How Building Tech With No Tech Background Taught Me the Most Valuable Skill in Business



Opinions expressed by Entrepreneur contributors are their own.

In today's world, not every founder comes from a technical background, and that's no longer a dealbreaker. With AI projected to grow 28.5% by the end of the decade, even specialists are racing to keep up with emerging innovations. In such a fast-moving environment, the expectation that any one person, founder or otherwise, will master every detail is both unrealistic and counterproductive.

The reality is this: You don't need to code to build in tech, but you *do* need to translate. The ability to connect across

disciplines has become the most important skill to develop — not just as someone building a company, but as someone leading one.

If my experience in the NBA has taught me anything, it's that every good team is made up of strong translators: people who understand both the locker room and the boardroom, coaches who can speak to data analysts and players, and leaders who can turn strategy into execution. Unsurprisingly, this is exactly what tech startups need, too.

Related: Having No Experience Doesn't Mean You Can't Start a Business

Clarity beats jargon

When I started building Tracy AI, I quickly learned that trying to sound technical wasn't helpful and actually slowed things down. Translating product decisions into clear, outcome-based language helped us move much faster. We didn't always need to build models from scratch, but we did need to understand what those models were aiming for. That's the real distinction between technical literacy and technical fluency: One is about credibility, but the other is about clarity. When everyone's on the same page, people align, and products get better.

Having this approach enabled us to bring in outside subject-matter experts, test assumptions early and avoid costly missteps that often come from internal echo chambers. Regardless of whether your team is fluent in Python, the ability to communicate clearly across complexity is what ultimately drives the company's momentum.

Hire smart

I once read a quote from David Ogilvy that stuck with me:

“Hire people who are better than you are, and then leave them to get on with it.” In tech, that means surrounding yourself with brilliant engineers, designers and product minds, and focusing your own energy on alignment, direction and decision-making.

Building a company is about asking better questions, setting the right priorities and making sure your team is rowing in the same direction. That requires trust, communication and discipline, not technical depth. It also means knowing how to translate business needs into technical priorities, and vice versa.

When it comes down to it, a founder’s job is to build bridges. Between vision and execution. Between product and people. Between strategy and reality. The most valuable skill in business isn’t your ability to code; it’s your ability to connect. Not being afraid of connecting strong, self-motivated individuals in your business is not only a recipe for success – it’s just good business sense.

Related: How (Not Why) You Need to Start Hiring People Smarter Than Yourself

Letting go

Rapid-growth companies face a specific leadership challenge: knowing when to direct and when to step back. For founders, especially those without technical backgrounds, there’s a strong temptation to stay hands-on with every detail. According to a Harvard Business Review study, 58% of founders struggle to let go of control, often remaining stuck in what’s known as “founder mode,” even when the company is ready to scale.

Being stuck in founder mode can slow down progress, stifle creativity and burn out the very experts hired to build. The job of the founder is to hold the vision and define the “what”

and “why,” while trusting the team to figure out the “how.” That means giving engineers autonomy to explore solutions and trusting their understanding of the mechanics.

At the same time, it’s important to stay connected to the people you’re building for. From my experience, I made sure to spend time with athletes, coaches and trainers — not just as a former player, but as a product owner committed to learning. That user feedback wasn’t just helpful; it became a compass for the tech. Just because we may need to let go of day-to-day, doesn’t mean we can’t get involved in other ways.

At a certain point in any startup’s life, there is a transition from idea to alignment. Engineers speak in sprints and system architecture. Investors speak in ROI and risk. Users speak in frustrations, workarounds and outcomes. As a founder, your job is to be the connector between all of them, bridging the gap between engineers, users and investors, often speaking three very different languages in the same meeting.

Related: Are You Running Your Business — or Is It Running You? How to Escape ‘Founder Mode’ and Learn to Let Go

That means being able to explain what users actually want to your developers, breaking down technical constraints in a way your investors can understand and communicating a vision clearly enough that everyone in the business can see where they fit in. This is what makes a product usable, turns a group of builders into a team and ultimately transforms a good idea into a lasting company.

In today’s world, not every founder comes from a technical background, and that’s no longer a dealbreaker. With AI projected to grow 28.5% by the end of the decade, even specialists are racing to keep up with emerging innovations. In such a fast-moving environment, the expectation that any one person, founder or otherwise, will master every detail is both unrealistic and counterproductive.

The reality is this: You don’t need to code to build in tech, but you *do* need to translate. The ability to connect across disciplines has become the most important skill to develop — not just as someone building a company, but as someone leading one.

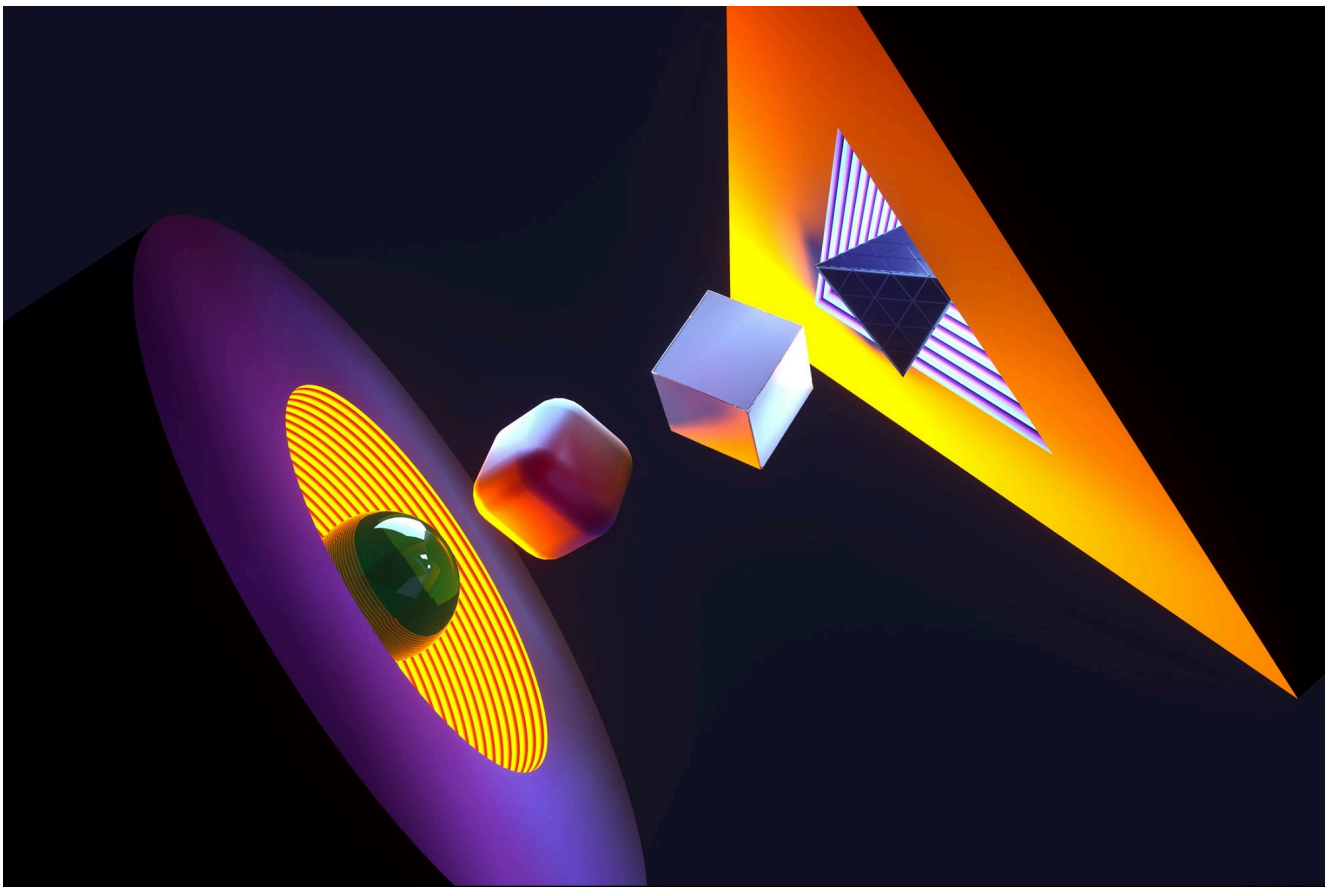
If my experience in the NBA has taught me anything, it’s that every good team is made up of strong translators: people who understand both the locker room and the boardroom, coaches who can speak to data analysts and players, and leaders who can turn strategy into execution. Unsurprisingly, this is exactly what tech startups need, too.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/growing-a-business/building-tech-with-no-experience-taught-me-this-key-skill/496124

Web3’s Speed Is No Longer Optional. It’s the Path to Adoption.



Opinions expressed by Entrepreneur contributors are their own.

After Bitcoin launched in 2009, it became clear to proponents that it would have a difficult time ever becoming “electronic cash.” It was too slow and decentralized. Instead, the consensus was reached that its purpose should fit its architecture. The pivot was important: Bitcoin aimed to be a decentralized store of value — a digital vault. It wasn’t built for speed, and as a store of value, it would never *need* to be fast.

Ten-minute block times were acceptable because they didn’t need to be used for daily payments, let alone real-time gaming or algorithmic trading. It wouldn’t have to compete with Visa or PayPal; it simply had to serve as a hedge against macroeconomic and geopolitical risks, like its gold and rare metal counterparts.

As such, its limited throughput was reframed as a feature rather than a flaw, a security trade-off that prioritized immutability and decentralization over instant convenience.

In many ways, Bitcoin became a philosophical statement about the trade-offs inherent in trustless systems, teaching the industry that decentralization has costs, but those costs define its unique value proposition.

Related: **America Needs a Bitcoin Reserve – Here's Why**

The blockchain space has evolved far beyond its origins, and no other chain can attempt to recreate Bitcoin's narrative. In 2025, Web3 is no longer about theoretical use cases. It is powering actual economies, which rely on fast finality and battle-tested security. Tokenized assets, payments apps, decentralized finance, consumer loyalty, identity, gaming and increasingly AI systems all rely on the same foundation: scalable, low-latency infrastructure.

These real-world applications demand performance that was inconceivable in the early days of cryptocurrency. The promise of decentralized technology can no longer exist solely as a concept; it must operate at the speed, scale and reliability that modern users have come to expect.

But that foundation is nowhere near where it needs to be. Today's blockchains are asked to perform like global-scale platforms, even as most still struggle with 1990s-era throughput. That mismatch is the biggest threat to Web3's future, the distance between what's demanded of a decentralized blockchain and what these protocols can actually offer.

Most chains today still process fewer than 100 transactions per second. Legacy networks like Visa can handle tens of thousands without breaking a sweat. High-frequency trading platforms operate with microsecond latency. And yet we expect developers, enterprises and users to build and transact on infrastructure that's slower than dial-up.

Related: **Why Gold and Bitcoin Are the Go-To Safe Havens in 2025**

The public will not wait for us to catch up. They are used to seamless, real-time experiences. Anything less feels broken. This is not a matter of optimization. It is a question of survival. If we do not build for performance, we will not be taken seriously. Web3 cannot survive on nostalgia or theoretical ideals alone; it needs infrastructure capable of handling the realities of billions of users, each expecting instant results, frictionless interaction and financial security at all times.

What Web3 needs now is a clean break from legacy limitations. The next generation of chains must be built for speed from day one. This includes advanced sequencing architectures that allow networks to prioritize and order transactions efficiently. It also includes parallelized execution, which enables blockchains to process thousands of transactions simultaneously, rather than one after another, in a single line. On top of that, developers need predictable fee structures that make sense at scale. Micropayments don’t work when fees are higher than the transaction itself. Without these foundational changes, innovation will remain bottlenecked and adoption will stall.

None of this is optional anymore; If we want blockchain technology to serve billions of users, we need infrastructure that performs like global financial rails. That means sub-second latency. It means tens of thousands of transactions per second. It means costs that make sense for everyday use.

Some of this is already underway. Several high-throughput chains are being tested right now, and a few are in production. Polygon PoS is expected to cross 5,000 transactions per second this year. Within the next twelve to eighteen months, 100,000 TPS is within reach. At that point, Web3 can begin to seriously challenge legacy platforms.

Plus, with the power of ZK technology, we can now have institution-grade blockchains that can provide 10s of

thousands of TPS with full control and compliance available to the corresponding institution. Zero-knowledge proofs allow for privacy-preserving verification and regulatory compliance simultaneously, making it possible for institutions to leverage public blockchains without compromising security or governance requirements.

Related: I Studied 233 Millionaires — These Are the 6 Habits That Made Them Rich

But we can't afford to celebrate incremental improvements. Speed is not just a technical achievement. It is what unlocks the real-world applications we have been promising for over a decade. Without it, we stay stuck in the prototype phase.

The next generation of the internet won't wait for us. It will move forward with or without blockchains at its core. If Web3 wants to be part of that future, it must start building like it.

Now.

After Bitcoin launched in 2009, it became clear to proponents that it would have a difficult time ever becoming "electronic cash." It was too slow and decentralized. Instead, the consensus was reached that its purpose should fit its architecture. The pivot was important: Bitcoin aimed to be a decentralized store of value — a digital vault. It wasn't built for speed, and as a store of value, it would never *need* to be fast.

Ten-minute block times were acceptable because they didn't need to be used for daily payments, let alone real-time gaming or algorithmic trading. It wouldn't have to compete with Visa or PayPal; it simply had to serve as a hedge against macroeconomic and geopolitical risks, like its gold and rare metal counterparts.

As such, its limited throughput was reframed as a feature

rather than a flaw, a security trade-off that prioritized immutability and decentralization over instant convenience.

In many ways, Bitcoin became a philosophical statement about the trade-offs inherent in trustless systems, teaching the industry that decentralization has costs, but those costs define its unique value proposition.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/leadership/web3s-speed-is-no-longer-optional-its-the-path-to/495846

Generative AI Is Completely Reshaping Education. Here’s Why Leaders Can’t Afford to Ignore It.



Opinions expressed by Entrepreneur contributors are their own.

This is the second installment in the “1,000 Days of AI” series. As an AI keynote speaker and strategic advisor on AI university strategy, I’ve seen firsthand how generative AI is transforming education — and why aligning with the future of learning is now a leadership imperative.

I’m starting with education, not because it was the most disrupted, but because it was the first to show us what disruption actually looks like in real time.

Why start here?

Education is upstream to everything. Every future engineer, policymaker, manager and founder is shaped by what happens in a classroom, a lecture hall or a late-night interaction with a search engine. When generative AI arrived, education didn’t have the luxury to wait. It was forced to adapt on the fly.

ChatGPT didn’t quietly enter higher education. It detonated.

Assignments unraveled. Grading frameworks collapsed. Students accessed polished answers in seconds. Faculty were blindsided. Institutional responses were reactive, inconsistent and exposed deep fractures in how learning was being defined and delivered.

The idea that education meant memorization and regurgitation cracked almost overnight.

Related: How AI Is Transforming Education Forever — and What It Means for the Next Generation of Thinkers

AI in education didn't break higher ed — It exposed the disconnect

Long before AI, colleges were already straining under somewhat outdated models — rigid lectures, static syllabi, compliance-heavy assessments and a widening chasm between classroom instruction and workforce reality. Students were evolving faster than the systems designed to serve them.

Generative AI made that gap impossible to ignore. Within months of its release, a majority of students admitted to using ChatGPT or similar tools for coursework. Meanwhile, most college presidents acknowledged they had no formal AI policy in place. The dissonance was loud, and it created not just urgency, but opportunity.

In the past year, I've partnered with some of the largest education systems in the world to help develop their AI strategies. We co-developed governance frameworks, launched executive working groups, crafted responsible use guidelines and trained thousands of faculty across campuses. The goal wasn't just to respond; it was to lead.

At the same time, I've worked with community colleges — the frontline of workforce development. These institutions feel disruption first and move fastest. I've helped their leaders

connect generative AI to student outcomes, integrate tools into classroom experimentation and align innovation with workforce readiness and equity.

Whether it’s a flagship university or a high-impact college, the principle is the same: Strategy must align with people, culture and mission. The institutions making the biggest strides aren’t the ones with perfect AI plans. They’re the ones willing to move while others wait. This momentum is powered by intrapreneurship on the inside, and increasingly, by student-driven entrepreneurship on the outside.

Students are becoming entrepreneurs

Students aren’t waiting for permission; they’re reinventing how learning works. They adapt quickly, embrace emerging technologies and experiment boldly. Some might call it cheating. I’d call it testing the system.

Today’s students no longer see education as a linear path to a degree. They see it as a launchpad for ideas.

They’re using not just ChatGPT, but a full arsenal of AI tools — Perplexity, Gemini, Claude and more — to write business plans, generate branding, build MVPs and pressure-test real-world ideas. In fact, some aren’t just using tools; they’re creating their own. They’re not waiting to be taught. They’re teaching themselves how to build, launch and iterate.

And yes, some of it is used for shortcuts. For cutting corners. For getting around assignments. Academic integrity is a real issue and one that institutions must address. But it’s also a signal that the system itself needs to evolve. These students are not just bypassing rules — they’re stress-testing the relevance of education as it exists today. And this is where intrapreneurs inside the system become critical to bridging the gap.

Related: Why We Shouldn't Fear AI in Education (and How to Use It Effectively)

Intrapreneurs are moving institutions forward

We all know that innovation rarely happens in the corner offices. The most powerful change isn't coming from executive memos. It's coming from the ground up.

I've seen faculty members redesign assessments to include AI. Academic advisors build GPT-powered chatbots for student support. Department chairs test automated grading workflows while central IT is still writing policy. These are intrapreneurs — internal innovators leading with agility.

My work has always been to help them scale and to get out of their way. Real transformation happens when governance, incentives and innovation align — and when execution is taken seriously.

What institutions are doing that works

Here are five moves I've seen deliver the greatest impact across leadership, faculty and students alike.

1. **Accept that change is inevitable:** Ignoring, shaming or regulating innovation won't stop it. Institutions must choose to engage with change, not resist it.
2. **Acknowledge that learning is now co-created:** In many cases, students are more fluent in new tools than faculty. It may feel awkward — but that discomfort is the birthplace of co-creation and collaborative innovation.

3. **Support intrapreneurship and entrepreneurship:** Encourage faculty and staff to experiment internally while also supporting students who are launching startups or prototyping ideas using AI.

Institutions that move now are defining the next decade of learning. That doesn't mean ignoring issues of academic integrity or the risks of cognitive offloading – we don't know what we don't know. But that uncertainty should inform us, not paralyze us.

The institutions that will thrive in the next 1,000 days aren't those with the most tech. They're the ones that create space to adapt, listen and lead from every level – through both intrapreneurship and entrepreneurship.

Related: How AI, Funding Cuts and Shifting Skills Are Redefining Education – and What It Means for the Future of Work

Leadership is no longer a title; it's a posture. Every instructor redesigning a course, every student experimenting with AI, every staffer who builds a better workflow is shaping the future of education.

According to the World Economic Forum, over 40% of core job skills will shift in the next five years. That's not a prediction – it's a mandate.

The only way forward is to build systems that learn as fast as the people in them. Presidents and provosts can provide vision, but it's intrapreneurs who will make it real. Transformation won't be dictated from above. It will be powered from within.

AI is not the end. It's the beginning of a new way of learning and a new kind of leadership.

Coming next in the "1,000 Days of AI" series: Higher education

wasn’t ready for AI, but students forced the conversation. K-12 is even more essential because critical thinking, ethical reasoning and digital fluency must begin long before college.

https://www.entrepreneur.com/science-technology/how-generative-ai-is-completely-reshaping-education/495443

Why Do Customers Say Yes to Buying — But Don’t Follow Through? Discover the Hidden Reasons Behind Lost Sales



Opinions expressed by Entrepreneur contributors are their own.

You have had a promising conversation with your customer. They nodded, said they liked your offer, maybe even said, “Yes, sounds good.” But then there was no follow-up, no payment from that customer and you see zero sales.

If this has happened more than a few times, you’re not alone. According to a HubSpot study, 60% of customers say “yes” or show interest during a sales process but end up ghosting before the transaction is completed, at least four times before they buy. So what gives?

In business, the gap between “yes” and “checkout” is where most opportunities quietly die. It’s not just a sales problem. It’s a clarity problem, a trust problem and sometimes just bad timing. Let’s break down some most common reasons people agree with your pitch but still walk away and what you can do to close the loop.

Related: Cart Abandonment Is Costing You Customers – Here’s How to Stop It

1. They didn’t want to be rude

Sometimes your customer may say yes just to end the conversation and avoid conflict. In sales, politeness can be your biggest illusion. The prospect may have no real intention to buy, but they nod, smile and may say, “I’ll think about it,” or “Send me the link.” We often take that as a green light. But it is not.

What to do:

Instead of asking, “Are you interested?” you can ask something slightly more specific, such as “What concerns do you still have?” or “Is this something you’re ready for now, or down the line?”

Let them tell you the truth before you waste time chasing a dead lead.

2. They don’t trust something – yet

Trust is rarely built in a single conversation or one landing page. A customer might be sold on the product but unsure about your brand, your return policy or whether you’ll deliver what you promised. Even if they like what they hear, hesitation can creep in the moment they feel even slightly uncertain, especially in crowded markets.

What to do:

Make your trust signals visible and easy to verify. Add real testimonials (not vague ones), a money-back guarantee or some transparency around how long shipping or onboarding takes.

3. The decision wasn’t fully theirs

Customers will sometimes say yes because they want to buy, but they are not the final decision-maker. This is more common in B2B, but it happens in everyday transactions too (think of someone needing to check with their spouse or manager).

It’s not that they didn’t like your offer. They just weren’t authorized to pull the trigger.

What to do:

Ask directly, “Is there anyone else who needs to sign off on this?” earlier in the conversation. If the answer is yes, give them shareable materials, FAQs or a few quick demos that they can easily forward.

Related: Beyond the First Sale – How to Keep Your Customers Coming Back for More

4. They mentally said “not now”

Timing is a silent killer in sales. You pitch something that

makes sense, and the customer is also mentally on board, but their priorities can shift. They may say yes, but they mean, “Yes … eventually.” And that “eventually” can slip off their radar unless you follow up with the right nudge.

What to do:

Instead of just asking, “Are you ready to buy now?” give them a reason to act sooner. A limited-time benefit, a booking link with available slots or even a checklist to prep for onboarding can shift their mindset from eventually to let’s do it now.

Don’t push them, but you can try to shorten the gap between their interest and action.

5. The process was just slightly too complicated

It only takes a little bit of friction to lose a sale. One more form field, an unclear shipping note or maybe they have to complete too many steps to checkout. When people say yes, they’re thinking emotionally. But when they try to buy, logic will come. And if your checkout flow or subscription process makes them pause even for a second, they might not come back.

What to do:

Audit your purchase or sign-up process. Look for small steps that feel unnecessary or confusing. If you run an online store or take orders digitally, use tools that allow clear, intuitive checkout (with mobile in mind).

Even service businesses(whether selling bouquets or booking consultations) benefit from POS tools that can streamline customer flow without needing custom development.

6. The value didn’t match the price – in their mind

They might agree with you in theory, but when it came down to payment, they didn’t feel like it was worth it for them. That doesn’t mean your offer was overpriced, just that the value wasn’t clearly communicated in a way that resonated. People don’t buy features, they buy outcomes. So, if those outcomes are not obvious to them, your pricing will always feel high, even if it’s not.

What to do:

Focus less on what the product is and more on what it does for that specific customer. Use examples or quick before-and-after stories that will show transformation. Let them picture themselves with the result. Also, consider offering flexible pricing (even if it’s temporary) to meet them where they are.

Related: Forget Selling. Here’s How to Spark Relationships Your Customers Won’t Walk Away From

7. They got distracted – and didn’t come back

Modern customers are distracted. They’re scrolling during meetings, browsing tabs between errands and half-reading product pages while standing in line at the grocery store. Even with the best intentions to buy, their attention is fragile. One notification or interruption, and your offer can fade into the noise. They may have been 90% there and then forgot entirely.

What to do:

Don’t assume a lost sale means disinterest. You can use light, timed follow-ups like abandoned cart emails, reminder messages

or even a friendly “Hey, still interested?” nudge.

Also, make re-entry easy. If they do return, don’t force them to start over. Keep their cart, save their last viewed items and reduce the steps they need to take to finish what they started.

There’s still a lot that can derail a buying decision between agreement and action. The trick is to build systems, messaging and good follow-up strategies that carry people over that final stretch. Good luck!

You have had a promising conversation with your customer. They nodded, said they liked your offer, maybe even said, “Yes, sounds good.” But then there was no follow-up, no payment from that customer and you see zero sales.

If this has happened more than a few times, you’re not alone. According to a HubSpot study, 60% of customers say “yes” or show interest during a sales process but end up ghosting before the transaction is completed, at least four times before they buy. So what gives?

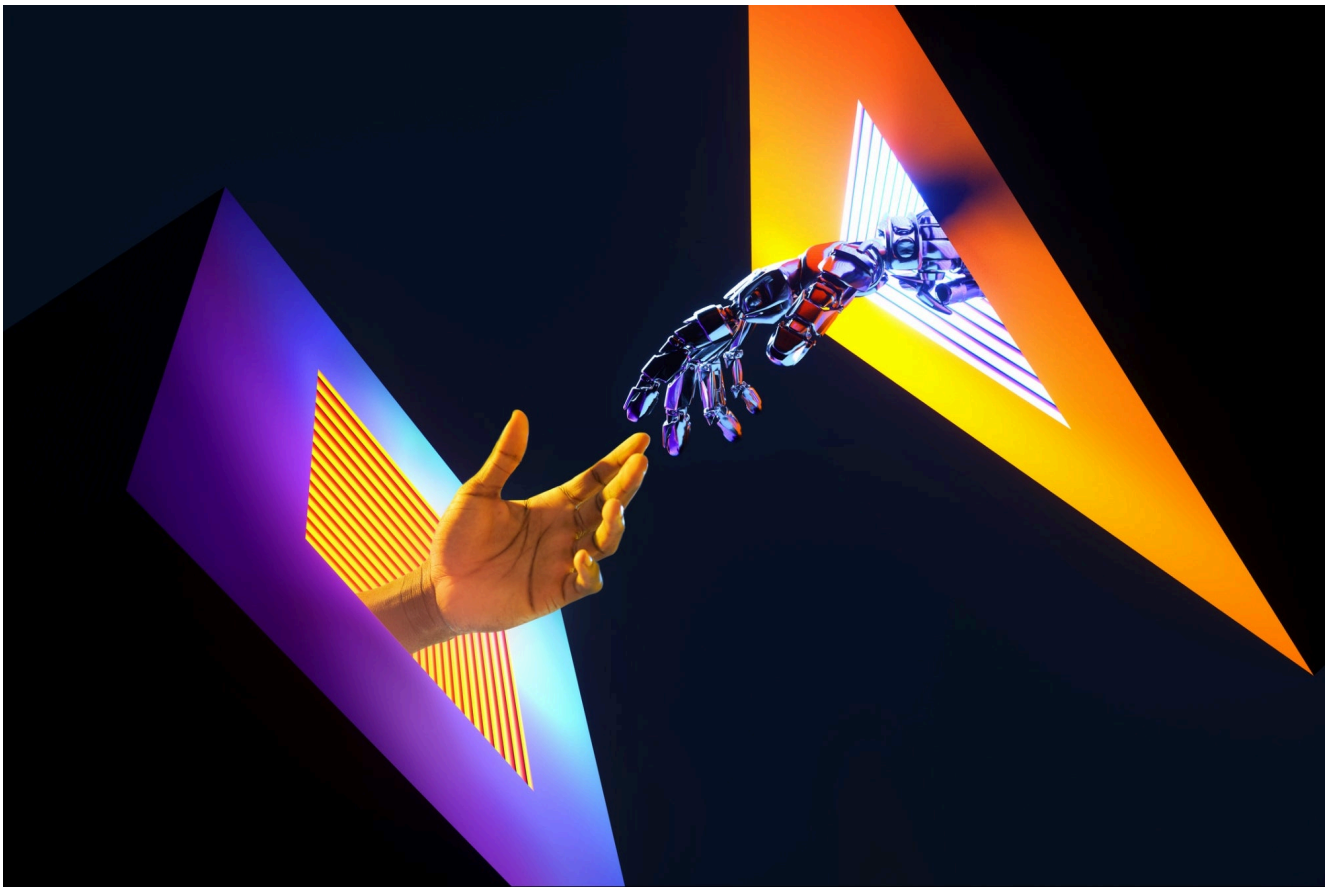
In business, the gap between “yes” and “checkout” is where most opportunities quietly die. It’s not just a sales problem. It’s a clarity problem, a trust problem and sometimes just bad timing. Let’s break down some most common reasons people agree with your pitch but still walk away and what you can do to close the loop.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/growing-a-business/how-to-overcome-these-7-hidden-purchase-barriers/494911

AI Won’t Wait for Your Strategy — Why Should Your Leadership?



Opinions expressed by Entrepreneur contributors are their own.

AI is rewriting the playbook for businesses, and it’s reshaping market winners and losers in real time. The next several years may well decide which companies survive and which get squeezed based on who can keep up with the pace of change.

When cloud computing transformed the tech world, it took a decade to reach mass adoption. Gen AI achieved the same scale in just a year, and Agentic AI, poised to become mainstream

next year, is setting a new benchmark, already boasting a 50% adoption rate among tech execs. With AGI (superhuman AI) on the horizon, the rate of change will be almost incomprehensible, transforming life as we know it.

In North America, 66% of organizations using AI agents report measurable productivity gains, 73% view their strategy as a competitive edge, and nearly half worry they're already lagging behind their competitors.

Despite anxious headlines (and even some dire warnings), I'm energized by the possibilities — and I share that optimism with my team, focusing on the transformative opportunities AI unlocks.

Related: Artificial General Intelligence: The Next Frontier In Technology

But optimism alone doesn't cut it. The pace of change is so quick that the only way to build business resilience is to match it with speed and precision. I've always believed in short timelines and fast results, but now they're non-negotiable.

The question for leaders is how to build organizations that can move as quickly and as intelligently as the world around them. Here's how to get there:

As a leader, you've likely got a plan in place for the next three to five years. But with the velocity of change, it's tough to see what's around the corner. That doesn't mean you can't set your business up for success, no matter how the landscape evolves. You just need to build the right foundation:

A strong and unwavering vision and

mission

No matter how fast AI evolves, your company's mission should remain steady. A clear, simple and consistent purpose keeps teams rowing together. For us, it's about transforming access to the digital world. We do this by delivering content that is compliant and performing – both for humans and AI.

What *will* evolve is how we execute on that vision. Today, we're transforming our platform capabilities with agentic AI; tomorrow, emerging technologies may lead us to new strategies. But the mission itself? That provides focus and steadiness through change.

Collaboration that moves as fast as AI

I've seen organizations where leaders are incentivized to compete against one another, yet research has shown that internal competition can actually stifle innovation. A better approach? Empower cross-functional teams to collaborate on strategic thinking at all levels.

Problems don't care which department 'owns' them, and neither should your organization. I don't hesitate to bring everyone involved in a project into the same room, regardless of title or position. Flattening hierarchies and breaking down silos accelerates decision-making, fosters shared accountability and unlocks the kind of speed and creativity AI demands.

Related: Is AI Truly Driving Your Growth – or Wasting Your Time?

A relentless commitment to AI

alignment

Keeping pace with today's market realities requires more than urgency; it demands alignment on *why* we must keep embracing AI's evolution. That understanding can't be assumed. During a recent company-wide meeting on agentic AI, someone asked if we had invented the technology. It was a powerful reminder that we aren't all starting from the same place.

While I've never been one to mince words, alignment only happens when people truly comprehend what's happening and what's at stake. In recent months, I've made it a priority to connect directly with our entire global team, along with sharing regular updates through a recurring internal newsletter.

The goal? Ensure everyone feels informed, empowered and included in the journey ahead.

Pulling your team toward AI versus pushing them

Resistance to change is often endemic, particularly in larger organizations. But forcing change is not the answer, either. While I actively encourage everyone to explore AI, I believe people need to pull themselves toward the opportunity.

This requires fostering a culture where continuous learning and experimentation are encouraged — and where failure is seen as a necessary part of growth. Ultimately, it's about helping people understand that the more you pull yourself toward change, the more successful you'll be. The more you push away, the more it's going to hurt.

AI-paced decision-making (quarterly business reviews won’t cut it)

AI compresses timelines. To move quickly, you need to dramatically increase your cadence. It may sound excessive for a busy CEO, but I meet weekly with our product teams and monthly with leadership to fine-tune execution. That way, we can quickly test assumptions, learn from real-time feedback and adjust course.

Of course, evolving your culture to one of fast execution doesn’t mean barrelling ahead recklessly — it’s about establishing a steady rhythm of learning, iterating and improving at a pace that matches the world around you.

That shift has already started paying off. I’ve seen early results in productivity: our team is more agile than ever, moving from idea to execution in a fraction of the time.

Related: A Founder’s Guide to Building a Real AI Strategy

But this isn’t just about speed. In our case — and likely for many other organizations — agentic AI is expanding the kinds of problems we can solve and the customers we can serve. So much so that we’re betting on a massive expansion of our total addressable market within the next three years.

The real lesson of leading at the speed of AI is not about simply surviving the next wave of disruption; it’s about positioning your organization to shape it. At the end of the day, leaders must envision where the world is going, bring that future into their organizations and inspire their teams to take the leap alongside them.

This is no time to wait and watch.

Today it’s agentic; tomorrow it will be AGI. Either way, if you don’t adapt, you can be sure others will.

AI is rewriting the playbook for businesses, and it’s reshaping market winners and losers in real time. The next several years may well decide which companies survive and which get squeezed based on who can keep up with the pace of change.

When cloud computing transformed the tech world, it took a decade to reach mass adoption. Gen AI achieved the same scale in just a year, and Agentic AI, poised to become mainstream next year, is setting a new benchmark, already boasting a 50% adoption rate among tech execs. With AGI (superhuman AI) on the horizon, the rate of change will be almost incomprehensible, transforming life as we know it.

In North America, 66% of organizations using AI agents report measurable productivity gains, 73% view their strategy as a competitive edge, and nearly half worry they’re already lagging behind their competitors.

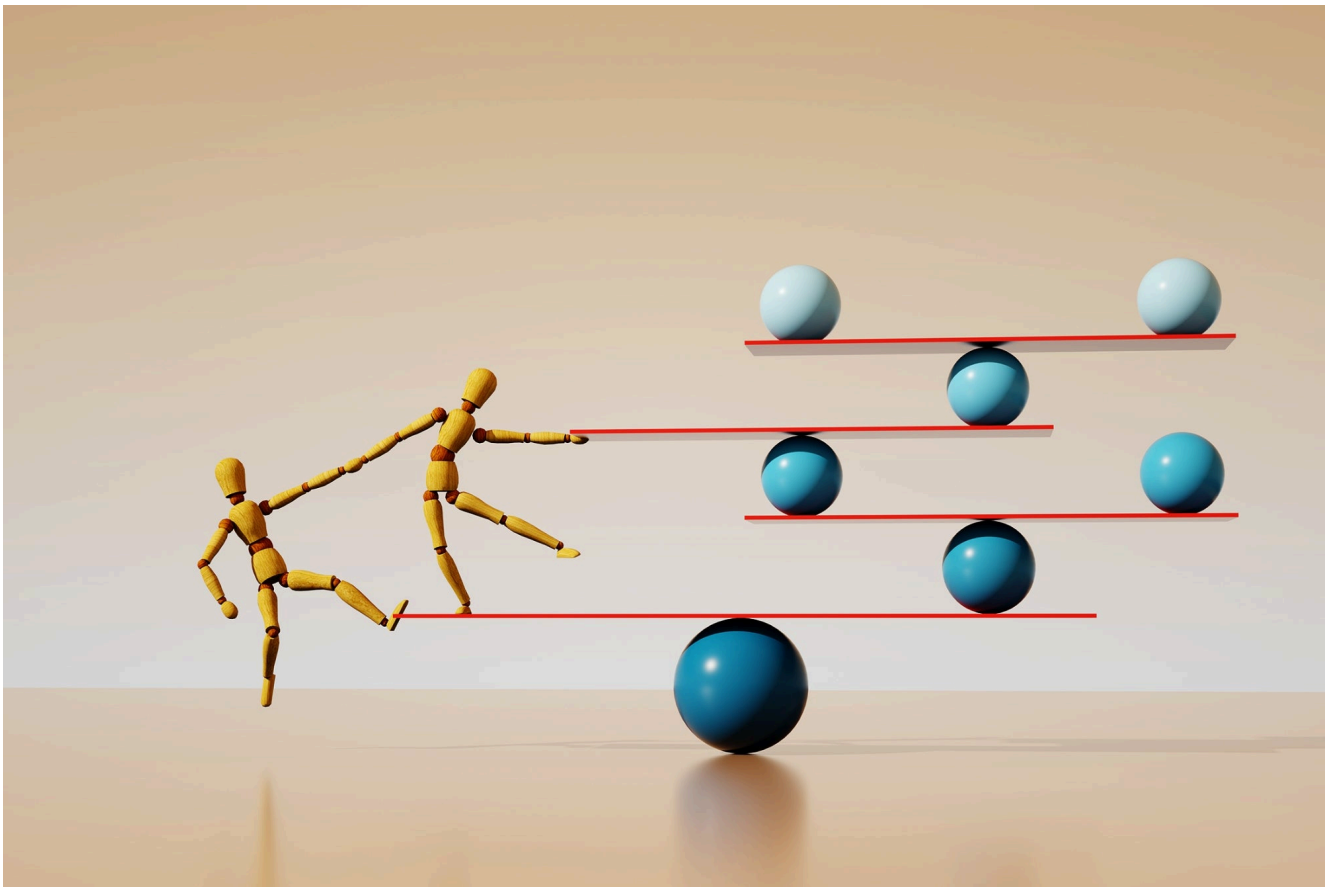
The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/leadership/ai-wont-wait-for-your-strategy-why-should-your/496208

My Husband and I Have Built Multiple Businesses Together — Here’s How We Make It Work

in Business and in Life



Opinions expressed by Entrepreneur contributors are their own.

Working with your spouse might sound like a dream come true — or a complete nightmare — depending on who you ask. For my husband Derek and me, it's been an incredible adventure. Over the years, we've teamed up to build multiple businesses, and while it's had its challenges, it's also brought us closer together in ways I never imagined. Along the way, we've learned a ton about navigating entrepreneurship as spouses, and today, I'm sharing what's worked for us to make it not just functional but rewarding.

Whether you're thinking about starting a business with your spouse or trying to fine-tune your existing setup, here's why working with your partner can be amazing and how to make it work and make it fun.

1. Shared goals strengthen your bond

When Derek and I first started working together, we quickly realized how powerful it is to share a vision. We're not just working toward financial success; we're creating something that reflects both of us, giving us a shared sense of purpose.

For example, our first business hit a snag early on, and instead of panicking, we leaned on our collective goal: creating a strong foundation for our family. That shared mindset gave us the focus to come up with solutions together. It's like building a house brick by brick — you're both invested in the outcome, which strengthens your partnership in and out of the office.

Related: The Truth About Being in Business With Your Spouse — How to Navigate Work and Life Together

2. Built-in trust and understanding

Running businesses requires trust, and who better to trust than your spouse? We know each other's strengths and quirks inside and out, which makes decision-making more efficient. If I'm uncertain about something, I know I can count on his perspective and vice versa.

For example, we once had to negotiate a risky deal to renovate and take over a nightclub. Because we trust each other's judgment implicitly, we were able to approach it with confidence. Knowing someone has your back makes all the difference when you're taking big risks.

3. Complementary strengths double

your capabilities

One of the best parts of our partnership is playing to each other's strengths. I'm all about seeing the big picture and creative strategies, while Derek excels at managing details and logistics.

We divide tasks accordingly. For example, in one of our retail ventures, I focus on marketing and brand development while Derek crushes it with inventory management and finances. This synergy means we cover more ground and we're not stepping on each other's toes.

4. Celebrating wins feels even sweeter

There's something extra special about celebrating achievements when you've worked together to make them happen. Whether it's launching something new, hitting a sales milestone or tackling a big challenge, every victory feels more meaningful.

I'll never forget the time we opened a second location for one of our businesses. It was an amazing feeling. These shared moments make all the hard work worth it.

Related: The Pros and Cons of Working With Your Spouse

5 tips for making it work

While the benefits of working with your spouse are plenty, it's not always smooth sailing. Here are the strategies Derek and I use to keep our personal and professional worlds in sync.

1. Define roles clearly

One of the easiest ways to run into trouble is by not being

clear on who does what. To avoid overlap and conflicts, Derek and I divide responsibilities based on our strengths and agree on who takes the lead in specific areas.

For example, I oversee branding and customer engagement while Derek handles operations and finance. This ensures we both have ownership in different areas, which eliminates unnecessary debates and increases efficiency.

2. Create boundaries between work and personal life

When your business partner is also your spouse, it's easy for work to take over every conversation – even dinner. To protect our personal time, we set boundaries.

Sundays (sometimes) are strictly no-work zones. These boundaries give us the freedom to reconnect as a couple, separate from our business lives.

3. Communicate openly and often

Communication is key for any business partnership and when you're working with your spouse, it becomes even more important. We schedule regular discussions about work projects, goals and challenges to stay aligned.

That said, we've learned to tackle the tough conversations, too. At one point, I felt overwhelmed by juggling business demands and home responsibilities. By sharing how I felt, we were able to redistribute our workload and bring in extra help where needed. Being open about issues early prevents misunderstandings from brewing.

4. Celebrate milestones – big and small

It's important to pause and recognize your achievements, even the small ones. Try to find ways to celebrate, whether it's a dinner date after closing a big deal or a simple toast at home when you hit a new monthly goal.

These little moments of joy make all the hard work feel worthwhile and they will keep you motivated for the road ahead.

5. Don’t shoulder everything alone

Just because we’re a team doesn’t mean we don’t rely on outside help. From hiring employees to outsourcing specialized tasks, we’ve learned the value of delegating.

For example, after bringing on a great bookkeeper, Derek was able to free up time for strategic planning — a mutually beneficial move. Knowing when and where to ask for help keeps us focused on what we do best.

Related: I Run a Business With My Husband. Here’s How We Make It Work (and How You Can, Too).

Final thoughts

Working with your spouse brings its fair share of challenges, but when done right, it can strengthen your relationship and create opportunities you never imagined. Derek and I have grown not just as entrepreneurs but as partners, learning to lean on each other’s strengths, celebrate victories and tackle challenges head-on.

If you’re thinking about starting a venture with your spouse, go for it! With clear communication, defined roles and a shared sense of purpose, you can build something incredible together and have a lot of fun along the way.

Working with your spouse might sound like a dream come true — or a complete nightmare — depending on who you ask. For my husband Derek and me, it’s been an incredible adventure. Over the years, we’ve teamed up to build multiple businesses, and while it’s had its challenges, it’s also brought us closer together in ways I never imagined. Along the way, we’ve learned a ton about navigating entrepreneurship as spouses,

and today, I’m sharing what’s worked for us to make it not just functional but rewarding.

Whether you’re thinking about starting a business with your spouse or trying to fine-tune your existing setup, here’s why working with your partner can be amazing and how to make it work and make it fun.

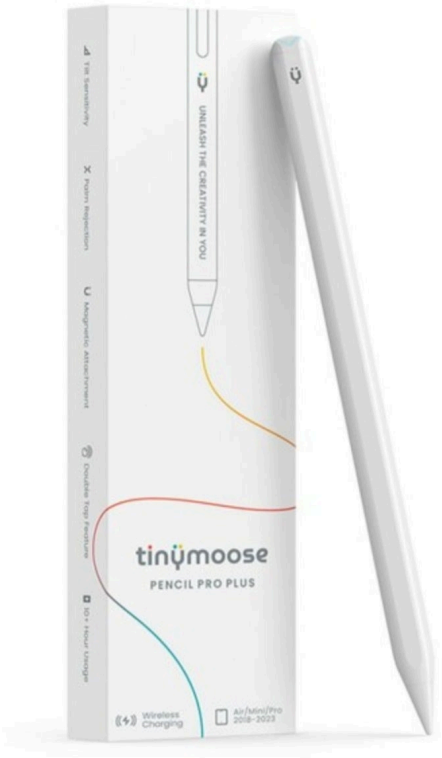
1. Shared goals strengthen your bond

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/starting-a-business/i-work-with-my-spouse-heres-how-we-do-it-successfully/494839

Entrepreneurs Can Master Digital Handwriting With This Stylus, Now 24% Off



Disclosure: Our goal is to feature products and services that we think you'll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

Seeing someone's handwriting increases perceptions of thoughtfulness, intelligence, and competence, according to a study published in the APA's Journal of Consumer Psychology. If you want to boost these things as an entrepreneur, but also want to stay in the 21st century, a stylus can be a great compromise.

The Tinymoose Pencil Pro Plus works with your iPad and allows you to write precisely right on the tablet, and right now this handy tool is on sale for $29.99 (reg. $39.95).

Take notes, sketch ideas, and more

with this stylus

Get back to the art of natural writing with the Tinymoose Pencil Pro Plus. It allows you to draw directly on any iPad Air, iPad Pro, or iPad mini released from 2018 to 2025, making it widely compatible and ready to help you get some work done.

The Pencil Pro Plus was designed with power users in mind, offering tilt sensitivity that allows for natural shading and varied stroke thickness, and palm rejection so you can rest your hand on the screen without accidentally making marks or ruining your creation. It also offers zero lag, so you can enjoy real-time response with pixel-perfect precision.

There’s a shortcut button for busy entrepreneurs – just press once to exit an app, twice to capture screenshots, and hold it down to power the pen on and off. It features Bluetooth connectivity, allowing you to see the battery status easily. And speaking of battery – it lasts up to 10 hours on a single charge, so it’s ready to stick with you through the workday.

Its lightweight aluminum alloy body makes it comfortable to write with for long periods of time. It also includes a magnetic attachment that offers wireless charging and snaps securely to the side of your iPad so you can keep track of it at all times.

Get a Tinymoose Pencil Pro Plus for just $29.99 (reg. $39.95) now.

StackSocial prices subject to change.

Seeing someone’s handwriting increases perceptions of thoughtfulness, intelligence, and competence, according to a study published in the APA’s Journal of Consumer Psychology. If you want to boost these things as an entrepreneur, but also want to stay in the 21st century, a stylus can be a great compromise.

The Tinymoose Pencil Pro Plus works with your iPad and allows you to write precisely right on the tablet, and right now this handy tool is on sale for $29.99 (reg. $39.95).

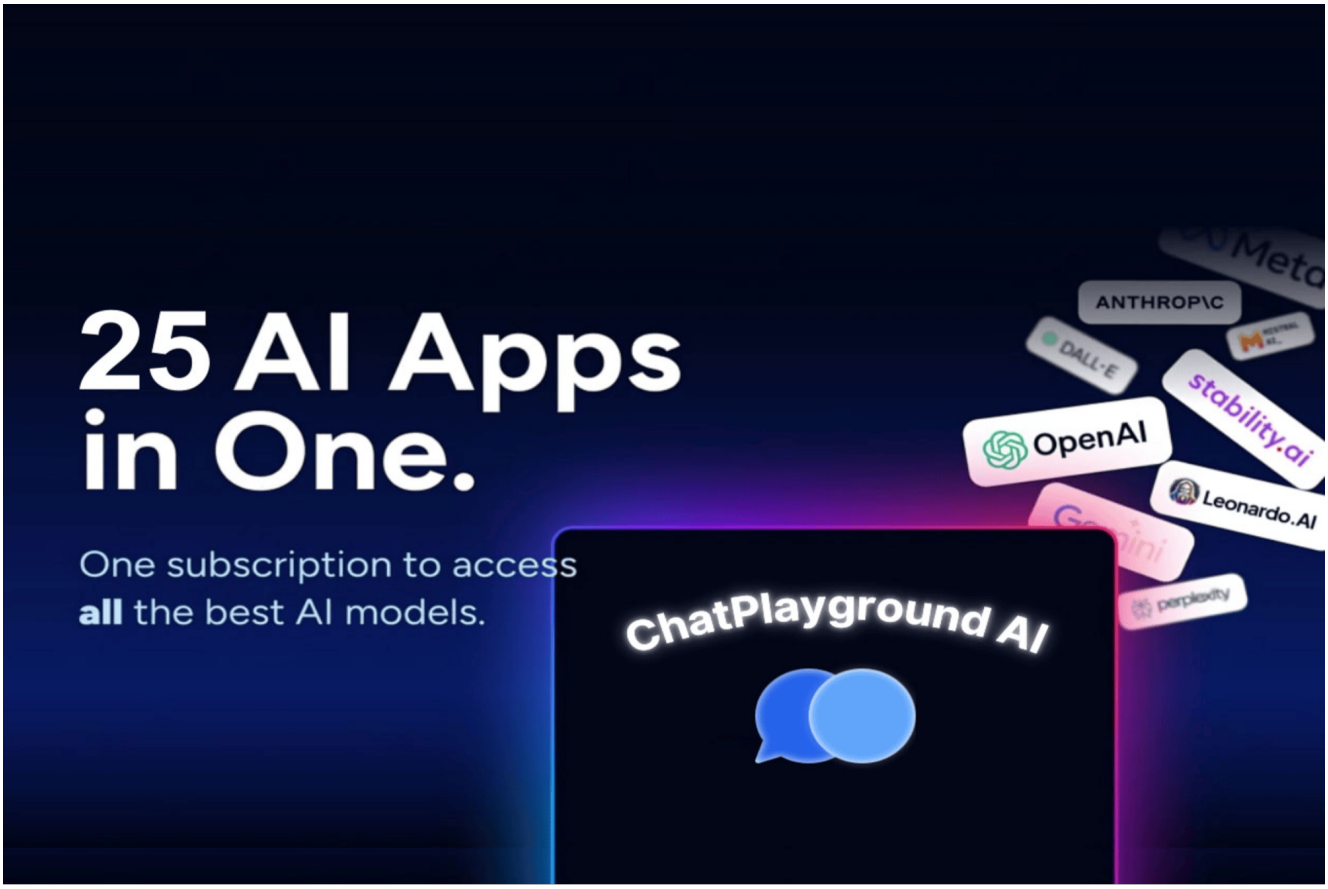
Take notes, sketch ideas, and more with this stylus

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/science-technology/entrepreneurs-can-master-digital-handwriting-with-this/496380

Stop Switching Tabs and Compare Every AI Model in One Place



Disclosure: Our goal is to feature products and services that we think you'll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

If you're working with artificial inteligence (AI) to streamline workflows, improve outputs, or test prompts at scale, ChatPlayground AI offers a focused solution: compare responses from 40+ AI models in a single view, without hopping between platforms. This lifetime subscription to the Unlimited Plan for $89.99 is great for users who need a reliable, centralized interface to optimize daily output and maximize the quality of generative AI results.

Whether you're a founder fine-tuning marketing copy, a developer experimenting with code generation, or a researcher looking to test variations in tone or logic, ChatPlayground gives you a unified workspace to view and analyze side-by-side responses from leading AI models — including GPT-4o, Claude Sonnet 4, Gemini 1.5 Flash, DeepSeek V3, Llama, Perplexity, and more.

This isn’t just about comparisons. The platform also includes powerful tools to help you iterate and implement: prompt engineering, AI image generation, file upload and chat for images and PDFs, and saved chat histories for future reference. The Chrome extension enables AI access directly from your browser.

The Unlimited Plan includes unrestricted monthly messages, making it ideal for heavy users running frequent queries or managing team workflows. You’ll also get priority support, early access to new features, and compatibility across any major desktop browser — no OS limits or device caps.

Built for scale and speed, ChatPlayground AI is a practical investment for entrepreneurs, marketers, analysts, and creators who want to make better use of generative AI — without wasting time jumping between tools or guessing which model will perform best.

For a limited time, take advantage of this deal on a lifetime subscription to ChatPlayground AI on sale for $89.99 (MSRP $619).

StackSocial prices subject to change.

If you’re working with artificial inteligence (AI) to streamline workflows, improve outputs, or test prompts at scale, ChatPlayground AI offers a focused solution: compare responses from 40+ AI models in a single view, without hopping between platforms. This lifetime subscription to the Unlimited Plan for $89.99 is great for users who need a reliable, centralized interface to optimize daily output and maximize the quality of generative AI results.

Whether you’re a founder fine-tuning marketing copy, a developer experimenting with code generation, or a researcher looking to test variations in tone or logic, ChatPlayground gives you a unified workspace to view and analyze side-by-side responses from leading AI models — including GPT-4o, Claude

Sonnet 4, Gemini 1.5 Flash, DeepSeek V3, Llama, Perplexity, and more.

This isn’t just about comparisons. The platform also includes powerful tools to help you iterate and implement: prompt engineering, AI image generation, file upload and chat for images and PDFs, and saved chat histories for future reference. The Chrome extension enables AI access directly from your browser.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/science-technology/stop-switching-tabs-and-compare-every-ai-model-in-one-place/496330

Handle Any PDF Task In-House, No IT Department Needed



Disclosure: Our goal is to feature products and services that we think you'll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

Juggling multiple apps to deal with PDFs? This PDF converter and editor brings it all under one roof. It's fast, reliable, and packed with the tools professionals actually need — minus the learning curve. Through September 7, use coupon code **SAVE20** to get a lifetime subscription for just $23.99 (MSRP $99.99).

If you need to convert a stack of PDFs into Word, Excel, or PowerPoint, or turn files and images into polished PDFs, consider it done. The software handles batch conversions and keeps layouts, formatting, and links intact. Plus, with built-in OCR, even scanned or image-based documents become fully editable — perfect for modernizing old files or pulling data from printed pages.

You can do way more than convert, too. Merge or split pages.

Reorder, rotate, or delete sections. Build and fill out interactive forms. Compress oversized files for easier storage. Add comments, watermarks, or password protection. Or unlock documents you need to access quickly. It’s a full editing suite, built to streamline document workflows for solo entrepreneurs, remote teams, or small businesses.

Compatible with both Windows and macOS (with editing tools coming soon to Mac), the license supports up to two devices and includes all future updates. This deal is available for new users only.

Use code **SAVE20** to get a lifetime license to this PDF Converter and Editor for just $23.99 through September 7.

StackSocial prices subject to change.

Juggling multiple apps to deal with PDFs? This PDF converter and editor brings it all under one roof. It’s fast, reliable, and packed with the tools professionals actually need – minus the learning curve. Through September 7, use coupon code **SAVE20** to get a lifetime subscription for just $23.99 (MSRP $99.99).

If you need to convert a stack of PDFs into Word, Excel, or PowerPoint, or turn files and images into polished PDFs, consider it done. The software handles batch conversions and keeps layouts, formatting, and links intact. Plus, with built-in OCR, even scanned or image-based documents become fully editable – perfect for modernizing old files or pulling data from printed pages.

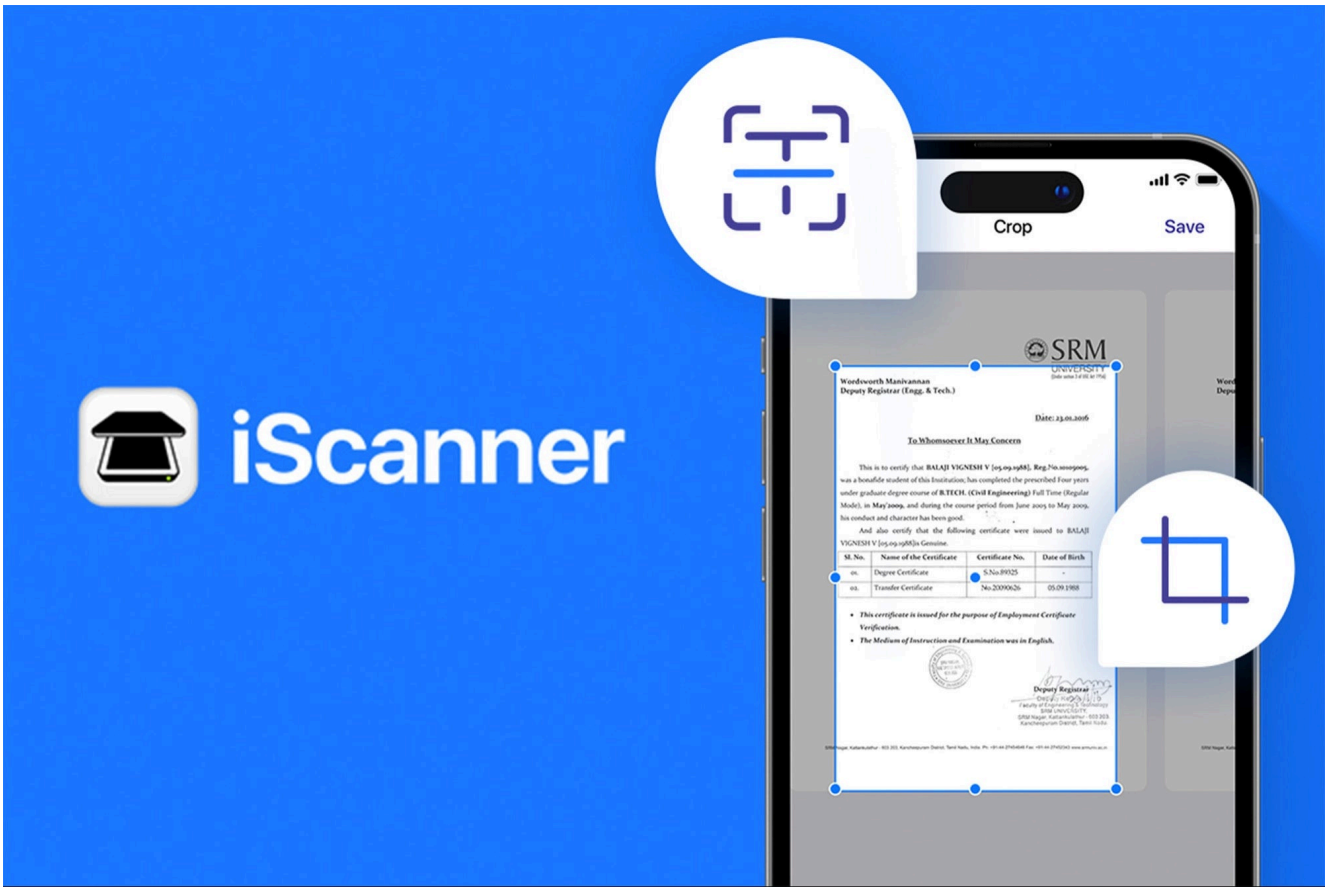
You can do way more than convert, too. Merge or split pages. Reorder, rotate, or delete sections. Build and fill out interactive forms. Compress oversized files for easier storage. Add comments, watermarks, or password protection. Or unlock documents you need to access quickly. It’s a full editing suite, built to streamline document workflows for solo entrepreneurs, remote teams, or small businesses.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/science-technology/handle-any-pdf-task-in-house-no-it-department-needed/496379

Scan, Sign, and Manage Your Documents Right From Your Phone



Disclosure: Our goal is to feature products and services that we think you'll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

If your business or work depends on documents, you need a scanner that can do more than just snap a photo. iScanner is a top-rated scanning and document management app that brings professional-level tools right to your phone or tablet – with no ads, no recurring fees, and a focus on secure, high-quality output. Score lifetime access to iScanner for the price of $24.99 until September 7 by entering promo code **SCAN** at checkout (MSRP $199.90).

With support for iOS and Android, iScanner lets you digitize everything from contracts and receipts to handwritten notes and math equations. Use it to scan documents, export to PDF, Word, Excel, JPG, or even TXT, and automatically straighten, crop, and clean up pages with AI. It also offers full OCR support (Optical Character Recognition) in 20+ languages so you can extract and edit text from scanned documents with ease.

But iScanner doesn’t stop there. You can sign forms, redact sensitive info, add watermarks, number pages, protect folders with a PIN, and even merge or split documents on the fly. Advanced scan modes let you handle IDs, passports, math problems, measurements, object counts, and QR codes. Plus, its intuitive file manager keeps everything organized with drag-and-drop, folders, and 200MB of included secure cloud storage.

For freelancers, remote teams, and small businesses, this is a pro tool built for real-world document workflows on your iPhone, iPad, or Android.

New users can get a lifetime subscription to the iScanner App for just $24.99 with code **SCAN** until September 7.

StackSocial prices subject to change.

If your business or work depends on documents, you need a scanner that can do more than just snap a photo. iScanner is a top-rated scanning and document management app that brings professional-level tools right to your phone or tablet – with

no ads, no recurring fees, and a focus on secure, high-quality output. Score lifetime access to iScanner for the price of $24.99 until September 7 by entering promo code **SCAN** at checkout (MSRP $199.90).

With support for iOS and Android, iScanner lets you digitize everything from contracts and receipts to handwritten notes and math equations. Use it to scan documents, export to PDF, Word, Excel, JPG, or even TXT, and automatically straighten, crop, and clean up pages with AI. It also offers full OCR support (Optical Character Recognition) in 20+ languages so you can extract and edit text from scanned documents with ease.

But iScanner doesn’t stop there. You can sign forms, redact sensitive info, add watermarks, number pages, protect folders with a PIN, and even merge or split documents on the fly. Advanced scan modes let you handle IDs, passports, math problems, measurements, object counts, and QR codes. Plus, its intuitive file manager keeps everything organized with drag-and-drop, folders, and 200MB of included secure cloud storage.

The rest of this article is locked.

Join Entrepreneur+ today for access.

https://www.entrepreneur.com/science-technology/scan-sign-and-manage-your-documents-right-from-your-phone/496378