

IT IS NOT A GEN Z PROBLEM. IT IS A HUMAN PROBLEM.

ADULTS ARE SKIMMING TOO.

Screens trained a generation to skim in school. Now AI summaries, auto-written emails, and templated deal notes are training your revenue team to skim at work. The biology did not change at graduation. Neither did the cost.

If a rep can only perform **with** the tool, they never learned it. They outsourced it.



01

Adults optimize for speed

Twelve meetings and a forecast to hit. AI that summarizes the call feels like help. It also skips the exact thinking that builds judgment.

02

Familiarity feels like skill

They watched the video and read the summary, so they think they know it. Put them live, no slides, no AI, and the deal defense falls apart.

03

Veterans must unlearn first

Ten years of shortcuts are now automated shortcuts. Breaking the habit is harder than teaching a new hire, and passive training never breaks it.

AI CAN DO THE DRAFT. IT CAN NEVER DO THE DECIDE.

THE COLD TEST

Close the laptop. No deck, no template, no AI. Ask the rep to defend the pain, the economic buyer, and the business case from memory. What survives is learning. What does not was consumption.

FLIP THE RATIO

80% human practice, coaching, live proof. 20% screen and reference. Most programs run it backwards.

SEE IT. PRACTICE IT. LEAD IT.