

THE HUMAN ADVANTAGE

ANCIENT MYTHS. NEW TECHNOLOGY. SAME HUMAN BEING.

As machines become more capable, what becomes more valuable about being human?

THE BUSINESS QUESTION

Technology is accelerating capability across every industry. But access to powerful tools is becoming easier to replicate. The harder advantage to copy is human - the judgment, imagination, instinct, perspective and connection that shape how people lead, create, decide and build trust.

The Human Advantage helps organisations protect what technology cannot replace - and amplify it with the technology they now have.

COMMERCIAL VALUE TO THE ORGANISATION

- **SHARPER HUMAN JUDGMENT**
Keep discernment, context and responsibility in decisions increasingly supported by machines.
- **STRONGER CONNECTION**
Build deeper trust with colleagues, customers and markets in an increasingly automated world.
- **MORE DISTINCTIVE THINKING**
Bring imagination, instinct and individual perspective back into innovation, communication and problem-solving.
- **BETTER HUMAN + TECH COLLABORATION**
Use technology to extend human capability rather than allowing it to flatten originality and connection.



DESIGNED FOR

Organisations where the human touch is part of the value.

Especially relevant to luxury, fashion, beauty, media, entertainment, technology and innovation-led businesses - and to leadership teams navigating rapid technological change without wanting to lose creativity, craft, judgment, culture or customer connection.

Preserve what makes us human.

Amplify what makes us extraordinary.

THE HUMAN ADVANTAGE EXPERIENCE™

During the keynote, Landi takes audiences through four stages designed to rediscover what makes us human - and turn more of it into advantage. Ancient myths, stories from around the world, human behaviour, music and short cinematic moments are woven throughout to bring the ideas to life.

01 **REMEMBER** Reconnect with what makes us distinctly human - and distinctly ourselves.

02 **REVEAL** Bring our imagination, instinct, creativity and individual perspective into view.

03 **AMPLIFY** Use technology as a tool to extend the reach and impact of what is already human.

04 **CONNECT** Turn our Human Advantage into deeper connection with ourselves, our teams and our customers.

WHAT THE AUDIENCE EXPERIENCES

This is not AI training and it is not a technology forecast. It is a highly visual, story-led keynote that helps people see themselves, their colleagues and their relationship with technology differently - creating a shared language leaders and teams can take back into the organisation.

THE RESULT

HUMAN DISTINCTION

Clarity on what is distinctly human and increasingly valuable.

DEEPER CONNECTION

Stronger bonds with colleagues, customers and markets.

COLLABORATIVE ADVANTAGE

Human + technology + other humans as multiplication, not competition.

BEST SUITED TO

Leadership conferences, executive teams, transformation programmes and innovation gatherings where creativity, customer experience, culture and human judgment are commercially important.

ABOUT LANDI JAC

Landi Jac holds a Master's degree in Industrial Psychology and has spent 12 years working with leaders across cultures and speaking internationally. Her work combines human behaviour, ancient myths, global stories and original music to make complex questions about leadership and technology immediate, memorable and deeply human.

BOOKING ENQUIRIES

mdh@circleofexcellence.biz
WhatsApp +27 83 678 6450
www.landijac.com