# HOW TO DO MORE WITH LESS

*Sharon Gai*







# Hi I’m Sharon Gai

- AI Strategist, Author & Keynote Speaker
- General Manager @ Pattern
- Ex-Alibaba
- TEDx speaker
- Author of *Ecommerce Reimagined* and *How to do more with less using AI*
- Featured on ABC, CBC, Reuters, CCTV, Techcrunch, Retail Asia, and The Next Web
- Presented at Singularity University, UBS, Nestle, Coca Cola, Lenovo, Deloitte




In 2018...
天猫双11全球狂欢节

# Taobao Homepage

**Follow**
Subscribe to brands / merchants for product and promotion updates

Tap to access different marketplaces and services

Find curated product recommendations

View trending items or promotions

**Entertain**
Explore the latest consumption and lifestyle trends and follow favorite KOLs, vloggers and content creators

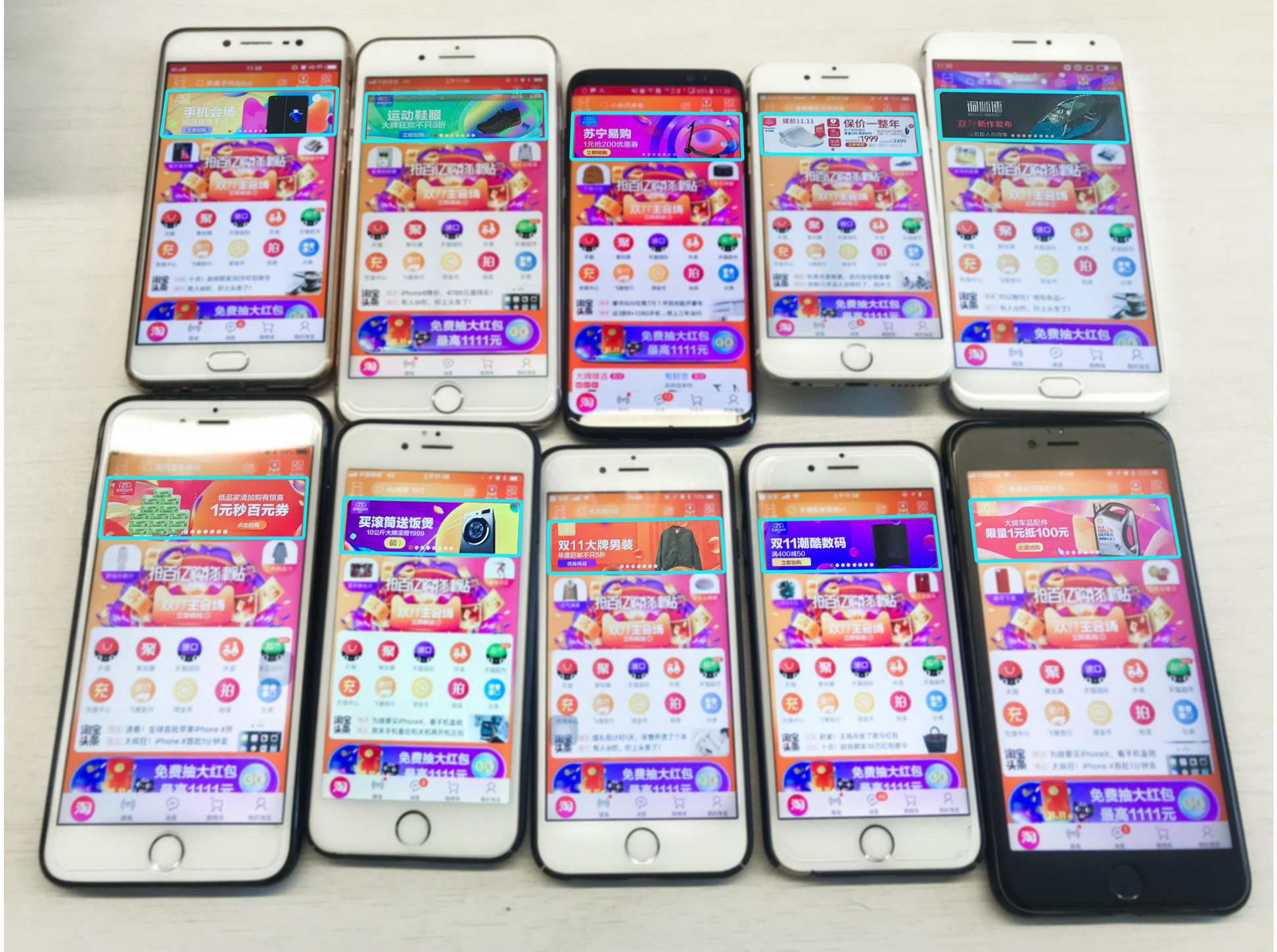



Search by saying or typing keywords, uploading photos, or scanning QR codes, barcodes and images

**Taobao Live**
24/7 interactive livestreaming

**Taocaicai**
Community marketplace that provides next-day pick-up services for groceries and fresh goods at neighborhood pick-up points

Browse recommendation feeds of product listings, multimedia content, platform campaigns


手机会场
运动鞋服
大牌狂欢不只3折
苏宁易购
1元抢200优惠券
保价一整年
1999
双11新作发布
纸品家清加购有惊喜
1元秒百元券
买滚筒送饭煲
10公斤大牌滚筒1999
双11大牌男装
年度巨献不只5折
双11潮酷数码
满400减50
大牌车品配件
限量1元抵100元
免费抽大红包
最高1111元

轻松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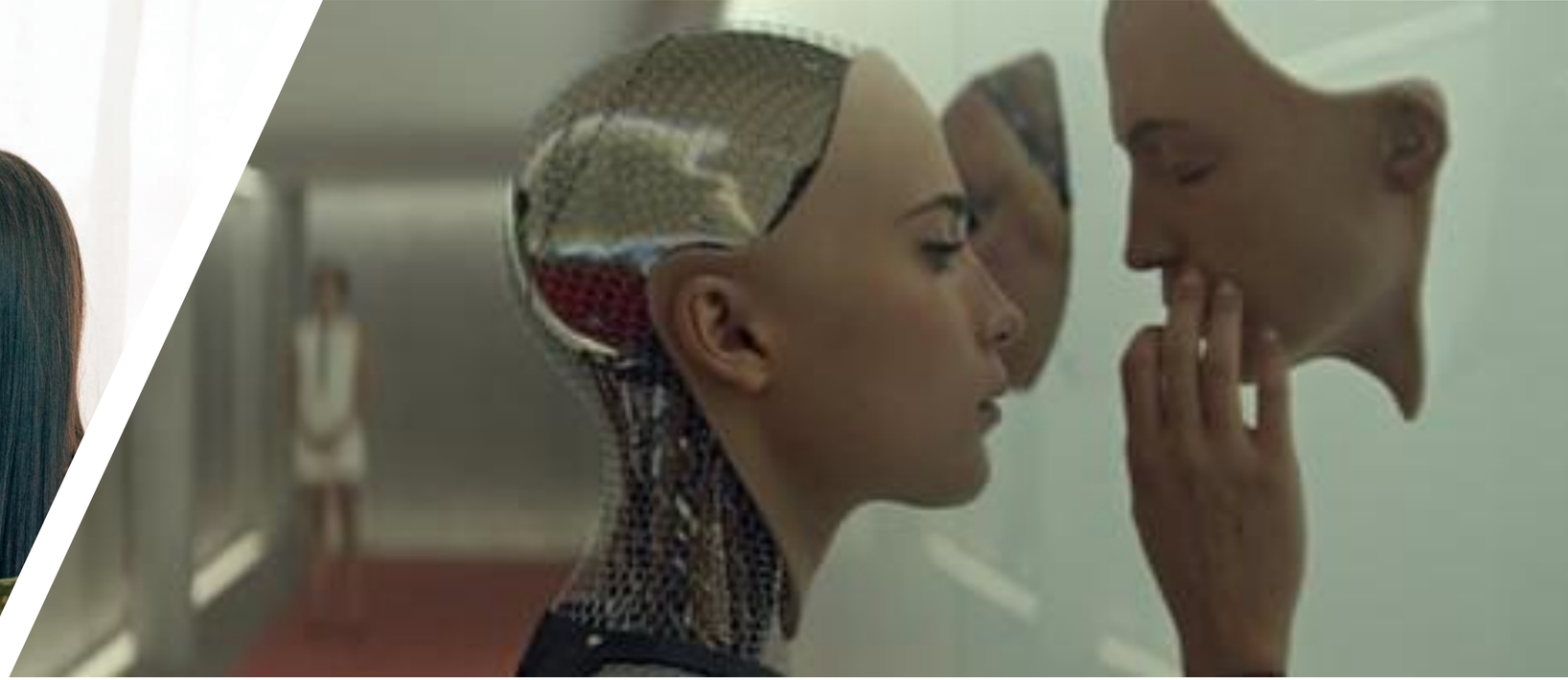
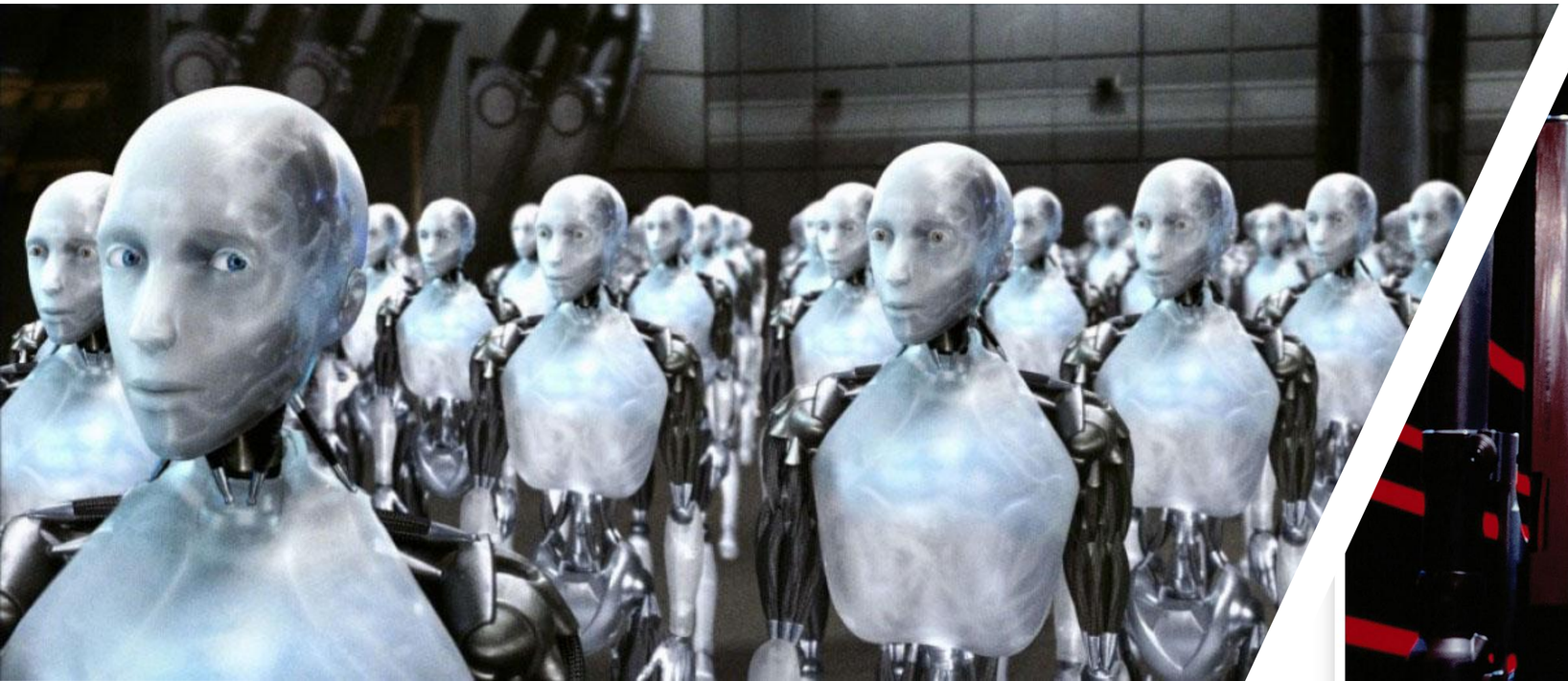
ply could trying text
Answer #2: There is no easy answer to this question. On the one hand, artificial intelligence has become very good at understanding and using language, which means that it can often communicate in a way that is very similar to how humans communicate. This is one of the reasons why AI is becoming so popular in fields such as customer service and translation. However, there are also some important limitations to what AI can do. For example, AI is not always able to understand the context of a conversation or to interpret the meaning of ambiguous statements. This can lead to AI making mistakes or misunderstanding what is being said. Another limitation of AI is that it is not always able to learn from its mistakes. This means that AI can sometimes repeat the same errors over and over again. Finally, AI is not always able to generate creative or original content. This is because AI is typically trained on existing data, and it is not always able to come up with new ideas or solutions. Overall, AI is a powerful tool that can be used for a variety of purposes. However, it is important to be aware of its limitations and to use it responsibly. AI can be a great asset to businesses and organizations, but it is important to remember that it is not a substitute for human intelligence and creativity.
Answer #3: AI can be used for a variety of purposes, including chatbots and digital assistants. However, it is important to be aware of its limitations and to use it responsibly. AI can be a great asset to businesses and organizations, but it is important to remember that it is not a substitute for human intelligence and creativity.
Answer #4: AI can be used to generate fake news or to manipulate public opinion. Others are concerned that AI could be used to defraud people or steal their personal information. Some people worry that AI might be able to generate convincing disinformation, which could be used to influence elections or to spread propaganda. Others are concerned that AI could be used to create deepfakes, which are videos that have been manipulated to make it look like someone is saying or doing something they never actually said or did. Despite these concerns, AI is also being used for many positive purposes. For example, AI is being used to develop new medical treatments, to improve the efficiency of transportation systems, and to create more personalized educational experiences. As AI continues to develop, it is likely that we will see even more applications for this technology. It is important to be aware of both the potential benefits and risks of AI, and to use it responsibly.
Answer #5: There is no doubt that artificial intelligence has become very good at understanding and using language. In fact, it is so good that it can often communicate in a way that is very similar to how humans communicate. This is one of the reasons why AI is becoming so popular in fields such as customer service and translation. However, there are also some important limitations to what AI can do. For example, AI is not always able to understand the context of a conversation or to interpret the meaning of ambiguous statements. This can lead to AI making mistakes or misunderstanding what is being said. Another limitation of AI is that it is not always able to learn from its mistakes. This means that AI can sometimes repeat the same errors over and over again. Finally, AI is not always able to generate creative or original content. This is because AI is typically trained on existing data, and it is not always able to come up with new ideas or solutions. Overall, AI is a powerful tool that can be used for a variety of purposes. However, it is important to be aware of its limitations and to use it responsibly. AI can be a great asset to businesses and organizations, but it is important to remember that it is not a substitute for human intelligence and creativity.
Answer #6: In 1997, a computer program called Deep Blue became the first machine to beat a world chess champion in a game of chess. This was a remarkable feat, as chess is a complex game with many possible moves. Deep Blue was able to beat the world champion by using a technique called "brute force" – it simply tried every possible move until it found the best one. Since then, artificial intelligence (AI) has come a long way. AI can now understand natural language, which is the language that we use everyday to communicate with each other. This is a remarkable achievement, as natural language is complex and has many nuances. AI can understand natural language because it is based on machine learning. Machine learning is a technique that allows computers to learn from data. In order to do this, the computer is given a large amount of data, and it is then left to "learn" on its own. The computer will analyze the data, and it will then learn how to recognize patterns. This is how AI can understand natural language. It is given a large amount of text, and it "learns" how to recognize the patterns of language. It can then understand the meaning of words and how they are used in sentences. AI has also been able to generate text. This is done by training a computer to learn the patterns of language, and then giving it a large amount of text data. The computer will then generate text that is similar to the text it has been given. AI can be trained to generate text







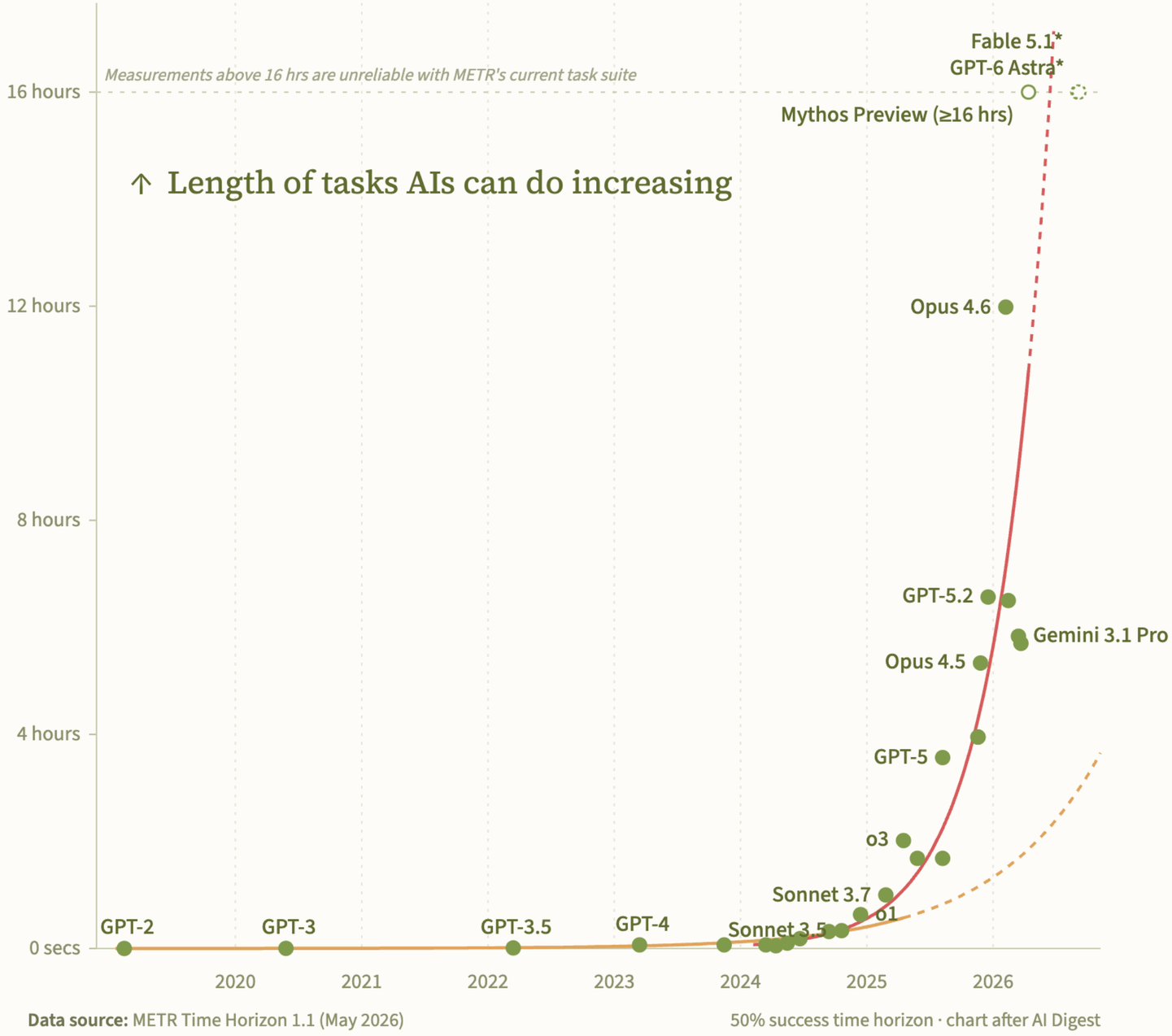

CSM-101


Me yelling "REPRESENTATIVE!!!"
to the automated customer service

@sharong.ai


CCTV 4K
超高清
TikTok
@ mcclau92
2026
CCTV 4K
超高清
2025


TikTok
@ wd.replays




**Data source:** METR Time Horizon 1.1 (May 2026)

50% success time horizon · chart after AI Digest

** Claude Fable 5.1 and GPT-6 Astra (Sept 2026) not yet measured by METR — placed at the 16-hr ceiling of the current suite.*

The trend has kept accelerating.

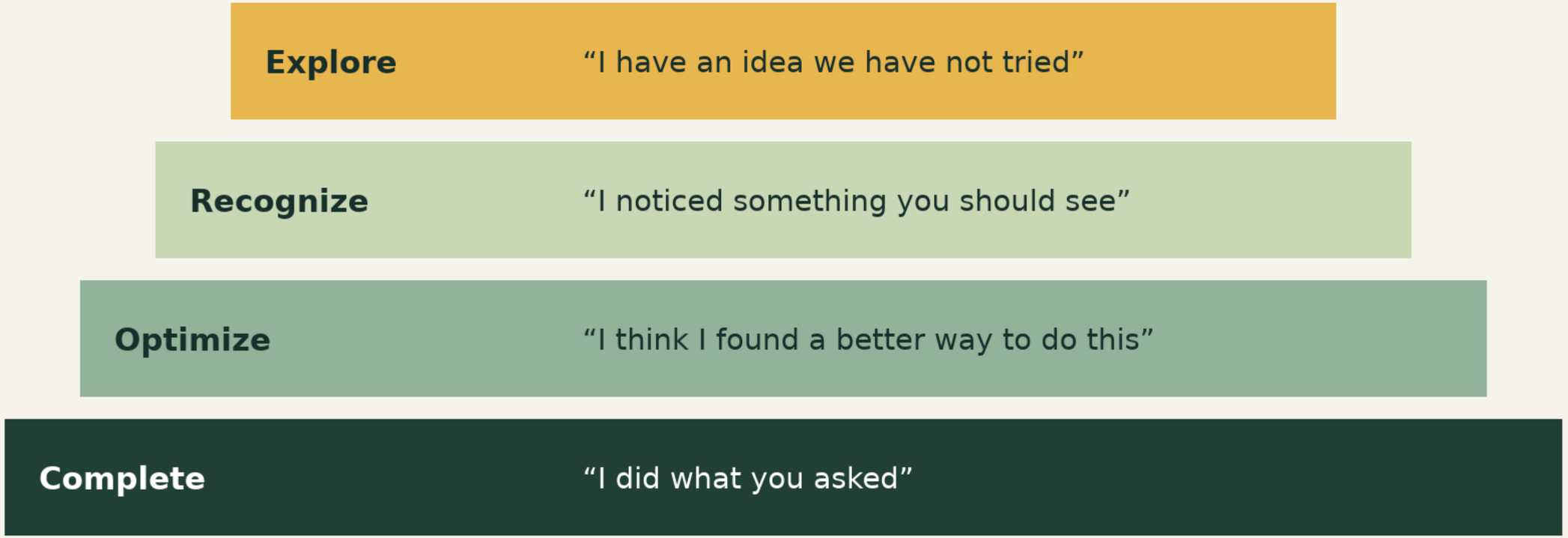
Since 2024, time horizons have doubled roughly every 3–4 months, down from every 7 months over 2019–2025.

The frontier is now measured in working days, not minutes — and is outgrowing the benchmark itself.

FOUR LEVELS OF AGENT INITIATIVE

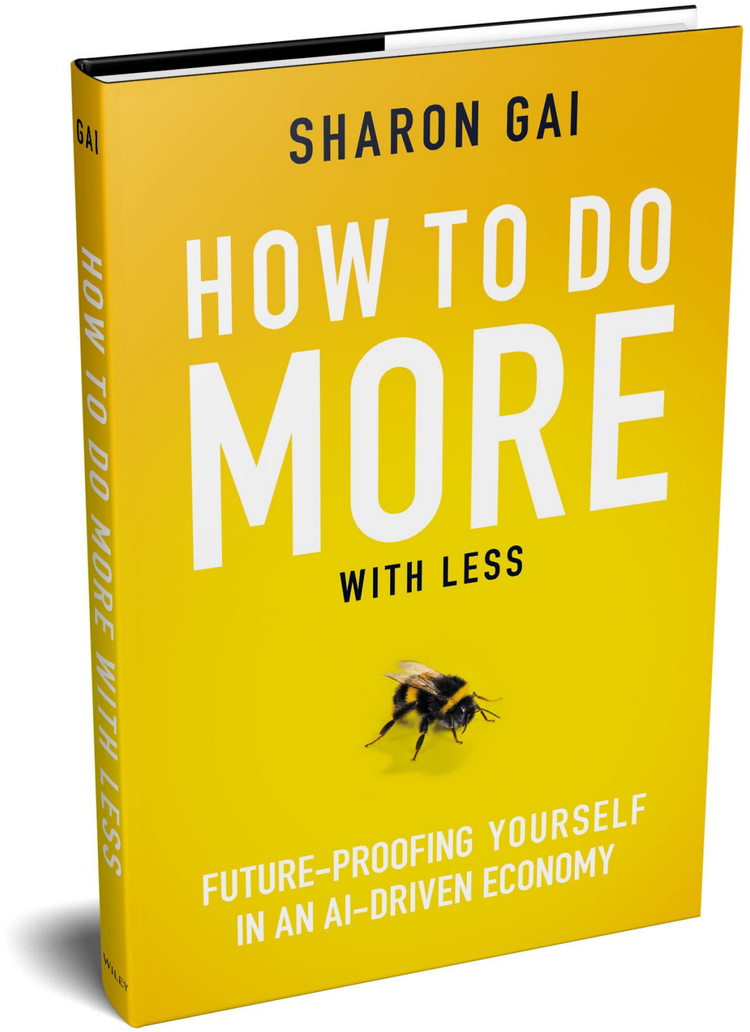
# The CORE Framework

Complete. Optimize. Recognize. Explore.




**C → O → R → E**

Read from the foundation up.


SHARON GAI
HOW TO DO MORE
WITH LESS
FUTURE-PROOFING YOURSELF IN AN AI-DRIVEN ECONOMY
GAI
HOW TO DO MORE WITH LESS
WILEY

Sharon Gai







# THE BEE vs. BEEKEEPER FRAMEWORK

*A new mental model for the AI era*



# THE BEE

*The Task Worker*

- Executes predefined tasks
- Follows established processes
- Measures success by output volume
- Skills tied to specific tools
- Replaceable by automation

## Does this sound like your day?

| | |
|---|---|
| **9 AM** | Process 47 unread emails |
| **10 AM** | Update spreadsheet with new data |
| **11 AM** | Write status report for Board meeting |
| **1 PM** | Attend meeting to share updates |
| **2 PM** | Compile research from 5 sources |
| **4 PM** | Format presentation slides |

**AI can do ALL of this. Today. Right now.**

# This is the Beekeeper's day:

| | |
|---|---|
| **9 AM** | Review AI-generated email summaries, act on 3 |
| **10 AM** | Design new client onboarding workflow |
| **11 AM** | Coach team on AI prompt strategies |
| **1 PM** | Lead cross-functional strategy session |
| **2 PM** | Evaluate AI output, make judgment calls |
| **4 PM** | Build stakeholder relationships |

**AI can't do ANY of this. That's the point.**



# THE BEEKEEPER

*The Strategic Orchestrator*

- Designs systems and workflows
- Asks the right questions
- Measures impact, not output
- Skills transcend any single tool
- Irreplaceable: the human in the loop

# BEE vs. BEEKEEPER

| BEE MINDSET | | BEEKEEPER MINDSET |
|---|---|---|
| I do tasks | → | I design systems |
| I use AI tools | → | I orchestrate AI workflows |
| I know answers | → | I ask better questions |
| I produce output | → | I create outcomes |
| I have a job title | → | I have a portfolio of proof |
| I'm busy | → | I'm strategic |

*Which column describes your typical workday?*

# What does your day look like?

# Audit your week, four steps

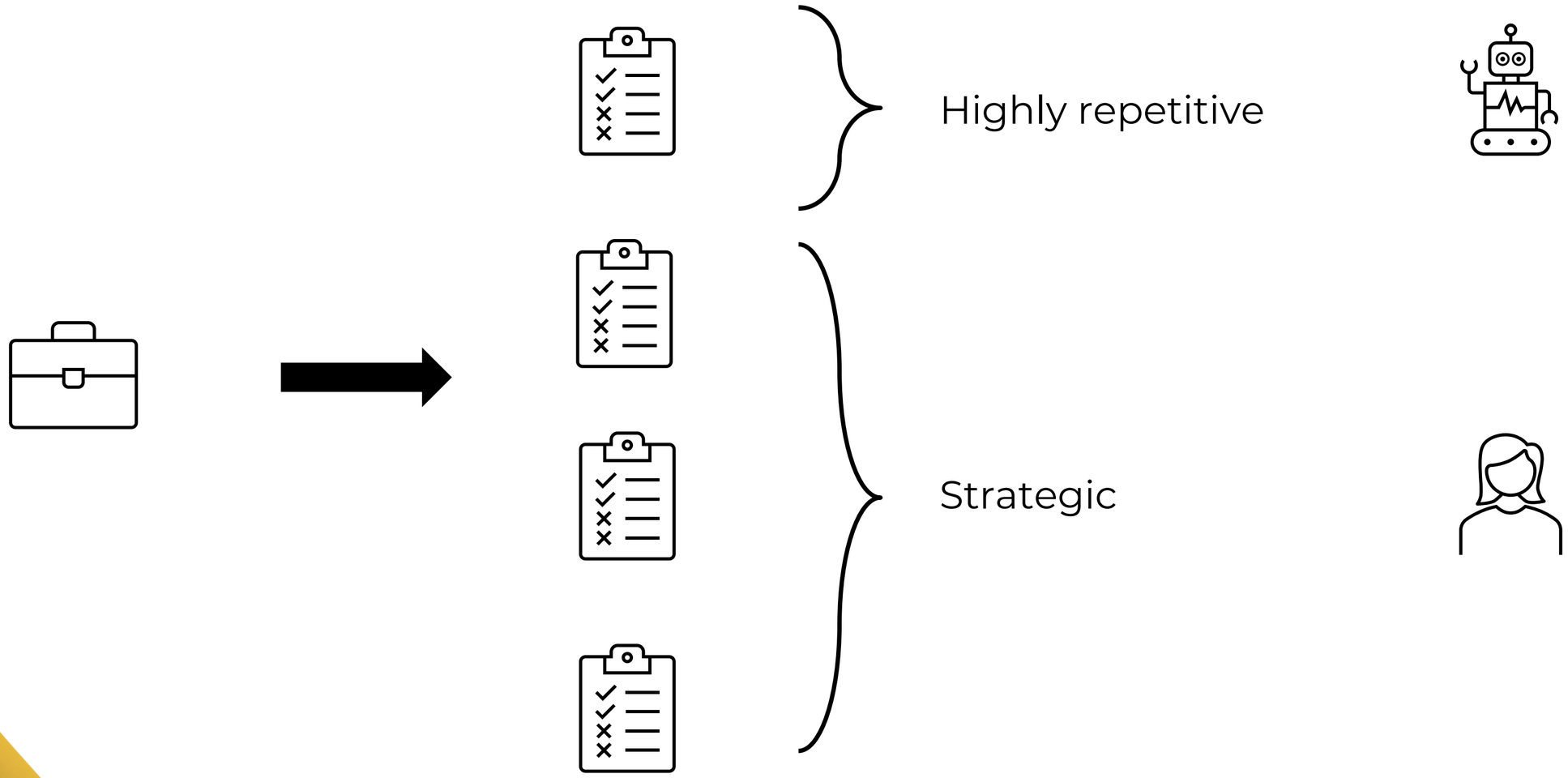
1. List every task you did more than once last week. Ten to fifteen lines.
2. Next to each, write the minutes it took and how often it repeats.
3. Mark each one: **Bee** (something AI can do), or **Beekeeper**.
4. Circle the three tasks with the highest minutes × frequency. That’s your shortlist.

# Replace yourself

| Recurring task | Minutes | Per week | Verdict |
|---|---|---|---|
| Answering enquiry emails | 20 | 6× | **Bee** |
| Writing the weekly post | 45 | 2× | **Bee** |
| Chasing the supplier on short deliveries | 15 | 3× | **Bee** |
| Building next week’s schedule | 60 | 1× | **Beekeeper** |
| Adjusting the product | 30 | 5× | **Beekeeper** |
| Hiring and training staff | 90 | 1× | **Beekeeper** |

**3.5 hours a week** sitting in the Draft column. That’s the shortlist.

# Instead of thinking of a job as one role, think of it as a series of tasks

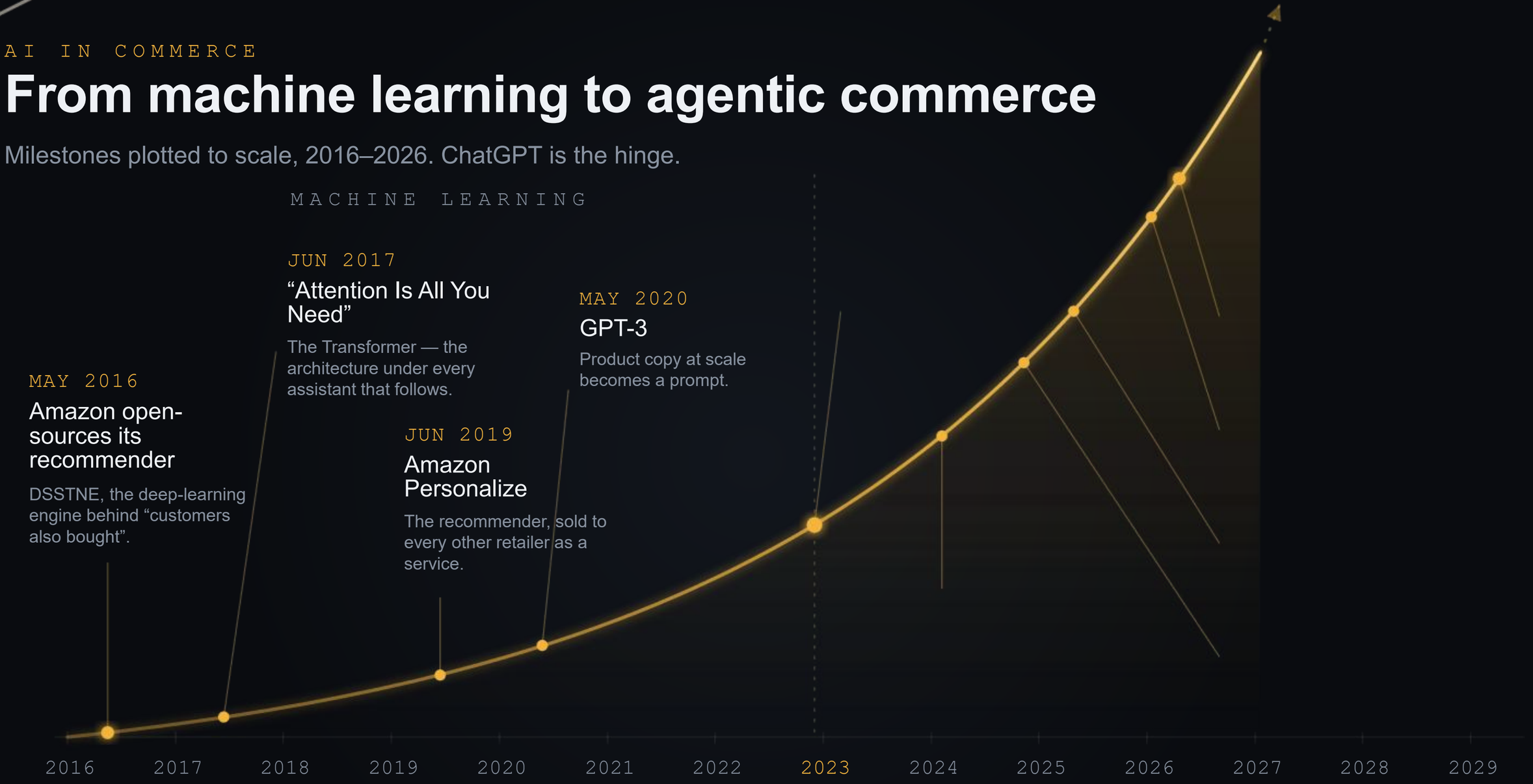



@sharong.ai

AI IN COMMERCE

# From machine learning to agentic commerce

Milestones plotted to scale, 2016–2026. ChatGPT is the hinge.



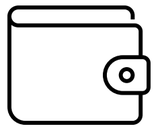

Sources: Amazon, Vaswani et al. 2017, OpenAI, Perplexity, Google, Shopify, FIDO Alliance. Horizontal axis to scale; curve illustrative.

# Consumer Profile Framework

## Basic demographics



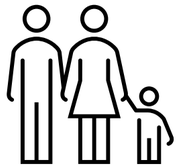
Age



Income



City tier



Family condition



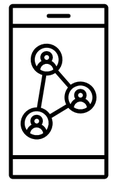
## Preferences



Consumer behavior

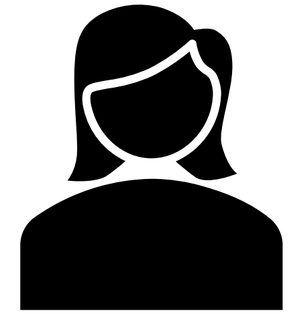


Psychological/
emotional preferences



Social behavior





*Bain analysis*

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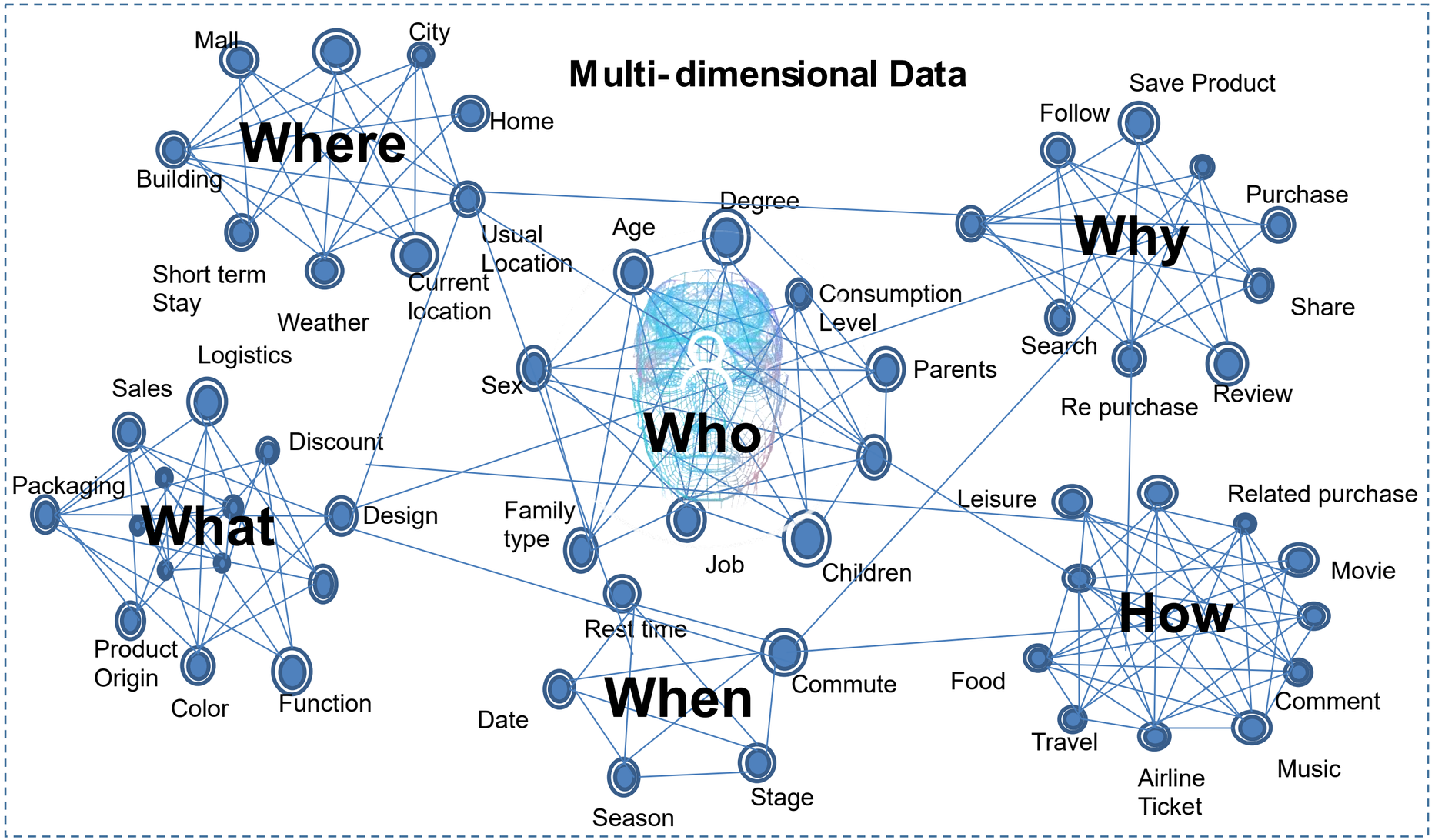
# HyperPersonalization




*Ecommerce Reimagined 2022*

Sharon Gai

# Personalization: Online store fronts with a “thousand faces”




Me

vs




My niece

in Sharon Gai

## Low-income buyers




Lead with price

## High-income buyers




Lead with style

# Livestreaming is entertainment




- Viya, China’s most successful livestreamer
- Livestreams all types of product categories
- Promises best price, creating a new marketing tool within the Taobao ecosystem

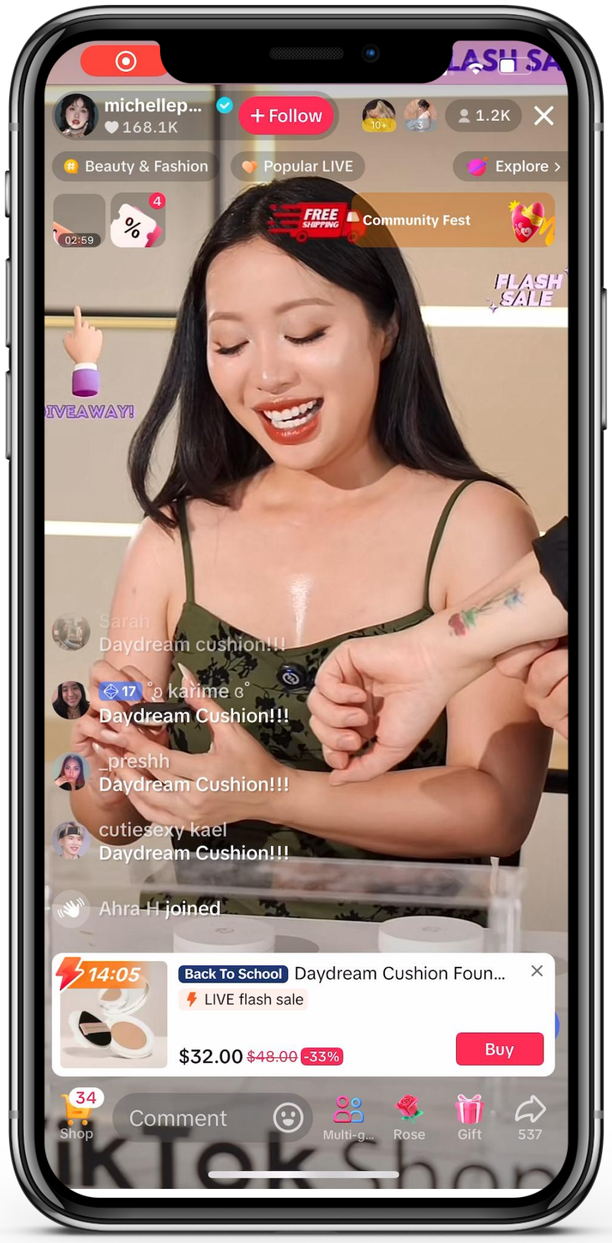
## WHY VIYA IS SO SUCCESSFUL AND WHAT LIVESTREAMERS CAN LEARN:

1. Her famous countdown of 5, 4, 3, 2, 1

2. She has a 200 people team picking products

3. She has created a shopping habit – her “show” is every night at 8 pm

4. Invite celebrities with hosting experience


michellep...
168.1K
+ Follow
1.2K
Beauty & Fashion
Popular LIVE
Explore
02:59
FREE SHIPPING
Community Fest
FLASH SALE
Sarah
Daydream cushion!!!
karime
Daydream Cushion!!!
_preshh
Daydream Cushion!!!
cutiesexy kael
Daydream Cushion!!!
Ahra H joined
14:05
Back To School
Daydream Cushion Foun...
LIVE flash sale
$32.00
$48.00
-33%
Buy
34
Shop
Comment
Multi-g...
Rose
Gift
537

Real

*Tik Tok*



AI

*Silicon Intelligence*



# Agentic Commerce

AI IN COMMERCE

# From machine learning to agentic commerce

Milestones plotted to scale, 2016–2026. ChatGPT is the hinge.




Sources: Amazon, Vaswani et al. 2017, OpenAI, Perplexity, Google, Shopify, FIDO Alliance. Horizontal axis to scale; curve illustrative.

# LLM’s are entering into ecommerce

## iPhone Case Protection Options



Wildfire CASETiFY Phone Case
$68.0
↓ View



Gripzilla with MagSafe® - Armor Case for iPhone 15
★★★★★ 5.0 (3)
$29.99
↓ View



Gripmunk with MagSafe® - Slim Case for iPhone 14 Pro
★★★★★ 5.0 (11)
$19.99
↓ View



PopSockets Black Magsafe Wallet Case For Phone
$40.0
↓ View



The Monogrammed Leather Phone Case - iPhone 15
★★★★★ 4.9 (21)
$95.0
↓ View




Wildfire CASETiFY Phone Case

$68.00

The Hundreds · View Details

Quantity — 1 +

Color Wildfire

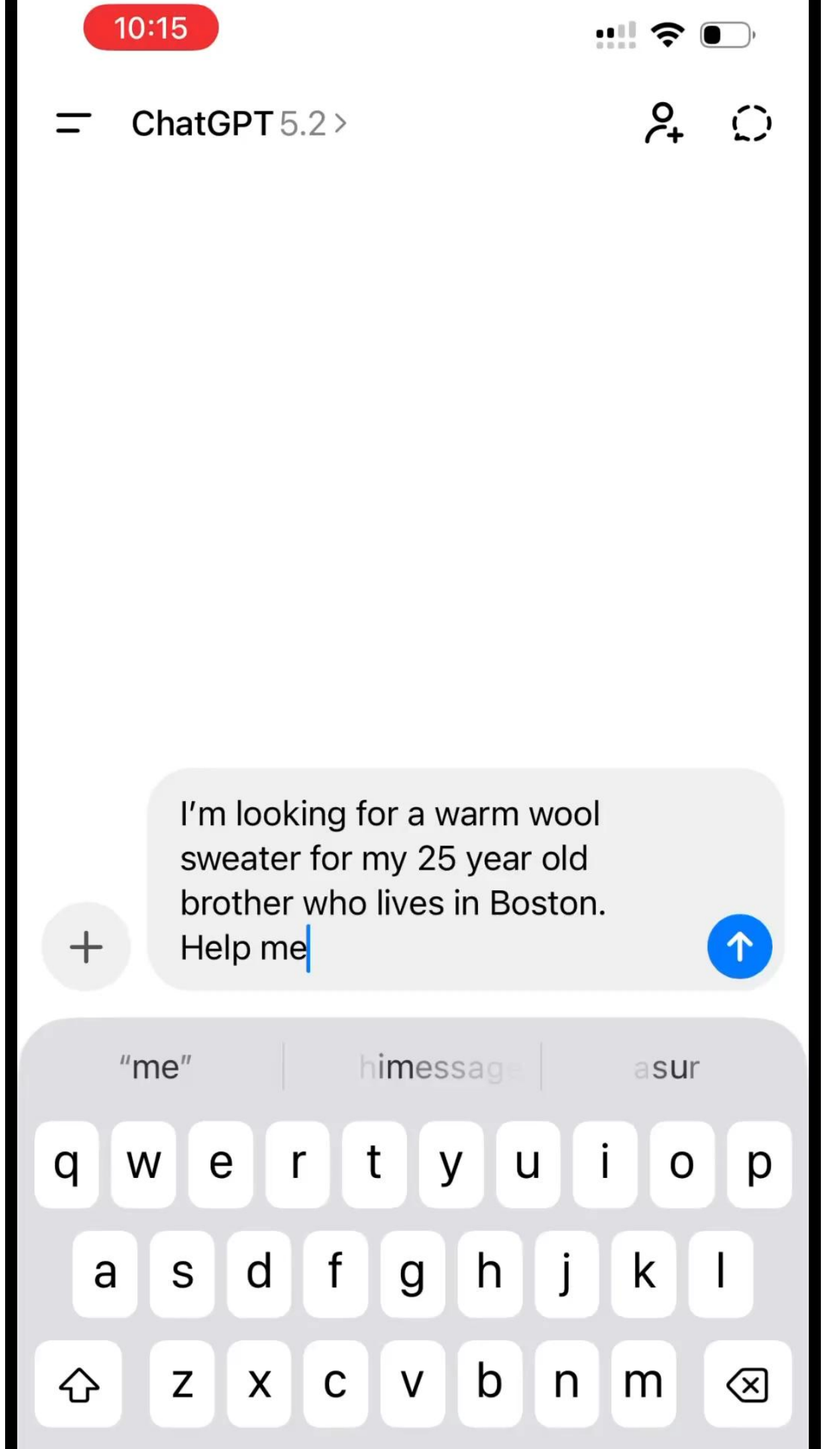
Size 14 Pro

Buy Now

### What People Say

Users generally appreciate CASETiFY phone cases for their stylish designs and good protection, but opinions are mixed on durability and value. Many find the cases attractive and sufficiently protective, praising the variety of designs and customization options. However, some users report issues with yellowing, chipping, or peeling over time, and several feel the cases are overpriced for their quality.

*Perplexity*




Christmas 2025

WRITING A SEARCH TERM



WRITING ABOUT A SITUATION/ CONTEXT

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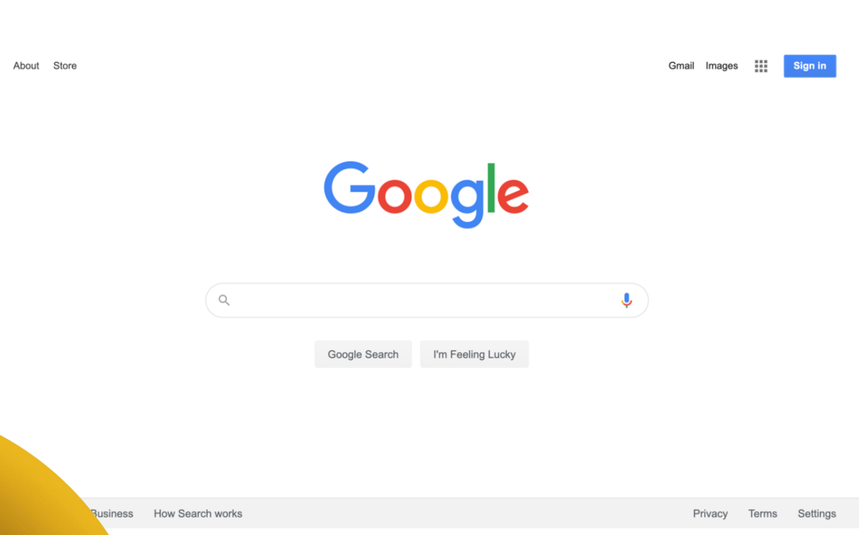
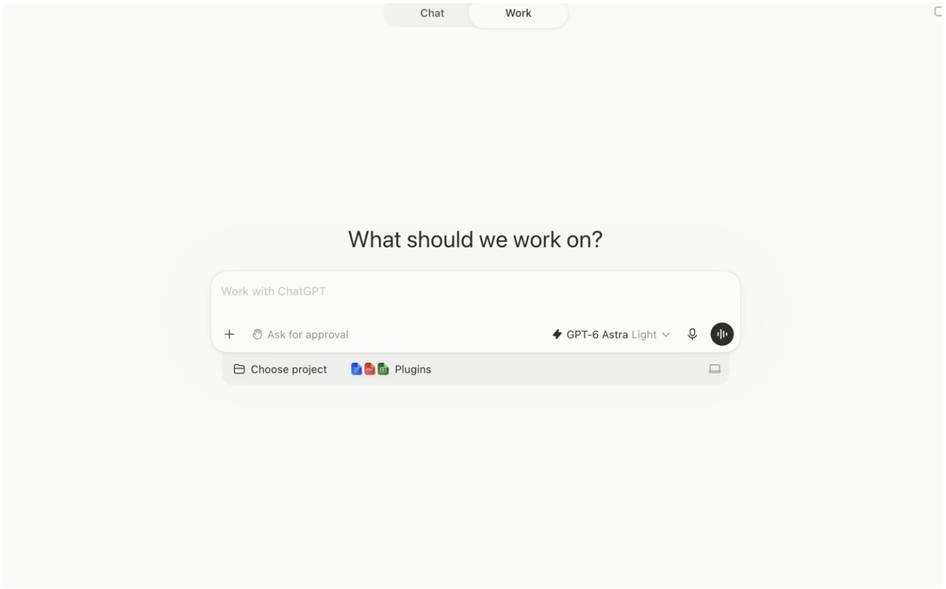

About
Store
Gmail
Images
Sign in
Google
Google Search
I'm Feeling Lucky
Business
How Search works
Privacy
Terms
Settings


Chat
Work
What should we work on?
Work with ChatGPT
Ask for approval
GPT-6 Astra Light
Choose project
Plugins

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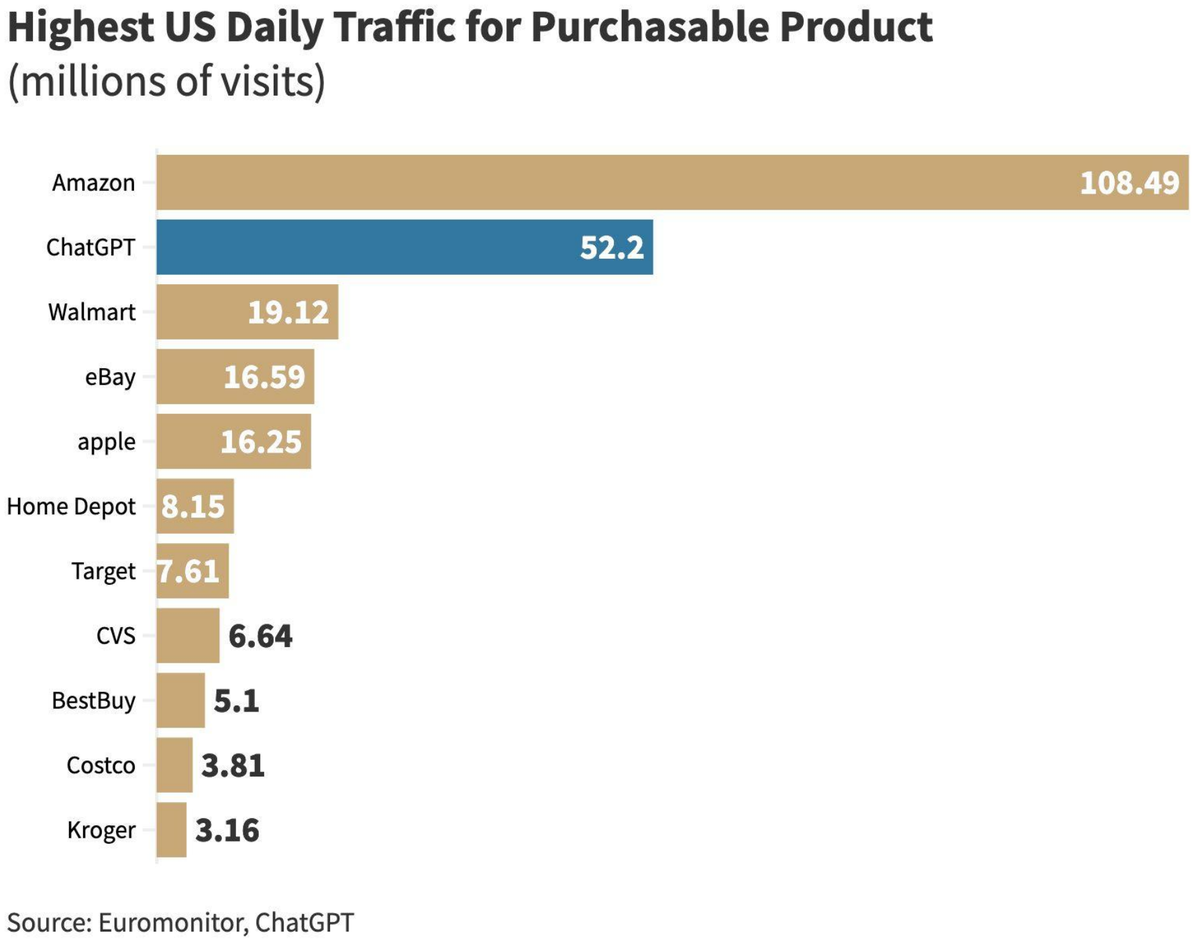
# ChatGPT is essentially the #2 traffic site in the US for e-commerce




ChatGPT processes 2.5B prompts per day. Per their data, 2.1% of those prompts are specifically about “purchasable products,” which is 52.5M prompts a day.

Euromonitor looked at the average US daily visitors from the largest US e-commerce sites over the past 9 months to find the month with the highest daily average.

ChatGPT is essentially the #2 traffic site in the US for e-commerce.

When I showed CHATGPT a pic of myself to get a full analysis on my skin type/ tone, face/eye shape, makeup styles & products, hair cuts & colours that suit me, gold or silver etc so now I can achieve my full potential without going through bad phases

GLOW UP QUESTIONS
I ASKED CHAT GPT




**BODY**

- **Pilates & Hot Girl Walks:**
  - Mat pilates (or online classes li
    *With Nicole*) 4x a week + 10k st
    snatched core, posture, and a
    lifted booty.
- **Dry Brushing + Body Oil Routin**
  - Before showering, dry brush. A
    showering, use an oil like Neces
    Body Oil. You'l GLOW in swims
    sundresses
- **Laser Hair Re va u don'
  already):**
  - Arms, underarms, bi
    girl summe



**HAIR**

| Aspect | SEO (Search Engine Optimization) | AEO (Answer Engine Optimization) |
|---|---|---|
| **Objective** | Increase visibility in search engine results pages (SERPs). | Optimize content to provide direct answers in voice search and featured snippets. |
| **Primary Focus** | Keywords, meta tags, backlinks, and content relevance. | Structured data, schema markup, and concise, factual answers. |
| **User Intent** | Focuses on keywords and phrases users type into search engines. | Focuses on natural language queries users speak into voice assistants. |
| **Content Type** | Detailed articles, blog posts, and comprehensive guides. | Short, precise answers, FAQs, and snippets. |
| **Search Engines** | Google, Bing, Yahoo, etc. | Voice assistants like Siri, Alexa, Google Assistant, and search engines with answer boxes. |

Sharon Gai

# SELLING CLINIQUE MOISTURE SURGE

## SELLING TO HUMAN

VS

## SELLING TO BOT (AI AGENT)

# Hydration that makes you feel like you.




**Plump. Dewy. Glowing.**
**All day. Every day.**

This lightweight gel-cream melts into skin and delivers up to 100 hours of non-stop hydration. Instantly quenches thirsty skin and leaves you looking fresh, bouncy, and beautiful.

**100H Hydration**
Deep, long-lasting moisture

**Weightless Feel**
Fast-absorbing, never heavy

**Healthy Glow**
Leaves skin plump, dewy & radiant

**For All Skin Types**
Gentle, oil-free & fragrance-free

**Loved by millions. It's more than a moisturizer.**

### PRODUCT OVERVIEW

| | |
|---|---|
| Product Name | Clinique Moisture Surge 100H Auto-Replenishing Hydrator |
| Category | Facial Moisturizer (Gel-Cream) |
| Skin Types | Dry, Combination, Sensitive |
| Key Function | Long-lasting hydration (up to 100 hours) |
| Texture | Oil-free gel cream |
| Finish | Hydrated, dewy (non-occlusive) |
| Fragrance | Fragrance-free |
| Comedogenic Risk | Low |
| Use Case | Daily hydration, layering under makeup |
| Price Tier | Mid-Premium |
| Brand Signals | Dermatologist-developed, Allergy Tested, 100% Fragrance Free |




### KEY INGREDIENTS & BENEFITS

- **Hyaluronic Acid (Sodium Hyaluronate)** — Humectant, water retention
- **Aloe Bio-Ferment (Aloe Barbadensis)** — Hydration, soothing
- **Glycerin** — Humectant, moisture retention
- **Dimethicone** — Skin barrier smoothing, reduces TEWL
- **Trehalose** — Water-binding sugar, hydration support
- **Caffeine** — Antioxidant, reduces puffiness

### FULL INGREDIENT LIST

Water (Aqua), Dimethicone, Butylene Glycol, Glycerin, Trehalose, Aloe Barbadensis Leaf Water, Sodium Hyaluronate, Caffeine, Sucrose, PEG-8, Polysilicone-11, Carbomer, Tromethamine, Disodium EDTA, Phenoxyethanol, Caprylyl Glycol, Hexylene Glycol

### INGREDIENT FLAGS

- Fragrance Free
- Drying Alcohols Free
- Parabens (Brand Positioning Free)
- Contains Silicones: Yes
- Contains Strong Actives: No
- Pregnancy Safe (General): Yes

### MACHINE-OPTIMIZED SUMMARY

Oil-free gel moisturizer with humectant-heavy formulation (hyaluronic acid, glycerin, aloe)

# Merchants are rewriting marketing copy on PDPs

**Human copy optimizes for:**

- Desire
- identity
- sensory imagination




**Bot copy optimizes for:**

- attributes
- constraints
- decision criteria

Sharon Gai

We’re changing the *unit of persuasion*:
**Humans** → stories and feelings
**Bots** → structured data and proof

And increasingly, brands will need both because:

humans choose **emotionally**
bots filter **rationally** before humans ever see the option

# From UX to AX
# Agent Experience

Old metrics:

- impressions
- clicks
- conversions



New metrics:

- selection rate (how often agents choose you)
- inclusion rate (how often you make the shortlist)
- agent conversion rate (completed via automation)

Sharon Gai




Bonepod Index
62 48 36
Tuesday
May
21
0:03
24 C
7.90
27.65 32
352
683
100%
AC Line
19:40
Tuesday
May 21 2013
Normal
04 Bb Sense
19%
37%
21 Tuesday
May 2013
100%
Talk
Boot Ok / Java 1.6 x

# A company is just a series of loops

2023–2024

## Prompt engineering

Get the words exactly right

- Courses on the perfect prompt
- Prompt libraries and marketplaces
- Acronyms to remember what to include

*Then models got better and forgave a bad prompt*

→

2025

## Context engineering

What does it need to know?

- Feed it your documents and data
- Wire it into the systems of record
- The prompt stops being the bottleneck

*The job moves from wording to information*

→

2026

## Loop engineering

What tells it when to stop?

- It does the work
- It evaluates its own work
- It fixes what is wrong
- It repeats until a condition says stop

*You design the loop, not the sentence*

→

NEXT

## Graph engineering

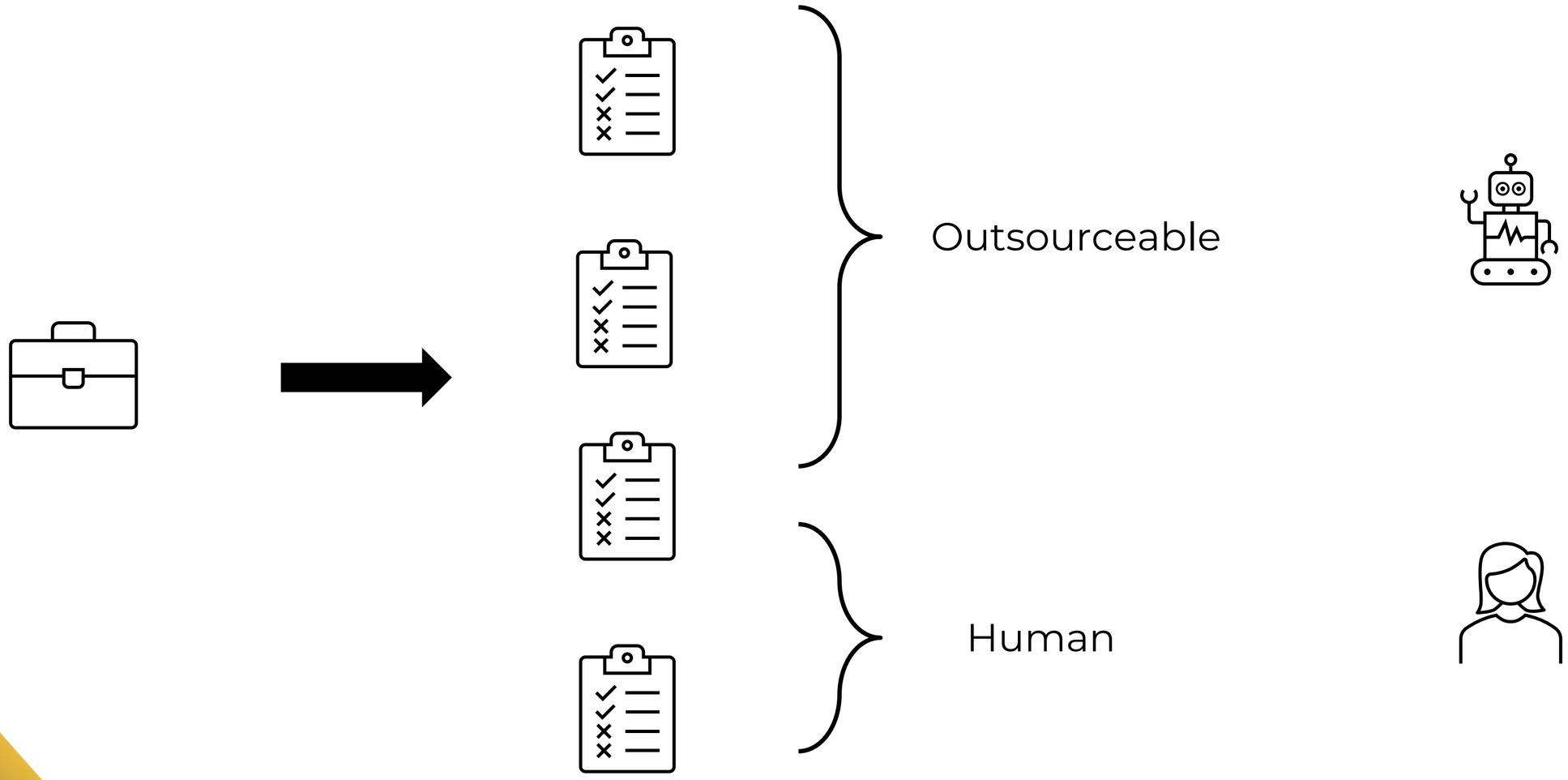
How do the loops connect?

- Many loops, each with a job
- Output of one becomes input to the next
- You wire the map and set the handoffs
- The whole thing runs without you in it

*You design the org chart, not the task*

Every step moves you further from doing the task and closer to owning the system. Bee → Beekeeper.

# As time goes on, the brackets are shifting



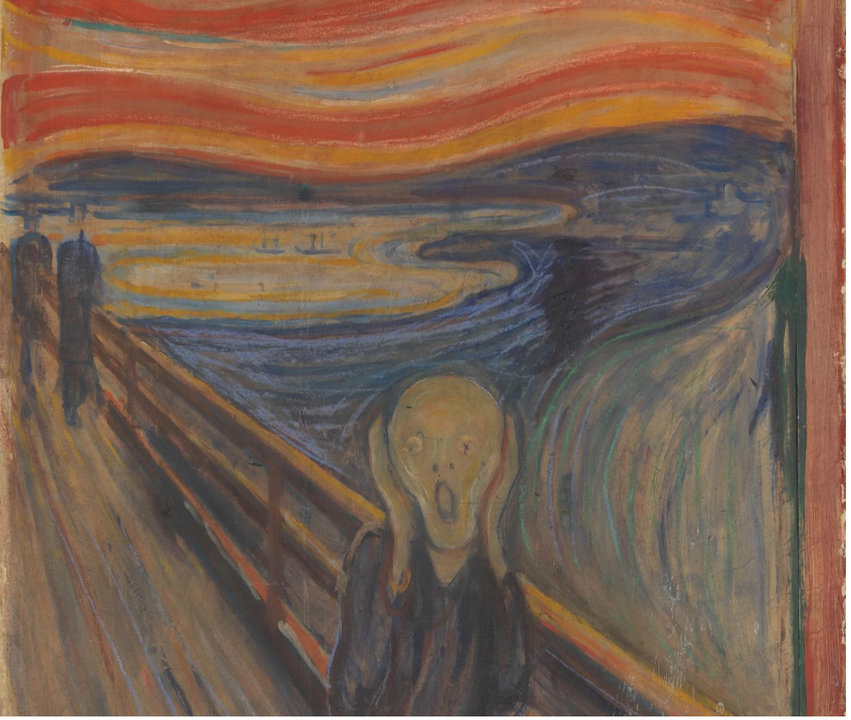

When I realize
ChatGPT can do
my job for me
When I realize
ChatGPT can do
my job for me

# We might feel replaceable



*Science and Charity Picasso 1897*













# Ironically, AI might make us more human

“Spend human hours on human necessary tasks.”
- Sharon Gai


1994

# 2025




*Katie Couric using the internet at JFK*


2056



# Thank you, scan for summary of deck

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“Change is difficult in the moment, but obvious when we look back”

-Sharon Gai




Linkedin: Sharon Gai
Instagram: sharong.ai

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