

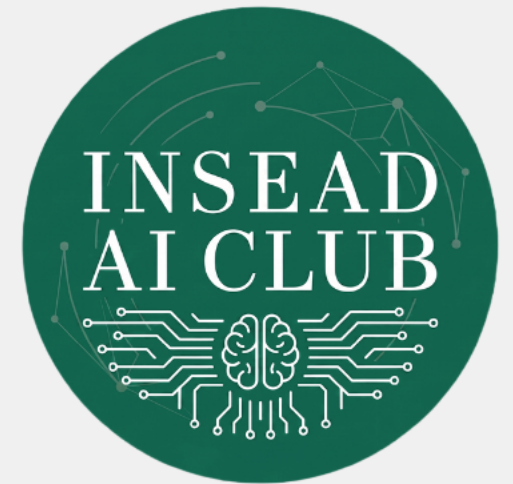
INSEAD AI Club - Event 01

# Overwhelmed by AI.

*A practical evening for the people quietly avoiding it.*

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Freddie Chambers . May 2026

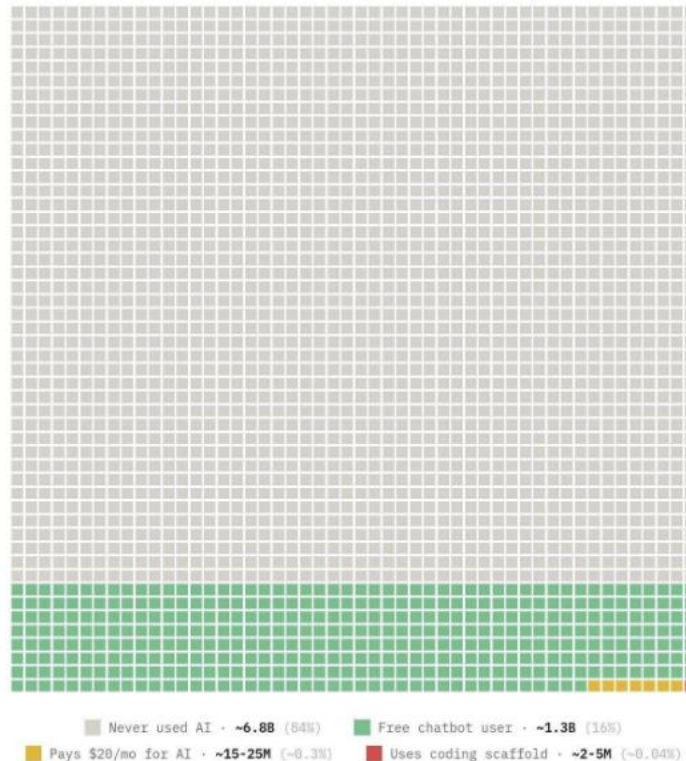


# You're already in the top 0.3%.

*Tonight, you'll be in the top 0.04%.*

Each dot is ~3.2 million people

2,500 dots = 8.1 billion humans. Color = most advanced AI interaction, Feb 2026.



*Each dot is 3.2 million people. The red dot at the bottom is you, tonight.*

Source: AuraPath, "84 percent pre-AI" survey (2026)

the gap

# 0.3

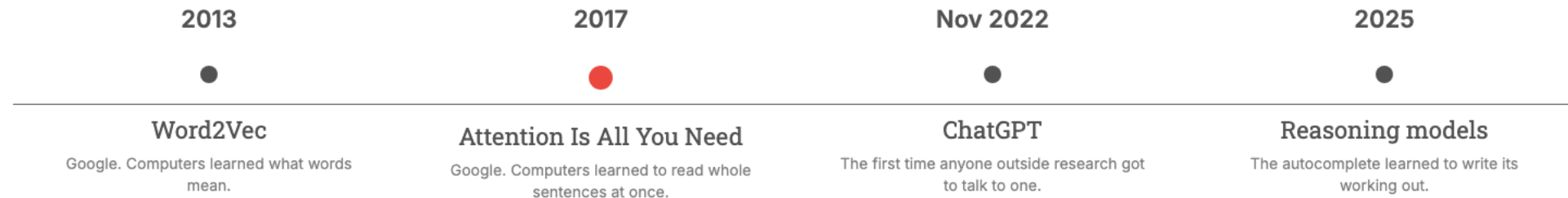
% of humanity paying for AI

*84 per cent of the world has never used AI. You paid 20 euros a month. That alone puts you in the top 0.3 per cent. Tonight is the rest.*

Freddie Chambers - May 2026

# AI didn't appear by magic.

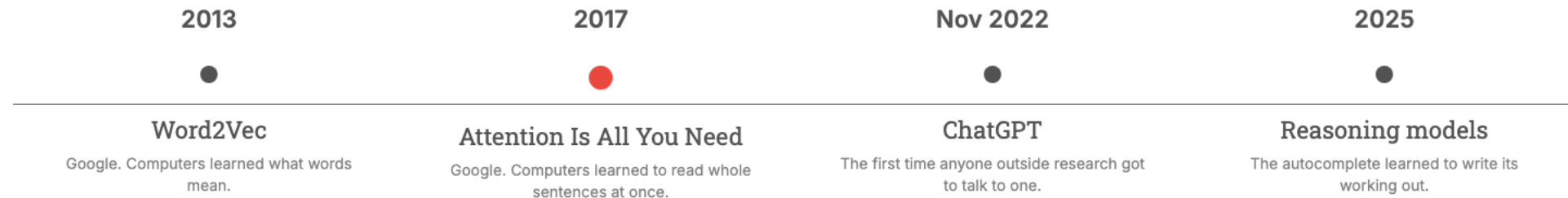
*Two papers, ten years apart, made everything you're using now.*



*Everything between then and now is engineering. The two breakthroughs are these two papers.*

# AI didn't appear by magic.

*Two papers, ten years apart, made everything you're using now.*



*If you want to deep dive further - Sebastian Mallaby - The Infinity Machine, Ch. 12 "The Agent"*



Mary had a little —

# To be, or not to —

Your brain just  
did what Claude does

# It's a posh autocomplete. And that's why it's confidently wrong.

*Three beats: what it's doing, why it sounds plausible, what that means for you on Monday.*

## 1. What it's doing.

It predicts what sequence comes next. Mary had a little \_\_\_\_\_. That's the whole engine. Trained on billions of sentences, doing the same trick at scale.

---

## 2. Why it sounds plausible.

It's been trained to sound right. Not to be right. Plausible cadence, confident delivery, sometimes the facts are wrong. When it invents a citation, it isn't lying - it's autocompleting what a citation usually looks like.

---

## 3. What that means for you on Monday.

Hallucinations aren't necessarily a bug.. they're the engine working as designed. Anywhere being subtly wrong matters - numbers, citations, recent events, legal text - check it yourself. Anywhere "plausible" is fine - drafts, ideas, translations - use it freely.

*Knowing what it should and shouldn't be used for is a skill.*

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pull quote

"Plausible.  
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pull quote

"Plausible.  
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wrong."



The model is optimised for sounding right, not being right. Use it where plausibility is the brief. Check it where accuracy is.

# 60 years. Three paradigms.

*Same kitchen. Three eras. What changes is what the human does.*

## Software 1.0

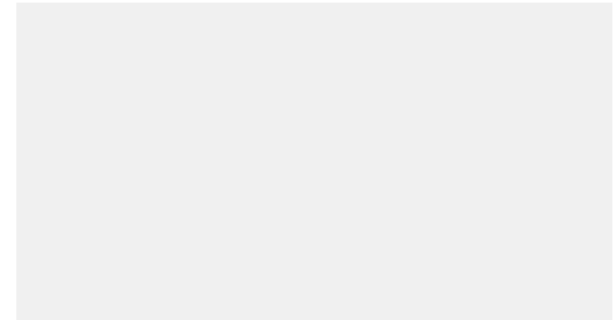
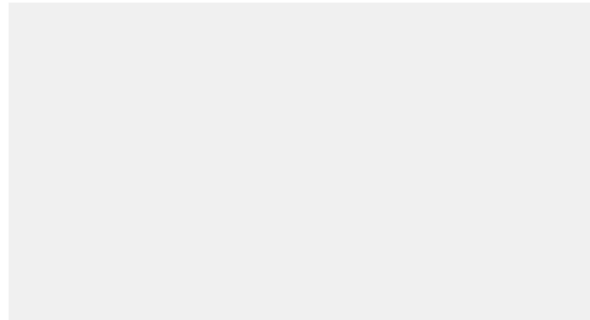
1950s to 2010s



## *Author*

You write the recipe. Step by step.

60 years. CS degree required.



# 60 years. Three paradigms. The third one is you.

*Same kitchen. Three eras. What changes is what the human does.*

## Software 1.0

1950s to 2010s

1.0

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## Software 2.0

2012 to 2022



### *Curator*

You show the robot 10 million cooking videos.

10 years. Data science required.

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2012 to 2022

2.0

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You show the robot 10 million cooking videos.

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## Software 3.0

2023 to now



### *Guest*

You just... ask.

Now. You required.

*In 60 years, programming went from a CS-degree job to something you can do by saying what you want.*

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*Same kitchen. Three eras. What changes is what the human does.*

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2023 to now



### *Guest*

You just... ask.

Now. You required.

*In 60 years, programming went from a CS-degree job to something you can do by saying what you want.*



---

In December 2025,  
something else happened.  
The walls came down.

dispatch

# As of December 2025, the world's best programmers stopped writing code.

*What does that mean for people like you and me?*

*"I just started to notice that with the latest models, the chunks just came out fine, and then I kept asking for more and it just came out fine, and then I can't remember the last time I corrected it... and then I was vibe coding."*

Andrej Karpathy  
Former Tesla AI Director

*"For me it's just solved. The model writes 100% of my code. There was a day last week I did 150 PRs."*

Boris Cherny  
Creator of Claude Code

**If they don't have to write code anymore, you definitely don't.**

December

# 2025

the inflection

on the record

*Two of the most credible voices on the planet, independently, within three months of each other. When Karpathy and Cherny agree, it stops being noise.*

---

If Karpathy doesn't write code anymore, what's the rare skill?

# Apps hadn't been invented yet.

*AI in 2026 is opaque the same way mobile computing was in 2007.*

*"The future of AI is opaque in the same way mobile computing was in 2007. Before apps, ride-hailing, or algorithmic content."*

*"The next decade will bring outcomes that today's forecasts can't account for."*

Benedict Evans

---

*The MBA generalist's superpower is being comfortable in uncertainty. You picked the right room.*

analogue year

07

mobile, before apps

---

with thanks to BE

# Most people see AI and think automation. They're missing the point.

*The valuable move is reimagining what becomes possible, not optimising what already exists.*

*"Treating this technology as another software deployment is like receiving a mysterious alien artefact who can do lots of things and immediately deciding it is best to use it as a paperweight."*

Ethan Mollick, Wharton

---

"What does it mean to rebuild an organisation around the fact that a single programmer can now write a hundred times more code? What new products become possible? What new markets open up?"

---

*Nobody knows where this is going. But you don't navigate strange territory by pretending your old maps still work.*

# Most people see AI and think automation. They're missing the point.

*The valuable move is reimagining what becomes possible, not optimising what already exists.*



Wrong Question

# What gets automated?

Right Question

# What becomes possible?

Right Question

# What becomes possible?

- 01 Do you do the same work with fewer people?
- 02 Or more work with the same people?
- 03 Was employing lots of people your moat?

*Don't ask what AI takes away. Ask what 100 automated interns would let you build.*

# For 50 years the engineer was at the top. Now the domain expert is.

*Cherny's reframe of who matters in the next decade.*

*"The best person to write accounting software is a really good accountant. They know the domain. Coding is the easy part. Knowing the domain is the hard part."*

Boris Cherny, creator of Claude Code

"On the Claude Code team - engineering manager, product manager, designers, data scientists, finance, user researcher - every single person codes. The generalist who can build is the new specialist."

*You came to INSEAD because you sit between disciplines. You picked the right year.*

# 50

years the engineer was on top

The generalist who can build is the new specialist. Cherny on Lenny's Podcast, March 2026.

# AI gives you 10x output. Not 10x cognition.

*Yegge's four-hour ceiling. The honest slide.*

*"The easy work got automated. What's left is hard decisions, summaries, problem-solving - all day."*

*"I'm only really comfortable working at that pace for short bursts of a few hours. Even with practice."*

*"The new workday should be three to four hours. For everyone."*

Steve Yegge, 40-year veteran developer

---

If only 4 hours a day are good - what's worth doing in them?

the ceiling

4

good hours per day

---

Yegge studied his own output across 40 years of shipping code. The AI co-pilot didn't extend the day. It compressed it.

# 01 Curiosity.

*Ask the next question.*

The amateur stops at the first answer. The expert iterates three or four times. Mollick's Second Law: AI helps experts more than amateurs - because experts keep pushing.

# 02 Grit.

*Stay in the chair.*

AI automates the easy work and leaves you with the hard decisions all day. BCG studied 1,488 workers and found AI oversight is a new form of brain fry – different from burnout, just as draining. The four hours are hard hours.

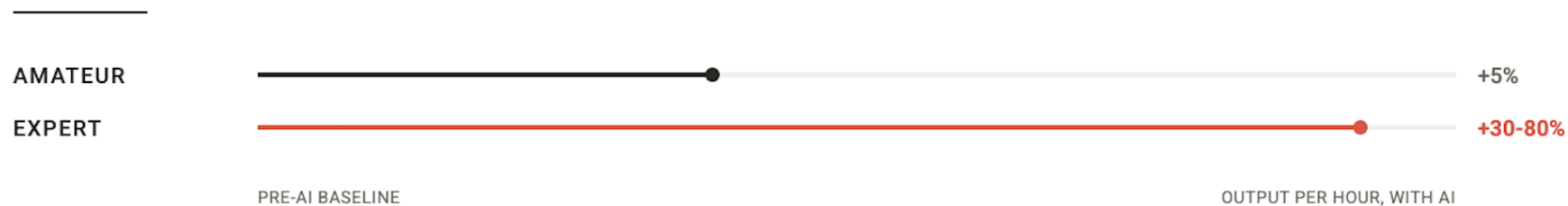
# 03 **Difficult questions.**

*Don't take the first answer.*

Wharton ran the experiment: 80% of people followed faulty AI advice uncritically. Even under time pressure. Even when paid to be careful. The model is confident when it's wrong. The skill is noticing.

# *"AI helps the expert more than the amateur."*

— Ethan Mollick, Wharton



The more you know, the more you pull out. Better questions. Sharper follow-ups. Better at spotting when it's wrong.

# 04 Storytelling.

*Land the point.*

Galloway's bet: the durable career skill is taking data, building a narrative, compelling action. Writing well is the foundation of every other persuasion. AI can draft the deck. It can't make the room lean forward.

# 05 Taste.

*The one underneath all four.*

It's what decides which next question to ask, which draft to keep, which version to send. Nohria: when every option is instant, the person who knows which to pick becomes the most valuable in the room.

---

*Notice what's not on this list: prompt engineering. The skill isn't the tool. It's what you bring to it.*

# Taste isn't a gift. It's a habit.

*Three moves. Repeat them on purpose.*

---

## 01

**Exposure.** *Put great work in front of yourself.*

Read great writing. Look at great design. Listen to great talks. Watch great films. You can't recognise excellence in your field if you haven't seen what excellence looks like across fields. Liberal arts isn't a luxury subject - it's the input data.

---

## 02

**Curation.** *Notice what moves you, and why.*

Notice what you return to and what you skim past. Ask yourself why one version moves you and another doesn't. The answers are usually about pacing, restraint, specificity, and what's been left out - things that don't show up on a checklist.

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## 03

**Reflection.** *Revisit your old preferences.*

Your taste five years ago was probably a bit embarrassing - it should have changed. Taste matures from reaction into philosophy. You move from "I like this" to "I like this because."

---

*Demis Hassabis's answer to "what should the youth of today learn" was: invert the classroom. Hand the rote material to AI tutors. Use the human time for taste, judgement, creative problem-solving.*

---

# What's the framework for picking what's worth doing?

# It's not which AI you pick. It's what you wrap around it.

*The three big AIs are basically tied. The argument has moved on.*

## 1. The three big AIs are basically tied.

*Claude, ChatGPT, Gemini. Same price. Same scale. On the things you'd actually use them for, you can't really tell them apart. The argument about "which is best" is over.*

---

## 2. So what changes the result?

*Everything you wrap around it. What it can read about you. What it can do. What it remembers. The same AI is a totally different AI when it knows your files, your style, and your week.*

---

## 3. The skill is no longer typing.

*It's setting it up. It's managing it. Like a new colleague - on day one they're brilliant, but useless. On month three, indispensable. Because of everything you've taught them.*

---

*Twenty euros a month buys the AI. The setup is on you. Watch.*

You've just hired the  
best PA in the world.  
They start Monday.

# How to design Claude slides that don't look like Claude slides.

*Same deck. Three directions. Pick one. Build it.*

## 01 Mother tongue

`.md (markdown)` `.html` `.txt` `plain prose`

What Claude was raised on. Reads it, writes it, edits it, transforms it. Output is fluent and beautiful with almost no effort.

## 02 Fluent second language

`.py` `.js / .ts` `.json` `.css` `.sql`

Code. Trained on millions of public repositories. Fluent but slightly less expressive than mother-tongue prose. Reliable.

## 03 Phrasebook (translation)

`.pptx (PowerPoint)` `.docx (Word)` `.xlsx (Excel)`

Office formats. Claude can produce them - but it thinks in markdown and translates at the end. Output is functional, not beautiful.

## 04 Holiday phrasebook

`PDF (reading)` `images (reading)` `PDF (writing)` `images (creating)`

Reads PDFs and images well. Producing them is wobbly. Use a different tool for image generation or PDF design.

## 05 Foreign

`video` `audio production` `3D / CAD` `native graphic design`

Wrong tool entirely. Don't ask Claude. Ask Runway for video, ElevenLabs for voice, Figma for design.

# How to design Claude slides that don't look like Claude slides.

Five principles

---

## 01

### Write the words first.

Markdown file. One heading per slide. Get the content right BEFORE you let AI touch the design. You're the one with the idea. AI is the one with the speed.

## 02

### Find a brand you actually like.

AI can't pick taste. You can. Three or four references. Real ones. Benedict Evans. Apple. Wes Anderson. Your favourite restaurant. Pick from things that exist.

## 03

### Write the brand rules down.

One file. Colours, fonts, layouts. And what the brand would NEVER do. Sometimes saying what's wrong is faster than saying what's right.

## 04

### Push it. Ask for lots of variants.

The first render is never the right one. Ask for five wild versions per slide. Be provocative. Then YOU choose. You're the taste, AI is the speed.

## 05

### Build it on the web. Convert at the end.

HTML is AI's native language. Make it on the web first. Then either screenshot each slide into PowerPoint, or write a small script to convert. Office formats are the last step, not the first.

## The principles in action. Scan this.

It's the redeck-lite folder. Twenty files. Five brand specs. Eight layout templates. One scout prompt. Yours.



# 01

## Scan. Download the folder.

Tap the QR. Hit the green **Code** button on GitHub. Download ZIP.  
Save somewhere you'll find it later.

```
github.com/insead-ai/redeck-lite
```

---

*You'll need a laptop. **Save the link now, set it up later.***

## Three things on your laptop. Five minutes.

Once you've downloaded the redeck-lite folder, do these three things in order. You'll be rendering decks in any brand by minute six.

### 02

#### Open Claude.ai. Create a Project.

Sign into Claude.ai on your laptop. Click **Projects** in the sidebar. Click **New project**. Name it redeck-lite.



claude.ai/projects

### 03

#### Drag every file in.

Open the unzipped folder. Select all 20 files. Drag them into the project's **Files** panel on Claude.ai. No subfolders - Claude.ai doesn't recurse.

Claude reads every file at the start of every chat in this project. That's how the brand carries.

### 04

#### Paste a prompt. Or be lazy.

Attach your slide-flow markdown. Then type a prompt to build the deck:

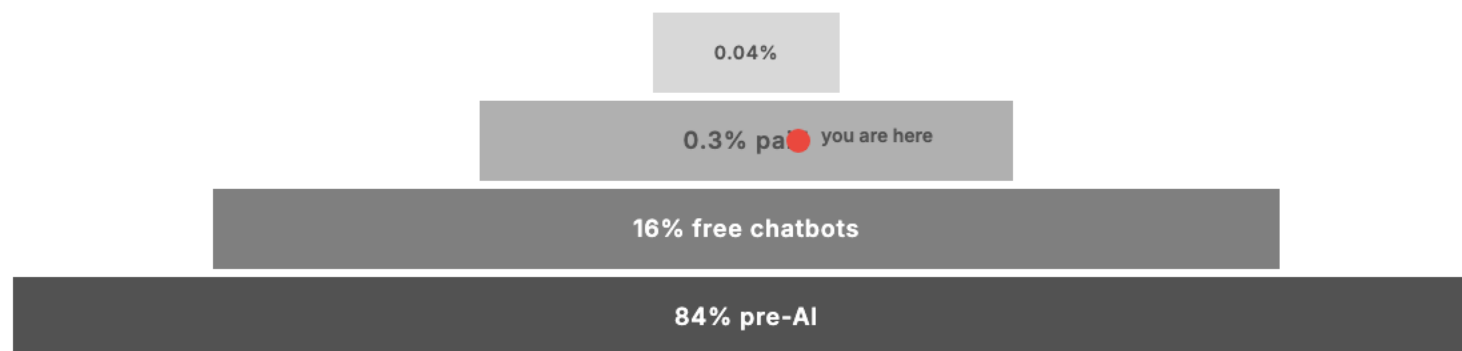
```
"Use brand-scout-prompt.md  
to research [BRAND NAME], then  
build my deck."
```

Or just say: *"build my deck with spiderman."*

*This is unsolved. It'll be solved soon. Until then, this is the setup that works.*

# You walked in feeling late. You walked out building.

*The throughline payoff. The audience is standing 75 minutes from where they walked in.*



"You're now in the 0.04%. You've built a real PowerPoint file using the same paradigm Tesla and Anthropic now run on. You watched a website build itself in 90 seconds because the framework knew the brand."

*Late? You picked the right year.*

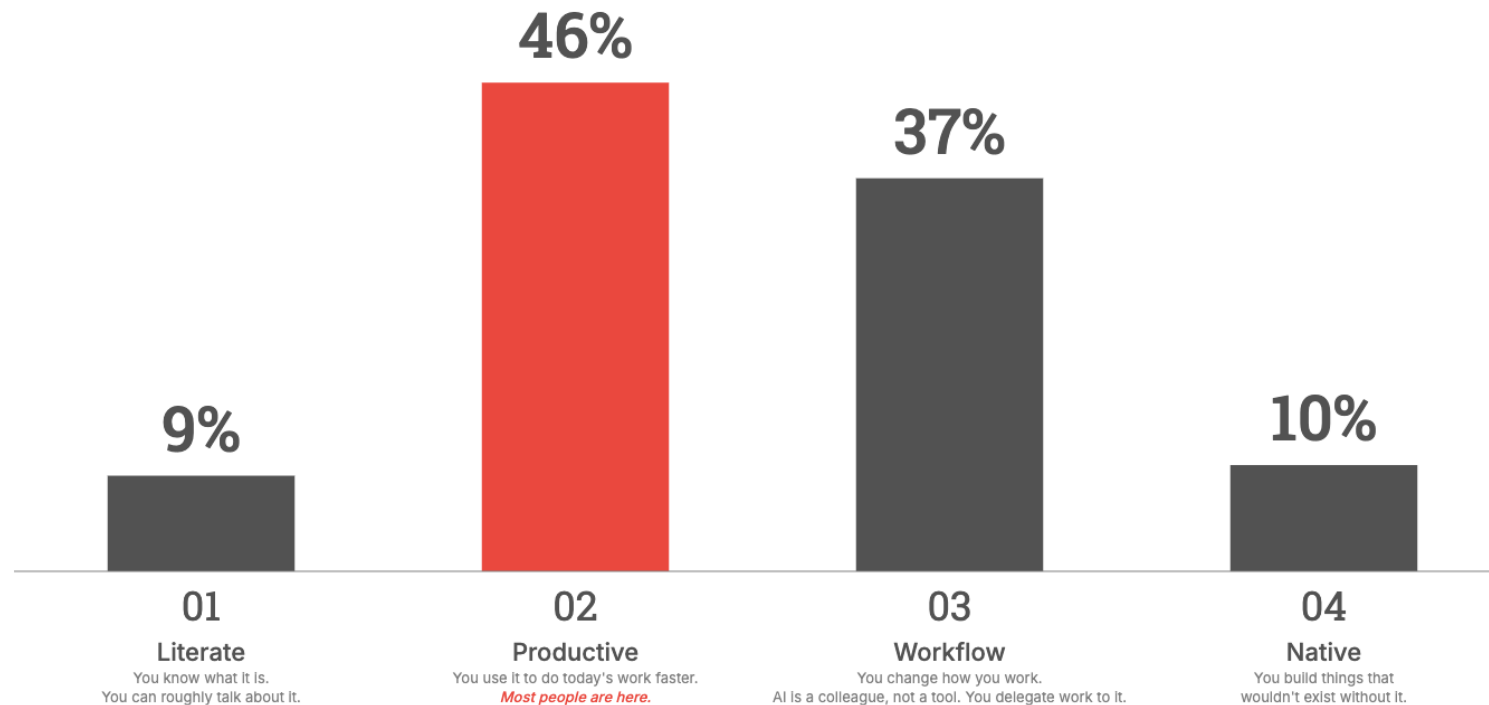
# 0.04

% of humanity. you, tonight.

Source: AuraPath, "84 percent pre-AI" survey (2026). The dot moved.

# There are four rungs.

*Where you walked in. Where you walked out. Where you go next.*





01 / the one

**Ethan Mollick***One Useful Thing. The one to follow.*

oneusefulthing.org

03  
**Benedict Evans**Strategy  
lens.

ben-evans.com

04  
**Simon Willison**Daily log of  
what's  
possible.

simonwillison.net



05

**Andrej Karpathy**

First principles, build intuition.

youtube.com/andrejkarpathy



06

**Dario Amodei**Where the  
frontier's  
heading.

darioamodei.com

07  
**Dwarkesh Patel**Long-form  
interviews.  
Best signal-  
to-noise.youtube.com/c/  
DwarkeshPatel08  
**Azeem Azhar**Exponential  
View. AI x  
geopolitics x  
economics.

exponentialview.co



09

**The Rundown**

Daily AI newsletter. Top-of-funnel scan.

therundown.ai

## Daily and builders

**The Rundown**

Daily AI newsletter. Top-of-funnel scan.

**Zvi Mowshowitz**

Don't Worry About the Vase. Weekly roundup.

**Carl Vellotti**

Claude Code for PMs course.

**Riley Brown (YouTube)**

Hands-on AI tooling.

**Greg Isenberg (YouTube)**

AI x startups.

# Q&A

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# See you at Event 02.

Same room. Different rung. Bring the deck you made tonight.

closing note

*You walked in feeling late. You walked out building. The next rung is Event 02 - same room, the workflow stage, where the AI is doing it autonomously while you do something else.*

find me



**Freddie Chambers**  
LinkedIn