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AI FOR ADVISORS

Dream helper or worst nightmare?

A plain-English guide to using AI safely in your advisory business.

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PRESENTED TO

Tumblers



HOW WE GOT HERE

AI moved into the office in just 3 years

2022

ChatGPT arrives. Anyone can chat with AI.

2023

Claude, Copilot and Grok join in.

2024

AI moves into email, documents and meetings.

2025

AI “agents” start doing tasks, not just answering.

2026

Meta’s Muse comes to Facebook, Instagram and WhatsApp.

IN CANADA

Finance and insurance businesses using AI



Almost 3 times more in one year.

Source: Statistics Canada, Canadian Survey on Business Conditions, Q2 2024 and Q2 2025

YOU'VE PROBABLY HEARD THIS

"AI won't replace advisors. Advisors who use AI will replace advisors who don't."

The catch: your duty to protect your clients stays the same, even when AI does the work.



Privacy law

Client info you send to an outside tool is still your responsibility.



Investment regulators

The same rules apply when AI helps. You own the result.

Sources: PIPEDA, Principle 4.1.3 (accountability) · CSA Staff Notice and Consultation 11-348 (Dec. 2024)

THE TOOLS

Six AI tools you've probably heard of

THE BIG FOUR: BUILT FOR BUSINESS

Copilot

Microsoft

Inside Outlook, Word, Excel and Teams.

Gemini

Google

Inside Gmail, Google Docs and Drive.

ChatGPT

OpenAI

Its own app, with plans for business teams.

Claude

Anthropic

Its own app, with plans for business teams.

THE NEW TWO: PERSONAL LIFE

Grok

xAI

Built into X. It can learn from your posts and chats.

Muse

Meta

Powers Meta AI in Facebook, Instagram and WhatsApp.

PERSONAL VS. BUSINESS

Your login decides where your data goes

GREEN LIGHT

Work login

Not used to train their AI, by default.

Your company can see and control it.

Client work: OK, with rules

YELLOW LIGHT

Personal login

Your own ChatGPT, Gemini or Claude account.

Your company can't see or control it.

Client work: never

RED LIGHT

Social media AI

Grok on X. Meta AI in Facebook and Instagram.

Built to know you. Chats can train AI or pick ads.

Personal life only

Real examples: Meta now uses Meta AI chats to help pick ads. In 2025, over 370,000 Grok chats showed up in Google search after people clicked Share.

THE BIG PICTURE

AI comes in 4 levels

Start here



LEVEL 1

Chat

You ask. AI answers.

LEVEL 2

Chat + your tools

AI can read your email, calendar and files.

LEVEL 3

Agents

You give it a job. It does the steps. You check the result.

LEVEL 4

Agent teams

Agents pass work to each other. Whole processes run.

Each step up saves more time, **and needs stronger rules.**

YOUR DESK TODAY

Client data lives in many places

Every tool you connect is a door. AI can walk through any open door.

Email and calendar
Microsoft 365 or Google Workspace

Client records
Your CRM: HubSpot, Salesforce or Maximizer



Your desk

Files
Cloud, desktop, or both? Backed up?

Finance apps
Planning, quoting and note-taking tools

IDEA 1 OF 4 · INBOX TRIAGE

Let AI sort your inbox

1. **New email**
   Everything lands in one inbox.
2. **AI reads it**
   Who is it from? What do they need?
3. **AI sorts it**
   Into 4 piles, by rules you set once.
4. **AI drafts**
   A reply, a task or a reminder.
5. **You decide**
   Nothing goes out without your OK.

THE 4 PILES · YOU SET THE RULES

Needs me
Client questions, new leads, complaints.

Hand it off
Forms, address changes, insurer paperwork.

Waiting on
Signatures, quotes and replies you're chasing.

Just noise
Newsletters, promos and FYIs.

IDEA 2 OF 4 · YOUR AI PERSONA

Teach AI to sound like you

TWO WAYS AI LEARNS YOUR STYLE

By accident

It guesses from your chats over time. Slow and hit-or-miss.

On purpose, from day one

You give it your voice and rules. It sounds like you right away.

Skip this and you get **“AI slop”**: bland writing that sounds like everyone else.

My AI rule book

SOUND LIKE ME

Warm. Plain words. Short emails.

ALWAYS

Use the client’s first name. Flag anything about money, health or claims.

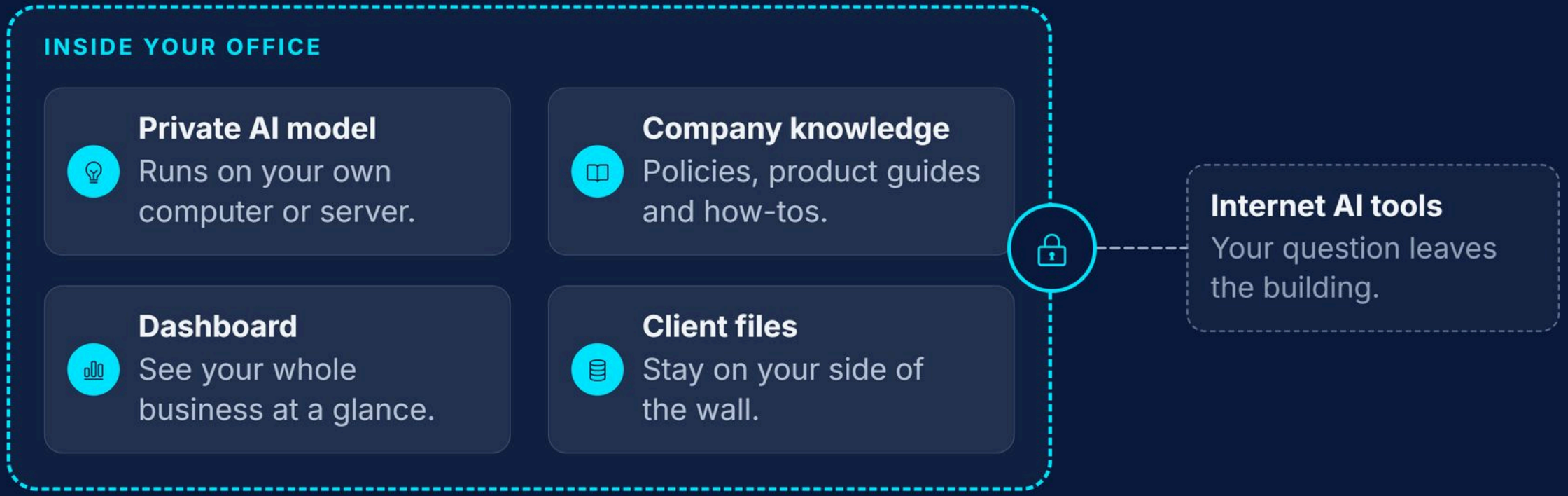
NEVER

Make a decision. Give advice. Promise a return. Share client info.

AI never decides. You do.

IDEA 3 OF 4 · YOUR CORPORATE BRAIN

Keep a company brain inside your walls



Client data stays in. Law firms already work this way to protect client secrets.

IDEA 4 OF 4 · AI GOVERNANCE

Set house rules for AI

The biggest risk: someone pastes a client file into their personal AI account.

78% of people who use AI at work bring their own AI tools.

63% of companies hit by a data breach had no AI policy, or were still writing one.

YOUR HOUSE RULES

- One list of approved AI tools
- A person checks everything before it goes out
- Work accounts only
- Train your whole team
- No client info in personal AI
- Review the rules every 3 months

Sources: Microsoft and LinkedIn, 2024 Work Trend Index · IBM, Cost of a Data Breach Report 2025

THANK YOU, TUMBLERS

Dream or nightmare? You choose.

The goal is confidence, not chaos. Start with one task you did three times this week.

The dream

- Your inbox is sorted every morning
- AI drafts in your voice. You approve.
- Client data stays inside your walls
- Your team follows clear rules

The nightmare

- A client file sits in someone’s personal account
- AI sends something you never saw
- Nobody knows who used what
- A data breach you can’t explain



YOUR RESOURCES FROM TODAY

botlogix.ca/tumblers

These slides and the Advisor Persona Builder. Free to download, nothing to sign up for.