visibility.

Do not report normal activity. Flag only material exceptions or changes that require attention.

For each alert:

- Explain what changed.
- Quantify the potential significance.
- Identify likely causes.
- Recommend what a human should investigate or decide next.

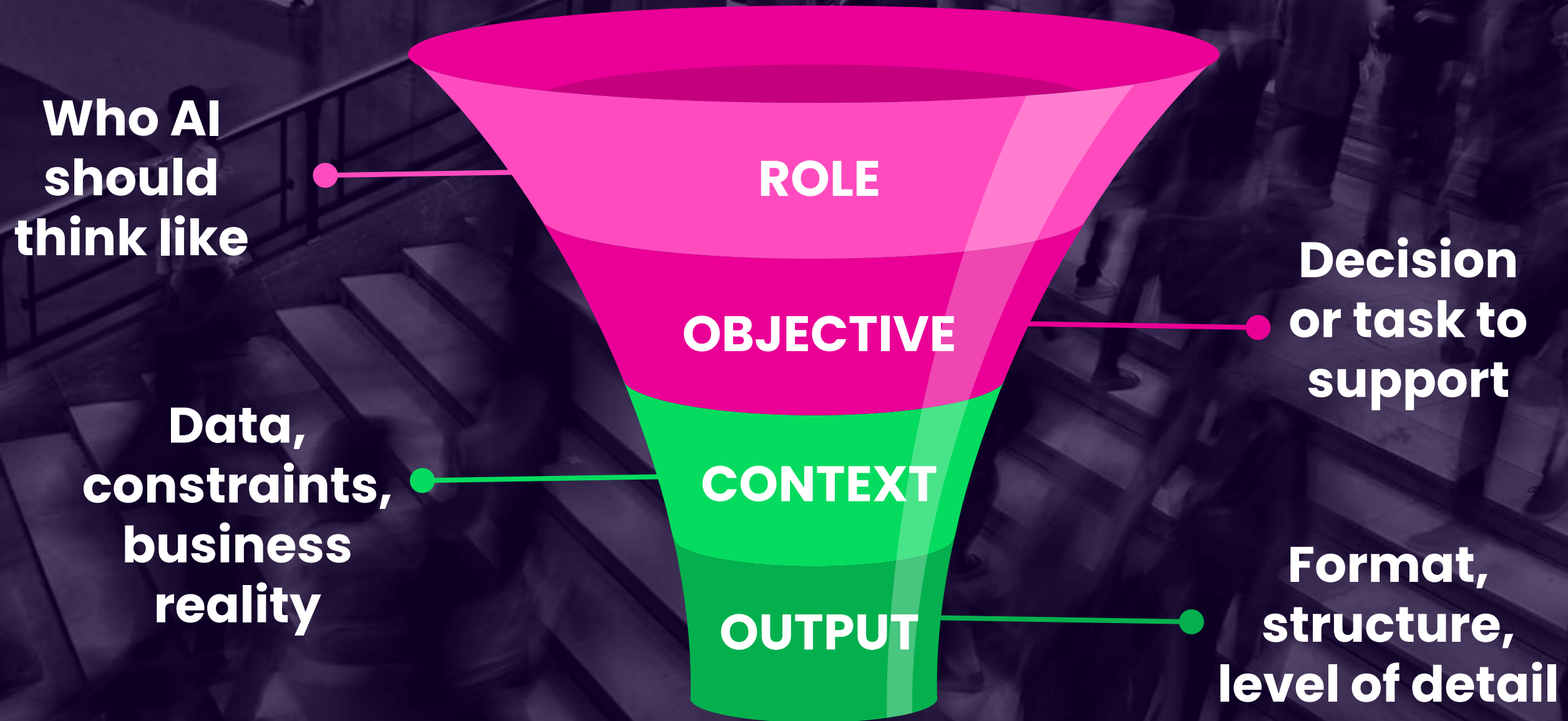
Maintain a running history so recurring problems and patterns become visible over time.



Prompt literacy is now a
commercial competency.



The Art of the Prompting Framework





“We are called to be the **architects
of the future, *not its **victims**.*”**

Buckminster Fuller



So What Should You Do Next?

THIS WEEK

**Identify 3
recurring
tasks AI can
accelerate.**

THIS MONTH

**Identify 2
decisions AI
can help you
improve.**

THIS QUARTER

**Build 1
repeatable
AI-assisted
workflow.**

ONGOING

**Invest in 1
human
capability
that becomes
more valuable
because AI
exists.**

**Don't wait for your job to change.
Start changing how you do your job.**



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ai career development

**Chris
Perry**



**Oskar
Kaszubski**



**Todd
Hassenfelt**







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Change is hard. Let's change that!



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